SUCCESS
Grand Rapids is fertile ground for making ideas reality

CREATIVITY
A KCAD education prepares entrepreneurs to handle anything

PASSION
The drive to start a business goes beyond simply chasing profits
More than a college, we want to also be an essential component of the vibrant arts community here in West Michigan” — Nicole DeKraker, Director of Student Engagement at KCAD, speaking about KCAD’s partnership with Grand Rapids’ Festival of the Arts

There’s no such thing as black and white. Our lives have color to them. At the end of your life, you’re going to want that color as proof that you were here, and that you lived.” — Steven Kolb, CEO of the Council of Fashion Designers of America (CFDA) and honorary doctorate recipient, to KCAD graduates during commencement
As the state of Michigan continues to breathe new life into its economy, Grand Rapids has assembled a thriving entrepreneurial ecosystem with all the resources people need to transform their dreams into viable businesses. From city and state government to universities, businesses, and entrepreneurs who’ve failed, succeeded, and learned something worth passing on, this area is fertile ground for new ideas.

Mayor George Heartwell is an avid supporter of this culture, which is woven into the city’s fabric. He says, “It strikes me that we have a very rich entrepreneurial climate here. Dating back for well over a century, this has been a place where design, innovation, creativity, and business have been valued. Witness some of the great companies that have started and grown here. The cookie company, all of the small businesses, and family-owned businesses started because somebody had a good idea and was willing to take the risk and make the investment to turn it into a business venture. That really continues today.”

That supportive atmosphere is made possible through resources available to entrepreneurs, including the SmartZone and the Van Andel Research Institute. Together, they provide coaching, provide mentoring, and connect entrepreneurs with the resources they need to turn their ideas into viable businesses.

As it happens, there are many places you can go and people you can turn to, depending on what stage you’re in. Some places are geared toward early-stage startups, while others are better suited for more established businesses. The choice is yours, and that does distinguish us from other cities.

Among those reinvesting in the city today is Rick Dellos, grandson of Armand founder Rich Dellos and CEO/Founder of Start Garden, an entrepreneurial seed accelerator in Grand Rapids. With offices throughout the state, Start Garden is designed to support community members at any stage of the business building process. It hosts an Entrepreneur in Residence, an experienced business person who can review business plans, provide coaching, and help people get connected to the resources they need. It’s unique to Grand Rapids, but we have them in great measure, and that does distinguish us from other cities.

Through incubator space at GVSU’s Cook DeVos Center for Health Sciences, the SmartZone is one of 15 throughout the state. It’s designed to reinvest tax growth into smart technology to support startups. As mentioned, the SmartZone is designed to support community members at any stage of the business building process. It hosts an Entrepreneur in Residence, an experienced business person who can review business plans, provide coaching, and help people get connected to the resources they need to turn their ideas into viable businesses.

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With Start Garden’s support, businesses in the SmartZone can find the guidance, support, and guidance to evolve into organizations that can contribute to the area’s economy. Office space and state-of-the-art equipment are available at affordable prices, and startups are matched to a family of mentors that lets the newest members of the community learn from the most experienced. Start Garden can also link startups to millions of dollars in state funding, along with support from private investors, including the regional investment group Grand Angels.

What the SmartZone accomplishes with several city blocks is that it does so on a more intimate scale. House on a single floor of a downtown building, this co-working community is designed to bring like-minded designers, techies, and entrepreneurs together, letting them mingle naturally to expand their networks, contribute to each other’s projects, and support each other’s business ventures.

The Factory is another place where people can connect with each other to turn ideas into viable businesses. With 65,000 square feet of open advisor hours every week, startups can connect to people with the knowledge, skills, and collaborators they need. Dellos says the organization is based on two concepts that are important to get an ecosystem going. First, the organization is designed as a platform for ideas to grow into projects, projects into startups, and startups into Big businesses—one step at a time. Second, the organization is shaped to give startups a jump start on finding angel investment or to attract conventional investors. Dellos says, “At the earliest stage, we’re very willing to experiment and partner with people. In our experience, you’re better off starting with the seed of an idea, trying something, and getting into practice as soon as possible.”

