PAGE 04: OFFICIAL Old Federal Building now part of Kendall campus

PAGE 05: WELCOME Shangle named Dean of College

PAGE 07: FAREWELL Sheardy retires after 20 years
On September 13, 2010, the members of the City Commission of Grand Rapids and the Ferris State University Board of Trustees took action at separate meetings to approve the agreement under which the old Federal Building, formerly the home of the Grand Rapids Art Museum, will become part of Kendall College of Art and Design. After serving as “The Hub” for ArtPrize and as the site of the speaker series sponsored by Kendall, the building closed, with plans to reopen in March 2012.

The saga of this building has been long and complex. The Honorable George Heartwell, mayor of Grand Rapids, has been a strong advocate for making this project a reality and for fulfilling the vision of the Sculpture and Functional Art Metals Program.

On the Cover
Sculpture and Functional Art faculty members (left to right) Daniel Davison-Wilson, Sam Blanchard, Bob Marsh and Jamie Watson stand on the loading dock of the old Federal Building, soon to be the home of the Sculpture and Functional Art Metals Studio. See stories pages 5 and 6.

Cover photo by Tim LaDuke (Photography, ’02). After graduating from Kendall, LaDuke opened his own photography studio, specializing in families, weddings, children and seniors. LaDuke Studios also does a variety of commercial work. LaDuke has found that, in his spare time, building furniture from reclaimed wood is a new passion. See his work at laduckestudios.com.

Statement of Purpose
As a part of Ferris State University, Kendall College of Art and Design requires its graduates to be professional artists, designers, educators, and leaders in the world of work.

We do this by:

- Nurturing creative and intellectual excellence
- Encouraging freedom of expression
- Promoting an awareness of social responsibility
- Housing creativity in all forms
- Fostering a dynamic learning environment
- Providing a solid base of general education
- Utilizing the professional skills, knowledge, and expertise of educators from the fields of fine and applied arts

Right: Image of the Federal Building in its heyday, captured on a penny postcard

PRESERVING THE PAST, CREATING THE FUTURE
Built on the corner of Pearl Street and Division Avenue, where there was once a small frog pond, the building at 448 Ionia was dedicated in 1909 as a post office and federal judicial court. In the 1960s it was decommissioned as a federal building. In 1974, it became building #74000990 on the National Register of Historic Places, the nation’s official list of cultural resources worthy of preservation. From the 1980s until 2007 the building was the home of the Grand Rapids Art Museum. Today, after nearly eight years of discussions, hard work, and innovative public/private partnership financing, the 100-year-old Beaux-Arts-style building will soon be renovated to provide over 52,000 additional square feet of space for Kendall College of Art and Design of Ferris State University.

This project could not have been affordable for Kendall without the hard work and determination of our partners, including the city of Grand Rapids, the Christian Company, Tower Pinkster, the National Parks Service, the State of Michigan Historic Preservation Office, and Ferris State University.

A team of faculty and staff, led by Vice President Sandra Davison-Wilson, will coordinate the countless architects, designers, and contractors who will make the renovation a reality. Offices are filled with rolls of blueprints for each of the five floors. “Many people don’t realize that there are five floors, because only three were open to the public when the building was the art museum,” she said. “And it’s difficult to tell from the outside, but the building is shaped like a U, which presents a set of opportunities for unique and workable spaces.”

Visitors to the building enter through the doors on Pearl Street, which lead directly to the old post office. “We have made a significant commitment to maintain and restore all historically relevant portions of the building, including walls, doors, terrazzo marble floors and high ceilings,” said Davison-Wilson.

Kendall will maintain the large first-floor gallery space, which, when the building was first built, was a large mail processing room. “The physical gallery itself needs little work. We are going to repair the floors and install energy-efficient track lighting. This significant amount of additional, flexible gallery space will allow for expanded exhibits for students, faculty, staff, and guest artists. There will be a conveniently located cafe providing a place for everyone to relax and enjoy.” she said.

Currently housed in the basement of the existing Kendall building, the Sculpture and Functional Art metals studio will be relocated to the first floor of the Federal Building. “It’s been an interesting challenge, adapting a century-old building and outfitting it with the kinds of equipment that the metals studio needs. The current loading dock will be enlarged to become a temporary outdoor exhibition space for sculptures, as well as a place for students to gather. We’re also removing the very small parking lot and planting grass,” Davison-Wilson continued.

Already familiar to the public, two large second-floor courtrooms that had been used as lecture halls will remain to serve as large classroom spaces and allow for two significant auditoriums, which do not currently exist on Kendall’s campus. Care will be taken when renovating the courtrooms to keep their historic architecture, including the tall windows, the woodwork and the plaster detail on the ceiling. The two former judge’s benches will be returned to their original locations.

Closed to the public for nearly 40 years, the third and fourth floors are frozen in time. Large doors with frosted glass windows delineate the offices of judges and clerks. Tucked away in several offices are large walk-in safes, which were used to store trial evidence or valuable packages. “The third floor doesn’t provide a lot of square footage because the courtrooms on the second floor are two stories high,” said Davison-Wilson. “But the space will be converted into much-needed classrooms that are even more critical now than they were in 2000, when we started conversations about rehabilitating the building.”

