

GATEWAY

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MY PRATT ON THE GO: WEB PORTAL NOW AVAILABLE AS SMART PHONE APPLICATION

A new Pratt smart phone application, or app, now makes the MyPratt Web portal available from iPhones, Blackberries, or other smart mobile devices. The MyPratt Mobile app is the mobile version of the MyPratt Web portal, which is the gateway to a suite of services and resources essential to the academic community such as a searchable course catalog, faculty and staff directory, and email access.

The new MyPratt Mobile app is secure and available to all students, faculty, and staff with a Pratt-issued password, known as a OneKey password. Using the app, users can manage their Pratt email accounts, forwarding their email to other accounts or setting vacation alerts. Students and faculty can access the Learning Management System (LMS) to see the courses they are teaching or taking, and faculty and staff can see how much vacation and sick time they have accumulated. Users can read the latest Pratt news, and view a listing of exhibitions and events. They can even listen to Pratt radio and look up the week's menus for the North Hall cafeteria and Gallery Café.

"It's important for students to have instant access to information," says Pete Easton, the portal administrator for the Pratt Web Group who developed the app. He says he began developing the app about six months ago, when he noticed that his daughter, who was applying to college, would use her phone to search for information about colleges.

Pratt students are especially suited to using a smart phone app, says Joe Hemway, vice

president of information technology and chief information officer.

"These students are already extremely mobile because they are constantly going from the studio to the lab to the classroom to the library," says Hemway. "So I felt there was a real need for this."

Hemway praised Easton for spearheading the app's development.

"Pete was so fascinated by this. He worked on it day and night," says Hemway. "It's been really well-received. The analytics show the number of users going to Pratt sites via the mobile app is way up."

The app was built on a universal platform, so it can work on any smart phone with Internet access, not just the iPhone.

Easton says he is expanding the capacity of the app, focusing on the LMS with the goal of allowing students to use the app to access the syllabi, articles, and other course materials they can currently only access from their computers. Eventually, he says he hopes professors will even be able to use the app to edit course materials.

"There's such a big pull for mobile content right now. You want it when you need it wherever you are," Easton says.

PUT THE PRATT APP ON YOUR PHONE:

On your phone browser: type mobile.pratt.edu and follow the instructions for accessing the app.

On your Apple computer: In Safari, go to mobile.pratt.edu



GERMAN PHYSICIST IS PRATT'S FIRST POST-DOC FELLOW



Dr. Konstantin Ulrich

Pratt's Mathematics and Science Department has created the first scientific postdoctoral fellowship at a U.S. college of art and design, thanks to a generous award from the Stockman Family Foundation in Albuquerque, New Mexico. Its recipient, Dr. Konstantin Ulrich, a physicist from the University of Leipzig, Germany, was selected from among many outstanding international candidates who sought the opportunity to apply their scientific skills to solving problems in the field of art conservation.

Ulrich has been at Pratt since June 2009, bringing his expertise in nuclear magnetic resonance spectroscopy (NMR) to Associate Professor Eleonora Del Federico's research lab in chemistry for the arts. There, he is investigating the problem of metal soap formation in traditional oil paintings, which is known to cause deterioration due to the reaction between the oil medium and metal ions in oil paint.

A better understanding of how metal soap formation occurs and the factors that trigger it is crucial to properly conserving paintings at risk explains Del Federico, "so Dr. Ulrich's participation has been invaluable." To conduct his research and aid students in theirs, Ulrich has

been teaching them how to use Pratt's NMR-MOUSE, Fourier-Transformed Infrared (FTIR), and X-Ray Fluorescence (XRF) and Raman instruments purchased through grants from the Alfred P. Sloan Foundation and the Camille and Henry Dreyfus Foundation, both in New York City.

During the spring semester, Ulrich has been teaching an undergraduate course, Scientific Analysis of Works of Art. "I am impressed with Pratt students' curiosity and adeptness," says Ulrich. "My students are clearly passionate about art and excited by the way technology can be used to analyse it and understand the science behind conserving it." He has also been using Pratt's NMR-MOUSE to start a new and promising project to investigate the cleaning of acrylic paintings, the modern medium used in so much contemporary art.

