PORTFOLIO

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ON THE COVER
Kendall’s north wall is now home to mountable Jeff Zimmerman’s Artbox entry. “You Are Free” (Two Galleries, open page 3).
Cover photographer and guest bear fan Andrew Magazine graduated from Kendall in 2009 with a BFA in Photography and Art Education. He currently lives and works in Grand Rapids as a commercial photographer specializing in lifestyle, action sports and automation. Andrews practices the philosophy of hard work, and aspires to travel and work globally. His adventure seeking overhears includes surfing, snowboarding, and spicy food.

STATEMENT OF PURPOSE
As a part of Ferris State University, Kendall College of Art and Design prepares its graduates for lives as 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
Honing creativity in all forms
Fostering analytic learning communication skills
Providing a solid base of general education
Utilizing the professional skills, knowledge, and expertise of educators from the fields of art and applied arts

GALLERY TIMELINE
The first Kendall Gallery opened in November 1931 at Kendall School of Design at 155 Fourth Street in Grand Rapids. Kendall was a center for Grand Rapids’ professional artists to show their work, and to generate public awareness and appreciation of their work. The Gallery was open Wednesday evenings, which provided the public an opportunity to view the work.

Following the decision to merge Kendall with Ferris, I was privileged to work with President William Sederburg to effect a merger that would realize the potential and the commitments both Boards made to sustaining Kendall’s identity as a relatively autonomous Grand Rapids institution—an undertaking that involved many decisions, all of which were addressed through the Merger Task Force and the efforts of Rick Duffett, Susan Davison-Wilson, and Scott Hill-Kennedy.

I feel especially fortunate to have been able to work with the faculty and staff at Kendall. Many were with the College at the time of the merger, while others joined the College as it grew from an enrollment of 520 to its Fall 2010 enrollment of more than 1,400 students and from six undergraduate programs to its 15 undergraduate and four graduate programs, as well as its certificate courses in the University’s MBA program, and from a budget of $3 million to its current budget of $6 million.

My goal between now and June 2012 is very simple: to leave the College in as strong a position as possible.

But beyond that, I hope to have the opportunity to report on a fairly regular basis both what is happening at the College and what is happening through the College’s activities and collaborations with its many external constituencies—and in particular, I hope to be able to communicate with and about our alumni. As is true of anyone who arrives at an institution, I knew almost no one in the first graduating class at my first commencement in 1988, and almost no one among the alumni. Over eighteen years, commencement has become, in particular, pleasingly, an event that is known by many of the graduates. Having the opportunity to know many alumni is a special privilege as well. Ranging from graduates of a year or two ago to graduates of long ago, KACC’s alumni have graciously welcomed me when I have had the chance to visit them or when they have visited me when they are at Grand Rapids. I treasure all of those relationships and hope that during the next six months I will be able to share with a “larger” world some of what they are doing.

To that end, I am working with a number of people to develop a blog through which I can keep in touch with anyone who wishes to keep in touch with me. In fact, given the way digital communication works, by the time you read this column, the blog may be up and running. One way or another, I will let you know when the blogging has begun.

Oliver H. Evans, Ph.D., President/Vice Chancellor

KENDALL GALLERIES: BRINGING ART TO THE PUBLIC
It is a cold December afternoon, and Sarah Joseph, Director of Exhibitions, anxiously waits for a phone call to reassure her that several 200-lb. crates filled with pieces for an upcoming exhibition in the Kendall Gallery are safely on their way from the Ferris State University gallery director. The scent of fresh paint fills the air as students prepare Gallery 144’s walls for the Annual Scholastic Art Award Competition. Her door is in constant motion as students run in to ask questions, seek advice or simply find a pair of scissors to trim down exhibition tags. Assistant Director of Exhibitions Michele Bosak lends her personal scissors, with a reminder to return them. It’s just another day overseeing the exhibition spaces that make up Kendall’s galleries.

Kendall’s galleries provide a wide range of high-quality exhibitions and programming that include gallery talks, panel discussions, lectures, symposia and educational printed materials that contribute to the university’s educational goals, enrich the surrounding communities and develop a greater understanding of art.

Kendall has also established a Visiting Artists Committee that hosts nationally and internationally recognized artists, designers and art professionals, and facilitates their involvement within the university and throughout the community. As a part of its community participation, the Kendall Gallery is a member of the Grand Rapids Gallery Association, and the college is a sponsor of the city’s annual Gallery Guide.

According to Joseph, a variety of factors come into play when planning exhibitions for the galleries.

“Many times, our galleries are the public’s first exposure to, and impression of, Kendall. Therefore, we consider the diversity of both the campus and community audiences, and we select shows that focus on exploring and representing work that has multidisciplinary perspectives.”

Kendall’s galleries include the Kendall Gallery, which hosts visiting artists, Kendall/Ferris faculty and alumni exhibitions, juried competitions, and the annual Studio Excellence Awards show. The Altrium space serves as a gallery venue and as a spot for lectures, workshops and demonstrations. Other spaces include Gallery 144, founded in 1999, which features MFA thesis exhibitions and some exhibitions by visiting artists and faculty, as well as the Scholastic Art Achievement Regional Exhibition. And Gallery 104 hosts undergraduate exhibitions, with occasional MFA thesis exhibitions. Two students in the Gallery Internship program run it each semester, and a student exhibition committee selects exhibitions through a jury process.

