# GATEWAY

THE COMMUNITY NEWSLETTER OF PRATT INSTITUTE

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# PRATT STUDENTS EARN TOP HONORS AT 2008 BKLYN DESIGNS™

YOUNG DESIGNERS TAKE HOME AWARDS FROM TARGET® AND DESIGN WITHIN REACH



ratt industrial design students displayed their work in the sixth annual BKLYN DESIGNS™ show from May 9 through 11, earning kudos from design-savvy companies Target® and Design Within Reach (DWR) and drawing praise from many of the record 6,500 attendees, including bloggers and other members of the media. The sixth annual showcase, held in the DUMBO section of Brooklyn and presented by the Brooklyn Chamber of Commerce, featured designers and manufacturers of contemporary furnishings.

A sponsor of BKLYN DESIGNS™, Pratt presented student furniture and light designs, curated by Adjunct Associate Professor Tim Richartz, at a booth in St. Anne's Warehouse. Prints and jewelry by Pratt fine arts alumni also were available for sale at Tobacco Warehouse in DUMBO Empire-Fulton Ferry State Park.

Target® named Gregory Buntain, a 2008 graduate, winner of the inaugural Target® Design Award for his compact and ready-to-assemble *Intension* table, packaged in its own wooden box. Buntain's project was chosen from among all 70 exhibitors in the show. As part of the award, Buntain has been invited to join an assembly of the country's top designers in an event at the Cooper Hewitt National Design Museum during National Design Week in October.

Three Pratt students also received recognition for their designs in a competition sponsored by Design Within Reach. The First-Place DWR Young Designer Award went to Ian Collings, a 2008 graduate, for his *Urban Driftwood* stools, made of reclaimed material found in Brooklyn. Second Place went to Gregory

Buntain for his collapsible teak *Axis* deck chair. Robert Volek, a second-year industrial design student, won Third Place for his touch-sensitive floor lamp, *Filament*, which utilizes light-emitting diodes. *Filament* also won third place in the inaugural George Kovacs Lighting Competition this spring. All three of the winning works were displayed at the DWR Brooklyn Heights studio for one month following the show.

As part of the BKLYN DESIGNS™ line-up, Pratt presented the panel discussion "Breaking In," moderated by *Interior Design* contributor Julie Taraska, in which recent industrial design alumni discussed how they made their mark on the design field. Panelists included Sam Cabot Cochran (B.I.D. '05), Erika Doering, (M.I.D. '93), Liz Kinnmark (B.I.D. '07), winner of last year's Design Within Reach competition at BKLYN DESIGNS™ for *Egg Pants*, a flexible egg cup, now sold at various design stores including MoMA; Joshua Longo (B.I.D. '03), and Sergio Silva (B.I.D. '06).



THIERRY GOUI

# VISIONARY ARCHITECT ZAHA HADID ADDRESSES PRATT STUDENTS

hen the popular press coined the word "starchitect" they had in mind such superstars of the architectural firmament as Zaha Hadid, widely considered the master of unconventional design. Hadid presented a heavily attended lecture on May 8 as part of the School of Architecture's Spring Lecture Series.

Greg Buntain with his Intension

table and Axis chair

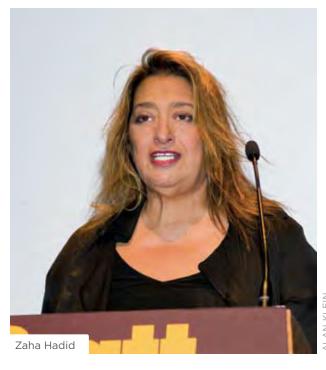
In his introduction, Tom Hanrahan, dean of the School of Architecture, praised Hadid's style as "clear, sensuous, and experimental." He told the audience filled with students: "Her personal achievement has transformed the discipline of architecture in ways that I think will affect your careers. She has shattered barriers, and your future will be better as a result of her work."

In a series of slide presentations, the Londonbased Pritzker Prize winner showed the audience how her current projects for private residences, train stations, bridges, parks, concert halls, performance spaces, museums, and sports facilities are inspired by dune formations, mushroom-like umbrella shapes, pebbles in a river, coral reefs, and landscapes.

Recalling her first visit to New York, the architect said, "Though I had already traveled extensively, what I saw in the city expanded my concept of the possible and gave me confidence." Hadid acknowledged that the secret to her success was "hard work more than talent," adding that the computer had greatly freed her up to create more innovative projects.