The fellowship is also enabling Ulrich to expand Del Federico's existing collaboration with The Metropolitan Museum of Art's scientist Dr. Silvia Centeno and research fellow Dr. Federico Caro in a project to measure the porosity of Cambodian sculptures in the museum's collection.

FACULTY AND STAFF FOCUS

WILLIAM SWAN, Director, Undergraduate Admissions



DIANA PAU

Were applications up or down for the 2010-2011 academic year?

Up. We had a total of 5,681 applications for the fall 2010 semester, a very pleasing increase of 168 applications over the previous year.

Where did they come from?

Applications came from around the country and the world: approximately 73% from out of state, and about 15% from abroad. There were far more strong applicants who could probably perform well at Pratt than we could accept.

We've accepted students from nearly all of the major specialized art and design high schools across the country—both public and private—including Idyllwild in California; Interlochen and Cranbrook in Michigan; LaGuardia and the High School of Art and Design in New York; Chicago Academy of the Arts in Illinois; and the Walnut Hill School for the Arts and Boston Academy of Art in Massachusetts.

Has the applicant pool changed at all since you started at Pratt in 1989?

In the time that Judith Aaron, vice president for enrollment management and financial aid, and I have been working together, we've seen the average SAT score increase from 900 to 1165 and the average GPA go from 2.8 to 3.6 for accepted students. The quality of portfolios has significantly improved, and Pratt is attracting a far higher percentage of the accepted students with top portfolios to enroll.

What's probably the most important factor in whether a student chooses Pratt?

Hands down, it is the quality of the faculty, the student interaction with the faculty, and faculty connections. Oh, did I say, "the faculty"?

What's the craziest question a parent ever asked you?

The mother of an accepted student asked me where her daughter could board her horse while attending Pratt. When they found out it wasn't covered by financial aid, they sold the horse to help with

expenses, and she came to Pratt anyway as an illustration major.

Will the new building going up on Myrtle Avenue have any impact on admissions?

Definitely. Having prospective students visit us in a well-designed, professional space should certainly have a positive impact on enrollment. High school students today are very socially and environmentally conscious, so many prospective students will be impressed that Pratt has a LEED-certified building. The beautified residential campus is also appealing. No other art school in the country can provide this kind of environment in such a vibrant metropolis.

What professional background do you bring to your position?

I had worked primarily as a freelance photographer but also had experience as a filmmaker and graphic designer, while continuing to work in painting and drawing. I was on the adjunct faculty of a liberal arts college and taught in a number of private workshops. It was teaching that initiated my interest in art school admissions and working with students.

What do you do for fun?

I've recently been forced into some lifestyle changes due to medical issues, but previously I enjoyed a wide variety of outdoor sports and activities including climbing, hiking and backpacking, Nordic skiing, and canoeing and kayaking. Here in the city I like to swim, bike, and run. I guess I'm a bit of a gym rat. I also continue to make art and exhibit.

FACULTY AND STAFF NOTES

An installation by **MELISSA BARRETT**, assistant chair and adjunct instructor, Digital Arts, was displayed in "FUNKTIONLUST," at Local Project art space in Long Island City through April 30. Her work was also included in "I HEART ART 2010," a benefit exhibition for WORK Gallery and The Wassaic Project

The work of **ELEONORA DEL FEDERICO**, associate professor, Mathematics and Science, with Pratt's NMR-MOUSE instrument was featured in *Chemistry and Industry* magazine's February issue.

The work of **MARIANNA ELLENBERG**, visiting instructor, Digital Arts, was screened in the exhibition "Double-Bill" at Art in General through March 20.

HARLEY GOODE, adjunct assistant professor, Associate Degree Programs, is working on a project for the Jazz Foundation of America with Communications Design II students.

DEBERA JOHNSON, academic director of sustainability, gave the keynote address at the Students for a Sustainable Future Expo on April 20 at Pace University. Johnson also spoke on "Incubating the Future of Design Education" at Ontario College of Art and Design on March 24.

TOM KLINKOWSTEIN, adjunct professor, Graduate Communications/Package Design, performed on March 5 in a video presentation, titled *The Symposium, 2030*, at CeBit, the world's largest information technology conference, in Hannover, Germany.

ANDREA LOEFKE, visiting instructor, Associate Degree Programs, was awarded a 2010 Pollock-Krasner Foundation Grant.

