ART + SUSTAINABILITY FESTIVAL

Sunday, Aug 21 | 2:00 - 6:00 pm
Baldwin Hill Scenic Overlook, Culver City

#ASFest2016
artandsustainabilityla.com
## Schedule

### Welcome

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00 - 2:30 PM</td>
<td>Registration, Session Sign-up, Light Food, &amp; Networking</td>
<td>Pavilion</td>
</tr>
<tr>
<td>2:30 - 2:35 PM</td>
<td>Introduction, Jen Ann Simmons, President, Net Impact Los Angeles</td>
<td>Theater</td>
</tr>
</tbody>
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### ACT I: Artist Presentations

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker(s)</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>2:35 - 2:50 PM</td>
<td>Jana Cruder &amp; Matthew LaPenta</td>
<td>Theater</td>
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<tr>
<td>2:50 - 3:10 PM</td>
<td>Sijia Chen</td>
<td>Theater</td>
</tr>
<tr>
<td>3:10 - 3:30 PM</td>
<td>John Knuth</td>
<td>Theater</td>
</tr>
<tr>
<td>3:30 - 3:50 PM</td>
<td>Gentry Lane, CEO, <a href="mailto:tdo-productions@company.com">TDO Productions</a></td>
<td>Theater</td>
</tr>
<tr>
<td>3:50 - 4:10 PM</td>
<td>Jen Ann Simmons</td>
<td>Theater</td>
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</tbody>
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### ACT II, Part I: Breakout Sessions

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker(s)</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>4:30 - 5:15 PM</td>
<td>Matthew Manos, <a href="mailto:matthew.manos@verynice.com">very nice</a></td>
<td>Pavilion</td>
</tr>
<tr>
<td>4:30 - 5:15 PM</td>
<td>Kaitlin Mogentale, <a href="mailto:kaitlin.mogentale@pulppantry.com">Pulp Pantry</a></td>
<td>Pavilion</td>
</tr>
<tr>
<td>4:30 - 5:15 PM</td>
<td>Chelsea Byers, <a href="mailto:chelsea.byers@beautifultrouble.com">Beautiful Trouble</a></td>
<td>Pavilion</td>
</tr>
<tr>
<td>4:30 - 5:15 PM</td>
<td>Dave Koken, <a href="mailto:dave.koken@lokaltravel.com">Lokal Travel</a></td>
<td>Pavilion</td>
</tr>
<tr>
<td>4:30 - 5:15 PM</td>
<td>Virtual Reality Demonstrations by <a href="mailto:tdo-productions@company.com">TDO Productions</a></td>
<td>Pavilion</td>
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</tbody>
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### Break

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>5:15 - 5:30 PM</td>
<td>Coffee Break</td>
<td>Patio</td>
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</tbody>
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### ACT II, Part 2: Breakout Sessions

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker(s)</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>5:30 - 6:15 PM</td>
<td>David Rosenstein, <a href="mailto:our.foods@ourfoods.com">Our Foods</a></td>
<td>Pavilion</td>
</tr>
<tr>
<td>5:30 - 6:15 PM</td>
<td>Kat Hargreaves, <a href="mailto:kat.hargreaves@designjedi.com">Design Jedi</a></td>
<td>Pavilion</td>
</tr>
<tr>
<td>5:30 - 6:15 PM</td>
<td>Logan Call, <a href="mailto:logan.call@plantedcuisine.com">Planted Cuisine</a></td>
<td>Pavilion</td>
</tr>
<tr>
<td>5:30 - 6:15 PM</td>
<td>Aretta Frazier, <a href="mailto:aretta.frazier@inner-city-arts.com">Inner-City Arts Young Professionals Advisory Board</a></td>
<td>Pavilion</td>
</tr>
<tr>
<td>5:30 - 6:15 PM</td>
<td>Virtual Reality Demonstrations by <a href="mailto:tdo-productions@company.com">TDO Productions</a></td>
<td>Pavilion</td>
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### Closing

