

# **Vignelli Center for Design Studies Annual Report 2020**



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# Summary 2020

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## Impact

2020 was an unprecedented year. With a new director in place, the Vignelli Center for Design Studies looks to new ways to remain connected with the community while remaining physically distant. The Center brought voices of insight to the RIT community through virtual lectures from design giants like Natalie Nixon, Gary Hustwit, Noel Mayo, and Milton S. F. Curry. Furthermore, the Center also established another connection to the world of Lella and Massimo Vignelli in the form of the Google Arts and Culture page. Despite the challenges and obstacles the pandemic has presented, we have continued to celebrate their legacy, as well as the legacy of other traditions of the center. 2020 marks the 10th anniversary of the Metaproject, and its history was celebrated in an exhibition hosted in the RIT CityArt Space, including items on loan from RIT Archive Collections. This year also marks the 10th anniversary of the Center.

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## Looking Ahead

We have much to look forward to. With a little more experience of our new normal under our belt, we will continue to innovate ways to bring the Vignelli presence to even more places. Further utilizing the benefits of the virtual format, we are planning to expand the Design Conversations series into an additional, more informal format, called Design Encounters. If 2020 has taught us anything, it's that while we humans are adaptable, our societies and systems have major flaws. We are at a point when we need to have difficult discussions and work to create a new balance in the world. In this, design must play a critical role.

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## Vignelli Archive Access

- Answered 108 inquiries from 6 different countries
- Provided over 1500 archival artifacts to researchers
- Hosted 1 researchers in person
- Taught 12 class sessions with: Photo, 2D/3D Foundations, Interior Design, Industrial Design, New Media, Graphic Design, Visual Communications, and Museum Studies

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## Goals

### Education

Programming  
Research  
Collaboration

### Preservation

Collecting  
Dissemination

### Advocacy

Communication  
Public Good  
Global Reach

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## Key Stakeholders

Staach  
Lady Helen Hamlyn  
Rochester Institute of Technology  
RIT University Archives



**Metaproject 11 Winner**  
Winning project by  
Hunter McCluer



\*Names included in the full report

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## Thank you!

We are so grateful to our incredible Vignelli Center family—students, faculty, friends, donors, sponsors, and community—for your unwavering support. Your dedication fuels our vision, shaping the future of design and education.



# 2020 Impact

## An Unprecedented Year

2020 was an unprecedented year. With a new director in place, the Vignelli Center for Design Studies looks to new ways to remain connected with the community while remaining physically distant. The Center brought voices of insight to the RIT community through virtual lectures from design giants like Natalie Nixon, Gary Hustwit, Noel Mayo, and Milton S. F. Curry. Furthermore, the Center also established another connection to the world of Lella and Massimo Vignelli in the form of the Google Arts and Culture page. Despite the challenges and obstacles the pandemic has presented, we have continued to celebrate their legacy, as well as the legacy of other traditions of the center. 2020 marks the 10th anniversary of the Metaproject, and its history was celebrated in an exhibition hosted in the RIT CityArt Space, including items on loan from RIT Archive Collections. This year also marks the 10th anniversary of the Center, as well as my 10th year at RIT.

## Advancing Goals

Within the pages of this document, you will read about our accomplishments and milestones. While we were largely unable to bring new friends to the Center, physically, many strides were made to keep connections with our old ones, and to make new ones in new ways. In some ways, a switch to virtual allowed the Vignelli presence to expand its reach to even more new places. Our many projects continued to expand our mission globally with milestones through notable projects and partnerships following our goals of education, preservation, and advocacy. The Vignellis taught us that design is a systematic framework for solving the world's most intractable problems, and our goal is to make the Vignelli Center even more accessible and applicable by bringing in exciting guest contributors from diverse and under-represented backgrounds who are using design in innovative ways.

## Looking Ahead

We have much to look forward to. With a little more experience of our new normal under our belt, we will continue to innovate ways to bring the Vignelli presence to even more places. Further utilizing the benefits of the virtual format, we are planning to expand the Design Conversations series into an additional, more informal format, called Design Encounters. If 2020 has taught us anything, it's that while we humans are adaptable, our societies and systems have major flaws. We are at a point when we need to have difficult discussions and work to create a new balance in the world. In this, design must play a critical role.

—Josh Owen, Vignelli Center Director



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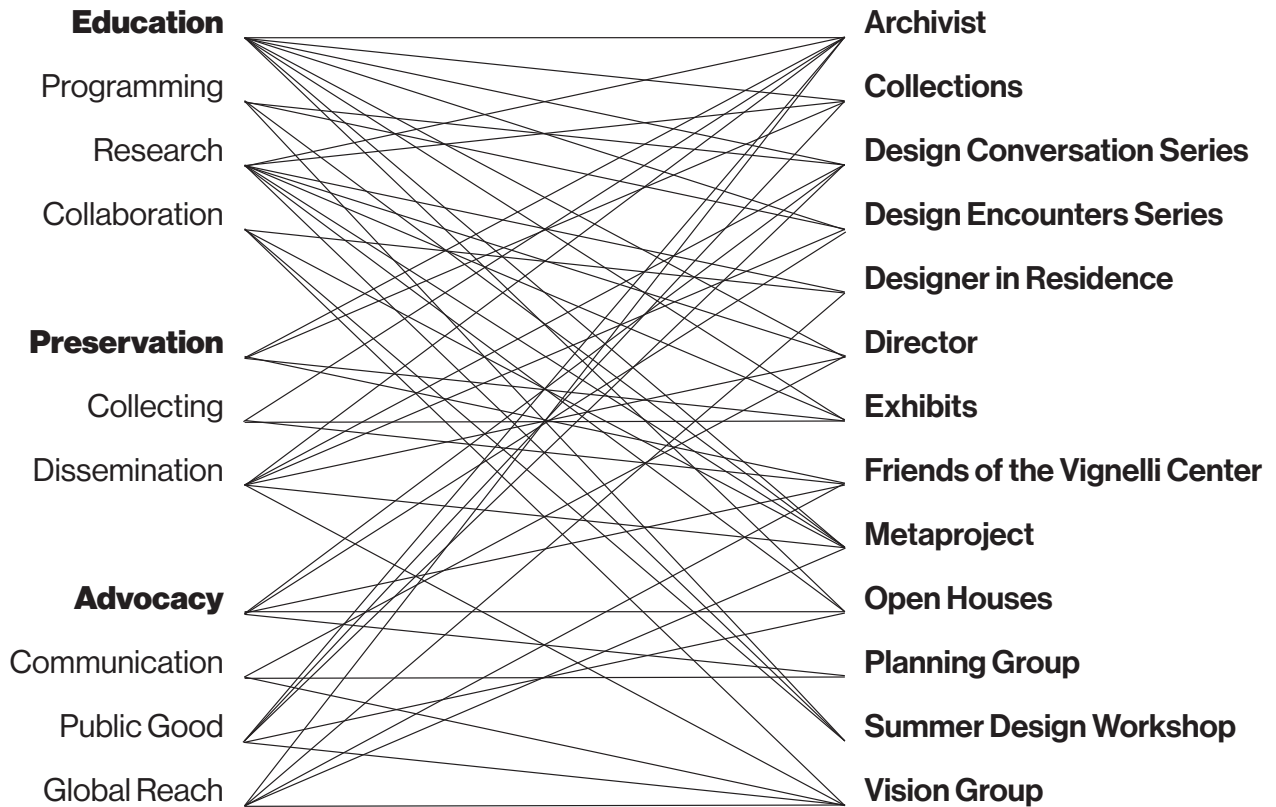
## Highlights 2020







# Goals of the Vignelli Center



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# Goals

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## Education

Programming

Research

Collaboration

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## Preservation

Collecting

Dissemination

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## Advocacy

Communication

Public Good

Global Reach

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## Education

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### Programming

To develop, implement and report programming that enhances design curricula at RIT and beyond.