During Joseph’s tenure, the number of exhibitions has increased from 15 to 35 shows per year among the Kendall Gallery, the Altrium, Gallery 144, and Gallery 104. And attendance rates have dramatically increased since the opening of the 2005/2006 academic year to approximately 8,850 for 2008/2009. But it was Kendall’s participation in ArtPrize that provided an expansion in attendance. Says Joseph, “In 2009, 100,000 people toured the galleries during ArtPrize, and in 2010, approximately 23,000 came to see work. That’s just the number of people who came to the galleries; we didn’t count people who simply entered the building or stopped to view Jeff Zimmerman’s piece on the outside north wall.” In addition to assisting with the galleries at Kendall, Assistant Director Bosak selected and oversaw the installation of work at the Women’s City Club, another ArtPrize venue.

Both Joseph and Bosak are eagerly anticipating the additional gallery space that will become available when Kendall expands into the former Federal Building across the street. The new venue will nearly double the combined exhibition space, to almost 7,000 square feet, and that figure does not take into account display cases or wall space in corridors. The high ceiling and ability to control lighting will be welcome features of the new space. “We will be able to show pieces that are simply too large for our current galleries,” says Joseph. “We will also be able to create more video and multimedia installations, as well as display any permanent collections we may acquire.” Joseph hopes that student exhibitions will be a regular part of the new gallery space. “Michele (Bosak) and I are looking forward to creating shows that span several galleries, creating contrasting exhibitions or ones with different themes.”
KENDALL IN THE COMMUNITY: COLLABORATION AND CONNECTION

Kendall College of Art and Design prepares students for leadership in the visual arts, design, art history, and art education; provides innovative, collaborative education that fosters intellectual growth and individual creativity; and promotes the ethical and civic responsibilities of artists and designers, locally and globally.

One method the college employs to accomplish its mission is community involvement that reaches beyond simple student internships to encompass classwide collaborative projects that span individual design disciplines to embrace the business of design as a whole.

Recently, Kendall acknowledged the importance of business and design by creating a new and innovative undergraduate degree in Design Collaboration. The new degree will require majors to have a studio minor, so students will bring strong backgrounds in diverse disciplines to their Collaborative Design classes and carry knowledge from those courses back into other art and design disciplines. Furthermore, one of the great benefits this degree brings is the connection with business and industry, as Kendall looks at design education as it currently exists to see what kind of expectations there are for designers as they enter the workforce.

But what about those students who want to focus their career in a specific discipline? Are there opportunities for them to blend their talents with other programs to bring design to the community? The response is a single word—yes—and the opportunities to bring their skills to the community are many.

CONNECTING WITH COMMUNITY

In a time when public arts budgets continue to dwindle, Kendall’s Continuing Studies program recognizes and fills the gaps in arts education in West Michigan by providing quality noncredit art and design experiences to more than 2,000 people annually. For more than 30 years, students ranging in age from 5 to 80 come for a variety of art education experiences, from summer camp to workshops to fulfill a long-awaited dream in their retirement.

Longtime involvement with the community is nothing new to Kendall. One of the longest-running collaborations has been its partnership with the Grand Rapids Public Museum. Since 2007, Professor Ron Riksen’s Graphic Design classes have designed the Vanrum Riddinger Schmaltz & Howmet Law Firm’s annual picnic poster. The Vanrum poster was a project in search of a class. On the other hand, each semester, the Collaborative Design class, led by Assistant Professor Gaye Deblay, searches out organizations in need of design solutions. Students from different disciplines work together on state solutions for myriad challenges. Recent projects have ranged from addressing issues related to peanut allergies; to using design to help organizations such as Kando Incorporated, a nonprofit organization that builds work skills and creates opportunities for people with employment barriers; to helping the Grand Rapids Public Museum bring its eight facilities under one identity.

An offshoot from the Collaborative Design classes’ efforts was the exhibition “Michigan—Land of Riches,” organized and curated by Assistant Professor Paul Antena. Held in the “old” Public Museum building on Jefferson Street in Grand Rapids, the collaborative exhibition ran in the spring and re-opened during ArtPrize. It included work from more than 200 students, 30 faculty members and numerous alumni from six universities (colleges in the state of Michigan). Antena hosted SITE.LAB, a one-night event featuring student, alumni and faculty art installations at the new home of LooSoe Gallery. Students also had an opportunity to exhibit their work at a donor gala for contributors to the new $65 million Salvation Army Ray & Joan Kroc Corps Community Center. Grand Rapids’ community and business leaders saw dozens of beautiful photographs and sculptures created by Kendall students and alumni. The Kroc Center plans to hold regular exhibitions featuring Kendall work.

During the 2010 fall semester, students in Joan Szech’s Advertising Design class and Valerie Garrett’s Interior Design Studio IV class collaborated to develop six companies’ visual and environmental branding. Students established an original business premise, its mission, brand personality, proposed services and pricing, job descriptions, a business plan, and regulatory practices and procedures. The Kroc Center students team up to develop space planning, furnishings and project management. Below: Kendall’s blog features school events and other news from a unique perspective.