The two upper floors will present the greatest challenge in terms of renovation. “When we dove deeper into the historic aspects of the building, it became apparent that we would need to treat these two floors with the same respect as the rest of the building. Since the art museum performed its renovations back in the 1970s, the guidelines for historic preservation have tightened. There have been numerous conversations with the National Park Service, which oversees historic preservation, and the
On September 13, Kendall College of Art and Design, Ferris State University, the city of Grand Rapids and the Christman Company officially kicked off the extensive renovation of 148 Ionia Avenue—commonly known as the old Federal Building.

“We will restore this landmark building to its finest hour,” said Ferris State University President David L. Eisler. “When the project is complete, Kendall will occupy three contiguous city blocks dedicated to a community of student artists, designers and creative thinkers living and learning in the heart of downtown Grand Rapids.”

“This new facility will enhance Kendall’s ability to prepare graduates with the skills necessary to succeed in the 21st century workplace—original thinking, creative problem solving and effective collaboration,” said Olver Evans, president of Kendall College of Art and Design. “It will also strengthen West Michigan’s position on the cutting edge of innovative and relevant design.”

As new space for Kendall, the building will again play a central role in the growth and vitality of Grand Rapids. The renovation project will accomplish the following:

- Permanently secure a historic building of state and national significance
- Enable Kendall to accommodate its growing student enrollment, which has tripled in the past 10 years
- Strengthen the region’s ability to grow the number of college graduates, a key indicator of success in the global knowledge economy
- Accelerate the revitalization of downtown Grand Rapids, specifically the Division Avenue corridor, which continues to emerge as a hub for creativity, innovation and higher education in West Michigan
- Establish an estimated 200 construction jobs, as well as additional direct and spin-off jobs in the city of Grand Rapids

“This is a remarkable and timely project for the city of Grand Rapids,” said Mayor George Heartwell. “Through an innovative partnership of diverse interests, we will transform a building that had become a liability into an exceptional asset that will contribute directly to the strength of our region’s economy, culture and system of higher education. Working together, we have created a new life for this outstanding building.”

The total cost of the project is approximately $18.5 million, which includes furniture and equipment. The deal, several years in the making, is made possible through a unique public-private partnership led by Ferris, Kendall, the city of Grand Rapids and the Christman Company.

Renovation work will begin as soon as the building finishes hosting a variety of ArtPrize exhibits. The top two floors, which have decayed in the decades they’ve sat empty, will need extensive repairs. The work is set to be complete in the spring of 2012.
Twenty-three students had the opportunity to have the educational experience of a lifetime this summer. The students spent nearly a month at the Pieve International School in Perugia in central Italy, organized through the Art History program, the trip was the brainchild of Professor Robert Sheardy, who had been coordinating it with his peers at the Pieve school for more than a year. “The villa where the school is located belongs to the Vasta family and has been in their family for generations. I was introduced to Rosella Vasta 15 years ago, and ever since then, I have dreamt of bringing a group of students to this beautiful place,” said Sheardy.

The Pieve International School is situated in Villa Pieve, a few miles from the Grand Rapids sister city of Perugia. Nestled in the Umbrian hills in front of the Pieve Castle, Villa Pieve enjoys the most privileged view of the ancient fortress, the green valley and the medieval town of Cuccino, providing a historical and inspirational atmosphere.

Villa Pieve was built in the 1600s over a 5th-century chapel, and today it is perfectly conserved as it was, both outside and inside. It is completely frescoed, and it has the original multi-colored flooring typical of noble residences. Furnished with antique furniture and precious objects, Villa Pieve’s noble antique salons convey the luxury of old Italy.

Students and teachers stayed in modern accommodations, and they learned in modern classrooms and studio spaces and in a seminar room equipped with digital projectors. The trip was open to students of all majors. Two or three days a week, students spent their morning in the classrooms taking various seminar courses. Professor Sheardy taught the introductory course, Art of the Italian Workshops, which focused on Early Renaissance art and fresco painting. It was followed by a more advanced class taught by Assistant Professor Anne Norcross, who discussed artists’ workshops and studios, and the relationship between artists and their patrons and sponsors. Students could also take Associate Professor Susan Eberle’s Humanities seminar, which had the provocative title Hell, Love and Sex: The Literature of Dante, Petrarch and Boccaccio.

After a late Italian lunch, students studied figure sculpture (clay modeling from the life model) with Professor David Greenwood. “I think one of the most interesting things about the trip was that it was an intensive, through-hall sculpture class,” exclaimed Professor Sheardy. “The sculptures were fired in Italy and shipped back to Kendall, where they were displayed in the Pace Gallery in September.

The students didn’t spend all their time in the classroom. On those days when they weren’t attending lectures, they had the opportunity to explore Italy. Day trips included visits to the Basilica of St. Francis in Assisi, the pottery studio in Deruta, and Urbino and Perugia. The group also spent three days in Florence, and several students went with Professor Greenwood on a weekend field trip to the stone carvers’ town of Pietrasanta and to the marble quarries at Carrara, which were the source of Michelangelo’s marble. The culmination of the trip was five days in Rome, where all took a five-hour tour of the Vatican.

The students were allowed to explore many Italian cities and regions on their own to get a sense of Italy and Italian life. But their exploration was also part of the course, as students were required to turn in photographs of their trip and to write about their experiences. Said Norcross, “It was interesting to read the essays to see how the students navigated the different culture and how they negotiated the language barrier, and to get their perspective on what they learned.”

Arrivederci, Italia

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GENERAL EDUCATION AT KENDALL

Students at Kendall expect great courses in graphic design, art education, drawing and the College’s 14 undergraduate programs. But Kendall also provides a rich general education in the humanities and sciences. This fall, representatives from across the College are gathering to discuss general education and how to keep it challenging, fresh and stimulating.