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### Research

To document the above in a systematic case studies format both in print and online application.  
To promote innovative programming and related research that uses Vignelli archival resource.

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### Collaboration

To establish relationships with individuals and organizations that will extend goals of Vignelli Center.

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## Preservation

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### Collecting

To maintain, catalog, and use the Vignelli Archive.  
To add Vignelli artifacts to the collection as opportunities arise.  
To inform public of contents and breadth of Vignelli design accomplishments.  
To expand modernist archive holdings providing breadth to the archive  
To acquire select special collections that will complement Vignelli Archive  
To acquire select design archive collections that will complement Vignelli Collection.  
To extend archive collections toward balance of graphic and product design.

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### Dissemination

To use artifacts from Vignelli Archive as extension of Vignelli Legacy.  
To share Vignelli Archive with world.  
To apply social media platforms.

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## Advocacy

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### Communication

To implement the **Design is One** logo in Center promotions to create brand identity extending the Vignelli legacy.  
To create mechanisms which will disseminate information about the Vignelli Center and its activities  
To disseminate information about the Center and its activities.  
To systematically document Vignelli Center activities.

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### Public Good

To demonstrate programming that will affect human need.  
To demonstrate through programming the power of design.

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### Global Reach

To design and facilitate outreach mechanisms that will deliver messaging about design to international audiences.  
To engage in international relationships which will foster global programming opportunities.  
To develop special collections representative of international design excellence.  
To share online the Vignelli Archive and the Vignelli Special Collections.

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# Overview

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## About

In 2010, renowned designers Lella and Massimo donated their career archive to RIT, where the collection is the major resource at the Vignelli Center for Design Studies. This world-class facility is a design museum accessible to all students, faculty, practitioners, and scholars. The Center, a prominent legacy to the Vignelli's and influential modernists, sustains the Vignelli goal of "better design for a better world." It is an international hub for education, preservation, and advocacy whose distinctive archival resources work in tandem with relevant programming to provide a dynamic learning environment on the RIT campus.

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## Mission

The Vignelli Center for Design Studies educates, preserves, and advocates for design to improve the world.

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## Vision

The archive collections housed in the Vignelli Center for Design Studies demonstrate and inspire solutions to key and ubiquitous societal needs. By providing opportunities for varied programming for diverse audiences, the Center extends the value of design for positive impact on the future.

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## Vignelli Ethos

Design is One.

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## Center Goals

Education  
Preservation  
Advocacy

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# Framework

At the heart of the Vignelli Center lies a dynamic and purposeful collaborative framework, orchestrated by a diverse ensemble of key contributors. The Center is comprised of the director, archivist, archives, galleries, designer in residence, friends, planning group, and vision group. Collaboratively, their efforts focus on projects that shape the center's future trajectory, amplify outreach, and ensure inclusive access for students and researchers to the invaluable archives, fostering a vibrant ecosystem of design exploration and knowledge exchange.



**See the Vignelli Center in Action**

[www.rit.edu/vignellcenter/](http://www.rit.edu/vignellcenter/)

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# Director

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## Role of Director

The director of the center plays a pivotal role in shaping the future of the center. Serving as the visionary anchor, the director curates a dynamic lineup of guest speakers, fostering a platform for diverse perspectives and insights to enrich the center's discourse. Beyond this, the director actively cultivates relationships, orchestrating donations and partnerships that propel the center's growth and sustainability. The Director also coordinate workshops that facilitate hands-on learning and creative exploration, driving the center's goal of education. The director embodies hospitality, extending a warm welcome to guests, researchers, and collaborators, creating an inviting atmosphere that encourages meaningful interactions and knowledge exchange. In essence, the director's multifaceted role harmonizes strategic vision, community engagement, and educational empowerment within the Vignelli Center.

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## Josh Owen

Josh Owen is the Vignelli Distinguished Professor of Design and the Director of the Vignelli Center for Design Studies at RIT. Prior to his current role, Owen was Director of the Industrial Design Department in which he continues to teach his popular course known as the Metaproject. Owen is also the president of his eponymous design studio, Josh Owen LLC. His professional projects are produced by major manufacturers and have won many awards. Owen's work is included in the permanent design collections of the Centre Georges Pompidou (FR), the Chicago Athenaeum (USA), The Corning Museum of Glass (USA), the Denver Art Museum (USA), the Design Museum Brussels (BE), the Museum of American Jewish History (USA), the Musee de beaux-arts de Montreal (CA), the Philadelphia Museum of Art (USA), and the Taiwan Design Museum (TP). Owen's professional work has been featured in major exhibitions, numerous books on design and is regularly included in critical design discourse. He is the author of the book, Lenses for Design and the forthcoming book, Design for Study.



## Director 2020



**Josh Owen, Vignelli Center Director**

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# Archivist

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## Role of Archivist

The Archivist of the Center plays an essential role in the preservation of the artifacts and providing access to the collections. The Archivist is the primary contact for visitors who want to conduct research or find inspiration in the design archives. The Archivist is an ambassador to all who visit the archives, both virtually and onsite, ensuring that all inquiries are answered with equity and careful consideration. The Archivist manages virtual access to the archives by digitizing artifacts with careful consideration to their preservation and creates metadata to make the digital archives searchable. The Archivist is committed to making sharing the contents of the collections by highlighting artifacts through various social media channels. The Archivist is responsible for the management, organization, and cataloging of the over 750,000 artifacts, applying professional archives and museum standards to ensure the preservation and authenticity of the collections. The Archivist assists museums, curators and commercial industry partners with details about the Vignellis' designs, as well as advising on best practices in design archives.

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## Jennifer Whitlock

Since 2013, Jennifer Whitlock has been the first and only archivist for the Vignelli Center for Design Studies at Rochester Institute of Technology (RIT). Before arriving at RIT, Jennifer initiated an archives program for the Indianapolis Museum of Art, served as a project archivist and interim acting curator at the Architecture & Design Collection at University of California Santa Barbara, and also worked as an Assistant Librarian at the Portland Art Museum. She holds a Master of Library Science with an Archive Certificate from Emporia State University and a BA in Photography from Webster University. She is also a certified Archivist through the Academy of Certified Archivists and (formerly) a Digital Archives Specialist through the Society of American Archivists.