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Through incubator space at GVSU’s Cook DeVos Center for Health Sciences, the SmartZone is one of 15 throughout the state. It’s designed to reinvest tax growth into smart technology to stimulate and attract new businesses.

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Private businesses are getting in on the entrepreneurial spirit, too. The law firm Varnum launched its GR Current program to give entrepreneurs access to free legal services during their startup phase. Businesses are referred by economic development and other organizations across the state, and each participant receives a minimum of $2,500 in services tailored to their needs, including business structuring, counseling on financing matters, contract drafting or review, or employment law advice. By making these services available at no charge, Varnum hopes to help entrepreneurs cultivate the firm footing they need to succeed, while funneling funds to other essentials.

Joan Andrew, Director of Business Development of Varnum, explains, “Our attorneys identified that many times, it’s not legal expenses, people try to do it by themselves or turn to a relative who may not have the right kind of legal expertise. But how a business is set up in the beginning can have real implications down the road. We thought if we can take away that hurdle, get people set up correctly, and put good contracts in place, then that’s a way that we can help. In the process, we’re meeting lots of great new people and businesses.”

This fertile, supportive environment for new ideas is not only good for startups—it’s a valuable asset for attracting new talent too. Christian Gaines recently left his home in Los Angeles to take a position as Executive Director of ArtPrize. “What I like about Grand Rapids is that it’s unencumbered,” he says.

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“If you have an idea, you can bring it to people who can make it happen in a relatively easy way.”

And talent that comes here tends to stay here. With a seemingly inexhaustible support system that includes, in addition to the aforementioned resources, GR Makers, Grand Rapids Opportunities for Women (GROW), The Right Place, Local First, The Grand Rapids Urban League, and LINC Community Revitalization, among others, entrepreneurs in Grand Rapids aren’t just succeeding on their own—they’re feeding a startup culture that’s driving rapid innovation and creating boundless impact.

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Start Up Weekend at The Factory

Read about the experiences of KCAD students at Start Up Weekend on the iPad version.
Creativity as Capital

The road to entrepreneurial success is filled with sudden detours and unforeseen challenges that can send even the best-laid business plans awry. But KCAD entrepreneurs are prepared to handle anything that comes their way, and they have their creative education to thank for it.

by Kyle Austin

After working in art galleries for a number of years, alums Katie Moore (’11, MFA Painting) and Magdalene Law (’10, Graphic Design) noticed that smaller galleries were having trouble selling art and promoting artists. So the pair created ArtLustr, a website that doubles as a promotional tool for exhibitions and an e-commerce tool for the artists.

“As a creative... you’re taught in school that there’s no limit to anything.”

-Katie Moore (’11 MFA Painting), ArtLustr

Many startups enjoy a successful launch only to see the momentum eventually fizzle out. Alum Kate Hamery (’09, Interior Design) utilized her design talents to ensure that DENYM, the clothing store she recently opened on the West Side of Grand Rapids, wouldn’t suffer the same fate. Prior to launching, Hamery spent months researching what other retailers were doing, establishing relationships with major brands, and scouting numerous locations until she found one that aligned with her needs and vision. She also worked with a local marketing and design firm to brand DENYM as a store that brings a more personal and welcoming feel to upscale retail fashion.

“The spark and drive is where it all starts when it comes to being an entrepreneur, but as a design student, you’re taught to go through the whole creative process from beginning to end in order make your creative vision a reality,” said Hamery. “I’ve tried to bring that same approach to starting a business.”

By injecting creativity into a measured design strategy, Hamery now has the ability to problem solve on the fly without disrupting the customer experience she’s committed to delivering. The result is a young business that already has a solid customer base and seems positioned for sustainable success: “It takes patience,” said Hamery. “You can’t just get wrapped up in the excitement and make hasty decisions, and you can’t get frustrated when things don’t go according to plan.”

