

ART + DESIGN : NEWS + NOTES

COLLEGE OF ARCHITECTURE AND DESIGN - NEW JERSEY INSTITUTE OF TECHNOLOGY - NEWARK, NEW JERSEY - DECEMBER 2010

Wendell Directs Film



University Lecturer and Coordinator of Digital Design Program, Augustus Wendell, has directed an architectural film for Bonetti Kozerski Studio that was recently presented in an exhibition at Columbia University in New York

City. The film explored an unbuilt competition proposal for a city courtyard residence through still and animated graphic representations. Additionally, Mr. Wendell is currently completing architectural animations for a film to accompany a traveling museum exhibition representing four modern city housing prototypes based on a revisit of Moshe Safdie's Habitat '67 in Montreal.

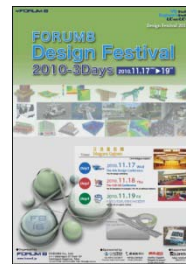
Industrial Design Work Featured in New Book: 1000 Product Designs from Rockport Publishers



Products designed by **Adjunct Ran Lerner**, principal of *Ran Lerner Design* in New York City, have been featured in a new book *1000 Product Designs: Form, Function, and Technology from Around the World* by Eric Chan and published by Rockport Publishers. The

book features four separate products designed by Lerner: "Grapevine" wine rack and "Doodle Book" picture frame manufactured by Umbra; "Step Watch" by Acme; and "Combine Rack" by Yamazaki. As a proprietor of an independent design firm, Lerner's extensive client list includes Starwood Hotels, Reed & Barton, Wedgwood, and Waterford Crystal as well as Acme, Yamazaki, and Umbra and has products available nationwide in retail outlets. His biodegradable packaging has been featured on *Forbes Video Network*.

Digital Design Professor Wins Award for Presentation at FORUM8 Design Festival in Tokyo



Assistant Professor Taro Narahara presented "Interactive Device" at the FORUM8 10th Annual Design Festival held in Tokyo November 17-19 demonstrating the improvement of the interface between FORM8's UC-win/Road and a physical environment and the production of a platform that can promote collective production by multiple designers. For his work, Prof. Narahara received the "Academy Encouragement Award" from FORUM8 Co., Ltd.

Zarzycki Elected to NYC ACM/SIGGRAPH Board of Directors



Assistant Professor Andrzej Zarzycki has been elected to the New York City Chapter of ACM/SIGGRAPH Board of Directors. In addition to teaching in the School of Architecture, Prof. Zarzycki has a teaching appointment in the Digital Design program at the School of Art + Design.

Industrial Design Student Wins Scholarship



Sara Jane Rin, third year student in Industrial Design from Jersey City, NJ, has won the **K. Deepak Kapoor Design Scholarship** for 2010. The two thousand dollar prize is awarded to an outstanding student in industrial design for excellence in design and academic performance. In addition to demonstrating excellence in school, Ms. Rin is active in the arts community in northern New Jersey, serving as a blogger for *GLOCALLY Newark* and as an intern in the Newark Museum.

Digital Design Student Wins Competition



Third year Digital Design student Benjamin Gross of Lambertville, NJ won the Cover Design Competition for the 12th Annual VALE/NJ ACRL/NJLA CUS User's Conference. VALE, the Virtual Academic Library Environment, is an "organization to develop inter-institutional information connectivity and collaborative library application projects among New Jersey academic libraries". Gross created an abstract cover incorporating an image of gently undulating planes with repeating perturbations. The conference, "Strengthening Connections: Keeping Our Libraries Vital", will be held on Wednesday January 11, 2011 at Busch Campus Center of Rutgers University in Piscataway where the program with Gross's work on the cover will be distributed to more than 200 attendees. Ben Gross, a student in the College of Architecture and Design as well as the Albert Dorman Honors College, is a previous recipient of the Second Year Design Award for Digital Design and a Director's Scholarship in the School of Art + Design.