Faces page, left to right: Art Education students volunteer at Grand Rapids’ Kid’s Food Basket. Kevin Leek, Director, President of the Society of Illustrators, Kendall illustration Professor on McIntosh, erstwhile Tenkanen, University of Hartford.

FACULTY NOTES

On Oct. 22, Assistant Professor Paul Antena hosted SITE.LAB, a one-night, curated event featuring students, alumni and faculty art installations at 833 Lake Drive SE in Grand Rapids. The event was sponsored by Great Lakes Bank. Several Szech’s, professor and chair of the Art History program, presented a lecture on “Dusted Bodies, Fashion, Fine Art and Symbolism” at the Northern Illinois University Art Museum. Szech’s lecture explored how the cultural meaning of the presentation of the body as an object achieved through manipulation, form, memory and desire.

Photography Professor Debra Karaczynch and graphic faculty member Stan Kaczmarczyk were featured artists in an exhibition held in conjunction with “The Art of the Lab,” the Midwest Society for Photographic Education regional conference, held Sept. 28–Oct. 1 at Western Michigan University in Kalamazoo. Karaczynch also presented a paper titled “Creating a New Generation of Photographers: What ‘Explorers’ Do” at the conference in New York City. Kaczmarczyk and Gatesman featured images from their series for the exhibition “Kalamazoo as part of the Art at the Art: Karaczynch and Kaczmarczyk and Gatesman also judged the eighth annual Art Regional Art Exhibitions.

Illustration Professor Jon McDonald opened his Grand Haven exhibition, “Stuarts: A Life,” during a special reception and a “Walk Through the Paintings” lecture on Oct. 3. The exhibition showcased portraits depicting the history and artistry of the Stuarts, a prominent family in America. McDonald also instructed students in his Introduction to Watercolor class. A graduate of Grand Valley State University, McDonald received an MFA in painting with a drawing emphasis from San Francisco Art Institute. He has taught courses in illustration, painting and remixed media.

Several Illustration faculty members attended the Society of Illustrators’ Education Symposium held in New York City. McDonald was featured from “The Artist as Brand” to upcoming trends and directions in Illustration. Opening night of the conference included a panel discussion featuring Four Automata Studios.

Anne Norcross, Assistant Professor of Art History, and by invitation of a university in France, created “Aesthetics, Aesthetics!” a poster for the University of the United States by Fleischl. The review process was completed in fall 2010.

Painting Professor Steven Zacek spoke on “Kendall as a Collaborative Design Program” at a conference in Davenport University as part of the West Michigan Tri-Lateral Collaboration Partnership. Students in his studio art class were partnered with area companies in order to create unique designs that are committed to promoting diversity and connecting people with the culture and to addressing issues of race at our current institutions and bringing the West Michigan community.

advertising campaign and corporate headquarters locations through brand elements and an office systems furniture product made and distributed by Herman Miller. Numerous nonprofit organizations and programs also turn to Kendall’s students and programs to benefit from their design expertise.

In 2008, Assistant Professor of Graphic Design Jason Algor realized that his students could provide a valuable service to area businesses and nonprofit organizations that cannot afford the services of a professional design studio. He developed Konnect, a working graphic design studio within Kendall that provides the means for students to gain valuable experience working on real world projects, yet in a classroom setting and under the supervision of an instructor. Konnect nonprofit clients have included Neighborhood Ventures, Heartside Business Association, the Friends of Grand Rapids Parks and the Plumbing Manufacturers’ Institute.

And in a newly created program led by Adjunct Instructor Michelle Kleya, Interior design students have been 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.

CONNECTING WITH CHILDREN

Kendall’s Art Education students and faculty participate in, and donate their time to, a number of diverse programs that have one thing in common: children.

Nine arts and humanities organizations, including Kendall, teamed up last spring to serve more than 2,000 West Michigan middle and high school students who came to Grand Rapids to gain a deeper understanding of their local and global communities through the ARTcation program for area schools.

Created by the UICA, ARTcation is a communitywide collaboration that uses downtown Grand Rapids as a learning laboratory. Donna St. John, Assistant Professor, Art Education, wrote the ARTcation hands-on workshop and co-led it with Kristen Morrison, Kendall Art Education Placement Officer, and Art Education students collaborating with the Grand Rapids Art Museum’s Education program.

ARTcation was also offered during ArtPrize 2010. Kendall’s Art Education students again enthusiastically volunteered for the two-day experience that reached out to students in both the elementary and high school age groups. And Kendall reached out to area high school educators and their students in another way during ArtPrize. St. John, who is also Coopersville High School’s Art Education teacher, and Morrison developed a Teachers’ Guide to ArtPrize.

But the Art Education program’s involvement with youngsters doesn’t end there. Once a week, a student volunteers to go to Food Basket to talk to kids about more than 3,000 nutritious sack supper for underprivileged children. Volunteerism at Kids’ Food Basket has expanded into the Painting and Industrial Design programs as well by having students working together to design and paint a mural on the walls of the new Kids’ Food Basket headquarters.

