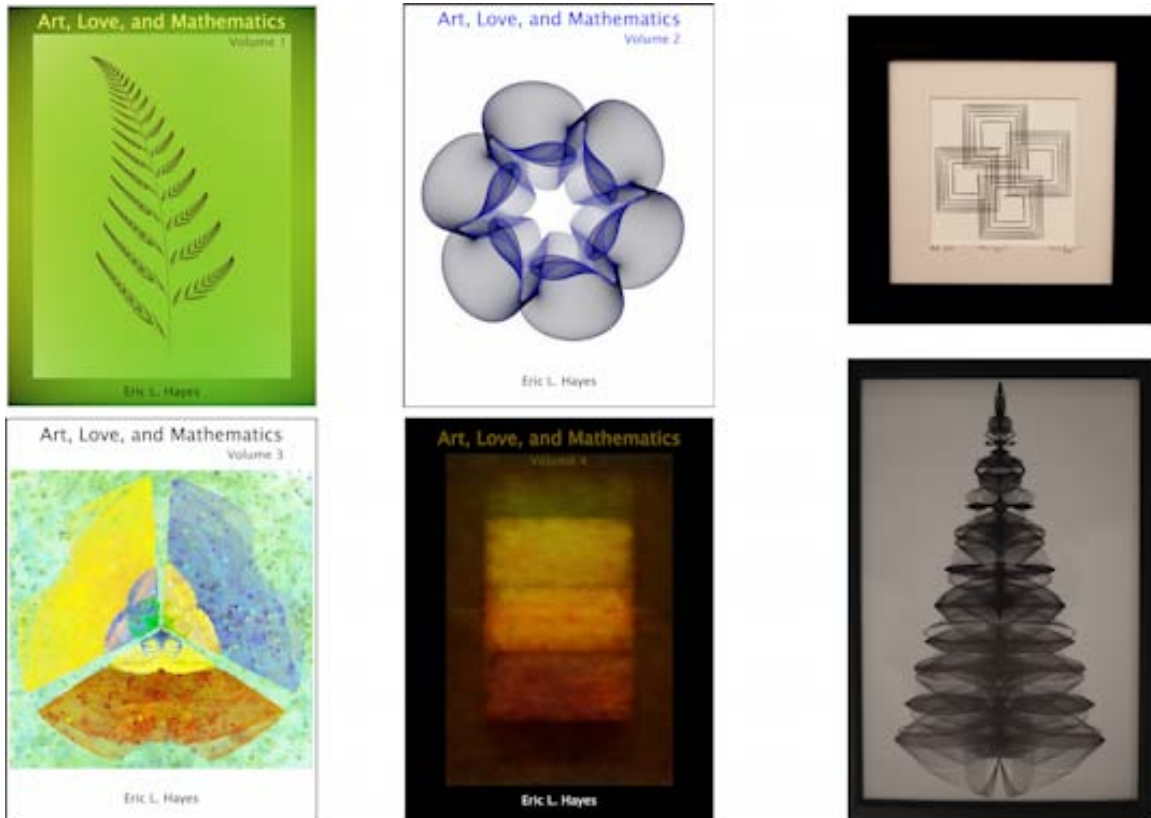


PHOTO CAPTION RELEASE

MIT Engineer Culminates a Lifetime Love of Art and Math By Publishing a Four Volume Series of Art Derived From Math Equations



Images are derived from math concepts such as Geometry, Fractals, Bezier Curves and Statistics.

[Washington, DC – August 1, 2012] Eric L. Hayes, an engineer with a degree from the Massachusetts Institute of Technology, has published “Art, Love, and Mathematics” – a four volume art book series featuring art derived from mathematical equations. Using software he created, he translates a series of equations and logical steps into a picture. Nothing is drawn or painted. “To use an analogy of music, I am the composer (programmer) who writes the musical score (the program) that the band plays (Commander Crayon) to produce the music (picture) the audience hears (sees). I am excited. I think you will find the art contained within the books compelling and beautiful. I am proud of this work,” says Hayes. Each book has over 100 images that focus on a specific theme. The books are available as eBooks for the iBooks, Kindle, and Nook reading platforms. For more information and to see additional artwork, visit www.logoism.net.

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See next page for full press release.

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African-American MIT Engineer Culminates a Lifetime Love of Art and Math By Publishing a Four Volume Series of Art Derived From Math Equations

Most evenings, Eric Hayes sits at home in front of his computer creating art. Instead of drawing or painting a picture in the traditional way, he writes the text of a computer program that will be translated into a picture.

“Some people think that that is the hardest way to create a picture. But for a person like me who does not draw well, this is much easier,” said Hayes. “And for a person who likes math, this process is actually a lot more fun.”

Eric L. Hayes has a Bachelor’s degree in Electrical Engineering from the Massachusetts Institute of Technology (MIT). While attending graduate school at Stanford University, he discovered *Logo*, an educational, graphical programming language for kids. *Logo*’s goal is to teach kids how to program by allowing them to write programs that draw pictures. Inspired by the idea of being able to teach kids something he enjoyed, Eric created a similar application called *Commander Crayon*. Like many budding entrepreneurs during the Internet boom, he left Stanford University to start his own company to market his software. Unfortunately, the company ran out of funds and had to close down. Referring to the closing, Hayes said, “Don’t regret it at all. It was actually one of the happiest times of my life. I actually created and sold something that would help people. That’s cool.”

For the next decade, Eric put *Commander Crayon* in storage and worked for a number of different companies. He also started collecting art. At one startup, LiteracyPro Systems, he showed a co-worker *Commander Crayon*. At the time, Eric often complained about art’s high prices. After seeing *Commander Crayon*, the coworker suggested that he use it to create his own art. Eric took the idea as a challenge and an artist was born.

But being an artist is tough. “There was this huge learning curve. I knew almost nothing about color theory and composition. So I had to read all of these art books to get a feel for what works. I had to rewrite *Commander Crayon* several times to make it more like an artist tool. Then, I had to connect the art theory to mathematical equations and concepts. It took years before I came up with images that people would want to put on their walls,” said Hayes.

“The other hurdle is learning the business side. Now, I know why so many artists are insecure. Dealing with galleries can be brutal. Art placement pricing is illogical. I can really sympathize with Van Gogh,” said Hayes, “but the plus is that I began to get a feel for what people generally like from a color and mathematical perspective. This information helped me refine my art.”

Now, Eric feels that his art is ready to be seen by the wider world. He calls his form of art *Logoism* in honor of the original programming language. “I feel that I translate the elegance of mathematics to the beauty of art. To use an analogy of music, I am the composer (programmer) who writes the musical score (the program) that the orchestra plays (*Commander Crayon*) to produce the music (picture) the audience hears (sees),” says Hayes.

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