Budding entrepreneurs are often so focused on generating buzz around their startup that they neglect what’s really important: the actual product, service, or business itself. Creatives, however, understand that without the steak, there’s no sizzle to sell. Alum Brandon Satterlee (’09, Graphic Design) was offering something that few others in Grand Rapids were when he started The Forest, a creative agency specializing in bringing the gap between print and digital media, in 2011. But rather than crafting a traditional PR narrative, Satterlee kept his head down and focused on creating great work that would speak for itself.

“I like to think that we do it in a bit of an old school way by just being authentic;” he said. “It’s interesting to hear how other creatives like these who believe fully in what they’re doing, make is whether not their idea is worth the risk. And for me, the most important calculation any entrepreneur can make is whether or not their idea is worth the risk. And for creatives like these who believe fully in what they’re doing, the answer is always yes.”

As The Forest’s client base grew, so did the complexity of the challenges Satterlee faced as he tried to grow his business as well. He knew he needed a more versatile workspace and additional staff, but he also wanted to stay true to his original vision. Using a design thinking approach, Satterlee was able to mold The Forest into a kind of co-creative agency where collaborators rotate in and out of projects and the focus remains on the quality of the creative process and the ability to solve problems.

“It’s all about looking at problem systematically, identifying the key drivers, and then asking, ‘If we attempt to solve it in this way, how does that affect everything else?’” he said. “Looking at systemic problems in new ways is something I wouldn’t have been able to do without a creative design background.”

Success also comes from the human-centered approach creatives bring to entrepreneurship. When alum Tim Murphy (’02, Industrial Design) started AirDrop Gaming, a company specializing in making video game accessories that improve users’ performance and experience, he found that developing a product and a business plan was only the beginning. The hard part was forging the emotional connection that would get his products off the shelves.

AirDrop Gaming’s first flagship product, an attachment called the Hip Shot Dot that gives players of first-person shooter games like Call of Duty unparalleled accuracy, is already one of the most in-demand gaming accessories on the market because of the way it taps into gamers’ competitive nature and fuels their desire to be the best.

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- Brandon Satterlee (’09 Graphic Design), The Forest

“As an entrepreneur you have to be creative in every aspect—in the way you network, in the way you get investors, in the way you keep their support, in the way you grow your customer base, and in the way you develop your brand—because ultimately, entrepreneurship is not a math problem,” he said.

In fact, the most important calculation any entrepreneur can make is whether or not their idea is worth the risk. And for creatives like these who believe fully in what they’re doing, the answer is always yes.

“There are things that people will say are impossible that are not impossible,” said Satterlee. “They’re just impossible for those people.”
A new American Dream is on the rise, one that isn’t defined by status or material wealth, but by the ability to do what you love. So when it comes to building a business, many creative entrepreneurs are following their hearts and finding their own definitions of success.

Passion Meets Profit

by Kyle Austin

After years of working to pay the rent, alums Chris (’07, Photography and Digital Media) and Malissa (’06, Digital Media) Tack decided to start living smaller and thinking bigger. In early 2011, the couple built the Tiny Tack House, a 340 sq. ft. solar-powered eco-home. By dramatically lowering their living expenses, the house has also given them the financial freedom to only take on projects that they truly believe in. “We think of it as trading stuff for experiences,” said Malissa. “We can travel a lot more and we have a lot more freedom.”

While earning a living primarily through freelance work, the Tacks have also made a business out of sharing their enthusiasm for tiny house living, creating and selling custom blueprints and a book of unique tiny designs.

“These new successes then, involve more than identifying a market opportunity. Alum Ben Harrison (’08, Photography) had already turned his artistic passion into a successful destination wedding photography business, but when his son Jonas Paul was born with a rare vision impairment, he and his wife decided to channel their energy and emotion into shaping a better world for their son and others like him.

Their company, Jonas Paul Eyewear, offers stylish, vintage inspired eyewear designs for children, helping those who have to wear glasses stand out among the crowd. Most of all, people who love their work do so because they’re able feel a connection with your work, not only as motivation to excel and improve, but for the enjoyment and fulfillment it provides.”