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## Archivist 2020



**Jennifer Whitlock, Vignelli Center Archivist**

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# Vision Group

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## Role of Vision Group

Seasoned designers, possessing both commercial and academic expertise, come together as visionary leaders shaping the future of the Vignelli Center. Their primary focus lies in steering significant, long-term projects, as well as addressing overarching goals and critical matters.

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## Group Members

Anne Ghory-Goodman  
Gene DePrez  
Kat Bassney  
R. Roger Remington

## Vision Group 2020



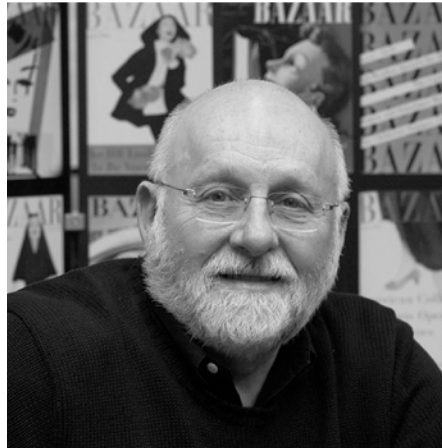
**Anne Ghory-Goodman**



**Gene DePrez**



**Kat Bassney**



**R. Roger Remington**

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# Planning Group

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## Role of Planning Group

The Vignelli Planning Group comprises faculty, staff, and students from both undergraduate and graduate departments. The Group meets weekly throughout the academic year around the Hamlyn Trust Study Room Table. The Vignelli Planning Group discusses and plans short-term projects, ideates and enacts the activities of the Vignelli Center. The meetings cover many topics such as upcoming events and lectures, open houses, Metaproject, and student involvement.

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## Faculty & Staff

Anne Jordan  
Elizabeth Lamark  
Enid Cardinal  
James Hall  
Jennifer Whitlock  
Josh Owen  
Joyce Hertzson  
Keli DiRisio  
Juliee Decker  
Julius Chiavaroli  
Maddy Schoenfeld  
Marissa Tirone  
Mary Golden  
Melissa Dawson  
R. Roger Remington  
Samantha Haedrich  
Shani Avni  
Wendy Marks

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## Department

Visual Communication Design  
Photography  
Sustainability  
School of Individualized Study  
Vignelli Archivist  
Vignelli Director  
Graduate Studies  
Graphic Design  
Museum Studies  
Architecture  
Business  
Foundations  
Interior Design  
Industrial Design  
Graphic Design  
Graphic Design  
Cary Graphic Archives  
Shop One

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## Students

Ana Videto  
Gates Andrews  
Isabelle Qiu  
John Bechtold  
Laura Woodrow  
Zoë Murray

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## Major

Graphic Design  
Industrial Design  
Visual Communication Design  
Visual Communication Design  
Visual Communication Design  
Graphic Design

# Planning Group 2020



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# Friends of the Vignelli Center

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## Role of Friends

As part of our tenth anniversary and in honor of R. Roger Remington, the Massimo and Lella Vignelli Distinguished Professor of Design Emeritus and the founding Director of the Vignelli Center for Design Studies, a generous donor has established the R. Roger Remington Fund for the Vignelli Center for Design Studies. Gifts will be matched up to \$100,000. Help us meet this challenge by joining as a friend of the center with a contribution to the R. Roger Remington Fund for the Vignelli Center for Design Studies.

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## Impact

- Diversify, expand and maintain the archives through new acquisitions and preservation.
- Host thought leaders, visiting professors, and scholars.
- Promote design education
- Share ideas through conferences, publications, social media, and collaborations.
- Support research and scholarship.
- Increase virtual access to the collection.
- Celebrate the history and promote the future of design.



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**Design is One Believer**  
**\$15,000+**

All of the preceding benefits plus:  
An invitation to Design Week in Milan for a walking tour and conversation led by Josh Owen including an exclusive private tour of the Studio Achille Castiglioni, Massimo Vignelli's first place of employment as a young designer with Josh and Giovanna Castiglioni. Acknowledgment in our publications, social media, and marketing.

Anonymous  
Mr. Bailey  
Ms. Vignelli

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**Design Aficionado**  
**\$5000-\$14,999**

All of the preceding benefits plus:  
An event Invitation for Design Advocates during Design Week in New York.  
An Invitation to private events with our guest speakers after their lectures.  
A set of Vignelli dinnerware.

Ms. Napier

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**Design Devotee**  
**\$1000-\$4999**

All of the preceding benefits, plus:  
A personalized tour of the archive.  
A design book written by Josh Owen or R. Roger Remington.  
An exclusive conversation with R. Roger Remington and Josh Owen.

Mr. Blackeberg  
Mr. & Mrs. Feingold  
Mrs. Hale  
Mr. & Mrs. Kababulut  
Mr. Paulius  
Mr. & Mrs. Resnick  
Mr. Teper

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**Design Champion**  
**\$250-\$999**

All of the preceding benefits, plus:  
An exclusive Vignelli designed item.

Mr. Adams  
Mr. Aliabadi  
Mr. Boches  
Mr. & Mrs. Corea  
Dr. Cummings  
Mr. Daniels  
Mr. & Mrs. Deprez  
Ms. Fitzgerald  
Mr. Skrok  
Mr. & Mrs. Wadden

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**Design Enthusiast**  
**\$50-\$249**

Special invitations to Design Conversations and Design Encounters lectures series.  
A Quarterly Vignelli Center for Design Studies Newsletter.  
Donor recognition on the Vignelli Center website.  
Design is One pin.

Mr. Appleton & Ms. Ishino  
Mrs. Dragon  
Ms. Frear  
Dr. Galbraith

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**Student of Design**  
**\$10-\$49**

Special invitations to Design Conversations and select Design Encounters lectures.  
A Quarterly Vignelli Center Newsletter.

**LEON GOLDBERGER  
NANCY SPOFFORD  
WAR  
AND ME**

**AMERICAN CENTER**

**MICROM**  
Conçue par/co  
Jeanne  
Fischli &  
Katharin  
Robert G  
Ann Han  
Jon Kess  
Julian O  
Charles  
Thomas  
Robert T  
Jeff Wall



**AMERICAN CENTER**

**AMERICAN CENTER**



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**PURE ETE  
BEA**  
8 juin - 15 août, 1994  
June 8 to August

**HE**  
1er et 2 juillet  
July 1 and 2

**BLI NAM  
S'D A JUNE PAIK:  
T JUNE DAVID &  
MARAT**  
8 juin - 1er décembre, 1994  
June 8 to December 1, 1994





# Archives 2020

# About the Archives

The Vignelli Center for Design Studies is committed to preserving the history of design through collecting the archives of designers, historians, educators, collectors, filmmakers, and others who document design's past. Our collections are open to everyone for research, education, and creative inspiration.