Because everyone at Kendall takes general education courses, these classes become places where people from different disciplines meet and share perspectives. An interior designer can get to know a painter; an art historian can hang out with a furniture designer.

Students get to choose from courses such as Creative Writing, Comparative Government, Human Sexuality and Conceptual Physics. In doing so, students find themselves in new worlds that are variously delightful, challenging, perplexing and inspiring. They leave these worlds with innovative ideas, marketable skills and a thirst for more learning throughout their lives.

THE RHETORIC SEQUENCE

When it comes to choosing which of these courses to take, Kendall students have a great deal of flexibility. Over the past few years, however, a three-course sequence in rhetoric has been developed, and all students take written rhetoric, oral rhetoric and advanced—or visual—rhetoric.

Some students may wonder, at first, what in the world they’re going to do in their rhetoric courses. After all, often the word is used pejoratively, as in, “That politician is just spouting empty rhetoric.” But in fact rhetoric is a field of study with a distinguished history going all the way back to the ancient Greeks. One workable, modern definition of “rhetoric” is simply “communication”—or, more specifically, “communication that’s well-tailored to its purpose and audience.”

This communication may be oral (e.g., a stump speech that a political candidate gives at a nursing home), written (e.g., a newspaper editorial in the Grand Rapids Press), or visual (e.g., a movie poster hanging in the lobby of the local cinema or a film documentary on buying local food). Students in these classes analyze letters, essays, speeches, films and advertisements and create verbal and visual communications of their own. The rhetoric classes are lively places where students discuss, react, debate, explore and create.

In Advanced Rhetoric, or “visual rhetoric,” the third course that students take—and a kind of capstone experience in the humanities—students study all three forms of communication, with a particular focus on the written and visual (because, after all, we at KCAD are fascinated by the visual!). Students look at how these kinds of communications function persuasively—to engage political action, comfort people in distress, sell basketball shoes, and so on.

The study of rhetoric—a discipline that has for centuries stood at the crossroads of many fields—offers students the theoretical background to understand the intersections between visual and verbal communication. In other words, the course might help students to understand the ways in which a film documentary such as Food, Inc. employs the same communicative principles as a cover letter, an advertisement for Coca-Cola or a pep talk by a coach to his team.

Importantly, this study of verbal and visual communication offers students a different perspective from which to view the work that they do in their own visual disciplines. They discover a language through which they may better articulate the theoretical underpinnings shared by their various disciplines. In other words, an industrial designer can see some of the same rhetorical principles at work in her field as in the fields of furniture design, photography, and art history.

A PART OF THE WHOLE

The courses in the rhetoric sequence have the same goal that all of KCAD’s general education courses do: namely, to bring students together into productive conversations and relationships with faculty, peers and subject matter outside of their own disciplines.

KCAD’s general education courses inspire students more creativity and curiosity; after all, artists do: namely, to bring students together into productive conversations and relationships with faculty, scholarship and students coming from across the San Francisco Art Institute.

The courses in the rhetoric sequence have the same goal that all of KCAD’s general education courses do: namely, to bring students together into productive conversations and relationships with faculty, scholarship and students coming from across the San Francisco Art Institute.

A nationally exhibited artist who specializes in watercolors and oils, Professor McDonald has taught courses in Illustration, painting, and rendering for 29 years. In 1969, he received his B.F.A. from the University of Wisconsin-Superior. In 1995, Quinn studied printmaking and drawing at the School of Art and Art History at the University of Iowa, receiving his M.A. in printmaking in 2001, and his B.F.A. in printmaking in 2000, and his B.F.A. in printmaking in 2001. Currently, Quinn is an assistant professor of printmaking at the School of Visual Arts, University of North Texas. He has participated in more than 20 national and international exhibitions and won several Purchase Awards.

FACTORIES NOTES CONT’D.

The Grand Haven Schools Foundation has induced Illustration Professor McMichael into its 2010 Hall of Fame. McMichael (Grand Haven High School Class of ’80) has taught courses in Illustration, painting, and rendering for 29 years. In 1969, he received his B.F.A. from the University of Wisconsin-Superior. In 1995, Quinn studied printmaking and drawing at the School of Art and Art History at the University of Iowa, receiving his M.A. in printmaking in 2001, and his B.F.A. in printmaking in 2000, and his B.F.A. in printmaking in 2001. Currently, Quinn is an assistant professor of printmaking at the School of Visual Arts, University of North Texas. He has participated in more than 20 national and international exhibitions and won several Purchase Awards.

GALLERY NEWS

Annual Kendall/tern gallery Exhibition
Kendall Gallery & Gallery 114
Oct. 18–Dec. 4

Justin Quinn, Printmaker
Kendall Gallery
Nov. 15–Dec. 4

Justin Quinn was born in Delft, NL, in 1972. He received his B.F.A. from the University of Wisconsin-Superior in 1995. Quinn then studied printmaking at the School of Art and Art History at the University of Iowa, receiving his M.A. in 1995, his MFA in printmaking in 2001, and his B.F.A. in 2000. Currently, Quinn is an assistant professor of printmaking at the School of Visual Arts, University of North Texas. He has participated in more than 20 national and international exhibitions and won several Purchase Awards.