Helping those in need is an offshoot of the Constructon’ competition, which Kendall has co-sponsored for two years. This annual design and build competition challenges local architectural firms to construct fantastic, giant-size structures made entirely out of canned food. At the close of the competition, all the food used in the structures is donated to local food banks.

FUTURE PARTNERSHIPS

Kendall faculty, staff and the institution as a whole will continue to develop innovative ways in which the College can serve and partner with the community, such as its current partnership with Design West Michigan. A prime example is the Material Connexion Library. Founded in New York City in 1927 by George Beylerian, a Senior Advisor with the Steelcase Design Partnership and friend of Kendall, Material Connexion fills a need in creative circles at organizations ranging from Old Navy to Herman Miller—anything materials are specified and where the future of the built environment is planned. In 2010, Kendall opened the first cooperative academic library. Once the 180-tona Building opens, the Kendall Material Connexion Library will fill a permanent home on the fourth floor, and will open to the local business community of Grand Rapids.
PREPARATION FOR REACCREDITATION

Accreditation is the process by which an association or agency recognizes an institution, such as Kendall College of Art and Design of Ferris State University, as having met certain qualifications or standards. Periodic reaccreditation is a lengthy process in which an institution evaluates its work, seeks independent and outside evaluation of its educational objectives, and meets the established standards of the body from which it seeks reaccreditation.

Kendall has been accredited by the National Association of Schools of Art and Design since the NASAD accreditation of its AFA program in 1978 and its BFA program in August 1979. The Higher Learning Commission has accredited Ferris State University since 1995.

Max Shangle, Dean of the College at Kendall, has been leading a team of program chairs and staff members through the lengthy and involved process, which reviews educational quality, institutional integrity and academic improvements. The process will culminate with on-campus visits from each accrediting agency.

Shangle points out that both visits are reaccreditation visits. “We were last NASAD-reaccredited about 10 years ago, which coincided was about the time of the merger with Ferris. It just so happens that Kendall and Ferris are simultaneously undergoing reaccreditation—I think it is reaccreditation from the HLC and Kendall from the NASAD.”

Shangle says, “The Higher Learning Commission self-study process and accreditation is primarily Ferris’ process, but as a college of Ferris, Kendall has contributed information and support throughout its self-study assessment and is specifically included in areas such as educational programs, building and classroom facilities, and student resources. Although there are five criteria for the HLC accreditation, we have been asked to focus our self-study efforts on two significant areas: ‘How does Kendall contribute to Ferris?’ and ‘How does Kendall assess its own programs and students?’

Over the past few years, in preparation for the NASAD visit, Kendall faculty and staff have been making sure the curriculum and programs align with NASAD guidelines, and that course descriptions and student outcomes are also aligned. Although the lion’s share of responsibility for generating reports on program chairs, alumni have also contributed to the program review process. Furthermore, those, such as Interior Design, have called on the expertise of advisory committees composed of industry leaders and other discipline-specific accrediting agencies such as the Council for Interior Design Accreditation.

Says Shangle, “It’s easy to get accustomed to offering the same curriculum and teaching the same way, but efforts to continuously improve and assess are a fact of life in education. Therefore, all programs have gone through an evaluation—not just in preparation for the NASAD visit but also as part of a process that we need to do in order to ensure that courses are fresh and relevant and meet Kendall’s mission of preparing students to become leaders as artists and designers.”

NASAD evaluators will look at every aspect of the institution, including student work and graduation transcripts, student services, staffing levels, studio space, technology, and classroom facilities. Although there are five criteria for the HLC accreditation, we have been asked to focus our self-study efforts on two significant areas: “How does Kendall contribute to Ferris?” and “How does Kendall assess its own programs and students?”

Two Students Selected for Moh Scholarship

Seven new students have been selected to receive the prestigious Celia Moh Scholarship for the 2010/2011 academic year, including two from Kendall College of Art and Design—Andrew Golenbisky and Joseph A. Suder. Twenty students applied for the scholarship and were selected based on their excellence and potential to contribute to the field of visual art in Michigan.

Kendall’s Gallery 114 is currently exhibiting an exhibition of student work selected for the 2010/2011 Moh Scholarship awards. The exhibition runs through March 12, 2011.

REPORT INDICATES MANUFACTURERS RELY ON DESIGN FOR SUCCESS

A new survey reveals the continuing importance of design in the West Michigan economy. The survey was designed to identify the key factors that fuel Michigan’s growth and understand the economy for the summer by the W.E. Upjohn Institute for Employment Research in Kalamazoo. More than 2,200 West Michigan companies were surveyed, with 376 responding. Seventy-five percent of those indicated they either “agree” or “strongly agree” that their success over the next five years will rely on their ability to compete in product or service design. Design even placed higher than many traditional factors business owners and managers usually hope for, such as less government regulation and engineering the waste out of their current processes.

The survey was commissioned by Kendall on behalf of Design West Michigan, a professional organization of design practitioners, which is affiliated with and supported by Kendall. “This report is important because it provides evidence of the role that design and design thinking play in a business’s success,” said Oliver H. Evans, Kendall president. “Beyond that, the overriding significance of this report is its development of a research methodology that can identify the impact design has.”

