

# PORTFOLIO

**PAGE 06: EXCELLENT** Annual Studio Excellence Awards

**PAGE 18: REMARKABLE** Two students capture National Gold

**PAGE 20: OUTSTANDING** Four Kendall alumni recognized



## CONTENTS

- 02 President's Column
- 06 Campus News
- 16 Student News
- 20 Alumni News

## SHOWCASE

- 06 EXCELLENT**  
Annual Studio Excellence Awards Exhibition honors 13 outstanding students.
- 18 REMARKABLE**  
Two students capture National Gold at the AAF ADDY awards.
- 20 OUTSTANDING**  
Four Kendall alumni are recognized for their achievements.



**Right:**  
Revelers at the 2009 Beaux Arts Ball.  
Interior designer and author Jerryll Habegger receives his Distinguished Alumni Award from John Berry.

**Below:**  
Poster promoting the Kendall Alumni Association Wealthy Theatre movie series.



# PRESIDENT'S COLUMN

During the 2008–2009 academic year, Ferris State University began preparing for a visit by the Higher Learning Commission of the North Central Association — a visit that will take place between April 18 and April 20, 2011. This preparation involves Kendall College of Art and Design and will continue throughout the 2009-2010 academic year and into the 2010-2011 year. The preparation involves the direct efforts of faculty and staff, as well as the active involvement of a number of students, alumni, and members of Kendall's various program advisory committees. Indeed, before the process is complete, the University will have invited the public-at-large to be involved.

As you may know, in the United States, the federal government does not directly “approve” or accredit institutions of higher education. This absence of direct governmental involvement reflects both the history of higher education in this country (many colleges were started by religious organizations), and the consequent diversity of colleges and universities, ranging from public to private, and from secular to religious, and from general liberal arts or research institutions to specialized colleges devoted to a specific discipline.

Rather than directly determine if it will accredit institutions, the government has recognized a number of regional agencies and entrusted them to evaluate colleges and universities, and to determine if these institutions merit being accredited. As a practical matter, what institutions gain by being accredited is the ability of students who attend them to receive federal financial aid. Moreover, if a student transfers from one institution to another, the first question the new institution asks is whether the student is transferring from an accredited institution. If the answer is yes, the student's credit are far more likely to be accepted in transfer than if credit were earned from a nonaccredited institution. Accreditation carries benefits in addition to these, but these are the principal two. Accreditation also affirms that for all the differences among institutions, they all belong to the world of American higher education.

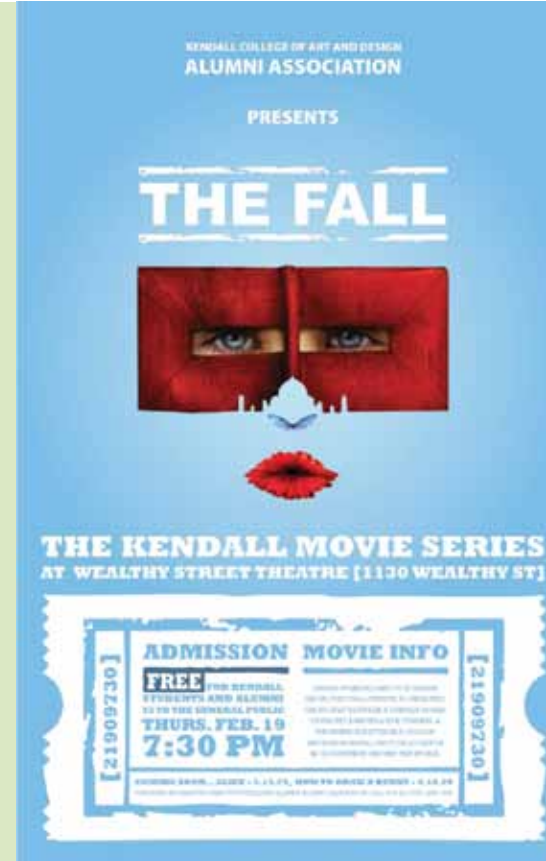
Ferris State University is part of the North Central region, and thus its regional accrediting agency is the Higher Learning Commission of the North Central Association, which accredits all schools in Michigan, West Virginia, Ohio, Indiana, Illinois, Missouri, Wisconsin, Minnesota, Iowa, North Dakota, South Dakota, Arizona, New Mexico, Nebraska, Kansas, Colorado, Wyoming, Oklahoma, and Arkansas. The question of why the North Central region includes states that are hardly northern, let alone central, is a question for another day. Suffice it to say that you probably do not know of a school in one of these states that is not accredited by the Higher Learning Commission.

Suffice it also to say that there is not the slightest possibility that Ferris State University will lose accreditation as a result of this visit. Indeed, the University will continue to be accredited. So it's reasonable to ask why the University devotes more than two years to preparing for a visit of two and a half days that will result in what we already know will be the outcome: continued accreditation.

The answer is that the journey toward the visit is significant because it allows an institution an opportunity to study itself in depth, to ask questions about where it is, what it accomplishes, and what it wishes to do in the future. Obviously these questions fit well with the process of strategic planning, and the preparation for this visit grows out of, and feeds into, that process. Fortunately, under President Eisler's leadership, the University has been engaged in an extensive and meaningful strategic planning process and is thus well-positioned to prepare for the visit by the Higher Learning Commission.

Over the next two years, you will hear more about this process, and you may be asked to participate in one way or another in it. I hope you will take advantage of that opportunity.

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



## ALUMNI ASSOCIATION PRESIDENT GWEN O'BRIEN: STAYING INVOLVED

It could be said that regardless of length of attendance, once a Kendall student, always a Kendall alumna. Alumni Association President Gwen O'Brien ('97 Graphic Design) and principal of Grand Rapids graphic design firm Plenty Creative is working to ensure that all Kendall alumni stay connected with their alma mater.

O'Brien has a nearly lifelong affiliation with Kendall. “One of the reasons I'm involved with the Alumni Association is my mother, Jeanette O'Brien, who graduated from Kendall and served on the Kendall Foundation Board. She even taught some classes at Kendall, and my passion for art — and for Kendall — comes from her. Serving on the Alumni Association Board of Directors is my way of honoring her memory as well as helping out my school.”

O'Brien recalls taking summer painting classes at Kendall as a child, even before attending Kendall on a scholarship she won after attending Catholic Central High School. “I enrolled in 1991 after submitting many different pieces of work, including a typography piece that won the scholarship. I studied drawing and fine art, then interior design, before settling on graphic design. Like many students, I studied for a few years, and then dropped out to travel. I spent a lot of time in San Francisco, waiting tables and trying my hand at freelancing before returning to Kendall and graduating in 1997.”

Although she graduated from the Graphic Design program, O'Brien began her career working at Stone River Software during the heyday of the dot-com boom, working on Internet applications on a PC. She then moved to a different company and worked as a Flash developer, then freelanced. In 2003, O'Brien took on a partner and the two of them founded Plenty Creative. “I handle the creative and my partner, Dottie Rhodes, handles all client contact and makes sure things are running smoothly. We develop branding and work across all media, so my experiences in the various Kendall programs really helped me see how interior design, environments, and graphics work together to create a cohesive picture.”

O'Brien is excited to see that one alumni-related project that has been in the works for several years will soon become a reality. A new online alumni directory will make it easier for Kendall grads to keep in touch with each other. The directory is scheduled to launch with the revised Kendall website later in 2009 and has been highly anticipated. Says O'Brien, “It's important that we have a central resource so that we can connect with our alumni, students, and faculty and help them stay connected with each other.”

O'Brien and the Association also created a series of events for both students and alumni throughout the year. The Association's philosophy is that current Kendall students are more than just students; they are tomorrow's alumni. This makes it important to get students involved with the Alumni Association even before they graduate. To that end, the Alumni Association has held several new networking events for both students and alumni, including “News and Schmooze,” held at the beginning of the academic year at the new JW Marriott Hotel downtown Grand Rapids. More than 100 people attended, from recent graduates to older alumni appreciateive of the chance to reconnect with Kendall. The Alumni Association was also responsible for the return of the Beaux Arts Ball after an absence of more than a decade. Other events feature presentations to senior-level students and recent graduates to prepare them for the work world. The Alumni Association recognizes outstanding alumni each year at its annual Distinguished Alumni Awards and is working to help existing student groups and professional organizations.

“We're looking at the calendar, trying to plan a student/alumni event each month. Some events will be exclusive to the school, while others will benefit the Grand Rapids community as a whole,” O'Brien says. One such event is Grand Rapids' annual Festival of the Arts, held in June. For the past several years the Alumni Association has sponsored the Adult Paint-In. O'Brien hopes to expand the size of the Paint-In, possibly move it closer to the College, and offer more participatory events in addition to

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**Left and below:** Festivalgoers enjoy the Kendall Alumni Association's Adult Paint-In at Festival of the Arts 2009.

**Right:** The W.E. Upjohn Institute.



painting. “We’re an art and design school, and it seems only natural that the Alumni Association work to see that the school gains greater recognition and involvement at Festival. It’s an exciting opportunity for students and alumni to participate, side by side, giving back to the community.”

Another community opportunity that the Alumni Association is involved in is the Grand Rapids Very Special Arts program. VSA is the largest nonprofit organization in Michigan, bringing artists together, art projects, teachers and students with disabilities. In May, the Alumni Association participated in a “Prehistoric Art Day” fund-raiser by creating papier-mâché eggs that were filled with art supplies. The students painted the eggs, then when the eggs were dry, cracked them open to discover the hidden supplies. Other community events in which the Association was involved include the Wealthy Theatre Movie Series, the UICA Holiday Market and Live Coverage events, and ACTIVESITE events featuring the artwork of Kendall students.

Although the academic year is at an end, O’Brien and President-Elect Peter Jacob have big plans for next year. The Alumni Association recently changed its bylaws so that the Association president can serve for two consecutive years, which will make it easier for succeeding presidents to achieve their goals. She and Jacob are already looking ahead to the next year, focusing on many untapped local resources and working to engage alumni across the country. “We’ve formed a technology committee and charged its members with investigating and setting up different ways for the Association to communicate with alumni. We’ve established our presence on Facebook, LinkedIn and Twitter, and we’re working on creating a blog on the new Kendall website, and posting videos to YouTube. We’re even looking into Skype to see if it could be a way to engage alumni using video chats.”

Says O’Brien, “The Association had a lot of fun adding all the different events to benefit students and alumni alike. We’re looking forward to finding new ways for everyone to establish and maintain connections, build their personal and professional networks, and give back to the community as well.”

## KENDALL ENGAGES UPJOHN INSTITUTE FOR DESIGN VALUATION STUDY

**Is it possible to put a value on design?** To identify the economic benefits of the soft asset of design? John Berry of Design West Michigan believes it is possible, and that such clarity could open a floodgate of economic benefits for West Michigan.

In collaboration with Kendall College of Art and Design and the W.E. Upjohn Institute for Employment Research, Design West Michigan has set out to build a database to help West Michigan firms see the benefits of incorporating design into their products and services. Through the use of case studies, the proposed research will attempt to estimate the value of design to firms that do incorporate design into their products or services.