“It’s very important to feel a connection with your work, not only as motivation to excel and improve your craft, but also simply for the enjoyment and fulfillment it provides.”

- Ben Harrison (’08, Photography), Jonas Paul Eyewear

“This business has been built upon our creativity and ingenuity, so it feels like a natural extension of us,” said Harrison. “It’s very important to feel a connection with your work, not only as motivation to excel and improve your craft, but also simply for the enjoyment and fulfillment it provides.”

Profitability may be vital to entrepreneurial success, but that sense of fulfillment is priceless, alum Sue Burns (’83, Graphic Design) started the “upcycled” clothing company Booboozoo over 20 years ago, and she’s been loving every minute since. “All of our materials are constantly changing and we come out with new products every year, so it’s really a constant outlet for my creativity,” she said.

Burns and her staff purchase discarded wool garments in bulk and deconstruct them in order to create one-of-a-kind fashions that aren’t tied to any trend or season. And despite enjoying international sales and healthy media exposure, Burns is committed to running her entire operation out of Leelanau County in Northern Michigan with the help of local partnerships and resources.

“That passion goes forward to our customer,” she said. “When people purchase our products, they’re happy.”

Most of all, people who love their work do so because they’re able feel its impact directly and deeply. When alum Matt Dimmer (’97, Visual Communication) learned his father was dying from pancreatic cancer, he charged the plane ticket home to a credit card because he knew he had to be there. The experience inspired him to create The Extra Mile, a non-profit that collects unused frequent flyer miles and donates them to those in desperate need of help travelling to a dying loved one’s bedside.

Recently, Dimmer was able to accompany a man named JJ Rolle on a flight, completely funded by The Extra Mile, from Washington to Georgia to see his own dying father one last time. Securing the donations and other necessary resources requires Dimmer to work countless hours outside of his regular full-time job as a Creative Director at an advertising agency, but seeing The Extra Mile’s vision actualized made it all worth it. Ultimately, Dimmer said, the difference between having a passion and following one comes down to understanding what you’re working for and how hard you have to work for it. “You can’t just have a big notebook full of ideas and thoughts. You have to try to make something happen.”

- Matt Dimmer, The Extra Mile
My fascination with the dichotomy of the seen and unseen in human existence has been a conceptual cornerstone for much of my work to date. In the moment of hesitation when one moves into the interior space of thought, I find inspiration. My goal is to paint not only the delicate features of the external person, but to capture the tender unseen presence that transcends understanding in the depths of a soul. In my experience of working with the people I portray, I repeatedly discover the profound mystery of existence.

Cavanaugh is a 1994 KCAD alum. She lives and works artistically in Santa Fe, NM. Read more about her in the article on page 13.
Entrepreneurship for All

While there seems to be a never-ending supply of innovative ideas, seasoned entrepreneurs will tell you that success hinges on access to capital, and for decades, that access was hard to come by. These days, accessible funding sources are changing the game and helping to transform would-be entrepreneurs from dreamers into doers.

by John Wiegand

It used to be that getting a startup off the ground meant gaining the attention of a venture capital firm which would provide an influx of cash, often only to companies deemed to have high potential, in exchange for a portion of future profits. While the basics of capital investment haven’t changed much over the years, online crowdfunding platforms and progressive new venture capital firms are pushing the boundaries by fostering a community of entrepreneurism and encouraging support among their clients.

Grand Rapids-based Start Garden, for instance, has created an organic forum for investment wherein entrepreneurs can pitch their ideas in person for a chance to earn an initial $5,000 in seed money. What’s more, Start Garden utilizes community voting to help determine which projects get funded, which means that ideas aren’t just judged on their potential for profit, but on their ability to create real human impact. If a project is chosen, the entrepreneur has three months to prove that the idea is feasible, after which Start Garden may choose to invest up to $500,000 in a project depending on its broader potential.