With a collection of over 750,000 artifacts, the Vignelli Center is home to the entire professional

archives of the renown designers Massimo and Lella Vignelli, including two floors of galleries highlighting the Vignelli work which is open to the public. Massimo and Lella Vignelli worked across all fields of design and their archives include examples of industrial and product design, graphics and publication design, corporate identity programs, architectural graphics, exhibitions, interiors, and furniture design. The collection also features unique

materials related to the Vignellis' design process, such as sketches, prototypes, models, technical plans, correspondence, contracts, mechanicals, photographs, material samples, videos, and digital files.

In addition to the Vignelli archives, the Vignelli Center has 1000s of artifacts by numerous additional designers in our Special Collections.



## Artifacts from the Vignelli Archive

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# Archives Snapshot

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**108 inquiries from 6 different countries answered**

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**Research inquiries**

**+27% since 2019**

**+285% since 2013**

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**1,500 digital images of artifacts shared with researchers**

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**2,000 digital archives visitors per month from 102 countries**

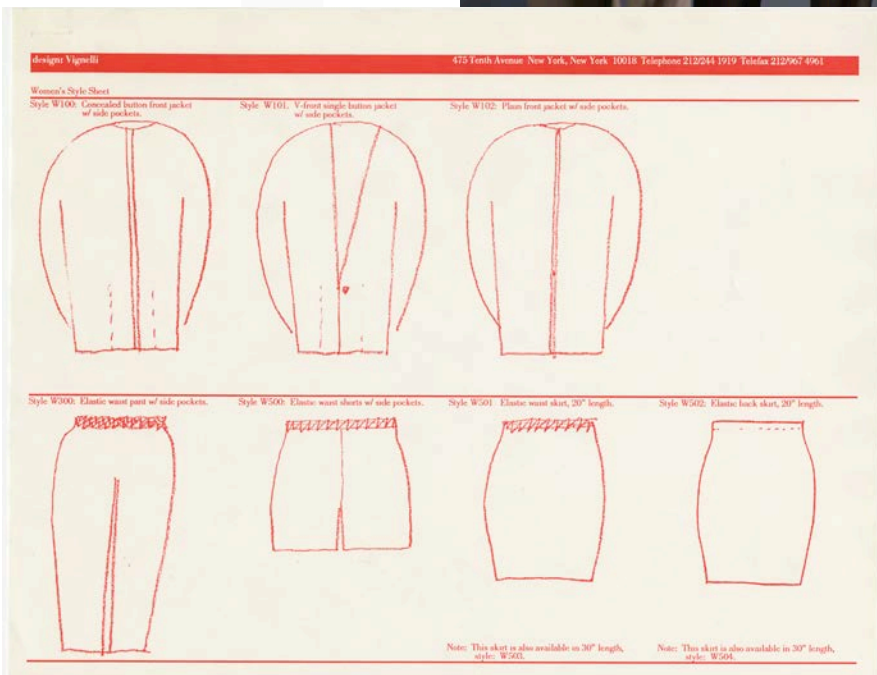
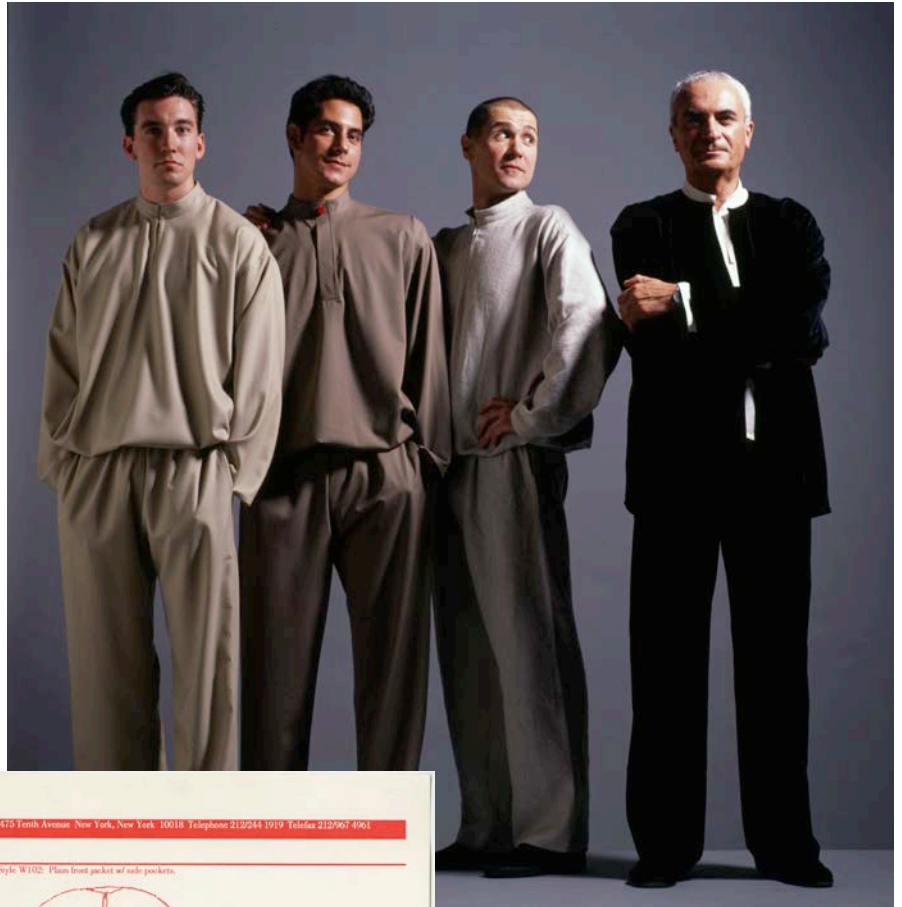
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**200 visitors for research visits, class sessions and open houses**



## **Vignelli Rocker**

Vignelli Rocker designed by Lella and Massimo  
Vignelli on display in third floor Gallery



## Vignelli Clothing

Designed by Lella and Massimo Vignelli

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# Exhibits

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## **Benetton Gallery Second Floor**

Located on the ground level and accessed through the University Gallery, this selection of Vignelli-designed products, graphics and packaging was curated by the Vignelli's themselves. This grouping shows the substantial range and impact of their work.

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## **Benetton Gallery Third Floor**

As with the second floor gallery, this selection of furniture designed by the Vignelli's was also curated by the Vignelli's. Represented here, one can find a variety of pieces ranging from mass-reproduced items to items produced in extremely limited quantities which incorporate materials including plastics, metals and wood as well as glass and stone.

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## **Helen Hamlyn Trust Study Room**

Located on the fourth floor of the Vignelli Center. The room hosts meetings and discussions and showcases changing displays of work produced by participants and friends of the Vignelli Center.

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## **Special Exhibits in the Archives**

Additional curated selections from the archives collections can be found on limited view by appointment or invitation on the fourth floor within the archives. The nature of these exhibits is determined by the Archivist or the Director.





