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# ART + DESIGN : NEWS + NOTES

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COLLEGE OF ARCHITECTURE AND DESIGN – NEW JERSEY INSTITUTE OF TECHNOLOGY – NEWARK, NEW JERSEY – OCTOBER 2011

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## Digital Design Student and Faculty Member Named Finalists for 2011 Digital Graffiti at Alys Beach, Florida

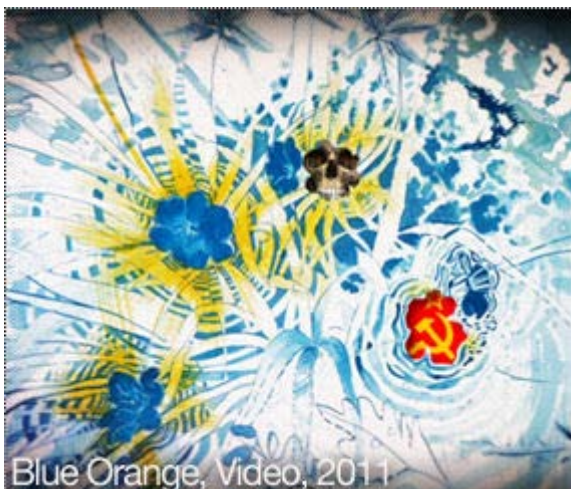


**Stephanie Thompson**, a fourth year Digital Design student and **Polina Zaitseva**, adjunct instructor in the School of Art + Design, have each had work selected for display and

competition as finalists in the **2011 International Digital Graffiti Festival** in Alys Beach, Florida. Thompson's "*Another Perspective*" (pictured above and created as part of the course requirements for a design elective taught by Assistant Professor Andrzej Zarzycki) and Zaitseva's independently created "*Blue Orange*" (below) were among 36 projects that transformed the environment in the projection art festival that blends art and technology, using the walls and spaces of the town as the canvas.

Known as "Photon Bombing," "Guerilla Projection," and "Digital Graffiti," the festival, according to Kelli Arnold the Alys Beach Events Coordinator "...explores how design, technology and architecture can intertwine to create entirely new artforms...to literally transform [the] entire town into a living work of art."

The Festival took place from 8:30 PM to midnight on Saturday June 11, 2011.



Blue Orange, Video, 2011

## Art + Design Advisor Takes Silver Medal at Quadrennial Naginata World Championship Competition in Japan



**Sasha Corchado**, the academic advisor for the School of Art + Design, won second place at the 5<sup>th</sup> World Naginata Championship as part of the

United States National Naginata Women's Team, falling only to the first place Japanese team. The competition took place on July 3, 2011 at the *Hyogo Kenritsu Budokan* in Himeji, Japan. Held every four years, the championship is the "olympics" of the Naginata world. Originating in feudal Japan, Naginata is a martial art in which practitioners use a long pole mounted with a curved blade. In modern practice, the naginata (weapon) is mounted with a bamboo blade to allow for the application of the traditional skills, principles, and movement of the art in competition.

At the 5<sup>th</sup> World Naginata Championship, Ms. Corchado represented the U.S. in the Women's Team Shiai event with teammates Katie Roche and Andrea Vyas. The shiai competition is composed of three 3-minute matches, one for each team member assigned to a specific order in the lineup, in which the best of 3 points wins the match and the best of three matches wins the team bout. Ms. Corchado, who competed in the first match in all events, and her teammates on the U.S. Team were undefeated until the championship bout against the gold-medal winning team. The silver medal was the second for the Americans in team competition following the silver medal performance in the 2007 World Championship in Brussels.

Ms. Corchado can often be seen honing her skills in the evenings when the College of Architecture and Design Gallery is transformed into a venue for after-hours martial arts training.

## Interior Design Student Wins ASID-NJ Scholarship in Furniture Design Competition



Fourth year interior design student **Tristan Pashalian** created an award-winning project for his third year furniture design class taught by Assistant Professor David Brothers during the Spring 2011 semester. For his efforts, Pashalian won second place in the 2011 *Samuel and Rhoda Chalfin*

*Memorial Scholarship Competition* for his design of the “Lean Green Chair” which is constructed entirely of cardboard, held together through compression without the use of glue, tape, or staples. Inspired by Gerrit Thomas Rietveld’s “Berlin Chair”, Pashalian’s piece can be disassembled and reassembled at will.