The report goes beyond the anecdotal and breaks new ground in developing research that supports design’s significance. For a college that prepares its graduates for careers as designers, this report affirms both the reality and value of the new paradigms in design education Kendall is developing and implementing. As a part of Ferris State University, with its commitment to economic development and the professional preparation of its graduates, Kendall College of Art and Design is proud to have been able to support Design West Michigan and the Upjohn Institute in this significant study.

The survey asked companies to rate key factors impacting their success in the next five years. Lower taxes was rated the highest, followed by “being price competitive,” “controlling labor costs,” “ability to enter new markets,” and then “ability to compete on product design,” which got a 75 percent rating. “Ability to redesign existing products” was rated 69 percent, “growth of medical device industry” (39 percent), “growth of auto industry” (37 percent), and “growth of furniture industry” (37 percent). The survey also showed that the average rate of sales growth over the past five years was 9.6 percent for those firms with an expressed interest in design, while companies that weren't as interested reported an average sales growth rate of 5.6 percent.

George Erickcia, senior regional analyst at the Upjohn Institute who worked on the survey, jokingly described it as a “stealth” survey because it was written in a way that did not reveal that its focus was on the role of design in West Michigan business.

John B. Ror, executive director of Design West Michigan, said he was “not aware of any study in the U.S. that has looked at relating design to business success.” He noted, however, that there have been such studies in Great Britain and perhaps in Sweden and Finland. Barry said the British Design Council was established by an act of Parliament about 25 years ago. It is a nonprofit organization that “is helping Britain use design to build a stronger economy and improve everyday life,” according to its website. The government set up the organization “because they believed design was important to the economic future of the country,” said Barry. “They wanted to have an organization that could help people understand design, promote design, and validate the value of design.”

Most of the firms targeted for the surveys were concentrated in the manufacturing sector because companies that use design-intensive products are the most likely to utilize and benefit from design as a competitive advantage. Source: Grand Rapids Business Journal

THE W.E. UPJOHN INSTITUTE FOR EMPLOYMENT RESEARCH

Three students were selected for the Kendall Portfolio Winter Issue 2011 awards: Jennifer Elias, Bud Kibby, and Amrine Tomlinson. Jennifer received the Student Study Award, Bud Kibby was awarded the Outstanding Student Award, and Amrine was named Portfolio Editor. Professor Max Shangle, chair of Kendall’s Interior Design Department, presented awards at a special luncheon event held at the Kendall Gallery 114 on November 25, 2010.

Professor Shangle noted that the awards recognize student work that reflects the highest standards of the Interior Design program and continues the tradition of excellence that the Kendall Portfolio has established since its founding in 2001.

“ paar student awards always serve to honor the best and brightest in our College’s Interior Design program,” said Professor Shangle. “By presenting the Portfolio Winter Issue awards, we celebrate the positive impact Interior Design students will have on the global design community both in the near and long-term future.”

Jennifer Elias

Elias is a junior who was selected for the Student Study Award. The award is given to an Interior Design student whose work is selected as the best of the students in a particular term. Jennifer’s project was entitled “Travels to the Pacific.”

Bud Kibby

Kibby is an Interior Design junior who was selected for the Outstanding Student Award. The award is given to an outstanding Interior Design student whose work is selected as the best of the students in a particular term. Bud’s project was entitled “The Gettysburg Hotel.”

Amrine Tomlinson

Tomlinson is a senior who was selected as the Portfolio Editor for the Kendall Portfolio Winter Issue 2011. The Portfolio Editor is selected from the Interior Design seniors who have been selected to participate in the Kendall Portfolio Winter Issue. Amrine’s project was entitled “The Heart of the City.”

The Kendall Portfolio Winter Issue is a publication of the Interior Design program at Kendall College of Art and Design. The publication is a showcase of the best work created by Interior Design students at Kendall and is distributed to selected students, faculty, and program alumni as a recognition of their hard work and achievements.

The Kendall Portfolio Winter Issue 2011 was designed and produced by the Interior Design program at Kendall College of Art and Design. The Kendall Portfolio Winter Issue is distributed to selected students, faculty, and program alumni as a recognition of their hard work and achievements.
SOME students cannot wait to get out into the world and put their knowledge to work. Other students cannot wait to share what they have learned with others. Interior Design Professor Mary Laham falls into both of those categories.

After having taught here since January 1968, Laham has retired from Kendall College of Art and Design. A graduate of Holland High School, Laham attended Michigan State University for one year before transferring to Kendall. “I switched to Kendall because I was eager to get into my interior design classes and, unlike MSU, Kendall offered students the opportunity to get into design earlier,” she says. Laham also holds a BFA in interior design from Aquinas College and an M.Ed. from Grand Valley State University.

Laham graduated from Kendall in 1967 with a Certificate in Interior Design—she almost received a Certificate in Interior Home, too. “I took two classes off, and when I returned I was afraid I would not remember how to draft a floor plan, render a sofa or even pick out materials. My friend back west, Dan, went to Kendall. I went to see her and enrolled in Advanced Presentation Techniques to improve my drafting and presentation skills.” Five months later she transferred to Kendall. “I switched to Kendall because I was eager to get into my interior design programs.” Having said that, however, Laham’s longtime favorite class, as well as her specialty, was Drawing. “I think there have been about 25 changes in the curriculum over the years,” says Laham. “And of course, I cannot wait to share what they have learned with others. Interior Design Professor Mary Laham falls into both of those categories.