Entrepreneurial Industrial Design Student Starts Business: *Endemic Longboards* in Newark



Daniel Sosa, third year student in Industrial Design has already started designing, marketing, and selling his products. Sosa started his own company this year: *Endemic Longboards* that combines his interests in product design and skateboarding. Using equipment built and bought locally, Sosa has created and produced his own designs that capture the unique urban character of Newark.

Interior Design Program Starts IIDA Campus Center

A Campus Center of the International Interior Design Association (IIDA) has been started at NJIT. The student group will provide access to industry partners and members of the design community as well as Perspective Magazine and Quad E-Newsletter for students. The Campus Center at NJIT will be affiliated with the PA/NJ/DE IIDA Chapter and Asst. **Professor and Coordinator of the Interior Design Program, David Brothers, IIDA**, will serve as advisor.

Twenty-Five Years Ago at NJIT



The integration of digital media and the use of information technology in all aspects of design at NJIT have a long history. The establishment of a digital culture, leading to the creation of the Digital Design program occurred gradually.

In 1985, two relatively young faculty members - Glenn Goldman and M. Stephen Zdepski - set out on a course that would change the way we all design. With a grant from the New Jersey Department of Higher Education, the pair set out to integrate, and ultimately create, the first fully electronic paperless digital design studio using color (with a palette of more than a quarter million colors) and three-dimensional modeling for architectural design. In October 1986 the pair published the results of the first year of experimental studios and presented the work at the ACADIA (Association for Computer-Aided Design in Architecture) conference in Houston, Texas. NJIT had results that made images of student work produced at the school almost ubiquitous in conference exhibits and magazines.

A series of publications and awards quickly followed. Student work published in "American Design School Catalog", an article by Andrew MacNair describing innovative work in design schools that appeared in *Interiors* magazine in November 1988. This was followed by publication in *Architectural Record* in 1989 as well as a string of presentations at ACADIA and ACSA conferences. Goldman and Zdepski were co-recipients or an Honorable Mention in the 1989 American Institute of Architects Education Honors Awards Program for innovation and received a Citation for Applied Research in the 1991 *Progressive Architecture* Awards Program. NJIT students won twenty-five CADDIE Awards for Excellence in Design Visualization over a seven year span, and then followed that with a series of awards in the Autodesk Design/Innovation Awards program, culminating with the receipt of the Autodesk Revit BIM Experience Award in 2007 making NJIT the first educational institution to receive this particular prize.

In 2007 the faculty at NJIT approved the creation of the Bachelor of Arts in Digital Design with the matriculation of the inaugural class in 2008.

Inaugural Season of the Industry-Speak Seminar Series Concludes with Scott Sindorf of *uvphactory*



On November 1, the first Industry-Speak Seminar Series concluded with featured speaker **Scott Sindorf, Principal and Co-Founder of *uvphactory***, an award-winning special effects and production company based in New York

City. The lineup of speakers in the series' inaugural semester featured professionals in digital media and visual communications. Mr. Sindorf presented work relating to advertising, logo design, television graphics, and music videos describing in detail the design and workflow process used at his firm as well as the nature of the collaboration required between his firm, other design professionals (including performing artists), and clients. Case studies included the making of the Bjork "Wanderlust" video, the computer graphics for the Lady Gaga performance at the 2009 MTV Video Music Awards, and the special effects for "Animal Gladiator", a two-hour special on Animal Planet. The session concluded with a discussion about the idiosyncratic nature of the digital design profession as practiced in New York City.

Dual Degree Candidate Presents Poster at SIGGRAPH



Sophia Sobers of Budd Lake, NJ presented "Parametric Architecture" in the design category of the research poster session at the

Association of Computing Machinery's 2010 SIGGRAPH Conference in Los Angeles last July. Ms. Sobers expects to graduate in 2011 with both a BS in Architecture from NJIT and a BA in Art from Rutgers-Newark. A true multi- and inter-disciplinary student, her concentration and a significant portion of her creative work has been done under the auspices of the Digital Design program in the School of Art + Design. Ms. Sobers explored the idea of creating a "responsive architecture" - an architectural system that looks at the idea of using a parametric interface that reacts and changes based on user input.