In March, Tristan Pashalian was part of the design team that was an eastern regional and 3<sup>rd</sup> place national winner of the 2011 IDEC Student Design Competition for a community healthcare facility.

## School Director Selected as Finalist in Annual AIA West Jersey Architectural Photography Competition



Director of the School of Art + Design Professor **Glenn Goldman** has five of the thirty-seven photographs selected as finalists in the annual *American Institute of*

*Architects West Jersey Architectural Photography Competition*. The photographs selected represent a global view of architecture and include Ludwig II’s castle in the Bavarian Alps (pictured above), details from the Jefferson Memorial in Washington and the Federal Office Building in San Francisco, and projects in Montreal, Canada.

Goldman was also a photographic contributor to “Kaleidoscopia,” a finalist in the 2011 *Digital Grafitti Competition* compiled by Andy McKeown who used a series of still photographs algorithmically modified to create a changing animated display.

## Andrzej Zarzycki Presents Four Papers at Three International Conferences



Assistant professor **Andrzej Zarzycki** gave two talks at the ACM/SIGGRAPH Conference in Vancouver, Canada in August. Both presentations related the use of simulation and building information modeling (BIM) tools with conceptual design and form-making. In his first talk, entitled “*Designing With Constraints: Parametric BIM,*” Zarzycki discussed using building

information modeling tools as an opportunity for design generation, validation, and implementation. It specifically focused on parametric modeling and constraint-based design explorations and construction assemblies.

The second talk, “*Form-Making With Special Effect Tools,*” focused on strategies for generative-design validation with the use of digital simulations, particularly dynamics-based modeling tools. The presentation focused on tools that employ rigid-body or soft-body dynamics, such as cloth simulations, forward and inverse kinematics (FK/IK), and particle interactions. Prior to his SIGGRAPH presentation Zarzycki presented a paper at the Building Technology Educators' Society (BTES) Conference “*CONVERGENCE + CONFLUENCE*” in Toronto, Canada, hosted by Ryerson University and University of Waterloo. The title of the presentation was “*Exploring Parametric BIM as a Conceptual Tool for Design and Building Technology Teaching.*”

In September, Zarzycki, who teaches in both Architecture and Digital Design in the College of Architecture and Design, participated in the eCAADe 2011 Conference held in Ljubljana, Slovenia where he presented the paper “*Mediated Lives*” which addressed our “on-demand culture” and new dimensions of urban living augmented by mobile devices and media-rich environments. The conference “*Respecting Fragile Places*” focused on the recognition, development, and encouragement of virtual space design and the interaction between virtual and physical worlds.





## Digital Design Students (AGAIN) Participate in Volunteer Program at SIGGRAPH Conference



In a repeat performance from last year, **Daniel Palma** and **Benjamin Gross** were accepted to participate in the Student Volunteer Program for SIGGRAPH 2011 held in Vancouver, British Columbia from August 6 through August 11. The two students, seniors in the Entertainment Track in the BA program in Digital Design, provided thirty hours of volunteer service to the computer graphics conference attended by more than

15,000 people; and also attended technical paper presentations, emerging technology exhibits, the juried digital art show, industry production sessions, and the annual computer animation festival. Throughout the week the two students, along with their international peers, had opportunities to participate in special networking activities with academic and industry leaders.

The annual SIGGRAPH conference is the largest annual event sponsored by the Association of Computing Machinery (ACM) which, for the first time, held its conference in Canada. This is the second consecutive year of participation in this highly competitive program for Gross, and the third for Palma. Both students are past recipients of the Director's Scholarship in the School of Art + Design and NJIT Annual Design Award winners in the Digital Design program.