Says Berry, “Design is an integral part of the West Michigan economy. And while there are good local examples of business success through design, there are many more opportunities to expand our regional economy through enhanced use of the full range of design services.”

Created in partnership with The Right Place and led by Zeeland’s Lakeshore Advantage, Design West Michigan is a regional advisory group of more than 50 design professionals representing the area’s major furniture companies, design firms, independent designers, colleges, and other leading employers. A group of nationally recognized design luminaries, ranging from curators to magazine editors in chief, provide additional advice to the unprecedented organization.

Design West Michigan also aims to help educate non-designers on design thinking, helps to clarify the difference between art and design, advocates for design evaluation as part of business strategy, and aims to become a catalyst for creating a regional design network. Membership in Design West

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Michigan is free and open to individuals who are in any degreed design discipline, including graphic, industrial, architectural, landscape, fashion, packaging, interiors, digital, interactive, photography and more. Berry says that by working in collaboration with Kendall, Design West Michigan hopes to become a national model of how a design focus can help stimulate economic growth. “There has been much subjective debate and dialogue as to how you get your arms around design as an economic value. As Design West Michigan evolved, we recognized the importance of collecting hard data to help see how design could be valued and have economic impact. We found there is a need to perform formal research to help quantify an intangible asset like design,” he said.

Berry also notes that the group is the first to define the term “design centric.” “When we founded Design West Michigan, we wanted to brand West Michigan as a center of design excellence, but many regions, such as New York, San Francisco or Portland, Oregon, could lay claim to that title as well. So we looked at West Michigan and realized that we have more than just a concentration of designers. We shifted from trying to claim just ‘design excellence’ to a term we had begun to hear, ‘design centric.’ No one knew what ‘design centric’ meant. We asked leaders of design magazines, the MOMA, and Cooper-Hewitt, and no one had an answer. We decided to establish our own definition, which we have done. The characteristics we defined that show a region to be ‘design centric’ can be found on our website, [www.designwestmichigan.com](http://www.designwestmichigan.com). In the near future we will measure ourselves against the definition. The data that the research will develop will help us in our evaluation.”

“We are pleased to be able to work with the W.E. Upjohn Institute, the economic forecaster for the region and nationally regarded for having accurate economic measurements of a region,” says Berry. “We wanted to work with economists who measure professional economic value. We’ve spent a year helping the Institute to realize that design does play a role in economic growth. To my delight, George Erickcek, Senior Regional Analyst for the Upjohn Institute and director of this research project, has seen the light and is now equally frustrated with an inability to quantify design; but he realizes that design must play a key role in our future. To that end, we started figuring out a way to measure the value of design to businesses. If we can help businesses understand how to grow and benefit through design, then growth leads to economic benefits, which leads to more employment.”

Through the use of ten case studies, the proposed research will attempt to estimate the value of design in firms that incorporate design into their products; investigate issues that include the degree to which design plays a role in the firm’s services; and determine whether design has gained importance in the firm’s operation, or has been used as a means to reenergize a sagging product line or service, or used to attract and serve customers. Says Berry, “Our first two participating companies are Whirlpool Corporation and Wolverine World Wide. We’re not going to try to assess the value of design for the whole corporation, but instead focus on a specific project, from its beginning to market success.”

Kendall President Dr. Oliver Evans stated, “This new research activity is an exciting opportunity to find answers to questions that have become an important part of design education, and will benefit our constant efforts in updating Kendall’s curriculum.” David Eisler, President of Ferris State University, commented that this research activity is an example of the type of design thinking that makes Kendall a significantly valuable addition to the University’s curriculum.

Berry concludes, “Every business can benefit from good design, even companies where design isn’t so evident, such as healthcare or service businesses. We’re excited to see the results of this study, as nothing like this has been done before in the U.S.”



**Left:**  
Interior design sketch by Allison Richard.

**Below:**  
"Breakfast at Tiffany's" by Diana Frurip, Hyannis Port Mirror and Drawer Chest by Nicholas Blair, and "Hound" by Philip Adam Scally.

**Right:**  
"Struggle" by Sherri Days.

**Below:**  
Oil painting by Nicolas Sanchez.



# CAMPUS NEWS

## ANNUAL STUDIO EXCELLENCE AWARDS EXHIBITION MAY 5 – JULY 31, 2009

Kendall's Annual Studio Excellence Awards Exhibition is a celebration of the student work that best represents Kendall's studio programs. The Art History and Art Education Excellence Awards also honor the achievements of an outstanding student. This year's winners are **Jennifer A. Furnell, Art Education**, and **Brian K. Jensen, Art History**.

**Interior Design** major **Allison Richard's** interior design education began at Holt High School, where she took architectural drafting courses and interned at a kitchen and bath design showroom.

Richard says that choosing to study interior design at Kendall was "an obvious choice, because of its "CIDA [Council for Interior Design Accreditation]-credited" program, experienced faculty, and prestigious reputation."

While attending Kendall, Richard participated in the student chapter of the American Society of Interior Designers and was elected vice president during the 2007-2008 school year. She interned with Hart-Davidson Designs, a residential design studio in Holt, and with Engelsma Homes, LLC, in Grand Rapids.

Since completing the Interior Design program, Richard has become a LEED (Leadership in Energy and Environmental Design) Accredited Professional and has advanced to an Allied Membership of ASID. She is employed full time at Engelsma Homes, designing custom cabinetry as well as designing 3-D models, rendering exterior elevations, and creating the firm's various marketing materials. Regarding her work, Richard states, "My intent when designing an interior space is to provide an improved user experience and greater quality of life. This is accomplished by enhancing the function of the space while protecting the health, safety and welfare of users within it, maintaining environmental and social responsibility without compromising aesthetics."

**Digital Media** major **Diana Frurip** considers herself a new media visual communicator, stating, "My objective as a designer is to continue to create memorable experiences through design. The roots of my design have always been communication. I work to portray a message visually that connects a person to an idea — whether big or small. The message must be engaging and inspiring."

Frurip began her college education as a graphic artist exploring how people react to design, then took this knowledge and adapted it to numerous areas of new media communication. She says she has chosen to pursue a career in interactive design, "to push the boundaries of the design world by learning the basics of design principles and applying them to new media. I recognize the challenge of creating captivating aesthetics while keeping them functional. I plan to advance my career as a designer by exploring emerging areas of visual communication." With her passions now directing her toward motion graphics design in the television and film industry, Frurip continues to be curious and looks for inspiration in travel, music, and the outdoors.

Frurip is a member of the student chapter of the American Institute of Graphic Arts, serving as executive board co-chair. She is also an active member of the Kendall Green Council and a student member of the Alumni Association Board, representing the Digital Media students and serving on the Technology Committee. She has also won several student Gold and Silver American Advertising Federation (ADDY) awards at the local and district levels.

**Nicholas J. Blair** has immersed himself in the culture of **Furniture Design** by pursuing it in his education and as a career. Blair received the prestigious Celia Moh Scholarship during his junior and senior years at Kendall. The scholarship assists outstanding students whose academic endeavors would logically lead to careers in the home furnishings industry. The scholarship covers the cost of full-time tuition, fees, room, board and books.

After graduating from high school in Marine City, Michigan, Blair had the opportunity to intern with an array of professional designers. Recently, Blair received first place in the American Society of Furniture Designers Student Design Competition for his innovative and functional Krieger Desk System.

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Following graduation from Kendall, Blair will be studying design at the Danish Institute for Study Abroad in Copenhagen, Denmark. Regarding his career in design, Blair says, "Design has provoked my imagination and aroused my curiosity about everyday situations. It is inspiring to know that designers have the potential to influence the way we live."

**Fine Arts/Drawing** major **Philip Adam Scally** attended Croswell Lexington High School, where his interests included sports, music and the arts, the latter of which he never considered as a career choice until persuaded by his high school art teacher. Taking the advice, Scally opted to attend St. Clair Community College, where he was once again encouraged by his professors to follow a path into the visual arts. He then decided to make the move to Grand Rapids and attend the drawing program at Kendall.

Scally's experiences at Kendall have polished him as an artist, both mentally and technically. His work centers on emotion, the human figure, and process. His drawings are often created using charcoals on top of acrylic-primed paper, finding a balance that produces very atmospheric and haunting imagery. Scally will be attending Kendall's graduate program in the fall.

**Fine Arts/Painting** major **Nicolas Valadez Sanchez** currently resides in Lansing, commuting to Kendall from the town where his grandparents settled in their quest for a better life for their children. Sanchez's heritage is a significant influence on his art. He says, "My work is inspired by my bicultural life experience as a Mexican-American and is the result of the relocation of my Mexican culture's deep roots to the United States, where they germinated into new ideas and customs developed from Mexican tradition and the American way. There are many dimensions to the Mexican-American subculture. Some celebrate the gift of life, family, and newfound opportunities, while others struggle to adapt and fall victim to a difficult task of balancing traditional Mexican core values and customs with the contemporary, ever-changing American drama."

Sanchez was selected to paint an 8'x14' mural honoring Cesar Chavez for the Cesar Chavez Learning Center at Lansing Community College, as well as *Celebration*, a 7'x18' mural, as part of the class gift from the graduating class of 2002 for Haslett High School. He was also selected as winner of a community-wide competition to create a work commemorating the 50th anniversary of Lansing Community College. Sanchez plans on enrolling in Kendall's graduate program in 2010 and in addition to painting is currently teaching hip-hop and salsa/merengue dance lessons in the Lansing area.

**Sherri Days, Graphic Design**, was voted "Most Artistic" by her Haslett High School classmates, but her career took an unusual path when she enlisted in the Air Force. As an aircraft maintainer, the love of photography kept her artistic spirit alive as she and her camera traveled around the world.

Although she didn't begin at Kendall College of Art and Design until fall 2005, her path as a graphic designer really began in 1999 when she was appointed editor of her squadron newsletter. This newfound love inspired her to develop her design skills, and she nurtured her creative mind by enrolling at the local community college. With encouragement from her professors, she began to research four-year graphic design programs. In 2005, Sherri retired from the Air Force after 24 years of service and began living her dream of becoming a graphic designer. She is thankful to the Air Force for the wonderful opportunities, as they are the foundation of her success.

Since retiring from the Air Force, many people have asked Days why she decided to pursue a career in graphic design. She replies, "Maybe it's hard to see the similarities between aircraft maintenance and graphic design, but both fields require a great deal of resourcefulness, endurance, and passion. Luckily, the Air Force ensured that I had many opportunities to excel in these areas. I view graphic design as the voice of positive change. This field is filled with so many opportunities to solve the social, cultural, and environmental issues plaguing our communities. In my design process, I draw from my life experience, technical background, and my love of Swiss graphic design. My goal is to find the truth and communicate it in an engaging yet straightforward way."

Days received the Kendall Merit Scholarship and has won the American Advertising Federation West Michigan's Student ADDY Best of Show award in both 2008 and 2009.

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**Left:** Antler necklace by Kelly J. Riekels and "Red Riding Hood" by Jessica Page.