ANNOUNCEMENTS

Mention Material Connexion to many designers, and their eyes will light up like those of a kid in a candy store. Why? Material Connexion is home to the world’s first library of advanced and innovative materials and processes.

George Beylerian, a senior advisor with the Steekcase Design Partnership and friend of Kendall, founded Material Connexion in New York City in 1997. His goal was to fill a need in creative circles at organizations ranging from Old Navy to Herman Miller— anywhere materials are specified and where the future of the built environment is planned.

Due to market demand for innovation, Material Connexion locations opened in important design centers, bringing consulting services and materials libraries to Milan (2002), Cologne (2005), Bangkok (2006), and Daegu, Korea (2008). Designers and design students seeking materials for projects often visit these centers to find the latest in innovative materials. Students who visit the New York collection see wall after wall of unique materials and examples of the ways these materials have been used.

Yet it is trip to the Big Apple isn’t on the schedule for many Kendall students. Dr. Oliver Evans, president of Kendall, realized this and formed an alliance with Beylerian to form the first cooperative academic library by bringing Material Connexion directly to Kendall. The school plans to open this important resource to the local business community of Grand Rapids.

A team representing the various disciplines at Kendall, including Dean Max Shangle (previously professor of Furniture Design), Professor Olivia Snyder of Interior Design and Professor Angela Dow of Graphic Design, met with the experts from Material Connexion to create an academic simulation of the New York collection.

Georgy Olivieri, assistant to Dr. Evans, worked to bring the selection of 330 materials to Kendall and organized its installation. Says Olivieri, “The Kendall Material Connexion library is the first academic collection of its kind anywhere. The Kendall team selected the vast collection based on its relevancy to the kinds of projects students are working on.”

Because the materials are of interest to so many programs, and because space is at a premium, Adjunct Instructor Tom Post built mobile display units so materials can be wheeled into classrooms and studios. According to Olivieri, “The display units serve a purpose while resulting in the quality of design and execution Kendall is known for in the market. Tom Post, his team and Max Shangle ensured an aesthetic solution to our need.”

Eventually, the Kendall Material Connexion library will find a permanent home on the fourth floor of the old Federal Building. “Once we have a designated space, the collection will expand. It will also include a sample collection, so students will be able to include a swatch of their chosen material on their design boards,” says Olivieri. “We’re also considering a ‘Made in Michigan’ competition to commemorate the opening. Because of the automotive industry, many new materials come from this state. We’d like to see how students could use these products in non-automotive applications.”

On Sept. 29, to commemorate the “opening” of the mobile library, George Beylerian came to Kendall to speak about Material Connexion, its purpose, and its international team of multidisciplinary experts who continually seek innovative materials from around the world.
**THE SCAR PROJECT**

The Scar Project is an ongoing participatory work where people can sew their wounds (real shown at the Textile Museum (Toronto), Urban Shaman (Winnipeg) and Third Space Gallery (Saint John). to create works that expand over time. In 2005, she started “The Scar Project,” and to date it has been Myre’s work explores themes of language, culture, history and memory, and sources public participation “The Scar Project” Interactive Multi-Media Fibers Installation (Kendall’s Gallery 114) resulting in the forced reflection and meditation on oneself.

**NADIA MYRE**

Montreal, Quebec

“The Scar Project” Interactive Multi-Media Fibers Installation (Kendall’s Gallery 114)

Myre’s work explores themes of language, culture, history and memory, and sources public participation to create works that expand over time. In 2005, she started “The Scar Project,” and to date it has been shown at the Textile Museum (Toronto), Urban Shaman (Winnipeg) and Third Space Gallery (Saint John).

“The Scar Project” is an ongoing participatory work where people can sew their wounds (real or imagined) onto provided canvases and then write about their scars. The work is shown as an installation in progress; previously made scars from other workshops are on the wall, and as scars are made on location they are added to the exhibit.

**JACQUELINE SCHMIDT, Whitehall, MI**

“Little Things” 3-D, Mixed Media (Kendall Gallery)

Schmidt, a first-generation American and third-generation artist, combines illustration and art in a full line of eco-friendly products (Screech Owl Design). She has been featured in ReadyMade magazine, The New York Post, small magazine, Coastal Living magazine, Design Sponge, O at Home, Cookie, Better Homes & Gardens, Dwell, New York Magazine, Gourmet, Time Out New York and more. She has exhibited her artwork in galleries in Europe, New York, and Amsterdam.

Schmidt’s work is intended to give the viewer an opportunity to create a narrative with one’s imagination, where the inner child can become enfolded in a playful landscape, unencumbered by the rules we encounter at every turn. The viewer is asked to participate as an imaginative traveler, taking the opportunity to be charmed; a simple suspension of the day-to-day is all that is required.

**SARA SHAMMA, Damascus, Syria**

“Pregnant Self-Portrait,” 2-D, Oil on Canvas (Kendall Gallery)

Shamma started painting when she was just four years old. She graduated first among graduates from the University of Damascus Department of Painting in 1998. She has received numerous awards, including First Prize (The Golden Medal) in Latakia Biennial, Syria, 2000; Fourth Prize at the BP Portrait Award at the National Portrait Gallery, London, UK, 2004; First Prize in Painting, Waterhouse Natural History Art Prize, at the South Australian Museum, Adelaide, Australia, 2008, and others in Syria, Spain and the USA.

Regarding her self-portrait, Shamma states, “My first pregnancy is a state of body and mind that inspires me in an incredible way. June is my sixth month, and my pregnancy is already shown in my paintings. I don’t do any sketches; I just stand in front of the white canvas and start.”