Hadid, who had served as a guest critic at Pratt 25 years ago and described herself as having been "ruthless" during her assessment of student projects, told students: "Architecture is much more tough after school than in school. You have to be focused and juggle long hours. There is no easy way to do it."

On the following day, as part of Pratt's Commencement, Hadid received an honorary doctor of fine arts degree.



LAN KLEIN

## **FACULTY AND STAFF FOCUS**

#### PATRICIA MADEJA, Adjunct Associate Professor, Fine Arts



# How long have you coordinated the Jewelry area in Fine Arts?

I was appointed area coordinator for jewelry in 2005 when Professor Judith Reiss retired. When I was invited to join the jewelry faculty in 1998, it was clear to me as an alumna that the jewelry area was not realizing its full potential, considering its location and the absence of any competitive programs in New York City. I wanted to

enhance the visibility and curriculum of the jewelry concentration and improve the studio facilities in hopes of creating a strong, competitive area in Fine Arts. Since 2005, the facilities have been expanded twice thanks to the support of the administration and 2008 represented our largest graduating class of jewelry majors to date and we are on track to surpass those numbers in 2010. Jewelry currently has seven extraordinary faculty members including the former coordinator Professor Judith Reiss and Timothy McMahon, our incredibly dedicated fulltime technician.

### How does the Jewelry area fit into Fine Arts?

Jewelry is not a major. Along with ceramics, it's designated as a concentration in Sculpture. However, it's my vision that jewelry will one day be its own major and I believe we are on a path to achieving that goal. The curriculum has been dramatically expanded with the addition of more

classes specific to the needs of our students resulting in a program more on par with other top ranked jewelry programs in the country.

#### Any plans for the near future?

I would like to see CAD (computer-aided design) added to the Fine Arts curriculum to benefit all the 3D areas. We'd also like to restore the graduate program, improve our international exposure and educational relationships, and engage in more cross-disciplinary experiences. I'd like to see prominent jewelry artists included in the Art and Design guest lecture series as well as a jewelry exhibition at the Pratt Manhattan Gallery to increase the awareness, understanding and appreciation of our medium and to dispel some preconceptions often associated with the discipline. For example, I often encounter an assumption associated with jewelry that the work will encompass a mainstream design sensibility, use traditional materials, and be a certain scale. There is a well established studio jewelry movement in which the objective is to encourage the viewer and wearer to experience jewelry from a different perspective by challenging the predictable notions of function and utilize materials not customarily associated with jewelry.

### How would you describe your teaching style?

I believe in a community-driven learning environment where students work together, learn from each other and share ideas. I try not to impose my stylistic views on my students and encourage them through research, historical context, and technical exploration to find their own voices and design sensibilities while developing their work and maintaining their convictions.

#### Describe your own work.

I am a studio jeweler with a small business in which I design, produce, and distribute limited-edition and one-of-a-kind work created using precious metals and stones. My designs are inspired by geometric forms and architectural structures with movement as an integral component of each piece. I exhibit in galleries all over the country and have won numerous awards for my designs. I also periodically exhibit in fine craft shows, including the Philadelphia Museum of Art Fine Craft show, the Smithsonian Craft show, and Walters Museum show, where I sell my work directly to private collectors.

#### **FACULTY AND STAFF NOTES**

MATTHEW BERMAN, visiting assistant professor, Architecture, and principal at the architectural design firm workshop/apd (www.workshopapd.com), will host *What the Window Washer Saw*, a new cable television series to premier in July on Gallery HD (Channel 714). The original weekly television series will focus on the world's most iconic skyscrapers.

MARY D. EDWARDS, adjunct professor (CCE), Art History, presented a paper, titled "An Analysis of Diverse Medieval Images within Their Cultural Context," at the 43rd International Congress on Medieval Studies in Kalamazoo, Michigan in May. She also co-chaired the session "Gravity and Levity in the 14th Century" at the conference. Edwards was elected vice-president of the Fourteenth-century Society while at the conference. After two years in that position, she will become president of the organization.

NELSON HANCOCK, visiting assistant professor, Social Science and Cultural Studies, has been appointed the coordinator of Critical and Visual Studies. He replaces Ann Holder who will spend a year at Harvard, where she will teach part time and work on a book. She will return to her faculty position in fall 2009. Hancock has a Ph.D. in cultural anthropology from Columbia University and a B.A. from Princeton University. Since 2005, he has taught such courses as Anthropology, Visual Anthropology, Indigenous People and Colonial Encounters at Pratt.