**Below:** Clay sculpture by Jovannah Lee Nicholson, Bissel prototype by Tyler J. Newkirk, and "Wilson" by Matthew Maniscalco.

**Right:** Dixie Anderson, Executive Director, World Affairs Council of Western Michigan; Rob Gifford; and Dr. Oliver Evans.

**Below:** Rob Gifford.



**Kelly J. Riekels, Metals/Jewelry Design**, attributes her artistic skills to her nurturing parents, who tirelessly got out the paint sets and praised the sculptures of junk she would create as a child. Riekels says, "My father, from whom I inherited every artistic bone in my body, was especially influential in my desire to create. I was instilled with not only the gift of imagination, but also the gift of believing in its value and necessity. My father understood this innate need to make things and took the time to help it flourish. Every great memory I have has some kind of artistic endeavor at its core."

Riekels first attended Michigan State University in general studies. Deciding later to pursue the arts, she transferred to Kendall, enrolling in the Metals/Jewelry Design program, where she has built a portfolio of wearable jewelry and sculptural objects, including pieces that involve intricate handwork. Hammering, sewing, carving, bending and manipulating are all processes that allow Riekels to bring a piece of herself into existence.

Riekels hopes to continue her work in metals and other 3D materials as she builds her own studio.

**Jessica Page, Photography**, came to Kendall after studying art and photography in both New York and Kentucky. She particularly enjoys printing her own black and white and color photographs and prefers shooting traditional film images to digital photography.

Page's senior thesis show explores traditional, age-old fairy tales, removing the "political correctness" of each, and documenting the gist of each story using modern photography.

Page has already made a name for herself as a wedding and event photographer and is working to expand her portfolio to include commercial work as well.

**Jovannah Lee Nicholson, Sculpture and Functional Art**, grew up in a small farming community from which her inspiration comes. Being surrounded by animals since day one has influenced her work exploring the animal form. Nicholson recalls, "Talking to animals as if they were human and giving them personalities was one of my favorite pastimes. If you look close enough you can see feelings that every creature possesses, the same feelings and emotions that you and I have deep within us. Through this investigation I want to be able to create tension, anxiety, fear, loneliness, and all the insecurities that humans possess."

Nicholson prefers working in clay, stating, "Clay, unlike any other material, allows me to sculpt, adding and subtracting material in an attempt to articulate the shape of the animal. In experiencing my own everyday struggles and fears, I want to create a strong state of feeling between the viewer and the piece itself."

Nicholson has participated in numerous events and exhibitions, including ACTIVESITES 3 and 4, the UICA Holiday Artist Market, Gallery on 333 S. Division, Grand Rapids Festival of the Arts, and Grand Rapids Public Schools Arts Jam. She attended several residencies at Ox-Bow in Saugatuck, MI, and has assisted in several classes and demonstrations.

**Tyler J. Newkirk, Industrial Design**, transferred to Kendall in the fall of 2006 from Western Michigan University. Newkirk has always found art to be an outlet for his creativity, enjoying the calm he finds in drawing, painting, and music. He finds design, particularly industrial design, to be an outlet for his creative energy, providing a solution to a problem, a path around an obstacle, and clarity amid chaos.

Newkirk is presently employed at Tiger Studio, an industrial and graphic design consultancy. In his role as a junior designer, he develops solutions in medical, transportation, and consumer product markets. He has interned at Johnson Controls in automotive interior design and at Attwood Corporation in marine design.

**Illustration** major **Matthew Maniscalco** was born and raised in Coloma, MI, where, although encouraged to draw from an early age, he only started to give any serious thought to pursuing a career in art when he was a senior in high school. He began his education in art at Southwestern Michigan

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College, a small school with a serious art program run by professors committed to teaching all facets of art. After receiving his associate's degree, Maniscalco moved to Grand Rapids, choosing to pursue a bachelor's degree in Illustration because he found the discipline to be a good balance between fine art and graphic design.

Maniscalco participated in the 2009 Live Coverage Event at the Urban Institute for Contemporary Art, the Grand Rapids Festival of the Arts Exhibition, the 79th Annual Regional Exhibition at the Muskegon Art Museum, and the Elkhart Regional Show at the Midwest Museum of Art. He has exhibited at Studio 71 in Grand Rapids and Chartreuse Gallery in St. Joseph.

Maniscalco feels he has gained the knowledge and skills of a traditional artist but has also learned techniques that are used in current commercial art. The work he creates is usually based on an external source, and he gathers ideas from factual stories that are relevant to current world situations. Preferring to work in oil, the two main ideas Maniscalco portrays in his current work are our interactions with one another and our environments, and the similarities of humans to other animals. In his artist's statement, he says, "Even though I have a continual obsession with oil painting, I do not limit myself to one medium. Most of my graphic work tends to be created digitally or hand drawn and then manipulated through digital software. I once despised digital art, but I now find myself creating digitally on a daily basis."

## ROB GIFFORD PRESENTS *CHINA ROAD: A JOURNEY INTO THE FUTURE OF A RISING POWER*

It was a packed house at the Grand Rapids Civic Theatre on March 23, 2009, when Kendall and the World Affairs Council of Western Michigan hosted Rob Gifford, National Public Radio Bureau Chief, London.

Rob Gifford returned to the U.K. in 2005 after six years as NPR's correspondent in Beijing, China. In 2007, he wrote his first book, *China Road: A Journey into the Future of a Rising Power*. In the book, Gifford, who is fluent in Mandarin, documents his dramatic journey along Route 312 from its start in the boomtown of Shanghai in the east to its terminus near the western Chinese border with Kazakhstan. The book was required reading for the Kendall students who traveled to China last year, and many were in attendance to hear firsthand Gifford's perspective on many of the same sights and sounds they experienced.

Gifford's presentation began with an unusual local angle, when he spoke of his encounter in the Gobi Desert with two enterprising Chinese Amway representatives. The audience chuckled to see a projected photograph of the familiar portrait of Rich DeVos and Jay Van Andel hanging on the wall behind a very serious middle-aged Chinese man, who sat beside an array of Amway products.

The story was just one of Gifford's tales of his 3,000-mile odyssey on the China Road, which winds through much of China's diverse geography, passing through the factory towns of the coastal area, through the rural heart of China, and into the Gobi Desert, where it merges with the Old Silk Road.

Offering a closer look at the social and economic revolution currently transforming the world's most populous nation, Gifford posed the crucial questions much of the world is asking about China: Will it really be the next global superpower? Is it as powerful and monolithic as it looks from the outside? And who are the ordinary Chinese people, to whom the 21st century is supposed to belong?

As Gifford gave a face to this vast and often misunderstood country, he also described how the future of the West is inextricably linked to that of the 1.3 billion people of China. Following Gifford's formal presentation, a lively question-and-answer session was moderated by Max Shangle, chair of the Furniture Design program, who led the Kendall trip to China. Following the Q&A, Gifford signed copies of *China Road*.



**Left:**  
Construction® judges (left to right) Glenn R. Rahn, AIA, DTS + Winkelmann LLC; Major Ralph Bukiewicz, divisional commander, Western Michigan and Northern Indiana Division, The Salvation Army; Gerry Barnaby, on-air personality, WLHT-FM 95.7; Jeff York, principal, Miller Canfield; and Mayor George Heartwell, City of Grand Rapids.

**Below, top to bottom:**  
“Miraculous Hudson River Landing. If Captain Sully Can, We Can!”  
“iPod Can You Hear Us?”  
“Taking Aim at Hunger”  
Kendall College of Art and Design AIGA Student Group entry  
“The Very Hungry Caterpillar”



**Right:**  
Members of the Collaborative Design class with (back row, right to left) John Berry, Design West Michigan; Matt Blair, Kandu Operations Director; and Kandu CEO Thomas Vreeman.

## KENDALL FIGHTS HUNGER ONE CAN AT A TIME

Kendall College of Art and Design partnered with The Salvation Army and Miller Canfield law firm to create and manage Construction®, an unusual nationwide competition open to artists, designers, architects, and the general community.

In each Construction® design/build competition across the country, teams of architects, engineers, and students compete to design and build giant structures made entirely from full cans of food. The results are displayed to the public as magnificent sculpture exhibits in each city where the competition is held. At the close of the exhibitions, all the canned food used in the structures is donated to local food banks for distribution to emergency feeding programs that include pantries, soup kitchens, and elderly and child day care centers. Since its inception in 1992, Construction® has grown to more than 100 individual competitions and has been responsible for over ten million pounds of food donated to fight hunger.

Construction® West Michigan was held on Kendall's first floor atrium on March 28 and 29. Competition team entries included Fishbeck, Thompson, Carr & Huber, Inc.; Integrated Architecture, Pioneer Construction, and JDH Engineering (entering as one team); Kendall College of Art and Design student chapter of the American Institute of Graphic Arts (AIGA); Kendall College of Art and Design students; and Paradigm Design, Inc.

This was the first year that Construction® has been held in West Michigan, and the competition was led by interior design junior Emily Davison. Davison said, “I saw Construction® Chicago when I attended the NeoCon class. I was fascinated by the sculptures and wanted to bring the competition to West Michigan. I thought that Kendall, as an art and design school, would be a perfect sponsor for Construction® in Grand Rapids.”

On March 30, judges Mayor George Heartwell, City of Grand Rapids; Gerry Barnaby, on-air personality, WLHT-FM 95.7; Glenn R. Rahn, AIA, DTS + Winkelmann LLC; Jeff York, principal, Miller Canfield; and Major Ralph Bukiewicz, Divisional Commander, Western Michigan and Northern Indiana Division, The Salvation Army, determined the winners of “Best Use of Labels,” “Best Meal,” “Structural Ingenuity,” “Jurors’ Favorite,” and “Honorable Mention.” In addition, viewers of the sculptures could choose the “People’s Choice” using either one dollar or one can of food to cast their votes.

Entries remained on display for one week and on April 3 were then “de-constructed,” with nearly 12,000 cans donated to Booth Family Services of The Salvation Army, a member of the ACCESS Pantry Network.

### THE WINNERS:

#### “Best Meal” & “Best Use of Labels”

Fishbeck, Thompson, Carr & Huber, “iPod Can You Hear Us?”

The iPod. A national symbol of pop culture. The team could have left the side of the iPod white but instead used red, white and blue cans to create an American flag. The team also used black olive cans to create the iPod wheel and headsets. Each layer was carefully color coordinated.

The graphic equalizer on the left represented the number of people served by The Salvation Army and, on the right, the number of meals served in the last seven years. These cans not only represented an idea but, when combined together, the judges agreed that they would help make a tasty Southwestern meal, packed with protein, fiber, vegetables, and full flavor.

#### “Jurors’ Favorite,” “People’s Choice” & “Structural Ingenuity”

Paradigm Design, “Miraculous Hudson River Landing. If Captain Sully Can, We Can!”

Like most of America, the judges, too, were inspired by the heroic actions of Captain Chesley “Sully” Sullenberger, the hero pilot of U.S. Air Flight 1549. The judges appreciated Paradigm Design’s purpose to honor Captain Sully and celebrate with the families of the passengers and crew. This structure was  
*(continued on next page)*



### FACULTY NEWS

Sculpture and Functional Art Assistant Professor **Sam Blanchard** recently collaborated with the Society of Manufacturing Engineers of Ferris State’s College of Manufacturing Technology on the design and production of components integral to Blanchard’s latest piece, “Pocket Portrait Matrix Machine.”