Stretch, a 2009 book illustrated by **SCOTT MENCHIN**, adjunct associate professor, Graduate Communications/Package Design, was read at The White House Easter Egg Party on April 5 in Washington, D.C. Menchin also illustrated 24 portraits for a poster for David Byrne's and Fat Boy Slim's "Here Lies Love" concept album.



Scott Menchin, Poster for album "Here Lies Love," 2010, Digital Image

MENDI OBADIKE, assistant professor, Humanities and Media Studies, did a residency with the Center for Integrated Media at CalArts and Deep End Ranch in January. In March, she and her collaborator Keith Obadike installed a sound installation, *Sonic Mbari*, at Project Row Houses in Houston, to be exhibited through July 21.

An interview with **ROB O'NEILL**, adjunct assistant professor, Digital Arts and acting director of the Pratt Digital Arts Research Lab, was featured in the March issue of *AD Mag*.



Rob O'Neill, *dataProjections*, 2008, 13.5" x 24"

IN MEMORIAM

MARY BUCKLEY PARRIOTT (1926-2010)

Pratt professor and painter Mary Buckley (Parriott) passed away March 25. Buckley taught at Pratt for more than 30 years, helping develop the Foundation Arts curriculum. When she retired in 1992, she was named Professor Emerita and Pratt Institute Distinguished Professor.

Buckley began her career as a sculptor, but became known for her paintings, which were exhibited at, among other places, the Cathedral of St. John the Divine. **A memorial service will be held there on June 16 at 3:30 PM in the Great Choir.**

Buckley and her late husband, Joseph Marshall Parriott, who taught in Pratt's Department of Industrial Design, endowed a scholarship. Those wishing to contribute can designate their gifts for the Mary Buckley and Joseph M. Parriott Endowed Scholarship Fund. Checks should be sent to the attention of Lenora Hallums, 200 Willoughby Avenue, North Hall 219, Brooklyn, NY 11205.

DR. SCHUTTE ELECTED TO BOARD OF WAH CENTER

Dr. Thomas F. Schutte, president of Pratt Institute, was elected honorary director of the board and co-chair of the Williamsburg Art and Historical (WAH) Center. The organization was founded by Yuko Nii, M.F.A. '68. WAH Center's president says Dr. Schutte's election acknowledges his role in the transformation of the area surrounding Pratt.

STUDENT SPOTLIGHT



DIANA PAU

CRISTINA AGUIRRE

Graduate Dance/Movement Therapy '10

How do you find dance and dance therapy to be similar to—and different from—one another?

When you are a professional dancer, you are there to give life to someone else's choreography. As a dance therapist, my task is to support my patients' self-expression. Most patients at my internship at Bronx Psychiatric Center's Ginsburg Outpatient Clinic suffer from schizophrenia and have physical impairments due to side effects of medications. My job, rather than telling them what to do, is to mirror their movements so they feel validated. Then, I can gradually introduce a broader, healthier range of expressive movements. The premise is that a change in the body will lead to a change in the psyche.

What made you make the transition from dance to dance therapy?

I have been studying psychology as a hobby for as long as I can remember. I began to think about dance therapy after a chance encounter with my friend Deniz Oktay, M.S. '04, who was working at Bellevue's Forensic Unit for patients deemed criminally insane. When a severe illness and injury showed me that my dancing days were numbered, the thought of dance therapy popped into my head.

What kind of work do you want to do as a dance therapist?

I want to work in an acute psychiatric inpatient unit with adult and geriatric populations. My favorite aunt suffered from schizophrenia, paranoid type, and witnessing her suffering had a deep impact on my life. She was a beautiful, smart, loving woman, who was ultimately destroyed by her disease. I want to help others to avoid, or lessen, the kind of suffering that mental illness brings about.

How does it feel to be leaving professional dance?

Grief and mourning have been the main feelings I've experienced, but working on my thesis has been the most beneficial thing I could have done. By allowing me to immerse myself in the creative arts therapies, Pratt provided me with the tools I needed to navigate this transition. My thesis is a self-study examining the changes that took place in my body-image and sense of self as a result of leaving professional dancing. I miss the constant physical activity and sense of control over my body, but my sense of loss is being more and more overshadowed by excitement over my new career!