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>6:15 - 6:25 PM</td>
<td>Closing Remarks</td>
<td>Pavilion</td>
</tr>
<tr>
<td>6:25 - 6:50 PM</td>
<td>Networking</td>
<td>Pavilion</td>
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Jana Cruder & Matthew LaPenta

Jana Cruder and Matthew LaPenta met in 2013, just as their creative and artistic careers were gaining steam and galleries were paying attention. It was a kismet meeting; one of conjoined inspired force. Immediately they found connections in the roots of their respective practices and started to recognize a dialogue between the two. The influence on each others work was recognized instantly. LaPenta was seduced by Cruder to explore sculpture and three-dimensional forms. Cruder was inspired by LaPenta’s observations of humanity’s relationship to technology. Ever so courageous as collaborators, Cruder and LaPenta will continue to use their individual and unique identities as artists to explore new ideas and alternative aesthetic territories in a dialogue that is equally accessible as it is challenging.

Cruder and LaPenta are also deeply moved by the current state of humanity and its impact on the planet. Through their current collaborative projects, they aim to cast a spotlight that is both unforgiving and unassuming on the environmental, technological, political and social realities of today. Cruder and LaPenta hope their collective creative output will make a positive impact, not only on this generation, but the next as well.

www.cruderlapenta.com/naturalplasticity
Instagram: @naturalplasticity @janacruder @matthewlapenta
Sijia Chen

Sijia Chen received her MFA from Tyler School of Art in 2011 and her BFA from Guangzhou Academy of Fine Arts in 2009. Her recent solo exhibitions include the Art Museum of Shantou University, China; Fei Gallery, Guangzhou; South Bay Contemporary, CA; Zhou B Art Center, Chicago and Temple Contemporary, Philadelphia., and group exhibitions in Switzerland, Austria, Italy, Mexico, Japan, Taiwan, U.S. and China. Chen's work is in collected by many institutions, among them the Inside Out Museum, Beijing; Guangdong Art Museum, Guangzhou, Shantou University, Guangzhou Academy of Fine Arts. As a curator, Chen is focused on exchange programs between China and America, her most recent curatorial effort was Beyond the Ocean, a joint exhibition between UCity Art Museum in Guangzhou and Torrance Art Museum. She currently lives and works in Los Angeles and Shantou.

Special thanks to Sijia for permission to use her art for this event’s brand and logo!
John Knuth

John Knuth finds beauty at the edge of panic. Made with signal flares, emergency blankets, smoke and fire, his work plays its haunting chords as the Titanic sinks. Though originally from Minnesota, Knuth fits nicely into the disaster mentality of Los Angeles, an earthquake-prone city that seems to delight in picturing itself at the edge of doom.

Knuth received his MFA from USC and a BFA from the University of Minnesota. He has had recent solo exhibitions at Brand New Gallery (Milan, Italy), Marie Kirkegaard Gallery (Copenhagen, Denmark), Human Recourses (Los Angeles, CA), Andrew Rafacz Gallery (Chicago, IL), and The Armory Center for the Arts (Los Angeles, CA). Knuth lives and works in Los Angeles, California.
Gentry Lane

Gentry Lane is the CEO of TDO Productions, a social impact-focused Virtual Reality studio and Executive Director of the River Institute, a Los Angeles-based think tank.

TDO Productions helps changemakers harness the storytelling power of VR for action, fundraising & awareness campaigns. The River Institute studies the sociological implications of frontier technologies, and advocates for world-positive policies and best practices.

Ms. Lane is a VR industry veteran, evangelist & startup mentor. She sits on the BOD of several technology start ups as well as the Los Angeles chapter of Ellevate, a professional women's investment network.

Attendees will have the chance to experience virtual reality during the breakout sessions! Please sign-up in the pavilion.

www.TDOprod.com
www.RiverInstitute.com
Medium: @gentrylane

From the company’s website: TDOprod.com
Jen Ann Simmons

Jen writes poetry, short stories, and essays about transformation and self actualization as it relates to social and environmental issues. Her art is a celebration of the magic and miracle of existence and an expression of Universal love.