Sculpture and Functional Art adjunct faculty member **Israel Davis** attended the Ox-Bow School of Art for a ceramics residency.

**Suzanne Eberle**, professor and chair of the Art History Department, gave a series of papers and lectures this past academic year. Among those was a paper on “Fashion and Politics” for the annual October National Conference on the Education of Artists at the School of Visual Arts in New York City. In November she presented “Ghosted Bodies and the Shapes of Fashion” for an international colloquium called “Bodies on Display” at the McCord Museum in Montreal, Quebec; “300 Years of Disseminating Style” for the GRAM, in conjunction with the Richard Avedon exhibition; and “Big: A Short History of Monumental Art” in connection with the Jonathan Borofsky show at the Frederik Meijer Gardens & Sculpture Park. This March Dr. Eberle spoke about “Images of the Other in Contemporary Art” at Fountain Street Church, to complement the exhibition “Them” from the Jim Crow Museum at Ferris State University.

**Deb Kimberlin**, assistant professor, Furniture Design and Design Studies has retired. Kimberlin has been teaching at Kendall for 26 years and has taught more than 20 different courses to more than 450 students, including beginning and intermediate classes in sketching and scaled drawing (now called Introduction to Furniture), ornaments, detailing, design drawing, and rendering classes. Kimberlin is hoping to freelance, designing upholstered headboards and bedroom ensembles.

Sculpture and Functional Art professors **Bob Marsh** and **David Greenwood** have been included in Lark Books’ *500 Tables*. More than 300 artists are featured in the book.

At an awards ceremony held February 24, kicking off AD Fair ‘09, the Ad Club of West Michigan (ACWM) inducted six companies into nine categories of the new West Michigan Advertising & Design Hall of Fame. Included among the winners was graphic design instructor **Joan Sechrist**, who was inducted in the Television category for her work on a commercial for Borgess Hospital, created while she worked at Kalamazoo agency Traver-Rohrbach. Adjunct instructor **Rob Jackson** was also inducted in two categories, winning in Outdoor for his work for Adams Outdoor Advertising, and in Radio for his work on the Michelob Light “Golden Rules” campaign. A panel of distinguished local experts in the advertising and design field selected the winners. The purpose of the West Michigan Advertising & Design Hall of Fame is to pay tribute to this industry in West Michigan and to celebrate creative product on par with that coming out of major centers of advertising and design nationwide.

thoughtful, fun and very clever. Judges were also impressed with the round shape of the plane — which was made by wiring the cans in a hexagonal shape — and the appearance of it floating in the Hudson River. The tailfin cantilevers were constructed without any support aside from leveling with cardboard.

### Honorable Mentions

Integrated Architecture, Pioneer Construction & JDH Engineering, “Taking Aim at Hunger”

The 1980 Atari video game used a laser cannon to defeat evil space aliens. This team used 637 cans of kidney beans and 2,100 cans of Bush’s Best Chili to recreate the pixels of the vintage Atari game to take aim at hunger. The walls of this structure were built in triangular sections for ultimate stability.

Kendall College of Art and Design AIGA Student Group (*Untitled*)

The AIGA sculpture is the box that designers think outside of in their creative endeavors. The design highlights their network of more than 22,000 designers, educators and students around the country.

Kendall Student Entry, “The Very Hungry Caterpillar”

A \$500 award went to Kendall students Charity Schwartz and Hilary Howell for leading the student team that created this entry, which brought the children’s book to life using canned green beans, tomatoes and mushrooms.

## COLLABORATIVE DESIGN CLASS HELPS OTTAWA COUNTY BUSINESS DIVERSIFY

**For more than 50 years Kandu Incorporated, a nonprofit organization, has been serving Ottawa County by building work skills and creating opportunities for people with employment barriers.** Their employment and training services help people successfully compete in the job market and reach vocational goals that might not be possible without assessment, training, and coaching services. Kandu also provides light manufacturing and assembly, flexible labor crews, and custodial services.

Matt Blair, Kandu operations director, explains how Kandu operates. “We produce revenue from our products and services, and we pay the bills with those revenues. So we know what it’s like to compete, to grow, to change, and to diversify. Really, the only difference between us and any other company is that we are driven not by profit from investors, but by the commitment of putting people to work in our community.”

Not unlike other small companies, Kandu was investigating economic development opportunities for advancing its business. The organization came to John Berry and Design West Michigan for ideas, and Berry suggested that Kandu be the subject of the Collaborative Design class taught by Assistant Professor Gayle DeBruyn and Professor Max Shangle.

The class spent the entire semester talking with Kandu personnel, exploring the company’s current programs and facilities, and approaching the project by applying their design thinking skills. The students made three recommendations for service expansions — Kandu Horticulture, Kandu Medical and Kandu Alternative Energy — and on April 26 presented them to Kandu CEO Thomas Vreeman, Berry, and Blair.

The Kandu Horticulture program would use existing land to grow produce to be sold at area farmers markets. The group cited the demand for locally grown, pesticide-free fruits and vegetables, and pointed out the therapeutic benefits of gardening. Growing plants in raised beds and hanging tomato plants from baskets so they grew upside down would allow Kandu clients with physical challenges to participate in the program.  
*(continued on next page)*

**Below:**  
Existing Kandu logo and Collaborative Design class proposed logos for new businesses.

**Right:**  
Grand Rapids Mayor George Heartwell, who also serves as President and CEO of Pilgrim Manor, addresses the audience and participants.



The second program, Kandu Medical, would utilize the organization's new clean room. The students found that there are more than 20,000 medical device companies that comprise an estimated \$220 billion market, and Kandu could become a service provider to this rapidly expanding market. Lastly, Kandu Alternative Energy takes advantage of exploration in alternative energy, particularly wind energy. With its capabilities in parts manufacturing and light assembly, Kandu could easily become a subcontractor for companies such as Cascade Engineering, which currently designs and assembles the Swift rooftop wind turbine, will be manufacturing all blades worldwide, and will do assembly for all turbines sold in the United States.

After presenting their three new ideas for projects, students presented a redesigned Kandu logo for each division, differentiating each business from the other, as well as from the parent organization. In addition, students made recommendations for signage, the new slogan, "Not your typical work day," and publishing a triple bottom line report.

When the students finished their presentation, Blair remarked, "They did an awesome job. The things that they came up with were very specific to what we need." Vreeman said, "They showed us how diverse we can be. To go through this type of exercise and to come away with materials that are so valuable, and from so many different areas, and then the way it was all wrapped up with an emphasis on branding, there is a lot — almost too much — of valuable material we can use."

Vreeman was so impressed that he asked if the presentation could be given again at Kandu to the Kandu leadership team, as well as to the operations and services staff. DeBruyn and Shangle, along with students Tiffany Terpstra and Carrie Hull, attended the presentation at Kandu and watched Blair present their work to approximately two dozen enthusiastic Kandu staff members.

Within two weeks of the students' final presentation, Kandu had already looked into some of the contract opportunities recommended by the class, and one of the projects, Kandu Horticulture, has already been started. A 24' x 24' plot of land near the organization's headquarters has been tilled and amended with soil, and Bolthouse Farms of Holland has donated plants and seeds. "It's a starting point. I don't know if we will be ready for the farmers market, but we will be able to grow produce to sell to Kandu staff," said Blair.

Beth Childress, OTD, Kandu Director of Services, remarked, "I really appreciate the holistic approach the students took to horticulture therapy. These are materials we can use not only with our customers, but also with our referral agencies and community mental health agencies. The students did a great job in pulling this all together for us."

Vreeman said, "I was expecting materials on just one section, something that focused on horticulture or medical. When the students came back with something for every area, I was blown away. We think they did a great job; the products they came up with really amazed us, and they are something we can use."

Said Shangle, "We look for projects that will enrich students and that will take them out of their normal frames of reference into something that they have not encountered before. We also look for projects that will lead somewhere. Kandu was a perfect fit for this class."



## KENDALL STUDENTS COMPETE IN EMERGING GREEN BUILDERS DESIGN COMPETITION

Student teams from Kendall College of Art and Design and Ferris State University competed for a third year in the Emerging Green Builders Design Competition, sponsored by the West Michigan Chapter of the U.S. Green Building Council. USGBC's Natural Talent Design Competition provides applied learning experience in the principles of integrated design, sustainability, and innovation, all of which are components of the LEED® Green Building Rating System™. The top winner of each local competition moves on to the national level at USGBC's annual Greenbuild International Conference & Expo. Awards include scholarships and travel and registration to Greenbuild, where entries are displayed and final judging occurs. Now in its sixth year, the next Design Competition will take place November 11-13, 2009, at Greenbuild in Phoenix.

This year's challenge focused on Pilgrim Manor, Inc., a nonprofit corporation that provides a community for older adults, enabling them to meet their ongoing physical, social and spiritual needs, affirming their dignity, meaning and worth. The Pilgrim Manor campus offers five residential floor plans in several different levels of care, from independent living and assisted living to the skilled nursing facility.

Assisted living is for those who are still independent but require a little help, such as regular room checks by trained personnel. Pilgrim Manor has seen demand for assisted living drop for several reasons. Those with funds available are choosing to stay in their homes longer, therefore requiring a higher level of care when they do seek services. And research has shown that there is, and will continue to be, an increasing demand for specialized care for seniors with cognitive decline, including dementia and Alzheimer's.

Pilgrim Manor challenged the students to replace part of their current building with a multistory facility to house a state-of-the-art cognitive/dementia living unit and "main street" amenities. The design needed to include 60 one- or two-bedroom independent apartments to provide a full continuum of care, allowing residents to live in the same apartment as they age, rather than moving from independent to assisted living.

On April 22, winners were announced at a reception held at Pilgrim Manor, with its residents in attendance. Carrie Hull, Christiana Karadsheh, Steve Rodseth and Laura Truer of Kendall; and teammate Ryan Truer, a Calvin College student, received honorable mention for their design.

## MEMORIAL SCHOLARSHIP ANNOUNCED

Mexican-born artist and longtime Grand Rapids public school teacher José Narezo once said, "You've got to have light so you can see." And even after his death last December, his memory continues to light the way for local artists through the José Narezo Memorial Scholarship.

Created and funded by Via Design and Gretchen Minnhaar Designs, the scholarship will provide an international travel stipend for one Kendall student each year. Minnhaar explains, "José was a dear friend and a community advocate of the arts. The children he taught adored him. One of the goals of this scholarship is to keep his legacy moving forward in the art world and the West Michigan community." Valerie Schneider, Principal at Via Design, adds, "I hope our gift opens up the opportunity to travel for many students. Both Gretchen and I travel a lot and know how much you learn just by immersing yourself in another culture. That's why this scholarship is specifically targeted to international travel."