(L-R) *Vogue* European editor at large Hamish Bowles, *Vogue* editor in chief Anna Wintour, President Thomas F. Schutte. At right, Anna Wintour.

LEFT: DIANA PAU, RIGHT: PATRICK McMULLAN/PHC

VOGUE'S ANNA WINTOUR SPEAKS AT PRESIDENT'S LECTURE

Anna Wintour, editor in chief of *Vogue*, spoke to a packed Memorial Hall as part of the 16th annual President's Lecture Series. Wintour talked first about working with the legendary photographer Irving Penn, who died last year at the age of 92.

"What Irving Penn gave this magazine went beyond the photographs," she said. "He set the bar so high; he made all of us try harder: photographers, editors, writers, and certainly me."

Then, she and Hamish Bowles, *Vogue* European editor at large, discussed several iconic *Vogue* photographs, detailing their histories and back-stories, and addressed questions from current Pratt fashion design students.

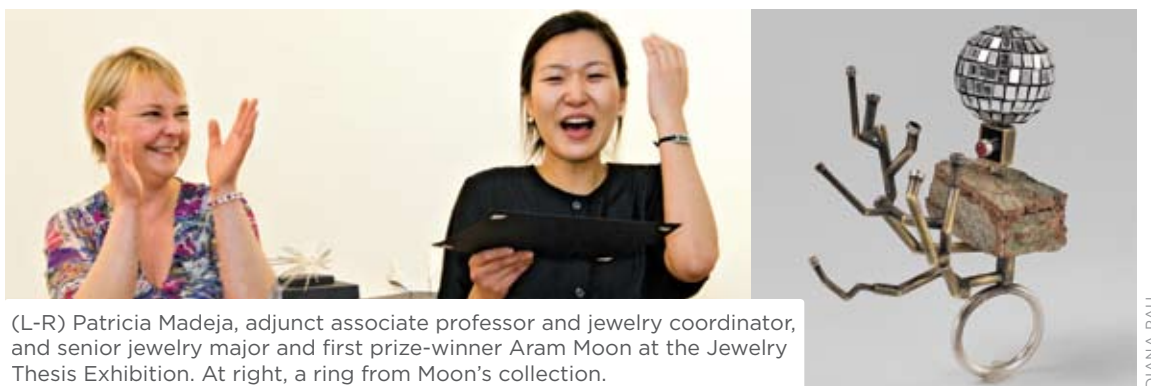


(L-R) Professor and Former Graduate Architecture Chair Catherine Ingraham and architect Daniel Libeskind.

DIANA PAU

A CONVERSATION WITH DANIEL LIBESKIND

"I follow everything at Pratt," said architect Daniel Libeskind, master planner of the World Trade Center site, speaking at Higgins Hall as part of the School of Architecture's lecture series on April 5. "It's rare to find a school so dedicated to architecture and design, not just to trends." The conversation with the world-renowned architect, planner, and author was moderated by Professor Catherine Ingraham, former chair of the graduate architecture program, and sponsored by the Selz Foundation in honor of Arnold Syrop, B. Arch. '61, and Joanne Syrop.



(L-R) Patricia Madeja, adjunct associate professor and jewelry coordinator, and senior jewelry major and first prize-winner Aram Moon at the Jewelry Thesis Exhibition. At right, a ring from Moon's collection.

DIANA PAU

JEWELRY THESIS EXHIBITION AND AWARDS

Senior jewelry major Aram Moon won first prize at this year's Jewelry Thesis Exhibition held at the Rubelle and Norman Schaffer Gallery (March 30–April 7) and later at the Pratt Show (May 11–14).

Moon's collection, "Aram's Wonderland" featured pieces she describes as "playful jewelry on the body and toys off the body."

An 11-person jury of Pratt faculty members and visiting experts awarded Moon the Rekha-Leigh Punch Alumna Award; second prize winner La Hyun Choi received the Robert Bentley Co. Award; third prize winner Miok Yoo received the Jewelers Resource Award; and fourth prize winner Seung Hye Shin received the Myron Toback, Inc. Award. Kaylee Russotti and Leslie Boyd were designated for Honorable Mention.

GATEWAY

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View *Gateway* online at www.pratt.edu/gateway.