**CLAUDIA HERBST**, associate professor, Digital Arts has published the book *Sexing Code: Subversion, Theory and Representation* (Cambridge Scholars Publishing). The book investigates the gender of programming in popular culture and demonstrates that the gendering

of programming selectively confers the privilege of authorship and is therefore a salient factor in the production of culture in the twenty-first century. Research for the book was completed with the support of a Pratt Institute Faculty Development grant.

**TOM KLINKOWSTEIN**, adjunct professor, Graduate Communications Design, and IRENE PEREYRA (M.I.D. '07) presented a 3.25 x 97.5 feet "diagrammatic narrative" about the future and design, titled "A Day in the Life of a Networked Designer's Smart Things or a Day in a Designer's Networked Smart Things, 2030," at the Designcenter Winkelhaak in Antwerp, Belgium, on June 6, 2008.

president thomas f schutte participated in the CREATIVITY Roundtable at the National Arts Club in Manhattan on April 29. More than 200 people attended the event, which also featured playwright Edward Albee and author Erica Jong—both subjects in the book CREATIVITY: Unconventional Wisdom from 20 Accomplished Minds (Palgrave Macmillan, 2007), edited by Lifetime Trustee Herb Meyers (B.F.A. '49) and Richard Gerstman. The book presents interviews



From *left to right*, Richard Gerstman, Edward Albee, Erica Jong, Thomas Schutte, and Herb Meyers at the CREATIVITY Roundtable

with 20 of the most influential creative leaders of our time. Roundtable panelists spoke about the importance of creativity, their learning and creative processes, and their influences. Meyers and Gerstman moderated the discussion.

### FACULTY AND ALUMNI MEMBERS PRESENT AT 2008 ICFF



Several alumni and faculty members participated in this year's International Contemporary Furniture Fair (ICFF) in May, including, from left to right, Mark Goetz (B.I.D. '86), adjunct professor, Graduate Industrial Design; Rob Zinn (B.I.D. '95); Lucia DeRespinis (B.I.D. '52), adjunct professor, Industrial Design; and Tim Richartz (B.I.D. '86), adjunct assistant professor, Industrial Design.

Rob Zinn showcased his *Heliocentric Lighting* fixtures, case goods, and wood table; Mark Goetz displayed his stools and benches and Tim Richartz presented his lighting fixtures at the fair.

# EXCITEMENT MARKS 2008 PRATT FASHION SHOW AND AFTER PARTY

ratt, home of the first fashion design program in the United States, celebrated its 109th Annual Fashion Show on May 7 with a dazzling runway show of the work of 23 graduating fashion majors.

During the event, Pratt named Carmen Marc Valvo its 2008 Fashion Icon. The award was conferred by actress and opera singer Emmy Rossum. In his acceptance speech, Valvo inspired students with these words: "You are entering one of the most exciting fields of design. It takes dedication, perseverance, and the love of your art to succeed. The path you will take is always unpredictable, and where you hope to be today is probably not where you will be tomorrow."

For the fourth year, The Importer Support Program of the Cotton Board and Cotton Incorporated were the sponsors of the Pratt Fashion Show. Cotton Incorporated, funded by U.S. growers of upland cotton and importers of cotton and cotton textile products, is the research and marketing company representing upland cotton. The program is designed and operated to improve the demand for and profitability of cotton.

Over each of those four years, Cotton Incorporated has held a competition, challenging Pratt students to show the versatility of cotton fabrics by incorporating them into eveningwear. This year, First Prize (\$5,000) went to Jessie Leigh Voris, for a cream-colored, A-line muslin gown with a handcrafted overlay of triangles. Second Prize (\$1,500) went to Adrianne Waite for her pleated, drop-waist, two-piece dress. Nikki Marcheggiani earned Third Prize (\$1,000) for her strapless box-pleat dress, spray-painted purple.

The Fashion Show also introduced a new honor this year: The Merrick and Lillian Pratt Best of Show Award of \$5,000, generously funded by the couple to support the careers of promising fashion designers graduating from Pratt. Yamel Mendoza earned the accolade for her collection of elegant, jewel-toned evening gowns inspired by peacocks.