**ROSCOE WILSON, Hamilton, OH**

“Filling the Void” 3-D, Plastic Container Caps, Paperboard, Plaster (Kendall Atrium)

Wilson’s installation is part of an ongoing attempt to collect and display discarded materials. The pieces become artificial landscapes with warm and cool plastic areas and rockbinals hanging from the walls. All the materials are postconsumer, collected from family, friends and acquaintances.

He received a B.A. (1997) from Wabash College in Indiana, an M.A. (1999) in Painting and Printmaking from Purdue University in West Lafayette, IN, and an M.F.A. (2002) from the University of Wisconsin–Madison. While at UW he was able to study the history of environmentalism and draw inspiration for his artwork from former Wisconsin residents and environmental pioneers. Wilson is now an associate professor of Art at Miami University Hamilton in Ohio.

**JEFF ZIMMERMANN, Chicago, IL**

“You Are Here,” 2-D, Exterior Mural (Kendall North Wall)

Work began in July on the installation of Zimmerman’s seven-story-tall, 94’ x 90’ mural which will fill the entire outside wall on Kendall’s north side. Zimmerman has achieved national and international recognition for his painted images of contemporary pop culture and sensitively rendered portraits. His Grand Rapids work is likely to be the largest entry in the city’s second annual ArtPrize competition. Zimmerman’s murals include citizens from the community. Every day, Zimmerman walked the sidewalks of Grand Rapids with his camera, asking permission to photograph other pedestrians as he went. Selections from his photo collection have found their way to a spot in his mural, helping to illustrate his story of Grand Rapids.

**SCULPTURE AND FUNCTIONAL ART ALUMNI DISPLAY WORK AT ARTPRIZE**

The VII Warrios displayed work created by Sculpture and Functional Art program alumni from Kendall College of Art and Design in Grand Rapids.

Ten artists representing the program exhibited work produced in the last three years. For many, ArtPrize was an opportunity to return to the city in which they began their careers, Vista to show their work and address the other issues surrounding the competition, including overcoming the stigma from previous years as artists.

**Exhibiting Alumni**

David Bergsinger (’09) Amanda Lee (’10) Sue Beauford (’10) Timothy R. Madlons (’07) Shennan Lee Richardson (’09)

Diane Farnsworth (’10) Steve Reed (’10) Cory Vorobewsky (’10)

**CALL FOR PARTICIPANT INFO**

The College would like to keep a record of all Kendall-affiliated ArtPrize exhibits. If you or someone you know participated, please e-mail Donna Sto, j.s. (artwork@kendall.edu) with your name, the title of your piece, the venue where you exhibited and your Kendall connection (what year you graduated if you’re an alum, what program you teach in, etc.).
FIFTEEN YEARS OF “BIG ‘D’”

For the 15th year, Kendall students embarked on their annual expedition to Chicago, exposing design students to the sights and sounds of this great city during NeoCon. “Big ‘D’” heralded another exciting portfolio of students and a vast array of events sponsored as part of the “Big Time Fair” at the Merchandise Mart.

On Sunday evening, Navy Pier provided great scenery as the more than 70 students arrived for the welcome reception, where interior designers Cindy Coleman and Neil Flank offered expert advice on the fields of interior design, graphic design, industrial design and furniture design.

Monday got off to a wonderful beginning with Majora Carter, president of the Majora Carter Group, who is an example in leadership for her commitment to building a sustainable community, environmentally and financially. Herman Miller hosted host and greet sessions with designer Yves Behar, who participated in “Big ‘D’ 2006.” Roger Martin, dean of the University of Toronto Rotman School of Management, gave the audience his perceptive view on the “business of design” and how companies and, in turn, educational institutions teaching “business,” are redirecting their efforts to support “devising clever solutions to wickedly difficult problems.”

The title of designer Michael Graves’ segment, “A Grand Tour,” suggested that students were examples of his well-recognized work. Instead, the audience was treated to an in-depth view of his inspiration as a young man traveling in Europe and then on his home—his personal residence, with the intimate details of personal items he has collected over the years and the experiences that have changed his life.

On Tuesday, a cadre of guests joined Kendall students at the University of Chicago Gleacher Center. Anne Schorr, partner at Confer Research, presented an opportunity to understand how to “See Your Customer,” an unsurpassed process used by Confer to uncover what it really takes to build an extraordinary experience for every client or user. She challenged the student audience with a task list to observe Kendall students with a new lens, and convert those observations into an informed design process.

Jeff Missad, a senior associate at VOAA in Chicago office, shared insight on some of the major health care work he and his team have been involved in. The realities of large projects, clients, politics and budget constraints were eye-opening, and he also challenged the students with some very real design issues yet to be resolved among architecture, graphics, furniture design and product design. Jill Canales, vice president of Design and Marketing at 3form, not only inspired with beautiful products and a brilliant drawing and drafting skills, discipline, industriousness, craftsmanship, sensitivity as to audience and subject matter, and “painterly” technique.

INTERIOR DESIGN STUDENTS DONATE TALENTS TO LOCAL NONPROFIT

Interior Design students have been involved in an internship program, working with Grand Rapids area nonprofit organizations that could use their expertise in space planning, furnishings and project management. It’s a win-win situation: Students gain vital experience outside the classroom, and cash-strapped organizations get professional-level design consultation. Adjunct Instructor Michelle Kleya says, “Kendall provides this internship at a time when the economic climate makes it difficult; if not impossible, for students to find internship opportunities. This program has really helped the students gain valuable skills working with real clients on real projects, but it has also given them this option when they might not be able to find any other internship.”