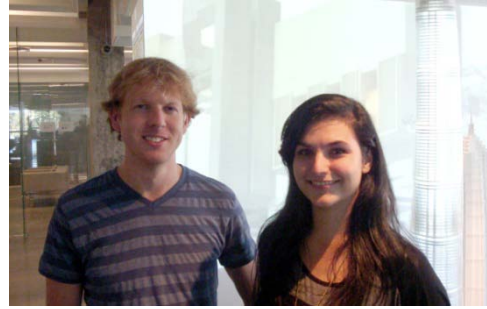
## Alcala Wins University Lecturer Teaching Award



Coordinator of the Industrial Design Program **José Alcala** received the 2011 NJIT Award for Excellence in Instruction by a University Lecturer. Alcala was praised by his former students as someone who "sees greatness in

every student he taught." And he has taught every single student who has gone through the Industrial Design program at NJIT since its inception.

## Industrial and Interior Design Students Selected by Autodesk to Participate in Industry Training



For the third consecutive year, students from the College of Architecture and Design received

invitations and scholarships to participate in the *Autodesk Bootcamp* held in San Francisco, California. Architecture student **Ian Siegel** attended for the second time while Industrial Design student **Jeff Groves** and Interior Design student **Nora Hamadé** (pictured above) each were first-time participants. NJIT had the largest number of students represented in the program that hosted twenty-three individuals from sixteen different schools that included Carnegie Mellon University, University of Massachusetts, University of Michigan, Ohio State University, Penn State, Purdue, Virginia Tech, and others.

The School of Art + Design has been consistent in its leadership role in the application of information technology to the products and processes of design as it had the only representative from an industrial design program and, for the third year in a row, had the only interior design student invited to participate.

Students received intense instruction in Autodesk programs *Revit* and *Inventor* and were introduced to a variety of other applications that included *Alias*, *Sketchbook Pro*, *Navisworks*, and more. Additionally, they attended a variety of lectures about the future directions of technology and software applications in the design industries. The comprehensive program got the students out of the lab and lecture hall and into the city where they were able to see a number of architectural icons (like Mario Botta's Museum of Modern Art) and attend a San Francisco Giants baseball game.

The program had two separate tracks: Architecture (which included civil engineering, construction, and interior design) and Mechanical Engineering (which included biomedical engineering, plastics engineering, and industrial design).

## New Faculty in the School of Art + Design



**Kunal Majmudar** is a music composer who teaches the introductory course, Basic Sound and Music, to Digital Design students. He is the audio lead for the newly-formed Pixeltone Music, which focuses on Video

Game and Film audio. Studying under American composer Samuel Headrick, Mr. Majmudar acquired a concentration in composition and became the first music minor in Boston University to take graduate-level composition courses.

With a versatile style that can adapt to almost any situation, he specializes in organic and/or natural textures (orchestra or ethnic music) or a hybridized texture (natural instruments fused with electronic elements). He has done work for various media-rich formats (radio dramas, television PSA's, film, video games, trailers, ads, etc.) and projects in both the domestic and international spheres.

Mr. Majmudar participated as a volunteer composer working with three separate student teams during the 2011 Global Game Jam at the School of Art + Design and created the original works included in *"Fireflies"* and *"Dust Land."*



Interior and industrial designer **Virginia Harper** has joined the instructional staff as an adjunct to teach Methods and Materials to interior design students. A LEED Accredited Professional, Ms. Harper holds a Master of

Arts from Domus Academy in Milan and Bachelor of Arts from the University of Michigan. She established her own New York City based design firm in 2009 and her client list includes Pirelli Tire USA, Bobbi Brown, Fresh, La Mer, and JoMalone. While working at the Rockwell Group in New York, Ms. Harper worked on projects for W Hotel Cancun, Starbucks, Target, and Artistic Tile. Her versatile career has included commercial design, retail branding solutions, furniture and home appliance design, and exhibit design. She designed the hats for the 2008 Democratic National Convention. Ms. Harper has also worked for Peter Marino in New York; Skidmore, Owings & Merrill in New York; Cassina in Milan; and Luc Trazzi Design in Milan.



**Cleve Harp** is an architect, urban designer, and interior designer whose work ranges from campus planning and design to custom furniture design and includes strategic facilities planning and international design competitions.