After the show, President Schutte hosted an exclusive after party at the Bowery Hotel in Manhattan in honor of Valvo. Guests at the fashion show and after party included such luminaries as fashion designer Nicole Miller and painter Kehinde Wiley.













# 2008 PRATT SHOW PRESENTS BEST IN STUDENT DESIGNS







student about his work.

ratt presented its 2008 Pratt Show May 6–8 at the Manhattan Center, in midtown Manhattan. Juried by Pratt faculty, the show featured the best work by students in various programs at Pratt including advertising, graphic design, illustration, industrial design, interior design, packaging design, jewelry design, digital arts, and animation.

The Pratt Show is intended to give industry professionals and the public a chance to see the best work of Pratt designers. This year, 683 design professionals from 471 companies attended an exclusive reception as a result of the show's reputation for presenting the freshest new talent in art and design in New York City. Representatives came from companies as diverse as The Blue Man Group, Bravo TV, Curious Pictures, Calvin Klein, Nickelodeon, Real Simple magazine, and West Elm.

On display on the sidewalk in front of the Manhattan Center were two Nissan Cubes with exterior colors, graphics, seat materials, and window treatments enhanced by Pratt industrial and fashion design students, under the direction of Professor Martin Skalski. The group had collaborated with Nissan North America in a project titled "Cube-ism: Automobile Meets Art," designed to introduce the Nissan Cube to the American market and to offer students an opportunity to create effective solutions to real-world problems. The cars also had been displayed at the 2008 New York International Auto Show at the Javits Center in April.

# PRATT USHERS FORTH CLASS OF 2008 DURING 119TH COMMENCEMENT

ratt granted degrees to more than 1,000 bachelors and masters candidates during its 119th annual Commencement on The Grand Mall of the Brooklyn campus on the rainy morning of May 9. In addition, the Institute bestowed honorary degrees on architect Zaha Hadid, dancer/choreographer Judith Jamison, and arts administrator Thomas Cahill.

Cahill, who is president and chief executive officer of Studio in a School Association, Inc., New York City's largest visual arts education organization, which places professional artists in city schools, delivered Pratt's Commencement address. He started with the vexing question: "You know how important art is, but if art is so important, why does it play such a small role in public education?" The administrator, who attended high school in Brooklyn, acknowledged that some of his most influential teachers had graduated from Pratt. "I know that all of you sitting here would not be where you are without the high school teachers that shaped and formed those original connections to making, viewing, and responding to works of art." Cahill asked the graduates "to leave with a promise that when you land in your communities you'll bring back the hope that art education can be a major part of the schools."

During the ceremony, Pratt honored 2008-2009 Distinguished Teacher, Floyd Hughes, a beloved adjunct associate professor of communications design, who urged students to constantly work on their craft and to continue to improve. "Never forget who you are in the field," he added. "You are the talent, the creator, the innovator. You should never feel you are anything less."

Writing graduate Aimee Oz, who earned the honor "Tribute to a Graduating Student," served as Pratt student commencement speaker. She concluded, "We have been given the best possible training. Our imagination has been guided, our skills perfected. Today, like runners in a relay race, we take up the challenge of self-determination and the will to



Commencement speaker Thomas Cahill



### STUDENT SPOTLIGHT



CHAD REID MATHIAS
Undergraduate Architecture

#### During the spring semester, you studied in the Rome Program. What was your main impetus for going?

To go to a place I had never been. Growing up, I never traveled and that is what drew me to Pratt. So, going on the same instinct that brought me to New York, I decided to study in Rome.

#### Where did you grow up?

In a small town in South Carolina. I didn't leave until I came here to Pratt to study. It's fun to think of these different stages in my life. Growing up in a rural setting and not being able to go anyplace because I was too young to drive, I only knew a very small part of the world that existed around cotton fields and horses. Once in New York, I was overwhelmed by the cultural diversity and the virtue of having a subway only a few blocks down the street. I was able to experience a slower pace in Rome, where you can reach any part of the city on foot.

### What were your favorite aspects of the trip?

Traveling was great. We had classes that went throughout the city of Rome. We also had trips that went to southern and northern Italy. Though I think my favorite part was being in Europe and having a spring break. My favorite class in Rome was actually Design—my main class. Though all the other classes were great, too, I enjoyed it most because I got to learn about urban spaces that are completely unique and then use it towards our own design project.

