

metaproject **01**

Metaproject is a new initiative at RIT. In keeping with the **Design is One** philosophy espoused by the Vignelli Center for Design Studies, Metaproject aims to encourage students to produce design that is "semantically correct, syntactically correct, and pragmatically understandable, but also visually powerful, intellectually elegant and timeless". In the fall of 2010 twenty Industrial Design Seniors from the School of Design in CIAS were given the task of creating seating prototypes that celebrate the richness of Wilsonart International's laminate surfacing materials. Each student was required to select and research a specific object typology and a specific cultural / situational context and respond with an inventive proposal that blends gestural reference, typology or language, with a utilitarian service in a specified cultural / situational context.

The students were required to surface the objects in Wilsonart laminate, making use of its time-tested qualities, giving their objects the qualities of a modern heirloom. The palate was limited to the use of the classic black, white and red laminate colors in order to focus attention to design efficacy. Wilsonart further required the objects to have the following qualities:

The product must be well crafted and bear substantial weight.

The product must be recognizable as a seating device.

The product must function as a seating device.

The product must incorporate an image of the Wilsonart laminate sample chip.

A \$1,000 scholarship will be paid to the winning student.

The winning project, along with 5 runners up will be displayed at the 2011 International Contemporary Furniture Fair (ICFF) in New York City during design week.

Jurors

Grace Jeffers

Design Historian

Project Manager

Wilsonart Challenges chair competition

Alison DeMartino

Director, Marketing Communications

Wilsonart International

Allan Chochinov

Partner and Editor-in-Chief, Core 77

Wendell Castle

Furniture Designer

Belinda Lanks

Managing Editor, Metropolis

Ron Labaco

Senior Curator

Museum of Arts and Design, NYC

The course was taught by Associate Professor of Industrial Design, Josh Owen and assisted by Graduate Industrial Design Student Jae Ho Seo.



Wilsonart International



Vignelli Center for Design Studies



College of Imaging
Arts and Sciences
School of Design

R·I·T

Rochester Institute of Technology
Center for Student Innovation