Professor Mary Laham Retires

**Letters to Mary**

Kendall asked alumni and faculty to share their memories of Mary Laham. There are excerpts from a few who were kind enough to share their thoughts.

Mary has been an advisor, an instructor, and an inspiration. I began my studies at Kendall in 2005, and Mary was my advisor and one of my instructors. She was welcoming and helpful during my transition as a nontraditional student in the program. She had Mary as a Presentation Techniques instructor. I remember the first time she showed us how to draw perspectives with the grid system. She was drawing away on the whiteboard, and I was speechless, watching skillfully as she created an equivalent perspective. I hesitated, then slowly answered, “…an ear?” She replied, “Correct, Mary.” While she was drawing away at the whiteboard, I gave me such a welcoming hug that my anxiety drained away. Good luck to you, Mary in your retirement! Amoree Shervone

In the mid-60s, I attended Aquinas College at the same time Mary did, and I also had a biology class together. Our final project was a poster on a certain animal, mine was a hog, I had a terrible sense of humor. Our final exam was to meet individually with our professor and verbally identify the different pig parts. When Mary came back into the room, she looked very surprised and asked, “Did you know this part called?...’Ah, yes, that is correct, Mary. You have the name correct, but honestly, you don’t really know what you’re doing!”... she left the room. I can remember thinking, “Well, that’s Mary! Mary in her retirement!”

Sarah Sheehy

Adjunct Instructor

I am privileged to be among those who not only learned from Mary as a student but also learned from her as an educator. She has been a role model to many, myself included. She has always represented the polished professional who fits us all together. I have admired Mary’s sharpness and wit while steeped in knowledge of the profession.

Thanks for all that you have taught, for all that you have meant and for all the knowledge you have imparted, both in your words and your actions. Enjoy this next chapter in your life, Mary.

Shelby McClellan, CED AP-D UCID Assistant Professor, Interior Design Coordinator; Modern Conference Resource Center

**Presented Concepts**

Five teams presented the following concepts to School Zone representatives on Dec. 6.

*Math Mining Adventure*

Software That Teaches Kindergartners Math’ to 3.” Amanda Zemko, Project Manager, Lisa DiDonato, Lead Artist, Brian Shriver, Production Artist

School Zone loved the concept, noting it had possibly the broadest funnel of fun activities with educational problems.

*Adventures in Typing*

Educational Software (CD) for Ages 4-8

Team: Amanda Zemko, Project Manager; Claudia Pimentel, Lead Artist; Katrina Sletten, Production Artist

This scrapbook-style workbook combined basic math skills with simple recipes. School Zone representatives found the concept and layout; Elise Rahn, Lead Artist; Jessica Bremmer, Production Artist

School Zone knew this project, which utilized a planetary exploration theme, was set due to its motivational strategy of making a typing game could be very appealing to buyers.

*Math in Two*

Children’s Recipes and Math Workbook for Ages 6-8 Math 3

Team: Amanda Zemko, Project Manager; Amanda Ethridge, Production Artist; Claudia Pimentel, Lead Artist; Katrina Sletten, Production Artist

This collaborative project benefited both organizations, providing Kendall’s Digital Media students real-world experience.

We were delighted when Kendall approached us with the idea to provide a very hands-on experience to their digital media students,” said Barbara Peacock, managing director of School Zone and a 1991 Kendall graduate. “Over the years, we have developed and refined an approach that ensures our award-winning educational products will resonate with children, parents, teachers and retailers. As a part of our interaction with Kendall students, we worked on and took it to a product form from idea to retail shelf. Key to this process is balancing art and innovation with practicality and return on investment. We must be smart in how we develop and introduce new products so that, at the end of the day, we have educational products at a price point that parents and retailers find attractive.

Jonathan Hoffman, Peacock and her design team just how the process works: Students had a long list of questions, from the graphic styles that appeal to children, to the need to balance education and entertainment, to tabo subject matter for the younger set.

They began defining their initial products, building off School Zone’s successful formula for new product development. The students explored a wide number of genres and added their own unique flavor—for example, animated ninjas who slice sleeve rolls to teach fractions, and miners who blast rocks by correctly answering basic addition and subtraction questions.

They found that making “easy” products isn’t always so, well, easy. “Partnering with School Zone gave our students an extraordinary opportunity to see what it takes to work at a studio entirely focused on the children’s market,” says Susan Bonner, assistant professor of Digital Media. “With help, we have begun exploring how digital imaging and digital media work together with branding, marketing and placement strategies. We appreciate this opportunity to see how the design principles and techniques we have learned in the classroom need to adapt to the demands of the marketplace.”

The students polished their rough concepts and presented them to School Zone. Product developers then evaluated all concepts and selected five designs to move forward. The resulting five teams presented their final product and packaging concepts on Dec. 6 to Hoffman, Peacock, Designer Brandon Rhiggen (also a Kendall grad) and Technical Director Todd Hertz for final judging. Peacock and her team felt that the projects were on target for introduction to the market.