#### Did anything about the country surprise you?

I noticed how important the street life is in Rome. The city has a complex thread of public spaces throughout. Our studio was located in the Piazza of Santa Maria in Trastevere. No matter what time of day it was, we were able to experience something new and still be part of it while we were inside working on our projects.

### MASTER ACADEMIC PLAN APPROVED BY BOARD OF TRUSTEES COMMITTEE

The Master Academic Plan (MAP), which outlines directions and priorities for Pratt's academic endeavors between the present and 2012, was fully endorsed for integration into the Institute's overall Strategic Plan by the Academic Affairs Committee of Pratt's Board of Trustees in May.

The plan's title, "Pratt Education in the 21st Century: Poetic Pragmatism," belies its emphasis on an education that blends creative exploration with problem-solving and research skills that address today's diverse, global environment. The aim, the plan states, is to "create leaders who challenge boundaries and define new directions and disciplines."

According to the MAP, Pratt will enhance its leadership in studio-based education by pursuing such goals as:

- Strengthening the curriculum by bolstering the role of research—both institute-wide and in academic departments, building greater integration and flexibility into students' educational experiences, and integrating cuttingedge technical innovations and sustainability into the curriculum.
- Bolstering the recruitment and retention of highly qualified, diverse faculty members.

- Improving student learning by a variety of methods, including an increase in internship opportunities and an analysis of current practices followed by recommendations for improvement,
- Creating an International Education Center to increase students' international and multicultural experiences.
- Enhancing academic support through a Teaching and Learning Center, which will assist both students and faculty members.
- Strengthening engagement with New York City, the professions, and the local community.

The MAP represents more than a yearand-a-half's work by the Office of the Provost, Pratt's academic departments, schools, and the Academic Senate. Individual schools and departments will now integrate the elements of the plan into their academic areas. "The plan is flexible, allowing individual schools and departments to define their niche and to express their individuality," Barna reports.

For a full copy of the Master Academic Plan, visit www.pratt.edu/office\_of\_the\_provost#

# WINNING DESIGNS SELECTED IN UMBRA/PRATT DESIGN COMPETITION

Three students in Pratt's industrial design program have been selected as winners of the Fourth Annual Umbra/Pratt Design Competition. This year, Umbra, a worldwide leader in casual, contemporary, affordable design for the home, asked students to reinvent an everyday commercial object and to contemporize or improve its function.

Third-year graduate student Carolina Kim won First Prize for *Talk Bubble Note Boards*, a pair of magnetic message boards reconceived as talk-bubbles. Senior Mino Kodama won Second Prize for *Nesting Tea Lights*, candleholders set on pillars; and sophomore Sarah Waxman won Third Prize for *Babushka Measuring Spoons*, inspired by Russian folk art.

"This is an invaluable opportunity and these students are not only very eager to learn, they are capable of creating professional product design, as was proven this year," said Paul Rowan, Umbra co-founder and vice president of design.

The Umbra/Pratt studio was co-directed by Matthew Burger, chair of industrial design with Noah King, a visiting instructor in the department. Competition judges were Pratt alumnus



and award-winning interior and housewares designer Harry Allen, freelance writer and former managing editor of *ID* magazine David Sokol, and Paul Rowan.

Winners receive gift certificates for Umbra products, the opportunity to do an externship, and royalties if their product design is manufactured, with a percentage going to Pratt's industrial design program. The winning designs were displayed at the International Contemporary Furniture Fair at the Javits Center in Manhattan in May and are now on display at Umbra's flagship store in Toronto.

*Corrections:* In the May 23 edition, we reported that Angela Davis had served as the inaugural Scholar in Residence for the School of Liberal Arts and Sciences this spring. She is one of several the school has hosted in the past. In the May 9 edition, we reported that Claire Barrett had won the Macy's Award For Outstanding Achievement in jewelry design; she won the Macy's East Award. In the March 23 edition, we misspelled the name of the Third Place winner in the George Kovacs Lighting Competition; his name is Robert Volek, not Volex.

# GATEWAY

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View *Gateway* online at http://www.pratt.edu/pr-comm# To submit information for *Gateway*, please contact Elizabeth Randolph.