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EYE ON ALUMNI

The last thing SARAH MORGAN, M.I.D. '04, expected to be was a handbag designer with her own company.

She thought the entertainment industry was her future; after all, her father created one of Canada's most famous radio and television comedy shows.

After a childhood spent between Canada and Britain, Morgan moved to New York to work in music production.

"After a while," she says, "I wasn't feeling fulfilled. I found myself doing a lot of drawing at my job—which is never a good sign. I had won awards for art in high school, so I decided to look at Pratt."

Once at Pratt, fashion *still* never crossed Morgan's mind.

"I did my thesis on lighting," Morgan says. "Never in my life would I have thought I would go into fashion."

However, Morgan took a fashion elective in her final semester, encouraged by Pratt's emphasis on trying different subjects.

"Pratt is about exploration," she says. "For me, Pratt

was an experience of learning how to communicate visually, and helping define who I was and how I wanted to spend my time."

For the class, Morgan created a handbag collection, which landed her a spot in the Pratt Design Incubator. There, she laid the groundwork for launching her handbag company Eenamaria.

Fast forward six years: Eenamaria is flourishing. Morgan is launching a collection for Target.com at the end of May and working on one for ShopNBC.com. Her bags are sold in more than 100 boutiques around the world and are regularly sported by celebrities. They have been seen at the Golden Globe Awards and featured in top magazines.

Morgan says she credits Pratt not just for teaching her to design, but giving her the confidence to run her own design business.

"I never trusted my talent working in the entertainment industry," she says. "My job now requires that I rely *only* on my talent. My teachers encouraged me and gave me the confidence to trust my abilities."



Sarah Morgan

DIANA PAU

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Pratt

EXHIBITIONS AND EVENTS

BROOKLYN CAMPUS

200 WILLOUGHBY AVENUE

SANDY BENJAMIN-HANNIBAL: QUILTS

PRESIDENT'S OFFICE GALLERY

MAIN BUILDING, FIRST FLOOR

MONDAY-FRIDAY, 10 AM-4 PM

Through September 2010

Nationally recognized quilt artist, Sandy Benjamin-Hannibal, makes work that reflects her dynamic design sensibility, as well as her connection to the African American quilt-making tradition. Her work has been displayed at the American Craft Museum (now the Museum of Arts and Design), the Smithsonian Institution, the Newark Museum, and the Museum of Fine Art at Spelman College. She retired from Pratt in January after working at the Institute for 42 years, most recently as assistant to the chair of the Department of Foundation Arts.



BIANCA LO REGIO

SUMMER INVITATIONAL

THE RUBELLE AND NORMAN

SCHAFLER GALLERY

CHEMISTRY BUILDING

FIRST FLOOR

MONDAY-FRIDAY 9 AM-5 PM

(JUNE AND JULY, 9 AM-4 PM)

Through Friday, July 30

An exhibition of paintings, drawings, sculpture, jewelry, printmaking, photography, and film created by select students graduating from Pratt Institute's B.F.A. programs.

GRADUATING STUDENTS' EXHIBITION

SCHOOL OF ARCHITECTURE

HIGGINS HALL

FIRST FLOOR

Through Friday, June 11

An exhibition of work by undergraduate and graduate students graduating from the School of Architecture.

MANHATTAN CAMPUS

144 W. 14TH STREET

PRATT M.F.A. EXHIBITION

PRATT MANHATTAN GALLERY

SECOND FLOOR

TUESDAY-SATURDAY, 11 AM-6 PM

Through Saturday, June 5

An exhibition of paintings, sculptures, photographs, prints, and video by students graduating from Pratt's M.F.A. programs.

INTERNATIONALLY RENOWNED ARCHITECT SANTIAGO CALATRAVA LECTURES AT PRATT



Santiago Calatrava

The celebrated Spanish architect and engineer Santiago Calatrava, also a prolific sculptor and painter, was the final speaker in the School of Architecture's Spring Lecture Series on April 22. He concluded by showing *Calatrava: God Does Not Throw Dice*, a 2000 film by Catherine Adda that explores the concepts that inspired his work.

Calatrava has more than a dozen projects in development or proposed, among them his soaring design for the new World Trade Center transportation hub in New York City, which the architect said "resembles a bird being released from a child's hand."

JENNIFER STRADER