

ART + DESIGN : NEWS + NOTES

COLLEGE OF ARCHITECTURE AND DESIGN – NEW JERSEY INSTITUTE OF TECHNOLOGY – NEWARK, NEW JERSEY – MAY 2013

Art + Design Community Participates in Productions of *Thoroughly Modern Millie* and *Tartuffe*



Industrial Design student Gretchen Von Koenig in *Thoroughly Modern Millie*. Photo by Rodney Reyes.

Students from the School of Art + Design are adding performing arts to their visual arts experience. Five students (four of whom appeared onstage) were involved with the presentation of "*Thoroughly Modern Millie*" performed at the Jim Wise Theatre at NJIT in March. The five-performance run of the musical included second year Industrial Design student **Gretchen Von Koenig** who played the demanding and comedic role of Mrs. Meers. Also appearing in the performance were Digital Design students **Rachel Corres** who played Ruth, and **Anna Mercado** in the role of Gloria. Freshman Interior Design student **Angelica Maria McKenzie** played the dual parts of Alicia and Rita. Offstage, Digital Design student **Thanh Nguyen** provided the graphic design services for publicity.

The fourth production of the year, a performance of Molière's "*Tartuffe*," with an English translation by Richard Wilbur, was directed by **Louis Wells** (who teaches the Digital Design class, Acting Fundamentals for Animators) and featured sets designed by fourth year Interior Design student **Mary Elizabeth O'Haire** (who is earning a second degree in Theater Arts and Technology from the College of Science and Liberal Arts at NJIT). **Anna Mercado** served as Assistant Director and provided graphic arts for the production.



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Students and Faculty Exhibit Research Posters and Video at Tokyo Polytechnic University



Physical computing from the School of Art + Design was on display in Tokyo, Japan in February as three posters and a movie of two student projects and one faculty member's work were exhibited at the **5th International Exhibition on Media Art and Information Aesthetics (MAIA)**, *Media+ Life: Sensorial Collaboration*, hosted by the Faculty of Arts, Tokyo Polytechnic University, and Japan Society of Image Arts and Sciences (JASIAS) in Tokyo, Japan. The projects demonstrated conceptual ideas about interactivity and media aesthetics through uses of microcontroller technologies. **Mark Santiago** (Digital Design) showed "Beat Grid: Sound Visualization Project," and **Scott Hallowell** (Industrial Design) exhibited "Carbon-fiber Walker Model inspired by Theo Jansen." The projects were developed in courses taught by Assistant Professor of Digital Design, **Taro Narahara**, who exhibited a poster and a movie developed based on his own research.

NJIT Hosts Career Day for the New Jersey Chapter of the American Society of Interior Designers



Almost sixty students from New Jersey interior design programs attended the annual *ASID NJ Career Day* on April 6 at NJIT. The event featured **Kenneth**

Roberts, an industry recruiter from Interior Talent, Inc., who spoke about finding work in the current market. Students received portfolio reviews from professionals amongst industry exhibits and an extensive display of student work.

Faculty Speak at Distributed Intelligence Symposium



The College of Architecture and Design held its Spring Symposium on the subject of “*Distributed Intelligence*” looking at cross- and multi-disciplinary aspects of smart design and

systems. Among the speakers were Professors **Martina Decker** who spoke about smart materials and nano-technology, **Andrzej Zarzycki** who introduced embedded knowledge and situated design with applications of augmented reality, **Jesse LeCavalier** who looked at the interior design of Walmart’s distribution system as a response to information, and **Taro Narahara** who presented “The Computer as a Tool for Crative Adaptation.” Director of the School of Art + Design, Professor **Glenn Goldman**, closed the session with a summary of the distribution of information across size and distance.

Eighth Annual Design Showcase Features Work by Art + Design and Architecture Students



The College of Architecture and Design held its **Eighth Annual Design Showcase** in April and included a display of alumni and invited student work with awards to the top student exhibits in each school as judged by a jury of NJIT alumni. Overall first prize for the School of Art + Design was awarded to third year Digital Design student **Mateusz Mrowiec** (above). The jury selected the work by fourth year students **Tracy Wu** and **Nora Hamadé** as the top Industrial and Interior Design exhibits. The sponsored affair, which is a fundraiser and continuing education program, was attended by approximately 300 people and started with “Pragmatic Poetry,” a lecture by architect **Will Bruder**, FAIA.