“Entrepreneurism is kind of the Wild West no matter what you’re doing,” says Benjamin Gott, Start Garden’s Entrepreneur-in-Residence. With a number of successful startups under his belt, including Boxed Water is Better, TheCommon.org, THE BRILLIANCE, and the clothing line BENVINNED, Gott understands the changing landscape of entrepreneurism better than most. “It takes the spirit of people who are ready to support each other, have fun, and experiment.”

For Wes Keely, on Industrial Design student at KCAD, this kind of capital investment proved invaluable. After touring the world as a drummer, Keely created KBrakes, an attachment for kick drums that keeps them from sliding forward while being played, creating a better live music experience for performers and listeners alike. Keely took KBrakes to Start Garden and won the community vote along with $5,000 which he used to put prototypes into the hands of professional drummers and generate buzz of West Michigan. The boost worked, with KBrakes currently rushing to fill over 100 preorders and preparing for a global launch within a few months.

“To anyone that has zero dollars, five grand is a mint,” says Keely. “If you know how to stretch a budget, you can get some pretty good results, especially if you know how to do a lot of things yourself!”

Beyond venture capital, entrepreneurs can use online crowdfunding platforms like Kickstarter and Indiegogo to connect with investors and promote their startup simultaneously from the comfort of their own homes. Keely chose Kickstarter, which requires users to set a funding goal for their project and allows people from across the globe to contribute in return for varying incentives, ranging from additional merchandise to early access to the project’s release.

Locally, entrepreneurs can take advantage of the state’s new Michigan Invest Locally Exemption (MILE) Act, which provides the best of both worlds with investment-based crowdfunding. This hybrid concept expands access to capital by allowing startups incorporated or organized in Michigan to sell securities in its business to Michigan-based investors without having to register those securities with any regulatory body.

Brook Ruble [14, Industrial Design], co-owner of Woosa—a highly successful Michigan-based art and apparel company—was encouraged by her KCAD professors to immerse herself in West Michigan’s entrepreneurial community and embrace new avenues of financial support for her startup. She believes that unique and accessible forms of capital are antiquating the traditional concept of the 40-page business plan and creating conditions for innovative ideas to thrive.

“[New sources of funding] have opened a lot of eyes and have brought to light how times are changing,” says Ruble. “It shows that not everyone needs to follow that corporate path. You can do your own thing and throw your own ideas out there!”

Self-Made Successes

These KCAD fine art grads are proof that an art education can lead to success in business as well.

by Karin Lannon

Some, like Ali Cavanaugh and Kirbi Fagan, have evolved their studio practice into sustainable businesses. Cavanaugh [13, Painting] discovered the value of her talents while still in school, earning money by teaching, doing custom sewing for interiors, and painting portraits and murals. Soon afterwards, she moved to Santa Fe and quickly enrolled herself as a working artist in the local gallery scene. “I discovered that all I had to do was consistently pursue galleries and then I eventually got represented,” she said.

Now more than ever, Cavanaugh believes, artists can control their professional destiny. “The art market is always changing and evolving, especially with the expansion of the internet. With the rise of Facebook, Instagram, Tumblr, Etsy, etc… an artist can market, customize, and recreate their entire existence.”

Kirbi Fagan [13, Illustration] has found work in the publishing industry, creating book covers for middle-grade and young adult novels. She’s built her clientele by attending the Illustration Master Class workshop, joining the Society of Children’s Book Illustrators, and soaking up knowledge at conventions and workshops nationwide.

She’s also working at becoming a better businessperson. “It’s easy to focus on the part you love, but getting organized takes a lot of time, and I’ve had to seek help from other professionals—people who are so far beyond where I’m at have been so generous with their information.”

As a working artist, Fagan understands her own role in passing down information. “Wherever you are in your career, it’s your duty to pass on what you know, and helping others grow has been a big part of my growth too,” she said.

