At the University of California San Diego, challenging convention is our most cherished tradition. Through the Campaign for UC San Diego — our university-wide comprehensive fundraising effort concluding June 30, 2022 — we are enhancing student support, ensuring student success, transforming our campus, connecting our community, and redefining medicine and health care on a global scale.

**Anthropology, Performance and Technology Program**

**At Jacobs School of Engineering**

**Catalyzing creativity**
Engineers create by solving problems. From the most fundamental technologies that improve human security, transportation, and sustenance, to enhancements to the quality of our lived experience – engineers assess conditions as they are and plan for what’s better. The Anthropology, Performance and Technology (APT) program at the UC San Diego Jacobs School of Engineering reorients the goal of solving problems to the tactics of artistic exploration. Artists solve problems by creating.

**Ingredients for change**
The study of human behavior, *anthropology* provides a nontraditional framing for engineering questions. *Performance* brings questions out of contemplation and into action. And *technology* means much more than mechanical or computing inventions – it is the crystallization of knowledge into practice. Brought together, these are modes of exploration that enrich Jacobs School’s experience-centric engineering curriculum substantially.

**New methods for transformation**
As envisioned, APT will empower a new generation of engineers – socially engaged, culturally relevant, and scientifically, technically, and artistically creative. Jacobs School students will develop new approaches to solving problems through instructional and experiential “on-ramps and bridges,” projects that connect engineering students to activities outside what is traditionally considered engineering and computer science education. Easing out of comfort zones. Experiencing what’s new. Seeing and understanding in a whole new light.

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**#5 in nation**
Among public universities *(U.S. News & World Report, Best Engineering Schools, 2021)*

**Changemaker Campus**
Designation by Ashoka U for campus role as a leader in social innovation education

**#1 in world**
Among “Golden Age” universities – best higher education institutions founded between 1945 and 1966 *(Times Higher Education, 2020)*

*Photo credit: Sean Ryan @ SeanRyanImages.com*
Engineering connections

APT’s activities will be organized into three primary tranches – one focused on offering instruction and enrichment activities for Jacobs School undergraduates, and another fostering connections across campus and in the wider community, creating a channel between engineering expertise and the countless specialties and capacities of our creatively adventurous community. A third tranche will research the role of performance in multiple disciplines. APT will be situated in a space called The INKubator on the lower level of Franklin Antonio Hall, a dynamic new facility in the Jacobs School campus slated to open in 2022.

Within Jacobs School, APT has embarked on a collaboration with the FORGE Veteran Pipeline Program. During the campus-wide Changemaker Week in January 2022, APT hosted a live panel discussion of Sisters with Transistors, a feature-length documentary film about the early female pioneers in electronic music. And APT director Hortense Gerardo is a founding participant in a new think tank/applied creative research initiative called The INKubator Collective, which also features collaborators from the Arthur C. Clarke Center, Theatre & Dance, the Swartz Center for Computational Neuroscience, and Visual Arts.

Giving Opportunities
We invite philanthropic contributions to support APT at all levels. Your support will enable APT to access, procure and maintain equipment integral to contemporary performance, allowing engineering students to blend their technical aptitude with artistic and humanistic expression.

As APT grows, philanthropic support is vital for building campus and community outreach, project coordination, and student research. Please make a gift today and play your part in the socially conscious, creatively agile education of Jacobs School engineering students.

Help us continue the nontradition.

With your help, UC San Diego will help design thinking proliferate as a change-catalyzing practice in technology, health, business, communication, and all areas of societal endeavor. Together with your philanthropic support of the Campaign for UC San Diego, we can become the world’s preeminent resource for design education, research, and community connection.

Learn more at campaign.ucsd.edu

For more information, please contact:

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