The students are involved in nearly every aspect of the project, including finding clients. “They put together 15 to 19 organizations that might need services, and then we’re on it,” Kleya says. “When the e-mail landed in the inbox of Carolyn Koole, Executive Director of Alpha Women’s Center of Grand Rapids, she could hardly believe her eyes. Alpha was located in a 4,000-square-foot facility on Fulton Street in Grand Rapids.” Says Koole, “We had records boxes and plastic storage boxes packed nearly floor to ceiling. It was like walking through a maze.”

When Kleya’s e-mail arrived, Alpha Women’s Center was in the final phases of purchasing a new facility at 1275 South Division in Grand Rapids. The 6,000-year-old building had four times the space of the previous facility, and with the help of the Kendall Interior Design students, who worked hand-in-hand with the developer and architect, renovations were soon under way.

“The students were amazing,” says Koole. “They performed a needs assessment and then worked from the building’s original blueprint to conduct field measurements. They worked with us on space planning, dividing up the large room on the main floor to create smaller counseling rooms. When we discovered that we needed to add a restroom, it didn’t faze them one bit. They simply redesigned the plans. The CAD work they performed saved us an incredible amount of money.”

Alpha Women’s Center was founded in 1985, and its services include programs on parenting, abstinence education and building stronger family relationships. Alpha’s “Earn-While-You-Learn” program allows participants to earn children’s clothing, diapers and formula at the center’s “store.”

Students designed a store-like environment where racks of children’s clothing are displayed. In the back of the building is a second area where donated clothing is sorted. One wall is floor-to-ceiling with plastic burlap; but this time, the containers and their contents are labeled and organized.

The students’ involvement didn’t stop there. Kleya put them in touch with the regional distributor of Interphase carpeting. “It was important that we replace the carpeting, since many of the young mothers who bring in their children are wearing something similar to our floor and this carpet was one of the reasons they came to us,” Kleya says. Interphase was able to provide eco-friendly carpet tiles at Alpha Women’s Center at cost.

Students also created design boards detailing wall, carpet and trim colors for every room, including counseling rooms, playrooms and offices. “We had all opinions about color,” laughs Koole. “By showing us their work to day, the students were able to get approval from everyone involved. The resulting spaces are homey, comfortable and fun.”

The second floor of the building features a large community center that is awaiting final touches—and funding. Says Koole, “We’re creating the center for women and children because the frailty of their lives—earlier onsets of heartbreak, many of the ‘hidden homeless,’ staying wherever friends or family will provide space for them. Some are in shelters at night and need daytime programs that provide a safe environment. The community center will allow clients to come to meet with their mentors and have the opportunity to interact with their children—so important for babies and preschoolers.”

Koole continues, “Eventually, we want to open an adult food pantry for mothers, and provide homemaking courses such as cooking, child play development, time management and more courses to our clients. And now we have the facilities to make it possible.”

The Kendall class at NeoCon keeps growing.

Left: Scott Schermer’s year-winning design for the 15th annual Kendall Class at NeoCon.

Right: Areas of the Women’s Resource Center renovated by Interior Design students.

NAMED SCHOLARSHIPS AWARDED BY THE DAVID WOLCOTT KENDALL MEMORIAL SCHOOL FOUNDATION

The David Wolcott Kendall Memorial School Foundation presented five named scholarships to the 15th annual Kendall Class at NeoCon.

FIFTEEN YEARS OF “BIG ‘D’”

KENDALL PORTFOLIO | FALL ISSUE | 2010

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STUDENT NOTES

Senior Photography major Hunter Birdwell held field-safe color exhibitions at the Dominion Avenue Art Collective, 109 S. Division Ave. in Grand Rapids.

Birdwell channeled grief from his mother’s May 2009 death into an ongoing project titled “Because All Colors Will Change,” which documents the people, places, and things around him as he builds his life beyond the cloud of grief that has followed him for the past year. Birdwell was accepted into this series and it was shown through August.

The images showed a new and familiar side to Birdwell, including his closest friend and Buckford’s White Pine Trail. Birdwell also played with various tones, techniques and textures within the project, all in an effort to communicate gratitude and hope.

Fine furniture manufacturer Theodore Alexander announced that Andrew Goldsmith (senior, furniture Design) has been named the winner of the inaugural Distinction in Design program from Theodore Alexander. Goldsmith will receive an internship and a full-time position as design in-residence with Theodore Alexander.

The company launched its Distinction in Design program in 2010, seeking three continents for its most-promising senior-level design students to become part of the company’s design team. The program offers a special way to recognize young, passionate furniture designers and offer them one-in-a-lifetime employment opportunity.

Texas Modern Design students Whitney Bearden (textiles, fashion and interior design) and Lacey Purcell (photography) were among students from the junior-level, junior design class that had their work selected for the annual “Arts in the Park” exhibition, which took place in downtown Waco from June 11-13. Whitney and Lacey were invited to a reception in October in Waco where they will receive certification of recognition.

Nick Benaroya, a graduate student in M.F.A. Drawing from the School of the Art Institute of Chicago, presented his work at Un Histórico’s Gallery in Arlen Arber during the summer.