This collaborative project benefited both organizations, allowing School Zone Publishing to become involved in talent development, and providing Kendall’s Digital Media students real-world experience.

STUDENTS PARTNER WITH SCHOOL ZONE TO DEVELOP EDUCATIONAL PRODUCTS

School Zone Publishing Company offered 15 Concept and Production Art students in the Digital Media program an extra lesson in real-world digital design.

School Zone’s challenge presented a unique opportunity to learn what it takes to design, produce and bring new products profitably to market. As part of the course, students worked individually and then in teams to develop new concepts for flash cards, educational software, workbooks or iPad applications—with School Zone design professionals mentoring each step.

Grand Haven-based School Zone started in 1972, and started selling in volume to Wal-Mart when Sam Walton made a commitment to education and wanted a School Zone kiosk in every store. Since then, the brand has become internationally recognized for children’s educational software, workbooks, flash cards, and apps for the iPad and other mobile devices. It was recently awarded a contract with Intel for the launch of School Zone apps on Intel’s new netbook, which was introduced in California on Sept. 23. School Zone retail products at Wal-Mart, Sam’s Club, Costco, Walgreens, Target, Meijer, the Apple Store and iTunes, to name a few. School Zone has won numerous awards, including an Apple Developers Award and an award from the Apple Worldwide Developers Conference; the other winner that year was Adobe. Currently, School Zone has four or five apps in the top 50 of the iTunes store’s children’s category.

“We were delighted when Kendall approached us with the idea to provide a very hands-on experience to their digital media students,” said Barbara Peacock, managing director of School Zone and a 1991 Kendall graduate. “Over the years, we have developed and refined an approach that ensures our award-winning educational products will resonate with children, parents, teachers and retailers. As a part of our interaction with Kendall students, we worked on and took it to a product form from idea to retail shelf. Key to this process is balancing art and innovation with practicality and return on investment. We must be smart in how we develop and introduce new products so that, at the end of the day, we have educational products at a price point that parents and retailers find attractive.

The Kendall students made a trip to School Zone to hear from CED Jonathan Hoffman, Peacock and her design team just how the process works: Students had a long list of questions, from the graphic styles that appeal to children, to the need to balance education and entertainment, to tabo subject matter for the younger set.

They began defining their initial products, building off School Zone’s successful formula for new product development. The students explored a wide number of genres and added their own unique flavor—for example, animated ninjas who slice sleeve rolls to teach fractions, and miners who blast rocks by correctly answering basic addition and subtraction questions.

They found that making “easy” products isn’t always so, well, easy. “Partnering with School Zone gave our students an extraordinary opportunity to see what it takes to work at a studio entirely focused on the children’s market,” says Susan Bonner, assistant professor of Digital Media. “With help, we have begun exploring how digital imaging and digital media work together with branding, marketing and placement strategies. We appreciate this opportunity to see how the design principles and techniques we have learned in the classroom need to adapt to the demands of the marketplace.”

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### ALUMNI NEWS

Alice Gadzinski (’06, Photography) Studio tour and book signing on March 27, 2011, at the Shadleau Library Art Gallery at Lake Superior State University. Don’t miss her exciting talk on "Emily Faby".

Numerous Digital Media alumni have found jobs in the fields of internships at The Williams Group, in Grand Rapids; AL. Alex Brawne (’06, Digital Media) is a high developer at Baggo Corporation, in Detroit; AL. Andrew Chapman (’05, Digital Media) has been hired as an interactive designer at Bigg-Gillin in Kalamazoo, MI, an illustrator of magazine, Denton, Harrisburg; AL. Daniel Greysky (’06, Digital Media) is an interactive and motion designer at Sander Media Factory in New York, NY; AL. Kangal Southerland (’07, Digital Media) has been hired at Bigg-Gillin in Kalamazoo, MI, an illustrator of magazines. Daniel Taylor (’06, Digital Media) is a graphic and motion designer at Great Lakes Film/Flour in Comstock Park, MI. Heather Hanley (’05, Digital Media) is an interactive/motion designer at MS Media Marketing, in Grand Rapids, MI.

Mattie Poganas (’07, Digital Media) is an illustrator/animator at School of Art, in Benton Harbor, MI.; AL. Jena Ross (’07, Digital Media) is a graphic designer/illustrator at Mars Hill Church in Grand Rapids, MI.

Biasa Dierlof (’08, Digital Media) is an illustrator/animator at School of Art, in Benton Harbor, MI.; AL. Jena Ross (’07, Digital Media) is a graphic designer/illustrator at Mars Hill Church in Grand Rapids, MI.

Brandon Alton (’06, Fine Arts Painting) has created Domestic, a new studio and gallery space in Grand Rapids. Alton is a partner in the gallery with fellow alumni Anthony Mood (’06, Fine Arts Painting) and Lanie Schoeffenhauer (’06, Graphic Design).

Natalia Chodkowska (’05, Interior Design) has won a photo competition for GOCO, an integrated media platform for people who want to live well and do good. Her photos of an abandoned chapel in Towner, MI. captured the GOOD community’s admiration. She has also been named the GOOD community’s Artist of the Month for November.