In her writing, Jen’s passion for the changes occurring to the Earth and climate shine through. The odysseys she creates seek to humanize natural systems so that we all can relate our human experience to the transformation, love, and suffering of the planet. Jen does this by using her dream images to access a deeper meaning beneath the systems of our society.

Her poems read like an ancient love song, and feel like a lucid dream, inviting the listener to look beyond illusion so we can collaboratively create a more prosperous and sustainable world for ourselves and the next generation.

When she is not creating, Jen helps artists build their brand and web presence, supports individuals transitioning into the social impact space, and consults social enterprises on strategy, marketing, and communication. For more than 2 years, she has served as the President of the Net Impact Los Angeles chapter and is passionate about bridging the art and social impact communities together for the greater good.
Matthew Manos

Named one of seven millennials changing the world by The Huffington Post, Matthew Manos is an educator, essayist, and design strategist.

He is the Founder and Managing Director of verynice, and is the author of How to Give Half of Your Work Away for Free and Toward a Preemptive Social Enterprise. verynice’s clientele has included the American Heart Association, UNICEF, and Google.

“Models of Impact: Designing the Future”

In this session, participants will learn the Models of Impact methodology, a strategic framework leveraged by thousands of social entrepreneurs around the globe. Participants will work with educator, essayist, and design strategist, Matthew Manos, to invent new socially responsible concepts that are forward-thinking. Matthew will share his work with the audience, and will guide participants through a hands-on session with cutting-edge innovation methods.
Kaitlin Mogentale

In her final year at USC, Kaitlin Mogentale found herself watching a friend juice a carrot. Nowadays, with juiceries on every corner of Los Angeles’ trendy, upscale neighborhoods, this would be an inconsequential moment. But for Kaitlin, a Chicago native unfamiliar to the juicing craze, witnessing this moment opened her eyes to something she’d never considered before - the amount of fiber byproduct that resulted from the juicing process.

“As an Environmental Studies major, with minors in Urban Policy & Planning and Social Entrepreneurship, I was already deeply passionate about issues of sustainability and social and environmental justice. At the time, I was working at an urban garden in a local underprivileged elementary school. There, I watched as kids eating Cheetos for breakfast came into the garden and experienced the sensation of their first-ever fresh tomato.

Back at my friend’s house, juicing a carrot, I had an idea. I collected the carrot pulp and went home to whip up carrot cake cookies (vegan and gluten-free, mind you). The next day, I called up 10 local juiceries, shocked to realize most were simply throwing this valuable resource away. I thought - how can I leverage a wasted resource - juice pulp - to bring affordable access to healthy food? This was the inspiration that evolved to become Pulp Pantry.”

www.pulppantry.com
Twitter: @pulppantry
Facebook: /pulppantry
Instagram: @pulppantry

How can food waste improve healthy food access?

Los Angeles is home to the largest food insecure population in the United States - with 1.6 million people unable to access or afford organic produce. Kaitlin Mogentale had an idea when her friend juiced a carrot and saw the enormous amount of by-product that would end up as waste. She collected the carrot pulp and went home to whip up carrot cake cookies. In this juicy session, Kaitlin will discuss how she is leveraging a wasted resource - juice pulp - to bring affordable access to healthy food and inspire you to look for opportunities in your daily life to make a difference.
Chelsea Byers

Chelsea is a passionate organizer, strategic thinker, and advocate for peace and human rights, civic participation, and environmental justice. She’s taken the bullhorn at rallies and dropped glitterbombs with CODEPINK, mobilized 3,000 students for education and lobbied elected officials at local, state, and federal levels, run voter registration drives yielding historic turnout and put her body on the line for justice.