Meanwhile, Dwayne Scott [15, Fine Arts] was following a path that took him far from the traditional artist’s life he once imagined. Already experimenting with plotters, wall crawlers, and other art-making machines, he developed the world’s first painting wheelchair with the help of an NEA grant. “I grew up in a foster home with children with disabilities,” he said. “That led me to the understanding that we needed to do more in the arts.”

Since then, Scott has created more adaptive art tools for people with disabilities, including a chalk drawing arm, a bubble machine, and special paints and chalks, which he supplies to schools. He compares his work to a sculptor who makes multiple castings of the same design, and he tours the country, organizing events where everyone can make art.

“There are very few rules in our field… and there is no limit to one’s success.”

- Ali Cavanaugh [13, Painting]

Another alum who turned her art into a unique career path is Andrea Eckart [10, Painting; MFA]. Eckart was working as a teacher when she bought an abandoned building being auctioned off in Detroit. While the inside was “pretty much worst-case scenario,” extensive renovations will eventually transform it into Holding House, a non-profit organization that will offer youth and family programming, workshops, and exhibitions along with working studio space.

“I’ve really enjoyed teaching but wanted to concentrate my efforts on something that would be more gainful for the Detroit community,” she said. “I always liked the idea of making art education accessible.”

Whatever path students take, Cavanaugh believes it’s a great era to be an artist. “There are very few rules in our field, and this is a great advantage to us,” she said. “The individual has control over themselves, and there is no limit to one’s success.”
Gregg Palazzolo on the Art of Getting Noticed

Graphic Design alum Gregg Palazzolo has spent the last 34 years crafting meaningful brand identities for countless clients across the globe at the helm of his design firm, Palazzolo Design. Lately however, he’s been spreading his talents across the entrepreneurial landscape and is meeting success every turn.

by John Wojcik

Q: You’ve been naming your own shop for a while now. How did you get it started?
A: I guess I had some of my Grandpa in me. He came from Italy and started his own dairy. In college I was always on the lookout for the cheapest place to grab a bite, but still needed cash. When I was a sophomore at KCAD I’d get the newspaper early in the morning, go right to the milk wanted ads and see if there was where people needed things done. Before long I realized that I had better design friends who were hungry too. So I’d hire them, sell the job and make a little money. That was the job that got rolling.

Q: How’s the business treating you these days?
A: After doing this for thousands of clients all over the country, the industry has changed over the last 34 years. Now I’m building brands. We have so many clients in all different industries just to make it exciting. If we were just doing brand long packaging our entire lives, that would get boring fast. We’ll go into huge multinational corporations and ask them how many hours they spend on branding. Its astounding how little they spend on it. That really opens our eyes to how much we know more than CEOs spend on branding. It’s astounding how little they spend on it.

Q: You’ve taken your branding skills into the publishing business. What a cool business to stumble into. A couple of my buddies started his own dairy. I liked eating, and in college I was always on

Q: So from design and branding to publishing and bars, what advice do you have for potential entrepreneurs?
A: My whole life people have wondered how I’ve done things. What did you find that works? Why did you decide to do your ad like that? How did you see this trend coming? It’s because I’m looking opportunities abound, if only you look for them.

For future entrepreneurs I’d say that you need to get out of your own head and stop being like everyone else. That doesn’t mean I go out into the street and paint yourself different colors every day, but ask yourself how are you contributing to your field?

Q: You seem like the type that always has your eyes forward. What’s next for you?
A: For the last five years I’ve liked the idea of a house built in 30 to 45 days. It will have zero clearance for older people with hip replacements, be somewhat earth friendly, affordable for younger couples and of course, very cool looking. We called them Zolo Homes. Roadbilly, Flatlander’s, the Zolo Homes—the are the things that get me up in the morning. They are my second career or my retirement if you will. Although, I’m younger now so retirement probably isn’t happening anytime soon.

A: [Image] Kangaroo in the Form of a Bird

KCAD’s student fashion alliance. Bodies of Art dazzled a crowd of more than 300 people with “Stardores. Hybrids of the Future,” a world display of dress forms and mid-century fashion at St. Cecilia’s Music Center. A portion of the event’s proceeds were donated to a sperm cancer research. A reason to support the Van Andel Institute’s “Purple Community.”