In Memoriam

IN MEMORIAM

Peter Jacob, Director of Alumni Relations

As 2010 has come to a close and a new year is just beginning, I am excited about the growing volunteer alumni list. My goal this year is to increase the Kendall alumni presence in our region and in communities where alumni live, all over the country. Not only do our volunteers support the Kendall College of Art and Design, but our activities allow you to connect with groups that may potentially benefit you and your interests.

If you know of an organization that would benefit from this kind of volunteer support, please contact me. My goal is to connect you more closely with the organizations you care about and to connect you to networks that will benefit you in your career. Please help me accomplish this goal by giving me your ideas and interests.

Peter Jacob, Director of Alumni Relations

LETTER FROM KENDALL DIRECTOR OF ALUMNI RELATIONS:

A fresh new year ahead of us, and your alumni board has been working on many new projects in order to provide an even stronger alumni network in 2011. The first is an increase in our use of social networks. Please find us on Facebook, Twitter and LinkedIn. A quick reference list appears below. We’re looking forward to updating you on our events, volunteer opportunities, alumni accomplishments and more, so look us up and stay connected.

The second is an increase in live networking events that we call Kendall Alumni News & Schmooze. We are committed to providing quarterly local (West Michigan) News & Schmooze events, and we are also planning live networking events in regions with concentrated alumni groups across the country. The first of our regional events was held in New York on January 11 at the Art Director’s Club of NYC. We were excited to see all of our alumni who are making waves in the NYC art and design community. We are also committed to biannual regional receptions in High Point, North Carolina, at the International Home Furnishings Market.

If you live in a region that is home to a concentration of alumni, we would be thrilled to come to your area with a live networking event. Please let me know about regions you think we’re missing.

The third major initiative is our Select Volunteers List. Terence Finn is leading an effort to attract West Michigan alumni who are interested in being alerted to local volunteer opportunities. This would come with no obligation. It’s a simple idea. We’ve heard from many alumni who would like to get involved in the numerous volunteer events in our community, and we’d like to respond to that request. If you are interested in staying connected to local art- and design-related organizations, please get in touch with Terence.

If you know an organization that would benefit from this kind of volunteer support, please contact me. My goal is to connect you more closely with the organizations you care about and to connect you to networks that will benefit you in your career. Please help me accomplish this goal by giving me your ideas and interests.

All my best to you in the coming year!

Peter Jacob, Director of Alumni Relations

LETTER FROM ALUMNI BOARD PRESIDENT:

As 2010 comes to a close and a new year is just beginning, I am excited about the growing volunteer alumni list. My goal this year is to increase the Kendall alumni presence in our region and in communities where alumni live, all over the country. Not only do our volunteers support the community’s goals, but our activities allow you to connect with groups that may potentially benefit you and your career.

We are all after the same goal: to represent our talents and to provide connections for you and to all Kendall alumni. I feel that this begins with each of us serving in our communities. There are many great volunteer opportunities for you to reconnected with Kendall. Be the first to know. Send your e-mail to me at terence.fienen@gmail.com or kendallalumni@ferris.edu, and I’ll be sure you’re in the loop on all our events and activities.

Terence Finn, Kendall Alumni Board President

QUICK REFERENCE FOR KENDALL ALUMNI SOCIAL MEDIA SITES:

Facebook – Kendall Alumni Twitter – #KENDальногоumni LinkedIn – Kendall College of Art and Design Alumni
GALLERY NEWS

SPINNING YARNS: PHOTOGRAPHIC STORYTELLERS
Photography Exhibition Curated by Libby Rowe
Feb. 14–March 12
Kendall Gallery, Gallery 114

Texas photographer Libby Rowe has curated this exciting exhibition of photography, which includes work by Bess Bieluzyck, Andy Bloxham, Muireann Brady, Joy Christiansen Erb, Jason DeMarte, Alex Emmons, Ashley Feagin, Carol Golemboski, Jay Gould, Darren Harvey-Regan, Christopher Jordan, Priya Kambli, Morgan Korn, Nate Larson and Marni Shindelman, Rachel Reisert, Christine Shank, Erin V. Sotak, Grace Weston, and Ruth Zelanski.

MICHIKO ITATANI PAINTINGS
March 22–April 20
Kendall Gallery

Artist Michiko Itatani was born and raised in Kobe, Japan. In the early 1970s, Itatani moved to Chicago, where she studied, and now teaches, at the Art Institute of Chicago; was a founding member of NAME Gallery; and is a fixture of the city’s art and critical scene. Itatani’s work springs from her continuing immersion in literature and has over the past three decades explored themes of self/others, micro/macro, the body, and questions about theoretical space/hyperspace.

MEGA (Michigan Emerging Graduate Artists) Show
March 18–30
Gallery 114

A juried exhibition open to graduate-level students across the state. Juried by Cara Brewer Thompson.

MFA Painting Thesis Exhibition
April 7–27
Gallery 114: Philip Ruehle and Melissa Sirk
Student Gallery: Tanya Bakija

MFA Thesis Exhibition
May 3–17
Gallery 114: Dana Toader, Painting; Bridgette Broughman, Photography
Student Gallery: Jan Ensing, Painting