# PRESIDENT'S EXHIBITION SERIES HONORS DISTINGUISHED ALUMNA NAOMI LEFF

"Naomi Leff: Interior Design," the fourth in a series that honors distinguished alumni and faculty, at Pratt Manhattan Gallery through September 13. The exhibition is the first to explore the work of Naomi Leff (1938–2005), and will include photographs, furniture, and objects from her personal collection and video presentations devoted to signature projects for companies such as Polo/Ralph Lauren and Giorgio Armani. The exhibition is free and open to the public.

As the head of her own New York City-based firm from 1980 until her death, Leff rejected a signature style, preferring instead to create interiors that evoked a wide range of periods, places, and moods,

from American Colonial to Art Deco. "What we're really interested in," Leff once noted, "is the dream clients have."

After earning a master's degree in environmental design at Pratt in 1973, Leff designed a cosmetics store and spa for Helena Rubinstein, a suburban outpost for Anne Klein, and the "military-chic" prototype for A/X Armani Exchange. Leff's best-known work, however, was her conversion of the late-19th century Rhinelander Mansion into the flagship store for Polo/Ralph Lauren at Madison Avenue and 72nd Street in Manhattan.

Guest curator for the exhibition is Donald Albrecht, curator of Architecture and Design at the Museum of the City of New York (MCNY). The exhibi-



tion design was completed by graduate interior design students as part of the Exhibition Design Intensive course led by Professor Jon Otis.

# GATEWAY

200 WILLOUGHBY AVE. BROOKLYN, NY 11205

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### **GALLERIES AND EVENTS**

# BROOKLYN CAMPUS 200 WILLOUGHBY AVENUE

PRESIDENT'S OFFICE GALLERY Main Building, First Floor Monday-Friday, 10 AM-4 PM

#### MICHAEL O'ROURKE: RECENT PRINTS

THROUGH SEPTEMBER 15, 2008

In this exhibition, Michael O'Rourke, professor, Digital Arts, displays digital prints from several of his recent series on paper and canvas. O'Rourke has exhibited and screened his artwork-which combines digital and traditional techniques such as printmaking, mural, sculpture, drawing, and animation—around the world. He worked at the worldfamous New York Institute of Technology Computer Graphics Lab in the 1980s, where he collaborated with many of the pioneers and inventors of computer imaging and animation. In the late 1980s and early 1990s, he did extensive work for the artist Frank Stella, producing sculptural models, graphics, and animation. More recently he has served as a digital-imaging consultant to a number of artists, including Jenny Holzer. He is the author of two books and numerous articles about digital art.

#### RUBELLE AND NORMAN SCHAFLER GALLERY Chemistry Building, First Floor Monday-Friday, 9 AM-5 PM

#### STUDENT INVITATIONAL

THROUGH JULY 31, 2008

This exhibition features jewelry, printmaking, sculpture, drawing, painting, and photography of prize winners and honorable mentions from the 2008 Senior Fine Arts exhibitions in the Schafler Gallery.

#### AROUND PRATT



# WRITING MAJORS PRESENT SENIOR READING—ALFRESCO

Seniors in Pratt's Writing Program presented their work during the 2008 Senior Reading, which was held in the Rose Garden for the first time this year. The featured pieces ran the gamut from autobiographical fiction set in upper crust Connecticut to illustrated gallows humor to bi-lingual poetry about Columbus's first contact with Taino Indians.

"I was dazzled by the range and accomplishment of the work. It was hard to believe that this was writing by undergraduates," commented Thad Ziolkowski, who directs the program. "I have no doubt that many will go on to do noteworthy things."

Some students already are. Recent graduate Vero Gonzalez, Ziolkowski notes, was just awarded a full fellowship to the University of Iowa's Writer's Workshop.

# LEGENDS

A Pratt Institute Scholarship Benefit Honoring Icons of Art and Design

2008

SAVE THE DATE
THURSDAY, OCTOBER 16

#### LEGENDS 2008 HONOREES

BARBARALEE

DIAMONSTEIN-SPIELVOGEL

Writer; Advocate for Art, Architecture, Design, and Historic Preservation

TAKASHI MURAKAMI Artist

JULIAN SCHNABEL
Artist and Filmmaker

#### LEGENDS 2008 CO-CHAIRS

Kurt Andersen, Amy Cappellazzo, Marjorie Kuhn

For more information or to reserve tickets, please contact Pratt Special Events at 718.399.4486 or mhambouz@pratt.edu.

ALL LEGENDS 2008 PROCEEDS TO BENEFIT PRATT ENDOWED SCHOLARSHIP FUNDS.