ANNA WINTOUR, LEGENDARY EDITOR OF VOGUE, TO SPEAK AT PRATT ON APRIL 19

VOGUE magazine’s legendary editor in chief, Anna Wintour, will speak at Pratt as part of the 16th annual Pratt Institute President’s Lecture Series.

Wintour’s talk will take place Monday, April 19, 2010 at 6 PM in Memorial Hall Auditorium on Pratt’s Brooklyn Campus. It will be followed by a question and answer session with Vogue’s European editor on large Hamish Bowles. The lecture is free and open to the public; however, seating is by reservation only and is extremely limited. For reservations please email events@pratt.edu by Tuesday, April 13, 2010 and an email confirmation will be sent to you.

Wintour has been at the helm of Vogue since 1988, and is widely credited with transforming the magazine into one of the world’s leading fashion publications.

During her tenure, Wintour has been actively involved in fundraising, particularly for AIDS research and The Metropolitan Museum of Art. In 1990, she helped develop the Council of Fashion Designers of America (CFDA) AIDS charity program, the CFDA/Vogue Initiative, through which she has helped raise more than $116 million.

In 2003, Wintour spearheaded the establishment of the CFDA/Vogue Fashion Fund for emerging American fashion designers; it has so far awarded almost $2 million to up-and-coming fashion talent.

In September 2009, in response to the economic downturn, Wintour developed Fashion’s Night Out to promote the retail industry, restore consumer confidence, and celebrate fashion. In New York City alone, thanks to the thousands of people who turned out to shop that evening, participating stores saw a 50 percent rise in traffic, and seven out of 10 people went home with something new.

Wintour has received a Lifetime Achievement Award from the CFDA and the Award of Courage for AIDS Research from the American Foundation for AIDS Research (amfAR).

In 2008, Wintour was awarded the Order of the British Empire (OBE) by Her Majesty, Queen Elizabeth II. In October 2009, President Barack Obama appointed Wintour to the President’s Committee on the Arts and the Humanities.

Memorial Hall is located on Ryerson Walk on Pratt’s Brooklyn Campus. Visitors can enter the campus at the main gate at Hall Street and DeKalb Avenue.

WINNER OF WILSONART CHALLENGE TO SHOW CHAIR DESIGN AT INTERNATIONAL CONTEMPORARY FURNITURE FAIR

W hen industrial design graduate student Esin Arsan sat down to create what became her winning entry for the Wilsonart Challenges annual student design competition, she wanted to build a seat to use in a support group — something uncommon in her native Turkey.

“‘In Turkey you talk about the problems of your life with a person you already know,’” says Arsan, a Fulbright Scholar. “In a support group, ‘you sit next to a person you don’t know and you need a sense of comfort.’”

Throughout the fall graduate furniture design course, taught by Adjunct Professor Mark Goetz, B.I.D. ’86, Arsan’s design took several forms. Her final piece draws on the support group concept, but is a two-person seat, usable in any situation, especially one in which encouragement is needed.

“The chair is shaped to ‘give the impression that the users offer their backrests to each other,’” Arsan explains. The backrest is shaped “as though an arm is coming up behind you and giving you a pat on the shoulder.”

Based in Temple, Texas, Wilsonart is a leading manufacturer of decorative surfacing products, including Wilsonart® Laminate. The contest invites students to create a unique chair that incorporates the round-cornered rectangular shape of the Wilsonart® Laminate sample chip, now an icon in the design world.

The company holds the competition at a different design college each year; this year Wilsonart asked Pratt to participate. Students in Goetz’s class, and in the senior undergraduate furniture design course, taught by Adjunct Assistant Professor Tim Richartz, B.I.D. ’86, took part.

Wilsonart sent design historian and materials specialist Grace Jeffers to lecture on the history of laminates and critique student work. Wilsonart also provided students with laminate for their projects.

Decorative laminate is made by saturating sheets of paper with resins, then fusing them in high heat. A staple in countertops and flooring, laminate is solid. Yet Jeffers says Arsan made her chair appear cushiony. “It felt very personal and comforting. It felt very soft—and the material is not soft,” says Jeffers. Goetz agrees. “The chair has an affectionate look to it. It looks like a chair that would embrace you.”

Arsan’s win also marks a first for the Wilsonart Challenges student chair competition. She is the first woman ever to win. Jeffers says one reason could be that since students are judged on construction as well as design, and women still are not typically steered toward building when they are young, the winners have historically been men.

Arsan says she had little experience building. However, she says she received help from several technicians: Adam Apostolos, A.O.S. ’83, a sculpture technician in the Department of Fine Arts, as well as Gary Hou, John Medley, Brenda Mullins, Seth Weiner, and Julia Wheeler (B.I.D. anticipated ’10), technicians in the Department of Industrial Design’s furniture and wood shops.

“They really made many things possible,” Arsan says. “You can read books and watch videos online. But in the end it’s the technicians who know what’s available on campus, and what’s the best way to do something.”