The Digital Media program has launched its first cross-platform game: Health Food Frenzy. A new available in the Apple Store, in the Google Play Store, and on the Web. People from all over the world have played and won the high score for this audience.

The Woodbridge N. Ferris Building was the Education Hub for the 2014 Grand Rapids Film Festival, hosting student films, discussion panels, exhibits, and an interactive Production Workshop that was open to the public.

Greener Grads, a non-profit organization dedicated to recycling, upcycling, and reusing graduation gowns, collaborated with KCAD for its first major initiative. Two days after KCAD’s Commencement, graduates from the fashion school were able to use their gowns to help students within Rockford Public Schools, used gowns donated by 2014 KCAD graduates.

Daniel Hartings, executive director of the Industrial Designers Society of America (IDSA) toured KCAD’s SlowEuroFilmPressed news up with students from the Furniture Design and Interior Design programs to conduct the second annual Kiso/Design Competition that challenged students to design a hotel suite using both existing Kiso molding sets and creating new designs. The winning student modeling designs were then put into production by Kiso.

Student ART EDUCATION

KCAD’s student chapter of the National Education Association was named outstanding student chapter by the organization for the humorous community services project undertaken by the students in the past year.

COLLABORATIVE DESIGN

Phillip Wise was a member of Team FusionSilver, which won first prize and $15,000 in the inaugural LegsRace competition with their solution, a compact, home hydraulic systems product.

DIGITAL MEDIA

Jake McIver was named a User Experience Designer by Grand Rapids-based company Brightly.com.

Kevin Czarnik won first place and $2,500 in the annual Herman Miller Student Video Contest, which asked this year’s participants to produce a video exploring the question “Why Does Your Campus Matter?”

FASHION STUDIES

18 students joined Hijai Fashionista Lynne Hempe and Hannah Kees on the Fashion Film Showcase, an event at the Oxford Film Festival.

Joanna Bordenick won an Honorable Mention award for her collection of dresses made entirely of paper coffee sleeves.

Annie Tims, Althea Anchor, Danielle Hong, Jenie Reel, Joanna Bordenick, Layla Jones, Matt Pozgay, Oscar Fierra, Rachel Krause, and Rose Stine helped drama students at East Rockford Middle School design costumes for their production of “Cinderella’s Piano Bodyguard.”

More students have been accepted into the Fashion Institute of Technology in New York City.

Sophomores working in the Design/Construction II class created original garments inspired by the fashion of the 1960s for Grand Rapids Magazine’s 50th anniversary celebration at Urban Institute for Contemporary Arts.

FURNITURE DESIGN

Chris Ensley won first place and $10,000 in the Biermanstock Furniture Library’s 2013-2014 Design Competition.

Sarah Saffe was selected to receive the cola Night $2,500. The scholarship is considered one of the preeminent academic scholarships for students bound for careers in the furniture furnishings industry, paying full-time tuition and fees, room and board for two years.

GRAPHIC DESIGN

Awards (formerly the ADDY Awards), while Amy Johnson, Briana Garza, Nicholas Tisch, Phillip Han and Mohammed Tahan won Gold Awards from the Kansas City Advertising Awards (formerly the ADDY Awards), while Ursulas Cosner won a Silver Award.

Have something to share? To submit articles, photos, or news for future issues or for the website, please contact kcadnews@ferris.edu
Amy Johnson took home the prestigious Best in Show Award at the annual KCAD Portfolio Show for her work in the category of graphic design. Johnson’s portfolio was judged by a panel of professionals from the design industry, including Emily Holenbeck and Shannah Mak, while her work was praised by Andy Jenness, Ariella Dowie, Caleb Van Dyke, Keleigh Perkins, Ursula Casavecchia, and Zach Kelly.