Recent work by his Manhattan studio, Cleveland Harp Architecture & Design, includes Live/Work loft projects in Manhattan's Tribeca and Soho districts. Current projects include a Vermont vacation house renovation and expansion.

Harp is a University Lecturer at NJIT where he teaches graduate and undergraduate architectural design studios in the School of Architecture and History of Modern Architecture to students of architecture, interior design, and digital design.

He has taught at Pratt Institute, City College of New York, Rhode Island School of Design, Boston Architectural Center, and Savannah College of Art and Design.

Cleve Harp has participated as design faculty in architectural programs with City College and the Politecnico di Milano in Mantova, Italy, and with the NJIT School of Architecture in Siena, Italy.

Harp has won awards from the New York AIA and the Governor's Design Award program in the Commonwealth of Massachusetts.

His work has appeared in the *New York Times*, the *Washington Post*, *Architecture d'Aujourd'hui*, *Progressive Architecture*, *Metropolis*, *Oculus*, *Architectural Digest*, *AD Japan*, *A&W Architektur & Wohnen*, and *Espaco d'*. Projects have been exhibited in New York, Washington, Paris and Florence, including competition entries for the 9/11 Memorial, Governors Island, Les Halles Paris, Copley Square Boston, and Women in Military Service to America Memorial at Arlington National Cemetery where his team's entry was named Alternate Winner.

Cleve Harp received a Master in Architecture degree from the Harvard Graduate School of Design and a Bachelor of Architecture from the Georgia Institute of Technology where he graduated Magna Cum Laude.



**Jason Valdina** has been working with NJIT's College of Architecture and Design since the Fall of 2010, leading interaction design seminars in support of CoAD's entry into the 2011 Solar Decathlon, and now as an adjunct

faculty member in the Industrial Design program. Mr. Valdina studied Information Design at the State University of New York, Purchase College. As a product strategy and customer experience design professional, he has more than fifteen years of experience in leading user/consumer research and user experience design initiatives; and has served as a consultant to a variety of firms including Dow Jones, Inc. Large-scale research and design projects have been accomplished for international brands ranging from LG, IBM, BMW, , Pfizer, and Deloitte to the Museum of Modern Art.

Straddling the realms of industrial design, user interface design and business strategy, Mr. Valdina has lead pioneering user experience projects related to early digital music subscription services such as eMusic.com and MP3.com and has held design and strategy leadership positions with media giants Vivendi/Universal and America Online. More recently, his entrepreneurial endeavors have included product strategy leadership roles with consumer services startups MediaNet and Send Word Now, helping to bring cutting-edge technologies to market in the media and mobile space, respectively. He currently leads the Customer Experience practice at LivePerson Inc, a multi-channel customer engagement software platform company based in New York City.



**Ersin Altin**, a Ph.D. candidate in the NJIT-Rutgers-UMDNJ Urban Systems Program, is teaching the Foundation Level course, History of Art and Design. Mr. Altin has a Master of Architecture degree concentrating in History and

Theory of Architecture from Yildiz Technical University in Istanbul and a Bachelor of Architecture degree from Anadolu University in Eskisehir, Turkey. Author of more than a dozen published articles about architecture and design, he was editor of Boyut Publishing Group's *Architecture and City Series: A Guide to Contemporary Architecture* from 2002 to 2005. Mr. Altin is a member of the Istanbul Chamber of Architects and previously worked as an architect and project manager for the Arx Design Group.

## Information Literacy in the School of Art + Design



Recognizing that information literacy is a critical skill, the School of Art + Design adopted a plan to ensure that students are able to effectively use current

generation technology in research and design efforts. Using the ARLIS/NA developed guidelines "Information Competencies for Students in Design Disciplines" librarians and faculty are working together to create activities to improve students' information-seeking behavior and research skills. Students are introduced in foundation level classes to locally and globally available materials with hands-on tutorials, demonstrations, and visits to the Littman Architecture and Design Library. Guides and tutorials created by library personnel are posted online in addition to (password protected) access to a variety of journals and databases relevant to design disciplines. Research and writing assignments are embedded within all foundation level classes. The success of the program is based, in part, on the management team in the library: **Maya Gervits** the Director of the Littman Library, and Library Specialist **Susan O'Connor** – each of whom are educated in both library science and art, architecture and design, enabling them to have a visceral understanding of the subject-specific needs of students and faculty.