# Design:Vignelli

In 1971, Vignelli Associates was founded in New York by Lella and Massimo Vignelli to work in the whole field of design: from graphic programs to books, magazines and newspapers, from transportation design to packaging and product design, and from furniture design to interiors and exhibition design.

Vignelli Associates' basic design belief is that "Design is One." We believe in discipline as the pursuit of structural integrity, appropriateness as the search for the specific, and ambiguity as a plurality of meanings. We believe that a designer should be able to design anything--"from the spoon to the city"--because the basic discipline of design is one; the only things that change are the specifics. We believe that the interaction between different experiences enriches the mind and that specialization creates entropy. We strongly believe in the social responsibility of the designer, and that design is an integral part of the production process, not an embellishment.

## Benetton Gallery, Second Floor

Entering from University Gallery



## Benetton Gallery, Second Floor

Vignelli archive display designed by Lella and Massimo Vignelli



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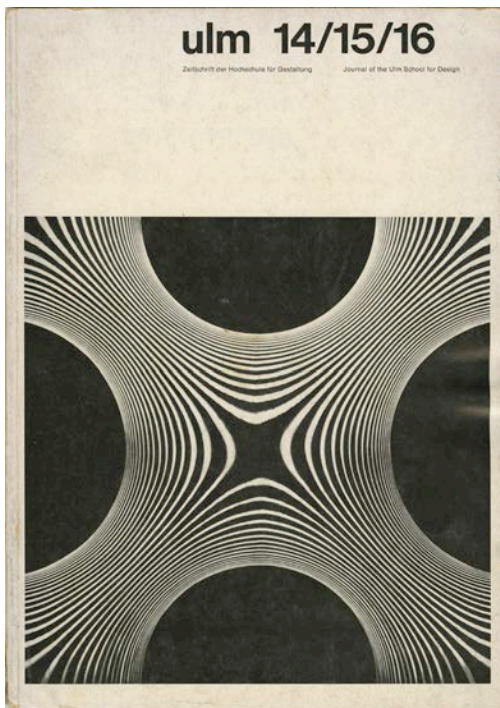
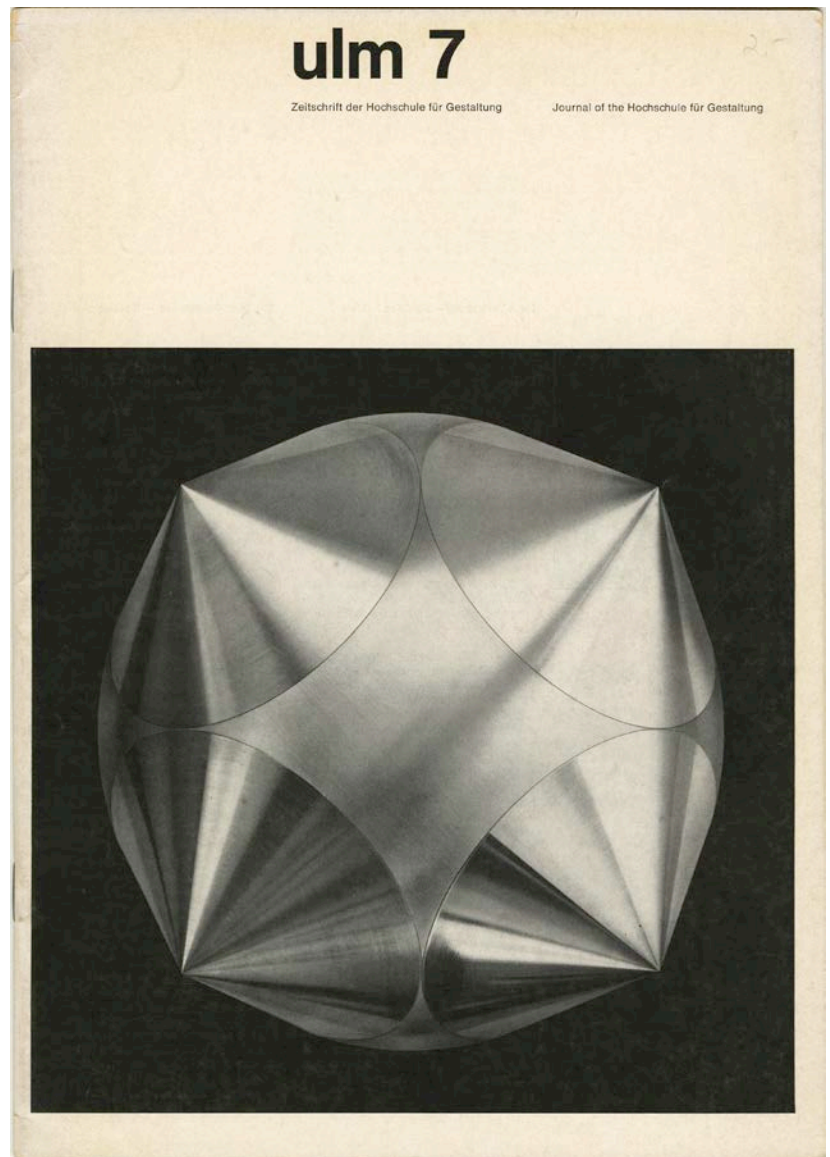
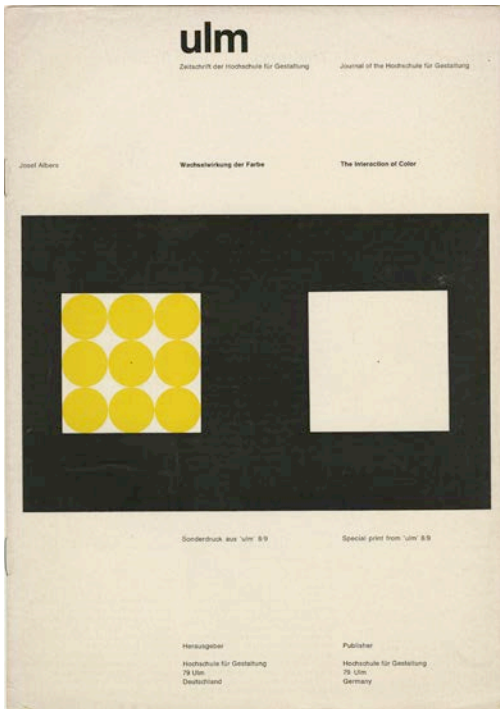
## **New Acquisitions**

Each year our collections continue to grow with select additions which help to make the archives the most complete record possible.

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### **Acquired in 2020**

- Ulm School journals
- Otl Aichler graphics
- Munich Olympics posters
- Michael Soluri photographs
- Robert Conge posters



## Journals from the Ulm School of Design

The Ulm School was one of Europe's most influential design schools since the Bauhaus



## 1972 Munich Olympics Posters

This set of 26 posters was donated by designer Michael Burke



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## Research 2020

Scholars, historians, curators, designers, journalists, publishers, manufacturers, former Vignelli clients, social media influencers, and many others access the archives for a variety of research, publications, exhibitions, and inspiration.