Winners are selected based on a composition explaining what the international studies program means to them. This year's winner is Adrienne Pennington, an Industrial design major from Port Huron, MI. In May, with the help of the scholarship, she joined nine other Kendall students on an international studies program in Argentina. Looking forward to her trip, Pennington said, "Going to Argentina will be very eye-opening. I've always wanted to travel but haven't been able to do so until now. Winning this scholarship is a great opportunity, and I'm very excited about it."



**Left:**  
Scenes from the 2009 Bodies of Art Fashion Show.

**Below:**  
Poster for the 2009 Bodies of Art Fashion Show.  
A dress design from the 2009 Bodies of Art Fashion Show.



## FASHION CLUB PRESENTS CARNIVALE & BURLESQUE

The fourth annual showcase of fashion design talent sponsored by the Bodies of Art Fashion Club was held April 3 at the Wealthy Theatre in Grand Rapids. A collaboration between Kendall students and faculty, the 2009 show, “Carnivale & Burlesque,” featured a range of work including jewelry, apparel, and accessories. Participating students came from a variety of majors, including Metals/Jewelry, Illustration, Fine Arts, and Industrial Design.

A new feature for this year’s event was a student gallery where attendees had the opportunity to look at some of Kendall’s fine art and sculptural work in the theater lobby.

Sponsors and collaborators included the Community Media Center/Wealthy Theatre, the Douglas J Aveda Institute, The Super Happy Funtime Burlesque Troupe, and The Ritz Coney.

## STUDENT ACTIVITIES TO MOVE TO FIRST FLOOR

If a student organization needs a helping hand or advice, Nicole DeKraker, Coordinator of Student Activities, is the one they turn to. DeKraker has been with Kendall since November 2004, starting her career as an Admissions Officer, then becoming Coordinator of Student Support Services. In November 2008, she assumed her new position, which includes overseeing every Kendall student organization, which at last count numbered 23. Beginning fall 2009, she will also be coordinating Kendall’s Study Away programs and the student orientation, at which 200 incoming freshmen learn the ropes.

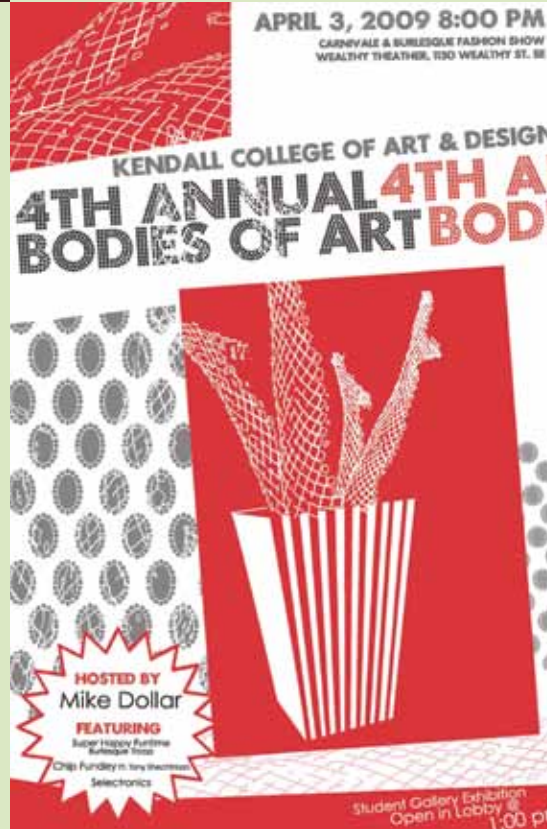
DeKraker’s office is currently on the newly renovated seventh floor, but it soon became apparent that Kendall needed to consolidate student-related activities to another, more central, location. Therefore, the first floor executive offices will move to the seventh floor and the vacated space will become the new Student Resource and Activity Center. In addition to housing the student support services, the Student Center will be home to Tutoring, Disability Services, and Counseling, under the direction of Darcy Bugbee, LMSW; as well as house Alumni Relations, Career Development, and Student Activities.

Says DeKraker, “The Center will have meeting areas that the student clubs can use, places to view materials from Career Services and Alumni Relations, and computer stations where students can take surveys and see online class calendars and timelines for offered activities. We want to make it an area where students feel supported and where they feel they have a voice in the College.”

In addition to meeting space for clubs, the Student Center will also house Bugbee’s office, where students can meet with her to address a variety of issues ranging from coping with stress and deadlines; anxiety and depression; and learning disabilities such as dyslexia, ADD or ADHD. Counseling Services also helps students develop their time management skills, and pairs students who need help with a peer tutor. Bugbee explains, “We get tutor requests for help in math, English and science, but we also offer tutoring help in art history and drawing, as well as with software programs such as Photoshop or Rhino, which is especially helpful for those whose major doesn’t always require students to have detailed knowledge of those programs.”

Presently, student tutor teams are required to meet on campus, but there isn’t a dedicated meeting area, so students have been getting together in classrooms, hallways, or the commons. The Center will have dedicated study spaces where student tutors and the students they are working with can get together. There will also be group study spaces for students working on team projects, and computers with self-guided tutorials.

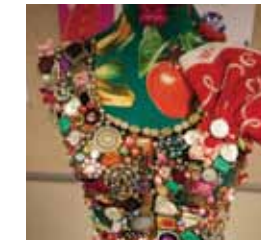
DeKraker is looking forward to moving into the new Center, which is scheduled to be ready for business by the end of summer. “I love the fact that it is highly visible — many students will walk right by it when they enter the building from the back door. Moreover, since it provides a single location for many of the materials and services that students need, it will be a great enhancement to their academic life. I can’t wait!”



## ANNUAL STUDENT EXHIBITION SHOWCASES STUDENT TALENT

A year’s work is displayed throughout the school at the Kendall Annual Student Exhibition. Held May 4 – 8, 2009, this event showcased the art and design portfolios of graduating seniors, as well as displays of undergraduate work.

**This page:**  
Scenes from the Annual Student Exhibition opening reception.





**Left:** Sherri Days' "Breathe Easier" campaign for Kenmore.

**Below:** Leon Cooke's Bungee Company billboard. Sherri Days' Pollinator Partnership, "Honey, We Need Bees" advertisement. Dixi Pline's Rhythm promotional campaign.

**Right:** Mary Rach's G.U.M. Butler Co. G.U.M. Flossmate advertisement.

**Below:** Sherri Days' Pollinator Partnership, "Honey, We Need Bees" advertisement.

Mary Rach's Shoes 4 Africa "Used Shoes. New Hope" advertisement.



# STUDENT NEWS

## STUDENTS MAKE THE GRADE AT ANNUAL ADDY AWARDS

Kendall students brought home 20 local Student ADDY Awards and three special awards, including Student Best of Show, at the American Advertising Federation West Michigan's annual ADDY Awards, held February 26 in Grand Rapids, MI.

Judging the student entries were West Michigan advertising and design professionals Yang Kim, Vice President/Creative Director, People Design; Ken Stewart, Senior Art Director, Reagan Marketing + Design; Jon Czeranna, Art Director, Hanon McKendry; Rick Devon, President/Creative Director, Grey Matter Group; and Steve Frykholm, Vice President of Creative Design, Herman Miller.

### STUDENT GOLD ADDYS

#### Sales Promotion Packaging

**Steven Scharrer:** Mü: Premium Lactéal Nutrition  
Instructor: Ron Riksen

#### Out-of-Home

**Elizabeth Martinie:** West Michigan Heart  
Instructor: Rob Jackson

#### Non-Traditional Advertising

**Mandy Ross:** Boys & Girls Clubs, "Control"  
Instructor: Jason Alger

#### Consumer or Trade Publication Single Consumer or Trade Magazine Ad

**Sherri Days:** Pollinator Partnership, "Honey, We Need Bees"  
Instructors: Joan Sechrist, Jill Overmyer

#### Dana Payne: Old Spice Deodorant Magazine Ad Campaign

Instructors: Joan Sechrist, Angie Dow

#### Elements of Advertising/Animation

**Diana Frurip:** Chiquita Banana, "The New Chiquita"  
Instructor: Bill Bergen

### STUDENT SILVER ADDYS

#### Collateral Material Brochure/Annual Report

**Josh Finck & Steven Scharrer:** Kendall Konnect, "Konnnect Studio Kommuniquer"  
Instructor: Jason Alger

#### Collateral Material Poster

**Steven Scharrer:** AIGA Student Chapter, "Meat-ing"

#### Non-Traditional Advertising

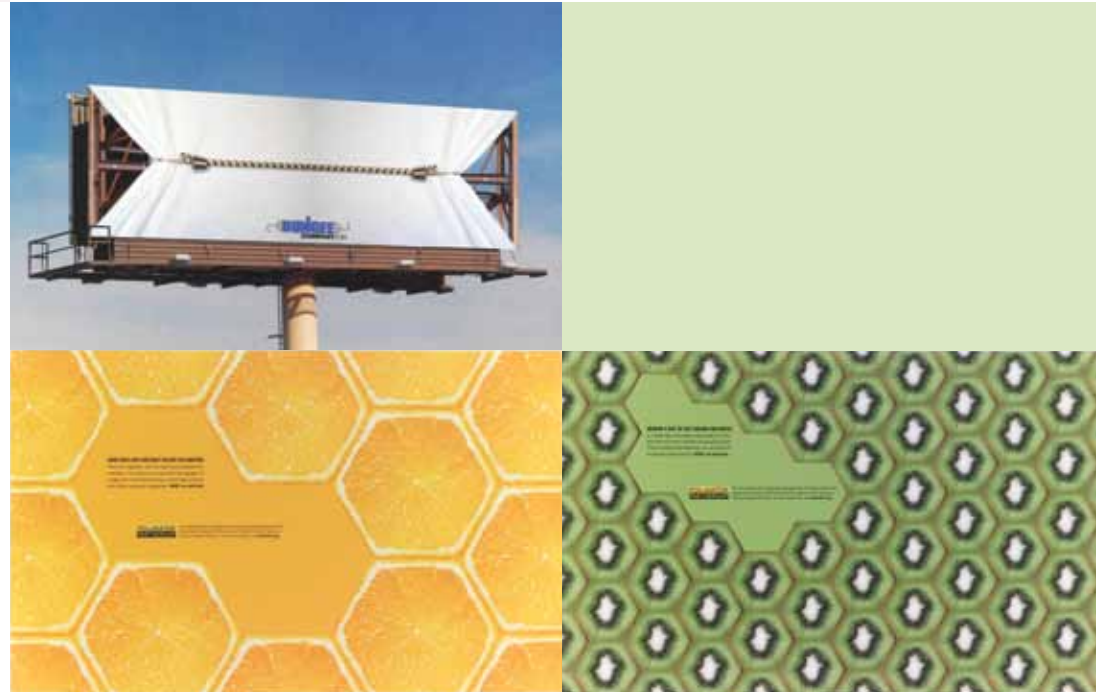
**Kellie Van Sweden, Dan DiCiuccio, Brandon Sweeney, Brittany Huisman, Emily Fritz, Kristina Pothoven and Heather Thurkettle:** Dynam Brand Book  
Instructors: Joan Sechrist, Valerie Garrett