## Gosser Named Artist-in-Residence at Newark Museum



Artist, NJIT alumnus, curator, and adjunct faculty member **Matt Gosser** has been named one of three Adolf Konrad Artist-in-Residence at the Newark Museum Arts Workshop. The position offers artists a stipend and the

opportunity to use the Museum's professional facilities for the creation of new work. Gosser, who has previously created works and exhibits based on three-dimensional assemblages of locally found objects, plans to use pieces from the Museum's collection of Newark artifacts as inspiration for new work. Gosser is currently teaching a section of the fourth year *Collaborative Design Studio* which combines students from interior design, digital design, and industrial design to create proposals for a "Museum of Newark" in celebration of the upcoming 350<sup>th</sup> anniversary of its founding in 2016.



## "2 + 2" Exhibit Opens in College Gallery



Curators **David Smith** and **Matt Gosser** have collaboratively created a new exhibit that, in itself celebrates collaboration by

each selecting two artists who, working closely with another artist, influence each other's individual artwork in subtle, or not-so-subtle ways. Two works from each artist were selected for the exhibit. The artists included in the exhibit, which is open to the public Monday through Friday in the College of Architecture and Design Gallery until November 25 are: **Andrew Baron + Suzanne Kammin, Evonne Davis + Emma Wilcox, Peter Own + Alison Owen, and Andrew Demirjian + Dahlia Elsayed.**

## Industrial and Interior Design Students Exhibit at International Contemporary Furniture Fair in NYC



For the second consecutive year, students from the School of Art + Design exhibited original work at the **International Contemporary Furniture Fair (ICFF)** held at the Jacob K.

Javits Convention Center in New York City. 550 exhibitors from 39 countries showed work to more than 25,000 attendees from May 14 through May 17. Twelve sophomore and junior students from the Interior Design program displayed projects digitally that included office, healthcare, and hospitality projects and furnishings on a rotating basis in the booth.

Industrial Design students displayed a variety of physical projects and prototypes for building and household products (door hardware, lighting, glassware, etc.) as well as furnishings. Graduating Industrial Design student **Gary Einloth** (pictured above), used the opportunity to introduce *PijPoJ*, his new art-based furniture design company.

## Student/Faculty Participation in "WantedDesign NYC"



Assistant Professor of Industrial Design **Brooks Atwood** was an invited participant in "*WantedDesign NYC*" – a non-stop three-day design event held during New York's Design Week in May. The event included "a series of craftsmen workshops combined with live demonstrations of the latest technologies."

In addition to the workshops, the event included panel discussions and specially designed exhibits from Ligne Roset, Voos Gallery, Triode Gallery, Verodalla, David Trubridge, and others.

Industrial Design students **Sara Jane Rin** and **Avrami Rakovsky** (above) worked with Prof. Atwood and Marc Thorpe designing and fabricating furniture and, at the same time, participating in live demonstrations of different techniques from gold gilding to the traditional metal craft of repoussé. Additional industrial design students **Kyle Gulliford, Ben Mui, Darshan Patel, and Daniel Sosa** participated in the workshops while also attending ICFF at Javits Center.

## Atwood and Harper Produce Custom Furniture Exhibited at Rouge58 Gallery in Brooklyn



Assistant Professor **Brooks Atwood** in collaboration with **Virginia Harper** Design was selected by *Rouge58 Gallery* in Williamsburg, Brooklyn and artist Ruvan

Wijesooriya to design and fabricate a series of limited edition stools for an exhibit sponsored by Lucite and EcoSupply. Each stool has a slightly different pattern. Fourth year Industrial Design students **Sara Jane Rin** and **Avrami Rakovsky** participated in the design and production of the exhibited pieces. The pieces were part of "The Fanatic!" exhibition that ran from May 28 through June 30.