Martial Arts for Modelers: Phys Ed. for Digital Design Students



"Japanese Combatives for Digital Designers" introduces students to Japanese "budo" (martial arts) culture in the context of traditional Japanese martial arts training. Taught by **Fred**

Little, instructor and faculty advisor for the NJIT

Budokai, students are exposed to combative movement and conditioning training derived from gendai (modern) aikido, koryu (old school) jujutsu, and both koryu and gendai weapons arts. Aside from improving students' physical fitness and providing them with a unique way to fulfill the university's Physical Education requirement, the course is designed to give digital design students hands-on combative experiences in a controlled setting from which to draw as they develop their own digital characters and animation work in Digital Design studio courses. Particular attention goes to developing an understanding of combatives in terms of stable and destabilized physical structures, three-dimensional movement, and dynamic shifts in tempo and rhythm of engagement.

Mr. Little brings over 20 years of martial arts experience including experience in Aikido, Judo, and Japanese koryu jujutsu and weapons arts, as well as graduate work in Japanese language, culture, and religion at Columbia University, where he was Assistant Director of the Donald Keene Center for Japanese Culture immediately prior to his employment by the NJIT College of Architecture & Design as Manager of Graduate Programs.



Interior Design Program Enhanced with New York and New Jersey Field Trips



The Interior Design program is taking advantage of NJIT's central location in the Northern New Jersey/New York City Metropolitan area to provide an enhanced educational experience. In addition to the obvious use of many buildings and sites as the context for studio projects, students have visited a number of significant projects. Prior to the start of a retail design project, second year students were guided through the Broadway/SoHo *Victoria's Secret* by **Rebecca Cheng** of Prototype Design. Third year design students taught by **Linda Laucirica** and focusing on residential design, visited the *A&D Building*, the *Standard Hotel*, the *Jacob Javits Boutique Hotel Exhibition*, the *Kips Bay Decorator Show House*, and the *Counter Space: Design and the Modern Kitchen* exhibit at the Museum of Modern Art.

The Building and Interior Systems sequence of courses taught by **Prof. David Brothers** also makes site visits and looked at the solar heating and photovoltaic systems installed on the NJIT campus. Additional trips to New York City were made to the Jesko Lighting Showroom and the Paul Rudolf House/Modulightor Showroom where students met with Ernst Wagner, Founder of Modulightor.

Courses in Methods and Materials as well as the History of Furniture both make use of nearby resources with organized visits to the Newark Museum, Frick Museum and Metropolitan Museum of Art and hosting in-class visits and presentations by industry representatives from Stone Source, Benjamin Moore and others.



Information Technology Program Hosts Seminar in Interactive Music Technology



Digital Design students in the School of Art + Design attended a presentation and discussion in "Interactive Technology for Music Composition and Performance" on November 3. **V.J. Manzo, Director of Music Technology at Montclair State University's John J. Cali School of Music**, demonstrated the creation of interactive music applications using Max/MSP, Pro Tools, and GarageBand. Mr. Manzo is a composer

and guitarist with research interests in theory and composition who received his B.A. in Music Education from Kean University and Master of Music from New York University; and is currently pursuing his Ph.D. at Temple University in Philadelphia.

Zaitseva Serves as Technical Director for PixelPops!



Adjunct Instructor Polina Zaitseva was Curatorial Assistant and Technical Director for Pixel Pops! 2010 Film Festival in New York and New Jersey. PixelPops! is an ongoing, traveling series of annual digital art exhibits that changes with each venue that have varied from

New Haven, Connecticut to Prague in the Czech Republic to Zurich, Switzerland. Held in October this year, the festival was situated in Newark, New Jersey.