Art + Design Presents and Exhibits at NJ SIM Day



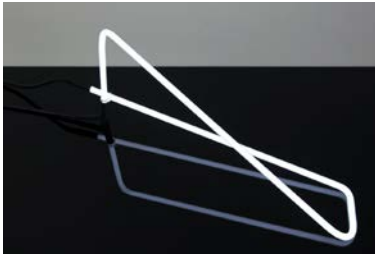
Co-sponsored by the NJIT College of Computing Sciences and the School of Management, along with the New Jersey

Chapter of the Society for Information Management (NJ-SIM), a full-day program, *Practice and Pedagogy – Real World Scenarios*, was held in March at NJIT showcasing the use of information technology. The event provided an opportunity for IT leaders, consultants, students, and faculty to mix and discuss current topics. Included were ten posters highlighting IT-enabled design across the disciplines in the School of Art + Design, from the application of Building Information Modeling, spatial analysis, and visualization in Interior Design, to student-designed games and examples of robotics and physical computing created in Digital Design courses. Among the students whose works were exhibited are **Peter Fritzky** and **Mina Liba** from Interior Design; **Jeff Groves**, **Scott Hallowell**, and **Samantha Schulz** from Industrial Design; and Digital Design students **Rachel Corres**, **Bianna Cruz**, **Danielle Esmaya**, **Stephen Haddock-Weiler**, **Breana Mallamaci**, **Jonathan Martin**, **Mark Santiago**, **Brandon Simms**, **Joseph Stachura**, **Jordan Surie**, and **Ken Schlatmann**. Work with mobile sensors created in the Digital Design studio of Professor **Taro Narahara** was also exhibited.

In addition to the exhibit of student and faculty work, presentations were made by Coordinator of the Digital Design program **Augustus Wendell** and Professor **Andrzej Zarzycki**. Wendell presented “On the Frontiers of Digital Design” providing an overview of the various ways information technology was used in and informed various design disciplines, and Zarzycki spoke about his research in mobile augmented reality.



Brooks Atwood and Ran Lerner Launch New Products



Industrial Design faculty have launched new products this spring. Assistant Professor **Brooks Atwood** introduced the Tetra Light, a geometric dimmable neon desk lamp. The product has already been featured online at *Design Milk*, *AHALife.com*, and by *Dwell* magazine. Industrial Design student **Nicholas Domanski**, an intern at Atwood's firm *POD Design* in Brooklyn, was a member of the design team.



Ran Lerner, adjunct and principal of Ran Lerner Design, introduced three new products this season. The "Spring" dish rack made its debut at the International Chicago Housewares Show for *Polder*. The

water carafe "Soda Stream" (right) will be appearing soon in restaurants. The "Time is Short" watch was launched with a video created with the assistance of Digital Design student **Breana Mallamaci** at the New York Gift Show for *Projects*.



Zaitseva Animates Award-Winning Short Film



Adjunct **Polina Zaitseva** was the animator for "**Felt, Feelings and Dreams**," a short film that was an official selection of the *Garden State Film Festival* and *Kinofest NYC*. The film was also the Winner of Best Short Feature in the *2013 Princeton Environmental Film Festival*. The documentary follows a small group of Kyrgyz women who pull themselves up from crushing poverty by reviving ancient traditions of making crafts from felt.

Andrzej Zarzycki Presents at ACSA in San Francisco



Assistant Professor of Architecture and Digital Design **Andrzej Zarzycki** presented a paper at the 101st Annual ACSA Conference - New Constellations/New Ecologies at the California College of the Arts in San Francisco. The session "Living Bits + Bricks" focused on the integration of information technologies in the built environment. Zarzycki's paper "*Mediated and Situated Landscape*" discussed the influence of the Web 2.0 and ubiquitous computing framework on the city, particularly the ways people interact with and within public spaces.

Decker Yeadon LLC Projects are Published



A variety of projects by Assistant Professor **Martina Decker** and her firm, Decker Yeadon LLC, have been recently published. *Architectural Scale Models in the Digital Age: design, representation and manufacturing* by Milena Stavrič, Predrag Šidanin and Bojan Tepavčević features the firm's smart screen project. The Homeostatic Façade System is featured in "Cooling Concepts," an article by Richard Dahl published in *Environmental Health Perspectives*. The Light Sanctuary was included in "The Future of Energy Looks Good" exhibition at *thejamjar gallery* in Dubai, UAE.

Ha Pham Receives Nomination for Excellence in Instruction by a Teaching Assistant



Ph.D. student and seemingly ubiquitous teaching assistant, **Ha Pham**, has been nominated by the College of Architecture and Design for the award, *Excellence in Instruction by a Teaching Assistant*.

Pham has supported a wide range of classes from the Art + Design foundation class, Color and Composition, to study abroad architecture studios for graduate and undergraduate students, as well as technical courses in both construction and environmental control systems. A former professional badminton player, he is a founding member, former president, and volunteer coach of the NJIT Badminton Club.