Inquiries are up 27% from 2019 with 108 inquiries from 6 different countries. The Archivist shared over 1,500 digital images with researchers.

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## Highlights 2020

- Italian designer catalogue raisonné
- Politics of Furniture book
- Architectural record grids and manuals for designer in DC
- Italian design, art and architecture magazine article
- Publication on women in design
- Museum loans In New York City, London and Italy





Milano, 18-22 Aprile '96

Salone Internazionale del Mobile  
18° EuroLuci, Salone Internazionale  
dell'Illuminazione  
10° Salone del Complemento d'Arredo

Salone Internazionale del Mobile  
10° Exhibition International Lighting  
& Interiors  
10° Furniture Accessories Exhibition

Colombo  
Corso Magenta 96, 20123 Milano  
Tel. +39 2/4813581  
Fax +39 2/4813580

Colombo

## 1996 Salone del Mobile

Joe Colombo exhibition brochure for Salone del Mobile, 1996, design by Massimo Vignelli

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## Education 2020

The Archivist partners with faculty and students to integrate collections into the curriculum and teaching course sessions with artifacts across a variety of disciplines. Faculty around the world use digital images in their courses and students around the world find inspiration for their projects and incorporate the archives into their dissertations, theses, and projects.

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### Highlights 2020

- Providing images for a graphic design textbook
- Non-profit online design school curriculum featuring the NYC Subway map
- Supporting curriculum for graphic design professor in Italy
- Supervised two RIT Museum Studies student employees: Leah Green and Carmen Lopez
- Faculty research support to build an API: supplied images and metadata for building prototype
- Taught 12 classes sessions [8 migrated to virtual on Zoom]: Photo, 2D/3D Foundations, Industrial Design, Interior Design, Media Science, Graphic Design, Visual Communication Design, and Museum Studies.
- Supported student projects, including a RIT Graduate Capstone, RIT Cross Media Workflow course, RIT Photo Content Management course [2nd year], RIT Design Praxis II



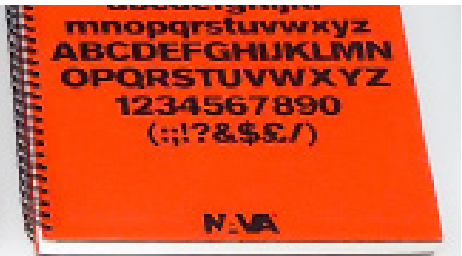
## Various Book Cover Designs

All designed by Massimo Vignelli



## Vignelli's Archive Collection Displays

These displays, designed by Archivist Jennifer Whitlock, help students seek inspiration from the Vignelli ethos



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# Collections

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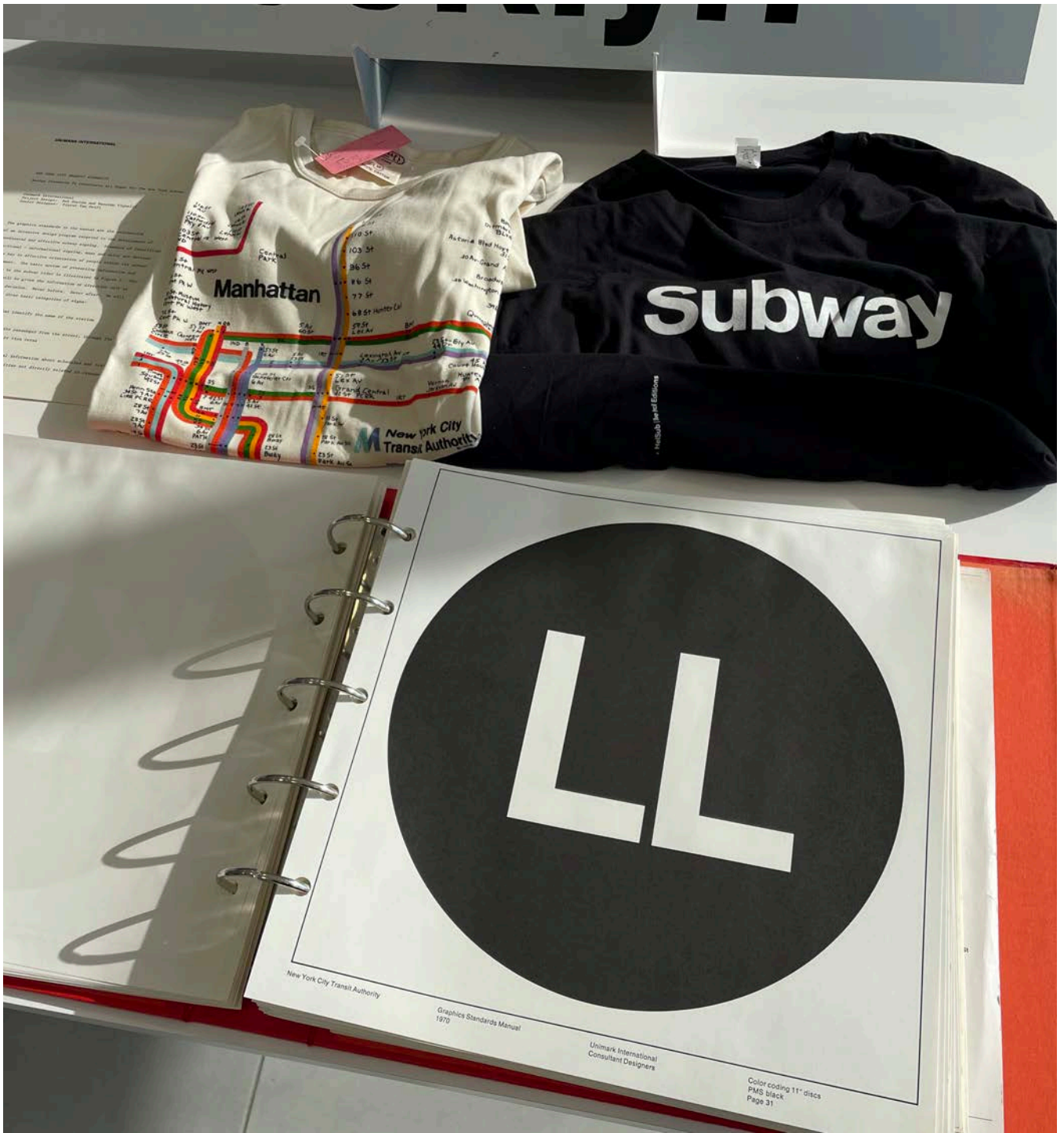
## Vignelli Archive

The Vignelli Center for Design Studies is committed to preserving the history of design through collecting the archives of designers, historians, educators, collectors, filmmakers, and others who document design's past. With a collection of over 500,000 artifacts, the Vignelli Center is home to the entire professional archives of the renown designers Massimo and Lella Vignelli, including two floors of galleries highlighting the Vignelli's work which is open to the public. In addition to the Vignelli archives, the Vignelli Center has 1000s of artifacts by numerous additional designers and all the collections are available for research, education, and creative inspiration. Massimo and Lella Vignelli worked across all fields of design and their archives include examples of industrial and product design, graphics and publication design, corporate identity programs, architectural graphics, exhibitions, interiors, and furniture design. These collections also feature unique materials related to the Vignelli's' design process, such as sketches, prototypes, models, technical plans, correspondence, contracts, mechanicals, photographs, material samples, videos, and digital files.