From managing an internship program for student leaders at Northern Arizona University to directing operations for the Coconino County Democratic Party through a competitive midterm election in 2014, Chelsea has cultivated her skills as a well-organized, self-starter and a passionate communicator with a strong understanding of strategic campaign and program development. To better serve the movement and its’ ever-present need for sustainability, Chelsea works as a trainer and is committed to exploring best practices for creative civic engagement and organizational strategy to support the current and next generation of changemakers.

Climate Ribbon: What do you love & fear to lose to climate change?

This month, we witnessed Earth Overshoot Day, the point when humanity has used the resources needed to live sustainably for a year. How do we process these realities, and turn our fear and grief into action? The Climate Ribbon is a public art installation project that invites people to share what they love and fear to lose to climate change. Chelsea Byers - a passionate organizer, strategic thinker, and advocate for peace and human rights, civic participation, and environmental justice - will talk about the Climate Ribbon and its impact at large-scale events like the UN Climate Talks in Paris (Cop21). She will also share best practices on how to engage your community to take creative action for environmental justice. Afterward, Chelsea will create a ritual space for attendees to share their stories and commit to each other to fight for the resources we love the most.
Dave Koken

An adventurer, nonprofit professional and social entrepreneur, Dave has lived, worked and traveled in over 30 countries. Before starting Lokal, he spent 2 years in Cambodia and Thailand leading partnership growth for Kiva (www.kiva.org) across Southeast Asia.

He’s also worked on HIV/AIDS education in South Africa and studied international development at UC Berkeley. He’s constantly inspired by the incredible kindness, warmth and entrepreneurial spirit of the people he meets around the world.

Dave founded and serves as Chief Exploration Officer of Lokal, a marketplace where travelers can book sustainable, local adventures around the world. From canoe rides in private rainforest reserves to overnight immersions in indigenous villages, Lokal brings many off-the-beaten-path experiences online for the first time. All trips are managed by community cooperatives, family businesses and local operators that ensure each visit supports local livelihoods, preserves cultural traditions and protects wild places.

For the love of travel: How can your next vacation make a difference?

What’s not to love about the last-minute road trip, traveling gap year, or sandy beach vacation? While traveling can expand perspectives and enhance well-being, the impact to the local community is not always clear. Lokal addresses this issue by creating a marketplace where travelers can book sustainable, local adventures around the world. All “off the beaten track” experiences are managed by community cooperatives, family businesses, organizations and local tour operators that ensure each visit supports local livelihoods, preserves cultural traditions, and protects wild places. Walk away from this session at ease, knowing your next vacation is planned and has a positive impact!
Kat Hargreaves

Kat Hargreaves is a UX designer, systems strategist, educator, and civic innovator dedicated to transforming companies and communities into resilient and sustainable ecosystems. As a designer, she is currently leading UX at Metamason, a startup 3D printing customized medical devices.

As an educator, she has led workshops on conscious technology, design thinking for high school students, and innovation in the government space. She believes that education and design are two of the most powerful tools at our disposal and is dedicated to making revolutionary technology accessible to millions of people around the world.

www.designjedi.org
Twitter: @uxpony
Instagram: /newerapony

Breakout Session Description (5:30 - 6:15)

Nature as Healer: Connecting to the Source

With fast growing populations, crowded cities, limited resources, and more information than you’ll ever need on a screen, is it any wonder humans feel disconnected from nature? In this creative writing workshop, Kat Hargreaves invites attendees to connect to their individual nature, channel energy from their own healing experiences, and proclaim the power of Nature as healer. As a UX designer, systems strategist, educator, and civic innovator, Kat transforms companies and communities into resilient and sustainable ecosystems. She brings her systems thinking to this intimate workshop, knowing sustainability and resilience starts with the individual. As inspiring as a shamanic drum circle and as enlightening as a peaceful moment by the sea, you will leave this workshop connected to the healing power of nature and empowered to share your story!
Breakout Sessions, Part 2

David Rosenstein

David built the first aquaponic farm in Los Angeles County in 2011 and developed an urban agriculture educational platform called THE ART & SCIENCE OF AQUAPONICS for public schools, universities, and the general public, through a company he founded- Evo Farm LLC.