Adam Burr from Blue Sky Studios Speaks at Digital Design Industry-Speak Seminar Series



Senior Research Associate **Adam Burr** from *Blue Sky Studios*, a News Corporation Company that produced *Ice Age*, *Horton Hears a Who*, and *Rio*, described the entire process of producing a feature-length animated motion picture during the Industry-Speak Seminar on May 1. Starting with planning and scheduling, Burr used *Rio* as the example to show the various phases and tasks required: from

planning and scheduling to the creation of storyboards, character design, rigging, animating, environment design, and application of lighting and textures. With a background in Mechanical Engineering, the artist and researcher encouraged students to be flexible and recognize the long-term value of a generalist educational program, especially if working for a small firm, and to be able to move from one task to another as market conditions merit. He closed the presentation with a preview of the upcoming Blue Sky film, *Epic*.

Laera Leads Summer Course in Costa Rica



This summer, the School of Art + Design will be facilitating an intensive short course available as a design elective in Costa Rica. Led by adjunct faculty member **Lorenzina Laera** of Interior Design, the course offers an opportunity to learn about practical design through the ongoing construction of a youth hotel with particular attention paid to design regulations, construction and building systems, furniture and fixture selections, and furniture design.

NJIT Students Participate in Alternative Spring Break

A number of Art + Design students participated in the *Alternative Spring Break* to help Superstorm Sandy Recovery efforts in the Garden State. Students worked on a variety of projects from Newark to the Jersey Shore, performing tasks that included cleaning beaches, painting, light carpentry, and more. Approximately 600 students from different schools participated in the NJIT-led efforts.

NJIT SIGGRAPH and Student Chapter of ACM host Workshops for Digital Design and IT Students



Two workshops, one for *Digital Art Job Hunting* and another for *Storyboard and Sequential Art* were offered by two adjunct faculty

members for IT and Digital Design students on April 17. **Eric Nersesian**, an adjunct for the Information Technology program, discussed how to prepare and apply for industry jobs focusing primarily on employment in the areas of digital art, design, and video games. Students worked one-on-one with him and learned how to refine artwork and build consistent and meaningful portfolios. Artist **Jessica Ross**, a new adjunct for the Digital Design program, introduced the basics of storyboarding and sequential artwork, a critical component of pre-production in film, TV, video games, and animation. Students used traditional art mediums during hands-on training in the workshop. Both Nersesian and Ross participated in the Global Game Jam at NJIT last January, helping students develop projects. Ross will be offering an elective course in storyboard and sequential art in the School of Art + Design during the Fall 2013 semester.

Interior Design Industry-Speak Seminar Series Features Scott Anderson from Estee Lauder Companies



In early March, **Scott Anderson**, NJIT alumnus and Vice President for Corporate Store Planning and Development for *The Estee Lauder Companies*, met with Interior Design students and presented

the story of a key Estee brand, *Aveda*. Anderson's case study provided an illustration of how the creative team developed a visual identity for the stores that matched the environmental mission of the brand. Pointing to specific organizational strategies that were applied to all stores, he emphasized details and materials that communicated tactile and emotional experiences in addition to satisfying the sustainable agenda. He concluded the session with a discussion on collaborative design processes in the corporate retail industry.

Interior Design Studies in Lighting and Acoustics Enhanced with Site Tours and Industry Labs



The second year class, *Building and Interior Systems* taught by Coordinator of the Interior Design Program, Lecturer **David Brothers**,

visited **Lincoln Center** performing spaces as part of their study of acoustics. The group, led by **John Starmar**, Director of Production, toured three different spaces designed by Rafael Viñoly for a variety of events each requiring different acoustic conditions. Included in the tour were *Frederic P. Rose Hall* which seats more than 1200 persons for jazz performances; the *Allen Room* (photo above), a multi-functional space that includes retractable mechanical tears to allow the space to be transformed for different types of performances; and *Dizzy's Club Coca-Cola*, an intimate bar/restaurant setting for live nightly jazz.



Two weeks later, **Philips Lighting**, a part of Netherlands-based *Koninklijke Philips Electronics N. V.*, hosted Interior Design

students and faculty for seminars, demonstrations, and hands-on exercises at the *Philips Lighting Lab* in Somerset, New Jersey. For the third consecutive year, the instruction was provided by **Dan Blitzler**, principal of *The Practical Lighting Workshop LLC* and principal faculty at the *Philips Lighting Application Center*.

Digital Design Students Volunteer at SIGGRAPH Industry Spotlight 11 in New York City

Three Digital Design students (seniors **Rachel Corres** and **Danielle Esmaya**, along with junior **Mateus Mrowiec**) were among a group of volunteers helping with the *Eleventh Annual Industry Spotlight* that featured animation and post-production facilities from the New York City-metropolitan area. The popular event hosted by NYC ACM SIGGRAPH contained work produced by a variety of companies and studios including Framestore, The Mill, Mr. X Gotham, Psyop, The Studio, and UVPFACTORY.