Abby Bedford, Brandon Sheldon, Keyton Van Lopik, and Nicholas Tisch created designs for Ghiordes, a company that produces kilim rugs and potholders that were sold during the event. Bedford, who was awarded a $500 scholarship for her design, said she was inspired by the rich history and culture of kilim rugs.

The Art of Guilt, a full-length graphic novel by John Pamijuan, was awarded the $500 Building Committee Award at the 2014 Interior Design Association Student Charrette at the Ox-Bow School of Art in Saugatuck, MI.

Sculpture and Functional Art

Leitha Bloom was awarded a $500 scholarship to attend the Ox-Bow School of Art in Saugatuck, MI.

Faculty & Staff

Photography professor Adam Dockrill recently led another successful “URCC (KCAD) Photography Student Transfer Session,” exposing 18 potential second-year associate degree-seeking students of Grand Rapids Community College to the field of photography.

General Education professor Alex Schulman, who teaches Creative Writing courses, has been awarded the title of “Outstanding Professor” for his dedication to teaching and mentoring students.

Sculpture and Functional Art professor Jaxen Nicholson will be teaching a drawing course and Design Theory course for the first time this fall.

Adjunct professor Ken Kremer was named KCAD’s inaugural Director of Business Engagement. Kremer recently held the position of President and CEO of Michigan State University’s Center for Creativity, where he was responsible for overseeing the Michigan State University System’s creative economy initiatives.

Art History professor Laura J. Whitney, Ph.D. was awarded a coveted National Endowment for the Humanities (NEH) grant to conduct research in Italy this summer. She will be in residence at St. John University in New York, where she participated in the NEH-sponsored seminar “Arts, Architecture, and Devotional Interaction in England, 1200–1600.”

Painting professor Margaret Vega launched Site Studio, an initiative that organizes KCAD student volunteers to provide after-school arts activities to Students of Casa Grande Elementary School in Grand Rapids. Vega was also highlighted in a solo exhibition at the Act II Gallery in downtown Grand Rapids entitled “Perpetual Order—Featuring the Work of Margaret Vega.”

Adjunct Printmaking professor Mark Rumsey had his piece selected “Bestseller” in the Glimmer Train “Contemporary Study: RSI-T,” an exhibition curated by writer AJ Cooke.

The Community Arts Advocate for the College for a two-year appointment.
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Entrepreneurial Immersion

Jon Moroney, Industrial Design professor

Have you always wanted to try your hand at becoming an entrepreneur, but didn’t think it was possible? Now more than ever, creatives are finding that their skills aren’t just suited to starting a business; they’re vital to entrepreneurial success. Add in the fact that a vibrant startup culture exists all around us, and right now just might be the perfect time to make your entrepreneurial vision a reality.

Try these simple assignments to get the ball rolling:

Attend a Start Garden Update Night
If you live in the Grand Rapids area, head downtown on the last Saturday of each month from 5-7 pm to see local entrepreneurs who have received initial seed funding from Start Garden talk about how they’ve used the money to accelerate their startup. By seeing the kinds of ideas Start Garden supports, you can get a better sense of what it takes to attract funding for your own entrepreneurial endeavors.

Watch an episode of ABC’s Shark Tank
For those who live outside of Grand Rapids, Shark Tank is a show that can also give you a unique view into what makes a successful entrepreneur. The show features a panel of investors who consider ideas from aspiring entrepreneurs seeking financial backing for their startup. A number of episodes are archived on the show’s official website and can be viewed for free.

Go to the source
No matter where you live, go find a local small business and ask the owner how he/she got their start. This will give you valuable real-world context that will help you as you develop your own entrepreneurial idea.

Give shape to your ideas
Brainstorm ideas for a new product or service that would add value to the world. Then, think about how you would sell it, what you would sell it for, and who would buy it, and sketch your thoughts into a loose business plan. Who knows, maybe you have the start of a new business on your hands!

If you’d like feedback on your ideas, feel free to send them to me at jonathannmoroney@ferris.edu, and I’ll be happy to advise and point you to other resources you could take advantage of.