The WSJA (Women Students of JIA) is a group of female students of the Interior Design Program at the School of Art Institute of Chicago. They recognized the honor of Kendall graduate Valérie Schmitz, the scholarship is awarded yearly to a student who has traveled to another country to learn about the art and design culture.

The Everything Foundation Scholarship

The Everything Foundation Scholarship was established in memory of artist José Narezo by the artist’s classmates and friends. The scholarship recognizes an outstanding full-time student who is in good academic standing, has demonstrated professional promise, and plan to graduate during the academic year in which the scholarship is awarded.

The Joel Neno Annual International Study Scholarship

Established by Joel Neno, president of the International Federation of Professional and Technical Groups of Suppliers of America (IFPTG) Education Foundation, this scholarship is awarded to students who are in good academic standing, have a special way to recognize young, passionate furniture designers and offer them one-in-a-lifetime employment opportunity.

The EDAV David Wolcott Kendall Memorial Scholarship Foundation

The EDAV David Wolcott Kendall Memorial Scholarship Foundation has awarded a $1,800 scholarship to help in the education of a student who is an example in leadership for her commitment to building a sustainable community socially, environmentally, and financially.

The WHAT (Women Heartfully Making Art) Artists Scholarship

The WHAT group participates in various charitable activities that are united by their love of art and humanity. The WHAT Artists Scholarship recognizes an outstanding full-time student who is in good academic standing, has demonstrated professional promise, and plan to graduate during the academic year in which the scholarship is awarded.
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ALUMNI NEWS

In July, artist Charles Lurie (’82, Illustration) displayed his collection titled “Everyday Sanctuary” in the River and May Lumpkin Art Gallery at the Pajama Center on the main campus of Pine Belt Christian Mental Health Services. Lurie is a longtime Pine Belt employee. He submitted 11 small paintings long enough ago to be included in the show. The show is still on display in the Lumpkin Art Gallery focusing on staff members and their artwork. This show’s name signifies the restorative and comforting aspects of everyday places in everyday environments.

North Carolina artist Richard OwenWhetsel (’81, Fine Art) is in a photo exhibition in his home state. The first workshop was at the Art Cellar Gallery in Danville, VA, on Aug. 29. OwenWhetsel also had a three-day open photo workshop, “The Biltmore Estate in Autumn,” in Asheville, NC, Oct. 2-9.

Danny Del Mirtane (’81, Illustration) was in a group show, “Turning Around: Negative Images,” published in the July 24 edition of the Dallas Morning News. The show featured the online community forum Russian and is the chief marketing officer of PT Digital Media Indonesia, which owns the website, the most frequently accessed site among Indonesian Internet users. Mirtane returned to his native Indonesia in 2004 and joined the company in March 2008.

Devon Dunmore (’09, Interior Design) of Minneapolis, MN, is a 2010 winner of the American Society of Interior Designers Younger Design Professional Award. For his project, “The Errands: The New Wants,” a three-dimensional wall panel featuring a shopping list in three languages, was displayed at the V&A Museum of Childhood, London, in 2009. In his current project, Dunmore is working on a collection of furniture for the company LEK Design in Portland, ME.

Below: From the Kendall Alumni Association Board of Directors

Kendall Alumni, as the newly elected president of the Kendall Alumni Association Board of Directors, I am excited to work with you. Kendall is a wonderful school that is prepared to respond to the work on their own and not as a part of any class curriculum. They are getting an understanding of design beyond on aesthetic and getting experience by meeting area design professionals, including Kendall Alumni.

The diversity in the types of buildings that have been LEED-certified is shown in the public in a tour of the buildings. The LEED program has been attached to the following market segments: offices, commercial, health care, education, hospitality, retail, transportation, and more. Tours were held Sept. 7 and Oct. 3.

To commemorate the tour and create a meaningful legacy, the West Michigan chapter of the USGBC is publishing an inaugural edition of the book of LEED-certified buildings in West Michigan. It will include an overview of sustainability in the West Michigan region and case studies of each of the segments on the tour.

The Kendall CareerLink service has been promoted to employers and students via a marketing campaign utilizing posters, postcards and letters. For more information on Kendall CareerLink, visit the Kendall website or send an e-mail to kedcareercareerlink@kendall.edu.

GREAT RAPIDS is fourth in the nation with LEED-certified buildings and there are more than 36 LEED-certified buildings throughout West Michigan—and that number continues to grow.

The Wood Michigan chapter of the U.S. Green Building Council has been working to help building owners share their stories in an organized way in order to communicate the best practices of the region’s commitment to sustainable design strategies in architecture.

Kendall students and alumni students from Aquinas College and Grand Valley State University to arrive more than 100 LEED buildings and design teams to research the success of their green building strategies, judge their case studies together and organize tours of these buildings to highlight their features.

Working with the Assistant Professor Gayle Belfour, Furniture Design and Design Studies, who says, “Students are involved in this project through the diversity in the types of buildings that have been LEED-certified. They need the opportunity to work on their own and not as a part of any class curriculum. They are getting an understanding of design beyond aesthetics and getting experience in meeting area design professionals, including Kendall Alumni.”

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KENDALL CAREERLINK CONNECTS EMPLOYERS, STUDENTS AND ALUMNI

One of the biggest challenges facing graduating seniors is finding a full-time position that best fits their Kendall education.

Christine Brown is Director of Kendall’s Office of Career & Professional Development, which offers programs and services for students and alumni to help facilitate their transition into productive and successful careers in art, design, education and art history.