#### Dixi Pline: Magenta Giraffe Theatre Company, "No Exit Promotion"

Instructors: Joan Sechrist, Kurt Deitsch

#### Consumer or Trade Publication

**Kaela Daniels:** Arbor Day Foundation, "Save the Trees"  
Instructor: Rob Jackson



**Dixi Pline:** CA Designs Magazine Ad  
Instructor: Joan Sechrist

**Sherri Days:** Kendall NeoCon Class, "Design Positive Change"  
Instructor: Suzanne Jonkman

**Sherri Days:** Kenmore, "Breathe Easier"  
Instructor: Joan Sechrist

**Dixi Pline:** NeoCon Magazine Ad Campaign  
Instructors: Joan Sechrist, Suzanne Jonkman

#### Newspaper Ad

**Kaela Daniels:** Save Darfur, "Have a Heart"  
Instructor: Rob Jackson

#### Mixed Media Campaign

**Dixi Pline:** Rhythm Promotional Campaign  
Instructors: Joan Sechrist, Ron Riksen

**Mary Rach:** Shoes 4 Africa, "Used Shoes. New Hope"  
Instructor: Joan Sechrist

**Erin Neuhardt:** Vital  
Instructor: Jill Overmyer

**Mary Rach:** G.U.M. Butler Co. G.U.M. Flossmate  
Instructor: Joan Sechrist

**Leon Cooke:** Bungee Company  
Instructor: Joan Sechrist

**Stefanie Maxim & Laura Maltby:** City of Grand Rapids Cleanse Non-Smoking Ordinance Transition Media Kit  
Instructor: Jill Overmyer

**Brandon Satterlee, Ben Petersen, Steven Scharrer, Sari Heinze, Shawn Voss, Angela Crouse & Sherri Days:** ACTIVESITE Campaign  
Instructor: Jason Alger

**Deidre Wieszcieski:** Rocky Mountain Chocolate Factory  
Instructor: Joan Sechrist

#### Elements of Advertising: Illustration

**Anthony Neal:** Lozen  
Instructor: Susan Bonner

#### Elements of Advertising: Animation

**Anthony Neal:** Jake Allen, Dharma Records, "Etherica"  
Instructor: Bill Fischer

### SPECIAL AWARDS

**Sherri Days** captured the Student Best of Show for her Pollinator Partnership campaign "Honey, We Need Bees"; **Steven Scharrer** won the Student Judges' Choice Award in Sales Promotion/Packaging for Mü: Premium Lactéal Nutrition; and **Diana Frurip** won the Judges' Choice Award for Interactive Elements of Advertising: Animation for Chiquita Banana, "The New Chiquita."



**Left:**  
National Gold Student ADDY winner for Sales Promotion Packaging, Steven Scharrer's "Mü: Premium Lacteal Nutrition."

**Below:**  
National Gold Student ADDY winner for Out-of-Home, Elizabeth Martinie's "West Michigan Heart."

**Right:**  
The Kendall Konnect Team (left to right): Instructor Jason Alger, graphic design students Mandy Ross, Yasmin Ladha, Victoria Marcetti, Kelly Romanowski, Shannon Averill, Steve Allie, and Coryne Hillmann.



Gold-winning entries automatically advanced to the district competition to compete against students from other regions of Michigan as well as Illinois and Indiana. Students who won Silver ADDYs locally could pay a small fee to advance their work to the district competition. Winners at the district level were:

#### District Gold ADDY

**Elizabeth Martinie:** West Michigan Heart  
**Sherri Days:** Pollinator Partnership, "Honey, We Need Bees"  
**Steven Scharrer:** Mü: Premium Lacteal Nutrition

#### District Silver ADDY

**Leon Cooke:** Bungee Company  
**Kaela Daniels:** Arbor Day Foundation, "Save the Trees"  
**Dana Payne:** Old Spice Deodorant Magazine Ad Campaign

## KENDALL STUDENTS CAPTURE TWO NATIONAL GOLD ADDYS

**Elizabeth Martinie won a National Gold ADDY in the Out-of-Home category for her billboard for West Michigan Heart.** The simple design is composed of two thumbprints, positioned to resemble a heart. Says Martinie, "Our assignment was to create materials for a healthcare organization. I had about 30 different concepts, but I realized that nothing represents individuality more than a human fingerprint. I added the tagline, 'Care as unique as you are' to complete the message."

**Steven Scharrer**, also a senior majoring in Graphic Design, won in the Packaging category for his design for milk packaging "Mü: Premium Lacteal Nutrition." Scharrer remarked about his entry, "The assignment was to create packaging for a beverage. I went to the grocery store and noticed a lot of packaging for premium water brands, so I decided to create upscale packaging for milk. At first, my design was tongue-in-cheek, even down to the name, which is pronounced 'moo' and using the phrase 'premium lacteal nutrition' instead of calling it milk. But since I created the one design, I've expanded the packaging for the product line. For example, whole milk has a wide-banded label, skim milk has a narrow, skinny band."

Angela L. Dow, Chair/Associate Professor, Graphic Design Program, Kendall College of Art and Design said, "Elizabeth and Steven competed against students attending undergraduate and graduate schools throughout the United States. There were only 26 National Gold ADDYs awarded, and we captured two. We are indeed very proud of our big student wins!"



CARE AS UNIQUE AS YOU ARE.  
www.westmichiganheart.org

#### STUDENT NOTES CONT'D

Sculpture major **Crystal Brown** has accepted an offer from Ohio University's Graduate Program in Sculpture and Expanded Media. Brown's three-year program will be fully funded through Ohio University's College of Fine Art.

Sculpture majors **Cory Vanderzwaag** and **Dustin Farnsworth** have been awarded scholarships to Anderson Ranch Arts Center in Snowmass Village, Colorado. Vanderzwaag will be studying with artist Carl Reed and Farnsworth with artist Donald Fortescue. Farnsworth will be showing at the Urban Institute of Contemporary Art in Grand Rapids from May 29 to August 8. His show is titled "Year One."

**Jovannah Nicholson**, **Crystal Brown**, and **Dustin Farnsworth** have all been nominated for the International Sculpture Center's 2009 Award for Outstanding Student Achievement.

Thesis students **Crystal Brown**, **Jovannah Nicholson**, **Jessica Liptak**, **Reuben Garcia**, **Liz Sweet**, and **Margaret Howard** showed work in ACTIVESITE Emerge on Friday April 17. [www.activesite.org](http://www.activesite.org)

On April 28, four Photography graduate students presented a dramatic reading of University of Chicago theorist James Elkins' essay on the nature of photography in his book *Photography Theory*. Director **Mike Sell** auditioned participants, edited the essay, provided set decoration (drawings of the actual historians and critics who participated in the discussion), and staged the production. The appreciative audience responded enthusiastically to the stage manager's directions, laughing, sighing and snoring on command. Participating in the reading were **Michael Sell**, **Tom Post**, **Eleanor Gatewood**, and **Kieran Johnson**. All the participants are receiving their MFA degrees in May 2009.

Graphic Design major and freshman **Alex Meiser** is such a Stephen Colbert fan that he chose Colbert's image for Suzanne Jonkman's typography class, in which students use a typeface to represent a person, then present a quote to accompany the illustration. Using Bembo, Meiser created an image of Colbert and sent it to a fan-based website, where it was published.

#### STUDENT NOTES

**Rebecca Green** was the first place winner of the \$1200 scholarship award in the 2008 Fine Art Finals Midwest Regional Scholarship Competition with her 11"x14" oil painting "Tower of Learning." Thirty finalists were chosen out of the many outstanding entries submitted, and of those 30, five were chosen for awards. honorable mention went to **Lisa Ambrose** for "Thai Trade on the Khlong Damnoen Saduak" (watercolor on cold press paper). Two other Kendall students were recognized as finalists: **Matt Maniscalco** for "Jazz" (oil on canvas) and **Cory Vanderzwaag** for "Light as a Feather" (steel functional sculpture).

The Museum of American Illustration at the Society of Illustrators presented the 2009 Student Scholarship Competition, featuring the works of more than 100 of today's top college level illustration students. Selected for exhibition was "Tower of Learning" by **Rebecca Green**, who received \$5000 in memory of Arthur Zankel. Selected by a celebrated jury, this exhibit features the most mature, sophisticated and well-crafted illustrations of the year from top-level college illustration students around the country. Works are on display at the Museum of American Illustration from May 6 to June 6, 2009.

MFA candidate **Nathan Heuer** won Best of Show at the Muskegon Museum of Art 81st Regional Exhibition for his graphite drawing, "Stadium." Guest juror Maria Tomasula, artist and professor of art at Notre Dame University, selected 158 works of art from a field of 624 entries submitted by 357 artists for this year's Regional. Works by a total of 147 West Michigan artists are in the show this year, which runs through August 5.

## KONNECT REBRANDS NATIONAL ORGANIZATION

**Americans don't give much thought to water.** When we turn on the tap, clean, drinkable water flows at the proper temperature and in great quantities.

Unfortunately, that's not the situation in many third-world countries. Even if water is available, it may not be fit to drink. The Plumbing Manufacturers Institute (PMI) is addressing issues of water quality and availability. This trade association of plumbing products manufacturers produces most of the nation's plumbing products, including potable water supply system components, fixture fittings, waste fixture fittings, fixtures, flushing devices, sanitary drainage system components and plumbing appliances.

Stephanie Leonardos, President, CEO of Amerikam, sits on the board of directors of PMI and was well aware that PMI was in serious need of rebranding, including a new logo that would reflect the organization's mission to be "The Voice of the Industry." She brought the issue to the attention of Kendall Konnect instructor Jason Alger, who led students in the task of redesigning the PMI logo.

On March 9, the seven Konnect team members presented their ideas to Leonardos; Barbara C. Higgins, PMI Executive Director; and Richard Reles, Vice President—Marketing Global Faucets of Kohler. The Konnect team was composed of graphic design students Steve Allie, Shannon Averill, Coryne Hillmann, Yasmin Ladha, Victoria Marcetti, Kelly Romanowski, and Mandy Ross.

After presenting the five final designs that were culled from several dozen rough comps, the audience had an opportunity to comment on the work. Leonardos said, "By the work presented, I can tell you were listening, you were definitely listening. It's remarkable how you put yourselves into this and understand PMI's calling."

Executive Director Higgins noted that the students had captured the essence of the organization. "We want to lead the way in terms of water efficiency, and so that logo is a very important part of our identity, making sure people know that we're not just plumbers, but proactive and progressive. It's important that our logo reflect those qualities and leave a strong first impression."

## FURNITURE DESIGN STUDENTS SWEEP COMPETITION

**Three Kendall Furniture Design majors took top honors at the 2009 American Society of Furniture Designers David Kline Memorial Scholarship design contest sponsored by Häfele America Co.** In creating their designs, entrants were required to design a piece of furniture using specific models of Häfele's sliding wood door fittings.

First place and a cash prize of \$3,500 went to **Nicholas J. Blair** for his innovative and functional Krieger Desk System. Judges admired Blair's "cohesive design, well executed from design brief to finished product," and appreciated his "exceptional use of the functional hardware specified in the assignment."