Arsan won a $1,000 scholarship from Wilsonart. She will also have her chair unveiled in May at the International Contemporary Furniture Fair (ICFF) in New York, the leading furniture-industry convention.

Four runners up will also show their chairs in the Wilsonart booth at the ICFF. The runners up are graduate industrial design students Michal Jozewics, Sushir Kadidal, Alexandra Pulver, and undergraduate senior industrial design major Jonathan Gillen.

Showing at ICFF is almost guaranteed to give a boost to budding designers, says Jeffers. “Students get job and internship offers. Chairs get bought. [The singer] Kanye West once bought a Wilsonart Challenges-winning chair he saw at ICFF.”
**FACULTY AND STAFF FOCUS**

**DANIEL GERZOG, Associate Professor, Humanities and Media Studies**

You’ve been teaching at Pratt for 50 years. What has been your greatest satisfaction?

I guess I’d have to say my teaching itself. It’s a constant source of pleasure to watch young people stretch and grow through self-examination and self-discovery, and reading and writing are a means to that end. Then, too, there are the scores and scores of deep, rich friendships and associations I’ve developed over the years with colleagues and students. I raised my kids in faculty housing. They were babysat in the M.F.A. cubicles in Higgins Hall. We all share wonderful memories, especially of their early years at Pratt.

What is your fondest memories from your 50 years at Pratt?

This is a harder question to answer than it might appear. There are the former deans and chairs who were so warm and welcoming when I first began back in 1959, the office mates and other colleagues who, over the years, shared their most effective lessons and offered all sorts of support and encouragement; the friends and acquaintances from the professional schools I met in the luncheonroom, at committee meetings and, yes, on the picket line.

Then there were the wonderful years of the ‘60s and early ‘70s when there was so much constructive ferment on campus, when students demanded and got curricular and parietal rule changes. The faculty organized and won the right to bargain collectively. The Union-Administrative contract had to be forged from scratch. There were no precedents. In the meantime, we managed to stop the war in Vietnam, not all by ourselves of course, but Pratt played its part. There were the drama productions, the Scholar in Residence Program, and music programs; the campus was alive with activity. Things seemed to have quieted down since then, turned inward. Still Pratt prevails, doing its excellent job of turning fledgling talents into competent professionals. I am still having a wonderful time in the classroom, as good a time as I’ve ever had. And I think that I’m getting some of the best results I’ve ever gotten.

What courses are you offering in the spring semester?

I am on half-load, a wonderful program that allows me to keep teaching in spite of my somewhat diminished energy. I am teaching a section of freshmen, by choice. I have teaching 18-year-olds. I also supervise a section of M.F.A. students writing their thesis corollary statements.

Is it challenging to get artists to express themselves effectively in writing? No. Although it may come as a surprise to some of my professional colleagues, artists are also people and they need the reading and writing skills that other people enjoy.

What’s the one thing you most want to impart to your students? That discovery through literature is both profitable and fun, and they shouldn’t deprive themselves of that pleasure in the pursuit of professional skills.

What do you do for fun and recreation? Mostly family stuff and keeping up with friends.

What would we be most surprised to learn about you? That I watch too much television.

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**FACULTY AND STAFF NOTES**

**IN MEMORIAM: LEONARD BACICH (1942-2010)**

Industrial Design Professor Leonard Bacich, B.I.D. ’63, M.I.D. ’71, a professor at Pratt Institute since 1986, passed away February 3. As coordinator of the 3-D Design curriculum, Bacich taught the principles of his influential teacher, Rowena Reed Kostellow. In 2006, the journal DesignIntelligence named Bacich one of the country’s most admired industrial design educators. Those wishing to make contributions in Bacich’s name can designate them for the Rowena Reed Kostellow (RRK) Fund. Checks should be sent to the attention of Lenora Hallums, 200 Willoughby Avenue, North Hall 219, Brooklyn, NY 11205. For more information, call 718-399-4296.

**IN MEMORIAM: RICHARD GOODWIN (1952-2010)**

Richard Goodwin, M.I.D. ’97, assistant chair of Industrial Design, passed away February 10. A professor at Pratt Institute since 1999, Goodwin also served as the department’s coordinator of graduate admissions. He taught toy design, studio and thesis courses, and developed corporate partnerships with Fisher-Price and other companies, to give students valuable real-world experience. One of Goodwin’s first companies designed puppets, props, and costumes for such productions as *The Muppets*. In 2005, Goodwin co-founded the award-winning toy company, OgoSport, that makes active play products. Goodwin is survived by his wife Susanne Vindekleide and his daughters Emily and Hannah Goodwin.

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**SANDIE MAXA and MARK SANDERS**, visiting assistant professors, Graduate Communications Design, and partners at Q Collective were selected for the Center for Architecture 2010 Graphic Design Shortlist.


