

# THE COOL°

## USF'S "THE COOL°" EXHIBIT SHOWCASES THE ARCHITECTURAL ART OF MARK WESTON

The innovative combination of architecture and art created by Mark Weston, assistant professor of architecture, is being featured in the SACD Gallery on the USF campus now until March 11. His exhibit, "The Cool°" shows how the utilization of experimental building materials may be implemented to manage energy usage in buildings.

Weston's work is based on fusing art and architectural design elements with passive energy strategies. The goal of Weston's work is to produce energy efficient structures while simultaneously providing rich material qualities in the architecture he creates. Many of his pieces are designed to provide passive climate control to buildings and can be used as a way to regulate temperature based on the regional climate.

The exhibit features several patent pending items including passive humidity screens, heat exchange tiles, flexible shade devices and passive lighting mechanisms. One of these structures can be designed into a building façade to deflect direct sunlight, thus reducing solar heating and air conditioning demands within the building, while still allowing occupants a sight line out. Another device may be incorporated into a façade to absorb and store thermal energy for use at a later time. The exhibit demonstrates the use of unique design and material strategies for energy efficient architecture.



“Human industry has spent all of history attempting to mitigate for the flaws and inconsistencies of natural materials”, says Mark Weston. “My work pinpoints these imperfections, intensifies them, and then iterates them to create high performance buildings which marry beauty and pragmatism.”

The SACD Gallery is on the third floor of HSM Building in Room 326. Regular gallery hours are 9:00 AM to 5:00 PM Mondays - Fridays.

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*The University of South Florida is a high-impact, global research university dedicated to student success. USF is classified by the Carnegie Foundation for the Advancement of Teaching in the top tier of research universities, a distinction attained by only 2.2 percent of all universities. It ranks 50th in the nation for federal expenditures in research and total expenditures in research among all U.S. universities, public or private, according to the National Science Foundation. The USF System has an annual budget of \$1.5 billion, an annual economic impact of \$3.7 billion, and serves 47,000 students in Tampa, St. Petersburg, Sarasota-Manatee and Lakeland.*