Second place and \$1,000 went to **Jillian Meredith Stoltz** for her versatile and stylish Slider, which can be used as a desk, a sofa table, or both. Judges liked her "great use of material and color" and noted that Slider could "fit nicely into a lifestyle catalog today."

Third place and \$500 was awarded to **Anastacia Magnuson** for her attractive Henrietta sofa table/sideboard. Judges liked Henrietta's "appealing aesthetic and attractive mix of modern function with traditional design elements."

The students attended the ASFD Spring High Point Market event on April 28, at which Häfele representative Steve Hubbard presented checks and certificates from ASFD.



These pages:  
Revelers at the Beaux Arts Ball.



# ALUMNI NEWS

## BEAUX ARTS BALL RETURNS TO KENDALL

May 6 marked the return of Kendall's Beaux Arts Ball with the theme Masqued Merriment & Magic.

In 1648, the Beaux Arts tradition was originated by students at L'École Nationale Supérieure des Beaux-Arts in Paris (also known as the National Academy of Architecture, Painting and Sculpture), a training school for architects, painters and sculptors. Students celebrated the end of exams by staging outrageous all-night revels and masked balls that encouraged freedom of expression and offered social equality for the disguised, as mingling between the typically divided social classes was encouraged.

The ball's theme asked for creativity and imagination beyond the scope of tamed human minds. Such wild and taboo activity opened doors for future generations.

Today, this tradition of elaborate masques and costumes, energetic dancing and beautiful decoration continues as art students and patrons gather for an annual party to celebrate creativity, art and the senses.

Presented by the Kendall Alumni Association after a decade-plus absence, the Beaux Arts Ball was held at the Beaux Arts-style Federal Building, across the street from Kendall. Two hundred revelers in costumes from elegant to exotic were in attendance, nibbling on unusual hors d'oeuvres, enjoying locally brewed beer and carnival delicacies such as hot dogs and cotton candy, and marveling at the incredible decorations created by the Alumni Association. The evening was capped with a silent art auction and a costume parade.

## THE 2009 DISTINGUISHED ALUMNI AWARDS

The Awards for Distinguished Alumni, Recent Graduate Achievement and Community Service are presented annually to those alumni who have contributed significantly to their fields and/or the community after graduation. Each winner is nominated by fellow Kendall graduates and is selected by a panel of three to five artists and designers who review each nominee's supplied portfolio, letters, newspaper articles and other documented career accolades.

Judges who selected the 2009 Distinguished Alumni were John Berry, Executive Director, Design West Michigan; Michele Suchovsky, Executive Director, Very Special Arts; and Art Martin, Assistant Curator, Muskegon Museum of Art.

### Tim Murphy ('02 Industrial Design) Recent Graduate Achievement Award

Today's manufacturing environment demands smart, responsible product and furniture designers such as Murphy, who believes design can be inherently sustainable through the use of aesthetics, materials and function. Every project, large or small, is treated as a chance to challenge the status quo of today's manufacturing capabilities and practices to ensure that no stone is left unturned when seeking the "right way" to deliver design. This philosophy, coupled with his extensive after-college experience, has earned Murphy the Recent Graduate Achievement Award.

An award-winning designer, Murphy currently holds the position of Amana's Design Studio Manager, where he leads a team of industrial designers and is continually working with engineering, marketing and and, most important, the consumer, to deliver world-class design.

As Studio Manager for Amana, Murphy travels globally, working with design and engineering teams in the United States, Asia, Europe and South America. He values user-centric design, along with robust project team collaborations on a global level.

Prior to pursuing a career in design, Tim served in the U.S. Navy as a computer and radar technician. Post-military, Tim pursued and obtained his Bachelor of Fine Arts degree in Industrial Design.

*(continued on next page)*

### BEAUX ARTS BALL SPONSORS

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The **Distinguished Alumni Award** is given to a graduate who has demonstrated outstanding devotion, significant achievement and contribution to his/her chosen profession and community. Winners of this award have fulfilled the mission of Kendall College of Art and Design by becoming leaders in their fields. Past recipients: Bud Baty, Dale Metternich, Mitchell Bakker, Lisa Tallarico, Jack Lewis, Valerie Schmieder, William Faber, Peter McArthur, Keith Winn, Jill Childs, Laurie Keller, Kevin Conran and Gregory R. Van Boven.

The **Kendall Alumni Community Service Award** is presented to a graduate who has contributed significantly to his/her community and recognizes the importance of giving back by volunteering time, creative skills, or financial support for the betterment of his/her community. Past recipients: Nancy Lautenbach, Sid Lenger, Jeanne Woods, Mark Pulte, Tracy Van Duinen, Chris Stoffel Overvoorde, Jennifer Mayster, David Daniel, Steve Samson, Scott Rice and Jody Rosasco-Grantz.

The **Recent Graduate Achievement Award** is given to a graduate who has graduated within the last ten years, has demonstrated outstanding personal and professional achievements, and has achieved significant strides in the advancement of his/her professional career in the short period since graduation. Past recipients: Barbara Constant, Brian Ahern, Joseph Jeup, Jody Williams, Michael Schaeffer, Kirt Martin, Kim Roberts, Lori McElrath Eslick, Ivan Fortusniak, Matt Hurley, Jeffrey Meeuwssen and Sokhav "Dru" Nget.

The recipient of the **Kendall Alumni Lifetime Achievement Award** is selected by the President of Kendall College of Art and Design and is a graduate whose long and distinguished career has encompassed a number of accomplishments that have earned the respect and admiration of the professional world. Past recipients include Raymond Sobota, Ruth Lantinga and Gene Adcock.



While attending Kendall, Tim was the recipient of the Industrial Designers Society of America Student Merit Award and was selected to participate in the Kendall Milan Furniture Fair Exhibition. These honors allowed Tim to showcase his design on a global scale at the 2002 International Milan Furniture Fair's Salone Satellite, a section of the fair devoted to young, progressive designers. In 2005 Murphy was the winner of the OFS and Metropolis chair design competition, HotSeat, beating out 500 designers from 11 countries with a design now known as Symphony, which is presently manufactured by OFS.

Murphy began his design career in West Michigan, holding positions with several design and contract furniture companies. In 2005, Murphy founded Satellite Studio Contract Furniture Design and Industrial Design Consulting. Along with Murphy's passion for furniture design, he holds multiple design and utility patents across a number of industries including consumer products and electronics.

### Laura Gajewski ('05 Fine Art) Community Service Award

Laura Gajewski views her work as that of a historian or preservationist. Intrigued by what she found in a deserted farmhouse, which included castaway photos, writing on the wallpaper, and many more signs of life from a different day, she mixed the found objects with her own drawings and put them in polyester resin so everything would be encased and preserved in plastic.

*"My intent with this body of work is to suggest to the viewer the idea of history, memory and preservation. I hope to provoke thoughts of these subjects as witnesses to life surviving as empty shells wrapped around the passage of time. So the idea is discovering beauty in decay, looking past the discarded and rejected to see the energy in life,"* says Gajewski.

Gajewski holds a master's degree in Art History from Fort Hays State University, Kansas, and is now teaching art at Ovid-Elsie High School near St. Johns, Michigan. While attending Kendall, Gajewski was tireless in her efforts to reach out to her community, including volunteering for Senior Meals on Wheels. Since graduation, she continues her volunteer service, coordinating and participating in numerous projects that teach her students about the value of volunteerism and giving back to the community.

She established the first chapter of the National Art Honor Society at Ovid-Elsie High School in 2004. Through that organization, she has guided the students in her charge to solidify their commitment to the arts and to use their talents to serve their community in a variety of ways, including student and teacher participation in the Empty Bowls Soup Dinner fundraiser for the local Elsie Food Bank (2004, 2005, and 2006); the Spring Arts Carousel, where students taught art workshops for children on Saturday mornings (2005 and 2006); volunteer work at the Elsie Arts Council to help improve the building that serves as the EAC headquarters; an origami flower-making workshop where students hosted and presented an instructional workshop on Japanese paper folding; a mural painting created by students in the Sunday School room at Mount Hope Church in Ovid; and repainting of the Elsie Fire Station sign.

In addition, Gajewski works to expose her students from a small town to world-class art, organizing a number of significant field trips, including visits to the Detroit Institute of Arts, the Flint Institute of Arts, the Grand Rapids Art Museum, Frederick Meijer Gardens and Sculpture Park, the Museum of Contemporary Art in Chicago, and the Art Institute of Chicago. She also brings them to Kendall whenever possible, particularly for the Open House Exhibition in the spring. All the while, she actively pursues her own studio work, as evidenced by numerous solo and group exhibitions and participation in some of Michigan's most prestigious annual juried competitions.

Dana Blank, Gajewski's colleague at Ovid-Elsie High School said, "Laura is an extremely passionate art teacher. Her classes are always full, and students know by her enthusiasm and encouragement that she cares about them as students and as artists. The projects she has her students do are incredible. There's never a trimester that goes by when the display case outside of her classroom doesn't have impressed and curious observers looking at the dynamic art projects her students have completed. I am one of those people who are always in awe of the talent she elicits from her students."

Gajewski's drawings have been exhibited locally and nationally at museums and galleries, including the Elaine L. Jacob Gallery in Detroit; Lemon Street Gallery in Kenosha, WI; the Shiawassee Arts Center; the *(continued on next page)*



**This page, left to right:**  
2009 Distinguished Alumni Award winner  
Kate Nessler.

2009 Lifetime Achievement Award winner  
Jerryll Habegger.

**Facing page, left to right:**  
2009 Community Service Award winner  
Laura Gajewski.

2009 Recent Graduate Achievement Award  
recipient Tim Murphy.  
The custom-designed award.



Muskegon Museum of Art in Muskegon, MI; the Midland Center for the Arts, Midland, MI; Lo-fi Project Site in Grand Rapids; and the National Drawing Exhibition at the University of Hawaii. Her work has been published in *Drawing Essentials: A Guide to Drawing from Observation and The Best of Artists and Artisans*.

**Kate Nessler (’75 Fine Art)  
Distinguished Alumni Award**

Kate Nessler is one of the most respected and successful botanical artists in the world. Nessler’s paintings are rendered using watercolor, body color and graphite on the rich background of calfskin vellum. Her work combines the classical botanical tradition of finely wrought detail with a modern touch of gestural impression and immediacy in composition and line. Painted from live specimens, they express not only her connection to the subject but also the true qualities and essence of the plants.

Contemporary botanical art combines aesthetics, craftsmanship and scientific accuracy. Nessler’s work exemplifies the highest achievement of that amalgam. Whether of an old, gnarled tree trunk replete with bracket fungus or a dazzling full-sized iris in all its rich and glowing color, Nessler’s images are created with a dedication to the plant as well as with meaningful relationships of compositional components, mood and color; an eye for negative space; and the marvelous level of detail most desired in botanical art. For this, her work is revered, coveted and cherished.

After graduation, Nessler worked as a commercial illustrator, selling her paintings at fairs and festivals. More recently she has exhibited her work at the Jonathan Cooper Park Walk Gallery in London and through Susan Frei Nathan Fine Works on Paper in Millburn, New Jersey. She received gold medals from the Royal Horticulture Society in 1990, 1991 and 1993 and received the Award of Excellence from the American Society of Botanical Artists in 1997.