A felt sculpture by **CYRILLA MOZENTER**, adjunct professor, Fine Arts, was the subject of Jacqueline Ruyak’s article “Cyrilla Mozenter: On the Edge of the Ramayana,” in *Surface Design Journal* (Winter 2010).


**P Paintings by ALICE ZINNES**, adjunct associate professor, Foundation Art, will be on view in the Student Affairs conference room through the spring semester. Painted in response to the ancient Indian epic, *The Ramayana*, these paintings are emotional abstract dreamscapes of color.

**ABIGAIL BESHKIN** has joined the Pratt Institute Office of Communications as editorial manager. In her new role, Beshkin will serve as managing editor for *Gateway* and *Prattfolio* and will work with the office’s design team to develop and edit content for other campus publications.

Most recently, Beshkin was a writer and producer at WBUR, the flagship National Public Radio (NPR) station in Boston, where her work was heard regularly. Prior to that, she was a producer and reporter for KJZZ, the NPR station in Phoenix, Arizona.

Before her work in public radio, Beshkin worked for Fordham University, Columbia University, and the New York City Department of Parks and Recreation. Beshkin holds a B.A. from the University of Pennsylvania and a M.S. in journalism from Columbia.

She is excited to be part of the Pratt community, and is eager to learn about the Institute. Please send story ideas or feedback on Gateway to abeshkin@pratt.edu.
PRESIDENT'S CIRCLE MEMBERS
JULY 1 THROUGH DECEMBER 31, 2009

On behalf of Pratt Institute, President Thomas F. Schutte thanks the following donors for their generosity to the Institute’s Annual Fund and welcomes them as new or renewing members of the President’s Circle for the period of July 1 through December 31, 2009. The President’s Circle at Pratt’s giving society for donors who contribute $1,000 or more, cumulatively, to the Annual Fund within the Institute’s fiscal year. Their support provides Pratt with important resources to help fulfill the Institute’s most fundamental needs and to sustain its mission of providing a world-class education to its students. Pratt gratefully recognizes these individuals:

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John W. Vasso ’33 and Mary Vasso

Adelaide F. Wollfanger ’57

ASSEMBLYMAN GIVES STATE OF THE DISTRICT AT PRATT

New York State Assemblyman Hakeem Jeffries held his third annual State of the District address on January 27 in Higgins Hall on Pratt’s Brooklyn campus. About 300 community members turned out to hear Jeffries talk about several topics, including initiatives to address police misconduct and a proposal to turn vacant luxury apartments into affordable housing.

THREE FASHION DESIGN STUDENTS WIN SCHOLARSHIPS: SENIOR RECEIVES $25,000 AWARD

Fashion design senior Kasia Winiweski received a $25,000 scholarship from the YMA Fashion Scholarship Fund (YSF). One of four students nationally to win the annual YSF Geoffrey Beene National Scholarship Award, Winiweski went through a rigorous application process that included creating a retail store concept. Two Pratt sophomores, Robi Gertz and Tracy Li, each won $5,000 YMA YSF scholarships. The three were honored at the 2010 YSF Geoffrey Beene Fashion Scholarship Awards dinner on January 13 in Manhattan.

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GATEWAY

VIEW Gateway online at www.pratt.edu/gateway.
To submit information for Gateway, please contact Abigail Beshkin at abeshkin@pratt.edu.
Deborah Lanino, B.F.A. Painting ’86, has illustrated several children’s picture books and more than 20 books for young adults, and been a teacher for 15 years. “As an educator, Pratt taught me to always set the bar high and students will achieve,” she says. “As an artist, Pratt taught me that art in conjunction with words should not only repeat the theme, but also illuminate the text with a fresh perspective.”

At the The Art Institute of California in Hollywood, Lanino instructs college students in the fundamentals of observational drawing, design, and color theory, as well as Renaissance art history. Recently, she earned a master’s degree in Instructional Leadership through Argosy University.

During her junior year at Pratt, Lanino studied abroad at the Studio Art Center International in Florence, Italy, where she explored a unique link to her heritage. Her grandfather had traced the family directly back to Bernardino Lanino (c.1509-c.1581), a successful Renaissance painter in Vercelli, Italy, known for his paintings of angels in the style of Leonardo da Vinci. Four centuries later, Lanino attended her ancestor’s commemorative exhibition, a deeply affecting experience that she credits for inspiring her first children’s book The Littlest Angel (Grosset Children’s Press, 1998). Lanino’s work includes numerous publications, editorial illustrations, book covers, and theater posters. Among the places Lanino has exhibited her work are the gallery of the Society of Illustrators in both Los Angeles and New York City; the Huntington Library Art Collections in San Marino, California; and the Atheneum in Nantucket, Massachusetts.

Though she moved from New York to Los Angeles eight years ago, Lanino stays in touch with Pratt alumni in both cities. “At Pratt, I met so many talented, passionate, creative, and hard working individuals,” she says. Her advice to young illustrators entering the children’s book market today: “Keep drawing, painting, writing, and imagining. You must love illustrating and also find the stories inspirational.”