Recently, Brown has added a new tool to aid students, graduates and employers in their quest to “find the right fit.” It’s called Kendall CareerLink.

For employers, Kendall CareerLink is designed to help find art and design students and professionals who meet their needs. For students and graduates, Kendall CareerLink is much more than a job bulletin or job site. It’s a comprehensive resource, full of features designed to take the worry out of the job-search process.

Kendall CareerLink is accessible from the Kendall website, kcad.edu. A link takes users directly to the Kendall CareerLink site, which has portals for either job seekers or employers.

Employers are required to enter relevant information regarding their companies, which is stored in the system and automatically filled in each time a job is posted. They can also add logos, statistics, photo galleries, multimedia, company descriptions, and other information that would be helpful to a job seeker. Once the information is entered into the password-protected site, employers can enter Kendall CareerLink at any time and post a position with the option of posting to just Kendall or to any school across the country, including Ferris. They will also be able to manage their postings and communicate with the Career Services office.

Just like employers, job seekers must register to use the site, and the site will confirm that they are Kendall graduates. Once in the system, users have access to jobs posted on the National Association of Colleges and Employers (NACE) system, as well as jobs from employment sites, such as Indeed and Simply Hired. Candidates can research employers, build a dynamic résumé, apply for jobs, sign up for interviews, connect with alumni mentors, schedule consulting appointments, and more.

Brown points out how Kendall CareerLink can expand students’ and graduates’ job searches: “Kendall CareerLink is part of NACE, so users of the system become a part of a national community. It will open up a whole new world of opportunities for students seeking employment.”

Brown is particularly excited about the communications tools that Kendall CareerLink makes available to its office: “We will be able to communicate directly with Kendall CareerLink users via e-mail, and customize those e-mails to specific user profiles. I can invite them to Career Services events, and they can RSVP through Kendall CareerLink as well. Each time a user logs into Kendall CareerLink, we or she will see recent messages from the Career Services office and be able to leave feedback.”

Kendall CareerLink’s reporting features will allow Brown to track data with a level of detail that was not possible before. “I can see how many students, graduates and employers are accessing the system, and the number of jobs posted, just to name a couple of features,” Brown says. “Once a job has an applicant, the system will ask employers if the job has been filled, and whether a Kendall student was hired. Not a lot of this information was available before, and if it was, we had to track it manually using Excel, which was time-consuming, and sometimes the information was out of date.”

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KENDALL STUDENTS HELP TRACK LEED-CERTIFIED BUILDINGS

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LETTER TO ALUMNI
FROM PETER JACOB, DIRECTOR OF ALUMNI RELATIONS

KENDALL ALUMNI,

I’m excited to be writing to you as the official representative of the Alumni Association of Kendall. I have, quite recently, taken on the role of director of Alumni Relations and am pleased to be in a position to help maintain and foster new alumni and community relationships. Having served as president of the Alumni Board in past years I have come to know many of you. For others of you, this letter will serve as an introduction.

My background with the Kendall Alumni Board started almost immediately after I graduated from the Furniture Design program in 2004. A friend was serving as the president of the board and asked me to volunteer at the Distinguished Alumni Awards, 2005, I had a great time and was soon asked to participate on the board as a committee member.

I will never forget the first valuable contact I made as a result of my participation on the Alumni Board. The committee I served on was responsible for monitoring the adjudication of the nominees for the Distinguished Alumni Awards. One of that year’s judges was a community member and local business owner. She came into judging knowing very little about Kendall and left saying, “This place is kicking out some really talented artists and designers.” I knew we had created a fan of Kendall.

A few months later, that same person called Kendall, asking for my contact info. Career Services Director Christine Brown gave it to her, and soon we were designing and manufacturing together. I have created countless designs with this business and have made lifelong friendships in the process.

This is the kind of networking your Kendall Alumni Association can provide to you. It is results like this that have created the passion I feel for providing valid networking opportunities to Kendall students and alumni and to the art and design community. Here are some easy ways you can connect to your Alumni Association.

- Attend regional News & Schmooze networking events. Your Kendall Alumni Board plans multiple networking events across the country, throughout the year. Just check the Alumni calendar at kcad.edu or check out our social media sites (listed below) to learn when and where these events will take place.

- Nominate yourself or other Kendall alumni for the Kendall Distinguished Alumni Awards. Every year your Kendall Alumni Board of Directors celebrates the career achievements of Kendall alumni. Nominations are requested in the fall, and the awards are given each spring.

- Follow us through our updates of the alumni page of the Kendall website. Just click on the “Alumni” tab to view updates and our event calendar.

- Connect with us on the official Kendall Alumni Facebook page or other social media sites.

- Find up-to-the-minute Kendall alumni news and event updates by “liking” the page at the following web address: http://www.facebook.com/group.php?gid=37164315538.

- Follow us on Twitter at @KCADAlumni.

- Find us on Linkedin at Kendall College of Art and Design Alumni.

- Share with us on Flicker at http://www.flickr.com/photos/kcadalumni/.

So many Kendall alumni have come to me with ideas. Keep them coming! We are always interested in your feedback. Please contact me directly with your ideas to strengthen our ties to your industry or to your community. It is our only goal to promote you and what you are doing after Kendall. Our mission is clear: to establish mutually beneficial relationships among the College, alumni, students, and the art and design community. I look forward to getting to know more of you and will be especially glad to exchange ideas and to hear stories of your accomplishments.

Truly at your service,

PETER JACOB
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