Nessler’s paintings are in the collection of the Royal Horticulture Society in England; the Shirley Sherwood Collection in England; the Hunt Institute for Botanical Documentation in Pittsburgh; and the Morton Arboretum in Lisle, Illinois. She is a contributing member of the Brooklyn Botanic Garden Florilegium Society, and her paintings have been selected for inclusion in the Highgrove Florilegium — a collection being organized under the umbrella of the Prince of Wales’ Charitable Foundation to celebrate and record the gardens of Highgrove.

“In each painting, the subtleties of color are exquisite, the portrayal intimate and powerful. The limited palette of these works adds another dimension to the subject matter,” said Dr. Jordana Pomeroy, Senior Curator, National Museum of Women in the Arts.

Jonathan Cooper, owner of the Park Walk Gallery in London, said about Nessler’s work, “Kate Nessler pushes the boundaries of botanical work. Her paintings are universally admired for their draftsmanship, which is outstanding, and the way Kate places the plant or flower on the vellum has the understanding of a true artist. She is, in my opinion, without doubt worthy of the prestigious award given by Kendall College of Art and Design for her accomplishments and contributions to the world of art and design.”

Says Nessler, “My education at Kendall set me on my professional and artistic way. Kendall taught me discipline, professionalism and focus. Kendall also taught me that we do what we do because we love it, and that because we love it we need to do it well.”

**Jerryll Habegger, IIDA (’65 Furniture Design Certificate; ’95 BFA Furniture Design)  
Lifetime Achievement Award**

An interior designer, author, and educator whose practice has included major projects in the United States and Europe for corporate design, specialty stores, hospitals and furniture products, Jerryll Habegger, IIDA, has written extensively on the modern idiom.

Habegger’s dedication to design research was influenced early by his father, Arthur D. Habegger, and other fine furniture makers of Indiana and Michigan, and his intense interest was fostered at Cranbrook Academy of Art, the undergraduate program in furniture design at Kendall College, and his graduate work at California State University. *(continued on next page)*

**ALUMNI NOTES**

**Janet (Gross) Simonelli** (’79 Advertising) is owner of PhotoMementos in Lee’s Summit, MO. Simonelli has four children and two grandchildren, and previous employers include Hallmark, American Greetings and Eastman Kodak. PhotoMementos specializes in portrait and wedding photography and serves the greater Kansas City area. Visit her website: [www.photomementos.com](http://www.photomementos.com).

**David Koenig** (’82 Illustration) took part in the Marshall District Library program “Celebrate the Arts @ Your Library.” Graduating from Kendall after a career in manufacturing and the U.S. Army, Koenig discovered “miniature art” as a result of a notice in the back of an issue of *American Artist* magazine. Years later, and after a series of awards for and sales of his miniature work, his peers voted him into the Miniature Artists of America Society, which is his most cherished honor. Koenig has received 19 awards and has shown twice in Tasmania.

Award-winning designer **Christopher Gilbert** (’92 Illustration) presented “Book Jacket Design: The Process of Getting It Right” to the Central Oregon Writers Guild on March 26. Gilbert explained the process of hatching a book cover, which he says is more than subjective when it comes to good design. Gilbert has been designing book jackets and covers for more than 12 years, and his covers have been featured in numerous design publications and won national and regional Advertising Federation awards. His work can be viewed at [www.studiogearbox.com](http://www.studiogearbox.com).

**Majja Hillebrands, ASID**, (’93 Interior Design) has joined Freestyle Interiors as an interior designer. She holds a Florida interior design license and has passed the National Council on Interior Design Qualification (NCIDQ) exam. She has 20 years of experience in interior design. Hillebrands has resided in Florida since 1991 and currently lives in Bonita Springs.

**Rob Webb** (’99 Visual Communication), owner of Webb Design Studios, has created movie covers and other supporting art for more than 150 movie titles, ranging from horror films (including a boxed set of three Stephen King films, *Hellraiser II*, and *The Evil Dead*) to children’s titles, including *The Tales of Beatrix Potter* performed by England’s Royal Ballet, and *Thomas and Friends: Races, Rescues and Runways*. Webb also created the DVD jacket, movie poster, disc art and other pieces for *PI Blues*, a movie shot in Detroit, Michigan, and is currently the associate producer on *Morrow Road* ([www.morrowroad.com](http://www.morrowroad.com)), an independent film about a haunted road located in Clay Township, Michigan.

**Laura Gajewski** (’03 Fine Arts: Drawing) had several solo exhibitions over the past year, exhibiting at the Lansing Art Gallery, Lansing, MI; the Shiawassee Arts Council, Owosso, MI; and the Birmingham Bloomfield Art Center, Birmingham, MI. She has been awarded a three-week artist’s residency for summer 2009 at the Provincetown Community Compact on Cape Cod, and is looking forward to an upcoming solo exhibit at Illinois Central College in East Peoria, Illinois, January 20 through February 12, 2010.

**Paridee Kositchiranant** (’03 Illustration: Digital Media) participated in the APW Gallery group show, “World of Imagination Vol. 2.”

**Ryan Petrick** (’05 Digital Media) and **Shane O’Donnell** (’05 Graphic Design) won Judges’ Choice: Interactive for their Creative Stoodio company website at the AAF West Michigan’s annual ADDY Awards. Judges remarked that the site “makes you want to explore” and is “demonstrative of their creativity. Instead of talking about it, they demonstrate it.” Their entry automatically advanced to the District competition where it won a Silver ADDY.

**Kelly Allen** (’06 Fine Arts: Drawing) presented “Giving Presence” at the Byrneboehm Gallery. The six-week exhibition of 18 of her drawings and paintings showcased Allen’s current focus — highly detailed collages composed of gouache and graphite on paper. “This attention to detail and an ability to manipulate white space effectively are reasons Allen’s work is gaining popularity among regional art collectors and gallery owners,” according to Kevin Boehm, co-owner of Byrneboehm Gallery.

**Elizabeth Ivy Hawkins** (’07 MFA: Painting) had a painting accepted into the National Juried Art Exhibition “Launch,” which was held in New York City. It was exhibited at The Rogue Space in the Chelsea District of Manhattan. Elizabeth was also invited to participate in the UICA’s annual “Live Coverage” event, where her work was selected for the live auction finale and was acquired by avid Grand Rapids art collector Sam Cummings.

Sculpture and Functional Art alumni **Chulyeon Park** (’07 Fine Arts: Sculpture/Functional Art) and **Tim Maddox** (’07 Fine Arts: Sculpture/Functional Art) have been included in Lark Books’ *500 Tables*. More than 300 artists are featured in the book.

**Mark Rumsey** (’08 MFA: Printmaking) presented “Doctor TJ Eckelberg,” an installation in paper and thread as part of ACTIVESITE in conjunction with the 21st International Sculpture Conference, held last October in Grand Rapids, MI. Rumsey was selected last November to participate in “Virtual Identities, Real Spaces,” a national juried show at the Sego Art Center in Provo, Utah. He also presented his installation “Cloud.Form.03.09,” at the HungryMan Gallery in Chicago, IL, and at the Muskegon Museum of Art in Muskegon, MI, in February and March 2009.

Rumsey was a featured artist on ArtBistro.com in February, 2009 and will be an artist in residence at the Frans Masereel Centrum, Flemish Center for Graphic Arts in Belgium during the month of July. More information is on his website at [www.markrumsey.com](http://www.markrumsey.com).

Kendall alumni **Scott Wygmans** (’09 Illustration: Digital Media) and **George Eberhardt** (’09 Digital Media: Digital Illustration) won the Detroit Art Battle 2009, held at the Russell Industrial Center on April 17, where 30 artists competed for the \$1,000 top prize.

Habegger has written several books on architecture and design, beginning with *Europe Architectural Guide, 1860–Today* (1974). In 1997, he co-authored the landmark guide, *The Sourcebook of Modern Furniture*, which is now in its third edition (2005) and received the 1997 American Society of Interior Designers Education Foundation/Joel Polsky Prize in recognition of the second edition of *The Sourcebook of Modern Furniture*. He has also authored *Get a Grip: Objects for the Hand* (1991), *Modern Flatware* (1991), and *The Modern Door Lever* (1992).

Habegger has received a National Endowment for the Arts grant to research architecture in the United States, and the 1995 International Interior Design Association Education Grant for research on the history of 20th-century silverware and flatware. He has also won numerous design competitions, and is currently on the faculty of Harrington College of Design in Chicago.

In receiving his award from John Berry, who attended Cranbrook with him, Habegger said, “I enjoy teaching and leading students to their own knowledge. Kendall students are in an environment where they have superior examples to learn from. I am proud to be a part of the Kendall community and humbled to receive this award. In accepting this award, I would like to quote Buddha, who said, ‘No one can accomplish anything alone,’ and my mother, who said, ‘Don’t forget to have fun.’”

**NOMINATE A DISTINGUISHED ALUM!**

Nominations are being accepted for the 2010 Distinguished Alumni Awards. Winners will be recognized for their accomplishments at the annual banquet during commencement activities in May. For more information, contact Dawn Dempsey at [DawnDempsey@ferris.edu](mailto:DawnDempsey@ferris.edu).

Imagine More

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# COMMENCEMENT 2009

On May 9, 2009, Kendall College of Art and Design of Ferris State University graduated its largest class to date when 225 students received their diplomas at Fountain Street Church in downtown Grand Rapids. Valedictorian of the class of 2009 was Nicole Smiley (BFA, Graphic Design).

# COMING EVENTS

- Aug. 8** Street Party (see below)
- Aug. 27** Freshman Orientation
- Aug. 31** Classes Begin
- Sept. 15** Design West Michigan presents Rick Grefe, Executive Director AIGA, speaking on U. S. National Design Policy Initiatives. Details TBA. Sponsored by Kendall.
- Sept. 24** West Michigan Alumni "News & Schmooze." Location TBA.

# STREET PARTY

**August 8, 2009**

**5-7 pm Material Afterlife Carnival**

It's a summer street party! Just outside the UICA, enjoy games for all ages created exclusively out of repurposed items. The festive environment will also feature live music and great locally grown food. The entire family will enjoy a hands-on workshop with recycled items and a last glimpse at the *Material Afterlife* exhibition featuring the work of more than 30 artists from around the country who explore material use in society. Later in the evening, come inside to experience NoshNight: Recycled Runway!

**7-9 pm NoshNight: Recycled Runway**

NoshNight is part of a series of events intended to bring West Michigan's creative community together. This installment of NoshNight will feature an interactive opportunity where guests, along with emerging fashion designers, will create wearable art out of past UICA newsletters and other repurposed materials. You are invited to be part of this celebration, closing the successful *Material Afterlife* series, and enjoy amazing food, great music, and a bar throughout the entire evening.

Events are held at the Urban Institute for Contemporary Arts. Sponsored by Kendall College of Art and Design.

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To submit articles, photos, or news for future issues, please contact the Editor. To submit Alumni News for publication, contact the Alumni and Donor Relations Director.

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