He consults on system design, feasibility assessment and installations from residential to industrial scale aquaponic farms. He developed Nano Farms™ a product line of recreational/educational scaled aquaponic systems that grow the most amount of food in the least amount of space. Prior to urban farming, he produced a number of documentaries including most recently DESIGNING HEALTHY COMMUNITIES, (a 4-hour series that aired on PBS) which looks at the built environment’s impact on public health, and and GROWING GREENER SCHOOL (also on PBS).

The pursuit of the urban farming life is a natural progression for him- from producing ‘food for thought’ to producing thoughtful food. David is the Treasurer of the Aquaponics Association. He also has served on the Aquaponics Subcommittee for California Fish and Wildlife, and the Urban Ag committee for the Los Angeles Food Policy Council.

Aquaponics: How can sustainable food mitigate our biggest environmental issues?

Did you know current unsustainable food systems are one of the largest contributors to climate change, peak oil, and chronic disease? In this session, David will give us a live demonstration of how to mitigate these effects using aquaponics, a unique approach to sustainable food production, which merges hydroponics (soilless food production) and aquaculture (fish farming). Simply put, the fish (which can be edible) provide the fertilizer for the plants while the plants filter the water for the fish. It is a symbiotic relationship that demonstrates biomimicry in its truest form. After this cool demonstration, you’ll know how to plant the seeds for a more resilient, sustainable future!
Loghan Call

Food has been an important part of Loghan’s life for as long as he can remember. Loghan was raised on four and a half acres of land with more than eighteen gardens brimming with organic vegetables, edible flowers and medicinal herbs. Loghan understood from a young age the importance of fresh ingredients and the flavor profiles of a broad spectrum of plants and herbs. At age eleven, he started his own organic, vegan dog biscuit baking business in his local community named "Dancin' Dog". Young Loghan had his products placed in a handful of local stores and was expanding before he decided to focus his ambitious mind elsewhere - baseball cards!

Through his studies at UCLA, Loghan connected to a local farm in Irvine, California called Alegría Farms (alegriafresh.com). It was there that he was able to get his hands back into the soil and reconnect with the food source. This experience -coupled with his switch to a fully plant-based diet- inspired Loghan to take his culinary skills to a new level. He hosts dinner experiences at his home-turned-urban garden. Outside of the kitchen, Loghan is also the co-founder of an organization he started with his mom called A Meat Free Month (ameatfreemonth.org), whose mission is to end factory-farming through education and incredible plant-based food. The family duo created a free 30-day program that provides free recipes, tips and support for those looking to explore a new lifestyle.

www.plantedcuisine.com
Twitter: @loghancall
Instagram: /plantedcuisine

The future of food: where we’ve been, where we are and where we are headed.

“Sustainable,” “humane-raised,” “farm to table” all sound great in theory, but are we actually making headway toward a healthy food future for generations to come? The short answer is no, but the long answer involves a new approach to how we think about, use and consume food. What if you walked into the local store and instead of shopping by price or label, you shopped by nutritional density and flavor content? Chef & Regenerative Food Consultant Loghan Call will present a short talk and lead an open discussion on the issues and solutions that farmers, chefs and consumers will face and how the future can be more flavorful for all of us.
Nominations and early-bird registration is now open for the 2nd annual MakeChange Awards! Nominate your favorite social enterprises that are making the most impact in Los Angeles.

Founded in 2015, the MakeChange Awards is one of the leading events that honors those companies and organizations creating the most positive social, economic, and environmental sustainability impact for a better world.

Honorees are evaluated based on the following criteria: 1) sustainable growth & financial performance, 2) innovation & creativity, 3) impacts and improvements, 4) customer/client & community engagement, 5) leadership management, 6) ethical business management, and 7) worker well-being.
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