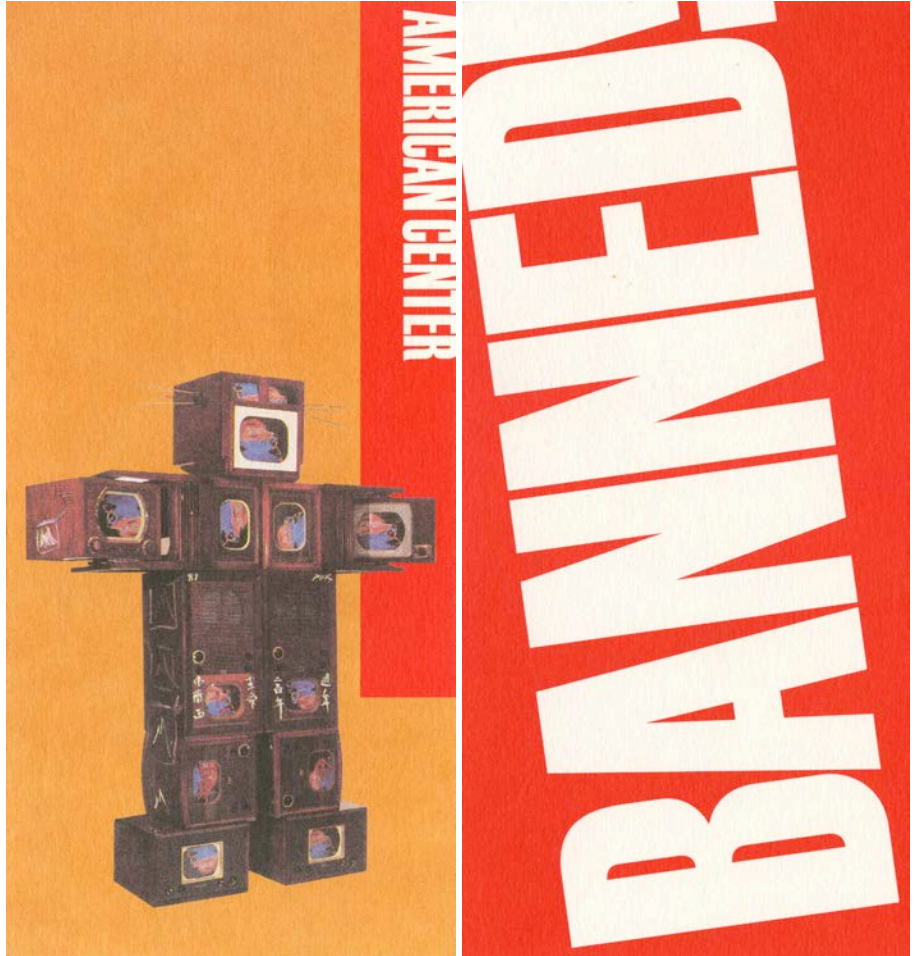
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## Special Collections

In addition to the Lella and Massimo Vignelli archives, we have 1000s of artifacts by numerous additional designers and all the collections are available for research, education, and creative inspiration. With over 200,000 artifacts, our Special Collections include examples of industrial and product design, graphics and publication design, corporate identity programs, architectural graphics, exhibitions, interiors, and furniture design. Our collections also feature unique materials related to the design process, such as sketches, prototypes, models, technical plans, photographs. Spanning from the 1940s to today, many of these collections help define and promote Modernism, but some also challenge it and even redefine it.



**NYC Subway System Wayfinding, Designed by Massimo Vignelli**



## 1994 American Center Posters

Massimo Vignelli's identity and publications system for the American Center in Paris



**SPECTACLES  
FALL/  
AUTOMNE**

**AMERICAN CENTER**

**HEAR SAY**  
1er et 2 juillet à 20h30  
July 1 and July 2 at 8:30 pm

**AMERICAN CENTER**

**nova 101.5**

**LE DESORDRE  
AUJOURD'HUI  
DISORDER  
TODAY**

3 juin - 25 juin, 1994  
June 8 to June 25, 1994

**AMERICAN CENTER**

**NAM  
JUNE PAIK:  
DAVID &  
MARAT**

8 juin - 1er décembre 1994  
June 8 to December 1, 1994

**AMERICAN CENTER**

**BANNED  
IN THE USA**  
4 juillet - 16 juillet, 1994  
July 4 - July 16, 1994

**AMERICAN CENTER**

**ETE  
SUMMER  
1994**

**AMERICAN CENTER**

51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101
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1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
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1	apparecchiare	serie ABC; servizi da tavola, bicchieri, posate; forme modernissime, porcellana solo bianca o bianca e blu, tutto si compone	11	aprire	i g pic cui poi di lev
2			12	affilare	i c
3			13	gratugiare	pa
4	apparecchiare	accessori per la tavola e la cucina, un gruppo coordinato per forma e colore	14	tagliare	uo sal
5			15	affettare	pat ver for
6	coordinare	barattoli e strofinacci stessi colori, stessi disegni	16	sbucciare	ara
7			17	scavare, snocciolare	frut
8	apparecchiare	posate giapponesi, con manico in legno di rosa, costano molto poco	18	spremere	agi car

**La Rinascente Pamphlet**

The Vignellis designed this book for the Italian brand

**Packaging**

Every bit as important as the image Xerox projects in describing and selling a product is the image presented by the package in which a product or supply is received. Xerox packaging not only contains a communicate. And though packaging graphics are more

informational than promotional, they represent a recurring graphic expression of the commitment Xerox has made to consistency and quality in the marketplace.



Packages—which form a strong link in the chain of communicating our corporate identity—employ a non-bleed identity stripe, but are otherwise hand-drawn, structured and typeset in the same manner as other Xerox materials. The non-bleed

version of the identity stripe is set back from the top, left and right edges by a margin equal to 1/4 of its own thickness; type aligns with its left-hand edge.



**Xerox Corporate Identity (1985–1989)**

And may all  
your Christmases  
be yellow.