NJIT SIGGRAPH Organizes Studio Tour of 1st Avenue Machine in Brooklyn



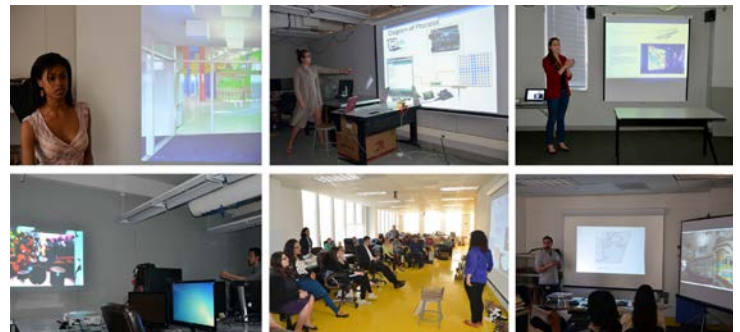
Digital Design students visited **1st Avenue Machine** in Brooklyn, New York, for a close-up look at the award-winning production house. Those attending were given a tour and learned about the work and creative processes behind the studio's success. **1st Avenue Machine** has created work for a variety of clients and products including Coke Zero, Hyundai, Google, Adidas, Ford, Samsung, and Nike.

Speed Modeling Competition Held



Always on the lookout for new challenges, Digital Design students and ACM SIGGRAPH organized an end-of-year "speed modeling competition" to test themselves against their peers. Students were asked to creatively design a model based on a word concept in forty-five minutes. Winners were selected by the students serving on the executive board of the student organization, and were based on overall creativity and quality of the work. The contest was won by third year Digital Design student **Andres Henao**. Second and third places were won by second year student **Brian Gunning** and fourth year student **Justin Jayanty**, respectively. Students were prompted to respond to the words "baggage and reptile." The competition was held in the Stabile Lab in the Guttenberg Information Technologies Center at NJIT.

End of Semester Presentations Showcase a Variety of Work in the School of Art + Design

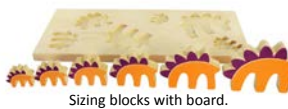


Recent Industrial Design Alumni Present to Students



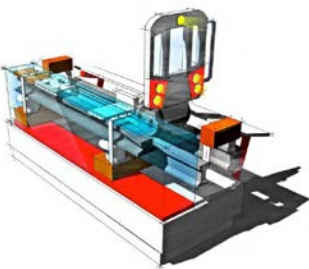
Where Are They Now? attracted a standing-room only crowd of students, faculty, and alumni on a Thursday evening in

April to see a program featuring six recent Industrial Design alumni presenting their professional work. **Daniel Sosa** (above), began the series of presentations. He started working with *Madlab* in Spring 2012 and has completed the design of two different luminaires with the firm. He is currently working with designer and adjunct faculty member **Virginia Harper** on a retail store in Manhattan and is scheduled to start working for the *Michael Graves Design Group* in Princeton starting mid-May.



Dominika Tarkowska has interned at *Pac Team Group Inc.*, a luxury retail display company, designed jewelry

at *Zen Jewelz, LLC* and is currently owner of *Montessorus LLC*, a small company where she creates teacher-approved hand-made Montessori-inspired products for children that educate and aid in development.



Allen Catbagan is an exhibit designer at Liberty Science Center in Jersey City, NJ (and is a competitive eater-in-training).

Joe Kasper who interned for three years at *J.W. Pet* in Teterboro, NJ, while he was a student, and was part of the design team that won 1st place for two consecutive years in the "New Product Showcase" at the Global Pet Expo, has had one of his academic projects, *Haitian Desal-A-Nation*, featured online by *GreenDiary.com* in the article "Five Solar Powered Water Desalination Systems." He is currently a designer and computer modeler for *Cambridge Silversmiths* in New Jersey, and his first pattern is currently available at Home Goods and Amazon.com



Cambridge Silversmiths: Maddox Mirror 20-pc. set

Brian Borja is a product designer for *Alfay Designs, Inc.* in Brooklyn and has been instrumental in developing kitchen and houseware products. He has also developed packaging and branding for some of the products under Alfay including "Mighty Mug" and "Remedy Kitchenware."



Reina Gonzalez is a product development assistant manager at *Hampton Forge* in New York City and some of her designs are now available at Walmart and Target.



Dura Ceramica – Pearlized Color Handles with Ceramic Coated Blades by Hampton Forge