



CITY OF
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PRESS RELEASE



PALO ALTO
**ART
CENTER**

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For Immediate Release

Where is Your Happy Place in Palo Alto? Artist Kate Pocrass to Create a ‘Happiness Map’ of Palo Alto, Soliciting Input from Hundreds of Residents

PALO ALTO, CA– Where do you find happiness? For the City of Palo Alto, the answer comes in the form of a project launched by artist Kate Pocrass, who is asking hundreds of Palo Alto residents to identify and describe their happy places throughout the city.

The artist asks residents to identify places — known and hidden — that make them happy. Participants will provide input through an electronic survey and interviews, which will then be interpreted by Pocrass and used to create a unique map called *This is Happiness: Palo Alto*.

“You don’t have to travel to exotic, far-flung lands to be inspired,” says Pocrass. “Although we get wanderlust and dream of faraway lands, our own city always presents us with wonders in the smallest, unexpected details.”

Kate Pocrass is an artist, illustrator and designer who received her BFA from the University of Michigan in Ann Arbor and her MFA from the California College of the Arts. Her work has been included in exhibitions at Yerba Buena Center for the Arts, the Orange County Museum of Art, Southern Exposure and New Langton Arts. She is the recipient of a Eureka Fellowship Award from the Fleishhacker Foundation, and is the author of three guided travel journals published by Chronicle Books.

Palo Alto residents may participate in the survey here: <https://www.surveymonkey.com/r/GVZP7MQ>. Input will be solicited over the next several weeks, and the map will be completed by Sept. 12. Free copies of the map will be available at the Palo Alto Art Center and other sites throughout the city.

This project is sponsored by the Palo Alto Art Center, Division of Arts and Sciences, Community Services Department, City of Palo Alto, the Palo Alto Art Center Foundation and Our Palo Alto.

About The Palo Alto Art Center:

The Palo Alto Art Center is your place to discover art. See, make, and be inspired because everyone is an artist. Created by the community, for the community in 1971, the Palo Alto Art Center provides an accessible and welcoming place to engage with art. We serve approximately 70,000 people every year through a diverse range of programs.

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