Kroin



### Kroin's Identity by The Vignelli's

The Vignelli's used this bold yellow color as key component of Kroin's identity

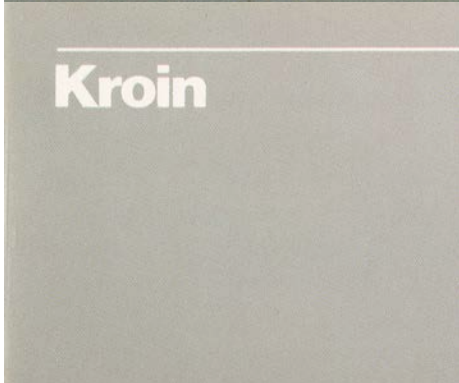


**Kroin**



**Kroin**

Sanitary Fittings



**Kroin**



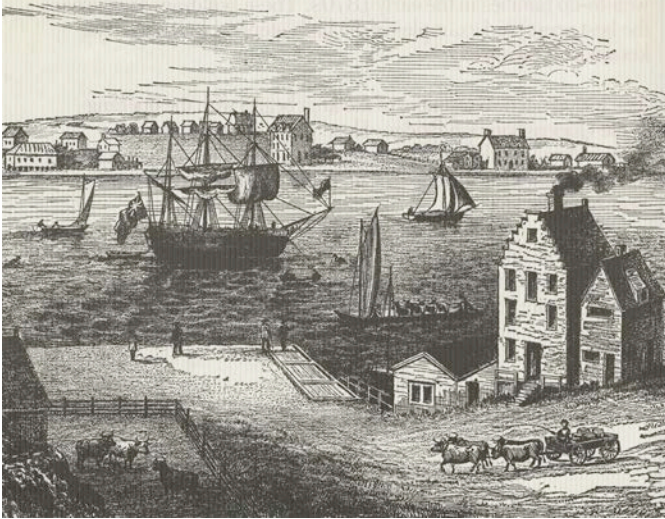
**Kroin**

Washbasin Series

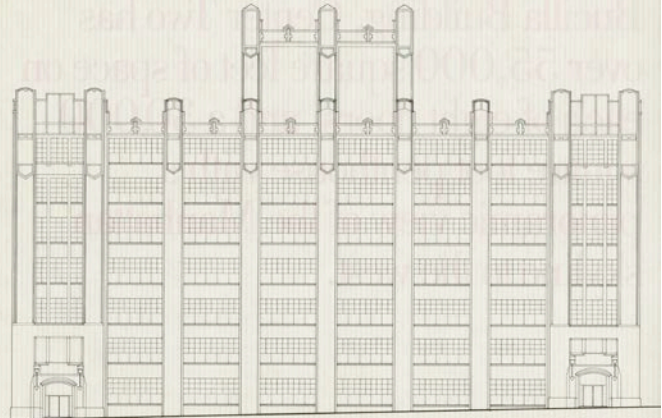
## **Kroin Brochure Design by Massimo Vignelli**

Brochure about bath faucets for Kroin Architectural Complements, manufacturer and distributor of park and garden furniture, sanitary fittings and washbasins

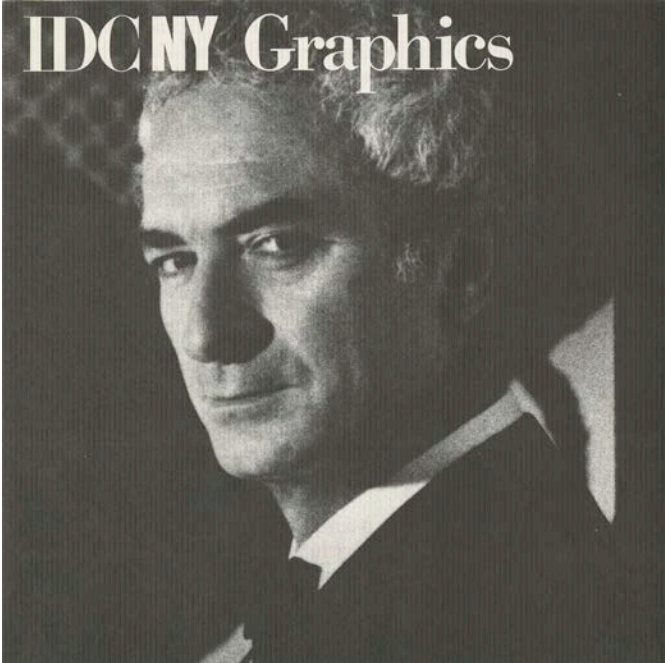
# IDCNY History



# IDCNY Center Two



# IDCNY Graphics



# IDCNY Market



## IDCNY Graphic System

The Vignellis' design firm designed the branding system for the International Design Center, New York





## Vignelli Glassware for Sasaki



VERY EARLY WORKS

SALMOIRAGHI - 1954/55

RINASCENTE 101 - 1962

**Process work by Massimo Vignelli**





# Programming 2020

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# Design Conversation Lecture Series

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## About the Series

Central to the Vignelli Center's role in promoting vital design discourse is the Design Conversations lecture series which brings important design-minds to RIT, exposing our community to a lineup of diverse and creative visionaries throughout the academic year. In a first-of-its-kind partnership with the popular online design destination Design Milk, the Center has dramatically expanded its reach for this annual lecture series by rebroadcasting the Design Conversations talks through their channels.



## Design Conversation Lecture Series

Presented by Design Milk

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# History

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## Origins and Inspirations

The Design Conversation Lecture Series aligns with the educational mission of the Vignelli Center. This series facilitates valuable learning opportunities for both students and community through inspiring lectures by renowned professionals and Vignelli Center contacts.

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## Organizers



**Josh Owen**

Director

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# Design Conversation Lecture Series 2020

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## 2020 Lecturers

- Milton S.F. Curry
- Noel Mayo
- Natalie Nixon
- Gary Hustwit

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## 2020 Topics

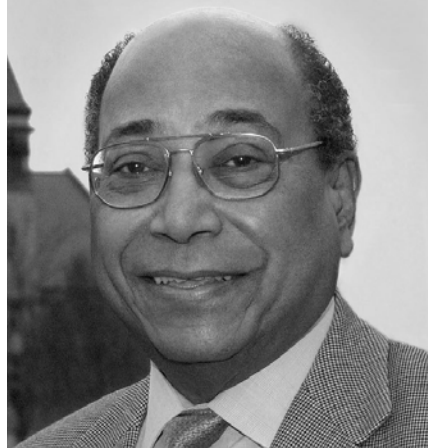
- Paul R. Williams and the Legacy of Black Aesthetics
- Noel Mayo: A Life of Firsts
- Level Up: Creativity & Context at Every Turn
- Documenting Design

---

## **Design Conversation Lecture Series 2020**



**Milton S. F. Curry**



**Noel Mayo**



**Natalie Nixon**



**Gary Hustwit**

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# Metaproject

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## About the Class

The term “Metaproject” is designed to be used as a thematic umbrella referring to an industry partnership which places the student output into a global venue thereby opening up a transformative platform for the industrial design program and by proxy, the School of Design and RIT. In keeping with the Design is One philosophy espoused by the RIT 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”. The Metaproject course is taught by Josh Owen, Vignelli Distinguished Professor and Director of the Vignelli Center for Design Studies, and assisted by MFA candidate Tati Ferrucio, Graduate Industrial Design Student.

The image shows the official logotype for 'metaproject'. The word 'metaproject' is written in a bold, lowercase