

FALL/WINTER 2010

PRATT FOLIO

THE MAGAZINE OF PRATT INSTITUTE

BROOKLYN

ARTS + CULTURE

PRATT + COMMUNITY

CONEY ISLAND

ARTISTS + WRITERS

ALUMNI OBSERVE + REMEMBER



PRATTFOLIO

FALL/WINTER 2010



Enrico Miguel Thomas (B.F.A. '06), *The G Train*, 2009, acrylic and ink on paper, 18 x 24 inches

FEATURES

- 10 BROOKLYN'S CULTURAL VANGUARD**
Pratt grads enliven the arts scene
- 16 GIVING BACK**
Pratt in the community
- 22 WE ASKED, YOU ANSWERED**
Pratt alumni share memories of Brooklyn
- 26 THE WONDERS OF CONEY ISLAND**
Photographs of the beach, boardwalk, and amusement park, taken by Pratt alumni
- 28 LITERARY BROOKLYN**
Pratt's writing program
- 30 BROOKLYN OBSERVED**
The legendary borough as captured in alumni artwork

DEPARTMENTS

- 2 Mailbox**
- 3 President's Letter**
- 4 Pratt People**
Fashion retailer **Alec Stuart**; illustrator **Elke Reva Sudin**; quilt artist **Sandy Benjamin-Hannibal**; urban planner **John Shapiro**; punk rockers **Matt Johnson** and **Kim Schifino**; and Brooklyn developer **Samy Brahmy**
- 38 New and Noteworthy**
- 44 Ryerson Walk**
SILS wins grant to digitize historic Brooklyn photos; GCPE honored; four new department chairs named; Catherine Malandrino honored at 2010 Pratt Fashion Show; alumna designs Braille game; and more
- 48 Corporate Partnerships**
West Elm, Cabot Wrenn, Nachtmann, Starwood Hotels & Resorts, and Colgate Palmolive
- 50 Pratt Exhibitions**
- 52 Supporting Pratt**
Trustee Profile: **David Walentas**; Jane's Carousel; adjunct professor **Bill Hilson** reveals why he gives to Pratt
- 54 Special Events**
- 56 Alumni News**
- 59 Class Notes**
- 63 Obituaries**



ABOUT THE COVER

Hipster Family, a painting by **Elke Reva Sudin** (B.F.A. '09), is part of her colorful series *Hipsters and Hassids*. The 22 paintings illustrate the parallel lives of the two communities who live side-by-side and sustain a sometimes anxious accord in Williamsburg, Brooklyn. The artist sees herself as sympathetic to both communities, though not fully part of either one, a duality reflected in her work. (See interview, p. 5.)

Sudin hails from the greater Springfield, Massachusetts area. Now a resident of Boerum Hill, Brooklyn, she based this series on her Pratt senior thesis. The series was first shown at the Workman's Circle Building in Murray Hill, Manhattan and later at the Aish Center in New York City.

Elke Reva Sudin (B.F.A. '09), *Hipster Family*, 2009, acrylic on canvas, 24 x 40 inches



From internships to design studios, Pratt corporate partners rely on the Institute's design expertise and creative problem-solving to address a variety of current challenges. We're pleased to highlight recent projects that illustrate Pratt's spirit of innovation and commitment to excellence.



Pieces from the Pratt Home Office collection, created for modern home furnishings retailer West Elm, in collaboration with the Pratt Design Incubator for Sustainable Innovation

WEST ELM UNVEILS PRATT HOME OFFICE COLLECTION

Modern home furnishings retailer West Elm and Pratt have launched the Pratt Home Office collection, an eco friendly collection created in collaboration with the Pratt Design Incubator for Sustainable Innovation. The centerpiece of the collection is a simple and highly functional desk made with Forest Stewardship Council (FSC) certified wood. The collection also includes a chair, file unit, wall shelf and accessories set, and table lamp.

"We couldn't be more thrilled to introduce the Pratt Home Office collection as our latest West Elm collaboration," said Paulo Kos (M.I.D. '02), director of furniture design at West Elm and lead designer for the Pratt collaboration. "As a Pratt graduate myself, I am especially excited to see that the Pratt designers were innovative in their process and design. The collection is well designed, affordable, and sustainable."

"It was a remarkable collaboration," said Debera Johnson, director of the Pratt Design Incubator for Sustainable Innovation. "The results show how Pratt has prepared them for their careers."

The Pratt Office collection is available in West Elm stores, on westelm.com and in the West Elm catalog. The Pratt design team included Alex Binsted (B.I.D. '09), Gregory Buntain (B.I.D. '08), Sally Ann Corn (B.I.D. '09), Evan Dublin (B.I.D. '09), Sara Ebert (B.I.D. '09), Rachel Feeser (B.I.D. '09), Zachary Feltoon (B.I.D. '08), Joseph Kent (B.I.D. '09), Brian Persico (B.I.D. '09), Jason Pfaeffle (B.I.D. '09), Vanessa Robinson (M.I.D. '10), Grace Souky (M.I.D. '09), and David Wright (B.I.D. '08).

The collaboration received coverage in *The New York Times*, the July issue of *Interior Design* magazine as well as on the blogs Apartment Therapy, Tree Hugger, and Core77.

For more information, visit incubator.pratt.edu/west-elm.

PHOTOS: COURTESY OF WEST ELM

NACHTMANN GLASS CONTEST SENDS STUDENTS TO EUROPE

Ten students from the Department of Industrial Design traveled to Germany and Austria in February on an intensive study of the glassware design industry, thanks to a semester long competition sponsored by Nachtmann, one of the world's top crystal manufacturers.

As part of the contest, students attended Ambiente, the world's leading tabletop exhibition in Frankfurt, Germany. They also visited three glass making factories in Germany and Austria owned by Nachtmann and its parent company, Riedel.

Six students won cash prizes for their designs, which Nachtmann plans to prototype in glass and exhibit at next year's Ambiente.

First prize winners, the team of Mary Khoun and Konrad Giersz (both B.I.D. '10), won for their design *FlipIt*; Catherine Merrick (M.I.D. '11) won second prize for *Geode*; Alvaro Uribe (B.I.D. '10) won third prize for his *Romance* design; Elizabeth New (M.I.D. '12) won an honoree award for her design *Blossom*, as did Kyle Solà, (B.I.D. '10) for *Quake*.

Nachtmann officials said they were thrilled with the results of partnering with Pratt.

"The final presentation was like Christmas Eve," said Nachtmann's top management. "We got so many fantastic designs. We were really overwhelmed."



These designs by Alvaro Uribe (B.I.D. '10) and Kyle Solà (B.I.D. '10) won awards in the Nachtmann glass design competition and will be produced by Nachtmann.



Georg Riedel, owner of Riedel Glass, Nachtmann's parent company, addresses students during their final presentation for the Nachtmann glass design competition.

PRATT STUDENTS CHALLENGED TO REIMAGINE THE MEETING CHAIR

Starwood Hotels & Resorts held an exclusive design competition at Pratt, providing more than 60 industrial design and architecture students the opportunity to create a chair to be used at conferences and meetings.

For the "Starwood Meeting Chair Reimagined" competition, students were charged with creating a seat that was more comfortable than most chairs commonly found in conference centers. The designs also had to address meeting participants' needs for more control over their space.

The winner, the *Isthmus* meeting chair by Ashley Thorfinnson (M.I.D. '11), was selected by Starwood hospitality design and brand management leaders for its comfort, function, design innovation, and durability. Among the features the chair concept included were a pocket for holding meeting materials and laptops, and a flexible back so users can recline without disturbing people behind them. The chair based on Thorfinnson's design will be used in hundreds of Sheraton and Westin properties around the world.

STUDENTS CREATE PACKAGING FOR COLGATE-PALMOLIVE

Thanks to a collaboration with Colgate Palmolive, students in the graduate industrial design program had the opportunity to design packaging concepts for new personal care products the company plans to release beginning in 2015.

The students in the class, led by visiting associate professor Gary Natsume, conducted research on personal hygiene habits.

Throughout the spring 2010 semester, the students worked closely with Colgate Palmolive representatives to refine their designs based on their research outcomes.

Colgate Palmolive officials plan to use the students' design concepts to help them refine the actual products. Ultimately, Pratt designs may be chosen for the final packaging.

This was Pratt's second partnership with Colgate Palmolive; in spring 2009 students designed packaging for a shower gel.

To learn more about Pratt corporate partnerships, visit pratt.edu/partnerships or contact Corporate Relations at CorporateRelations@pratt.edu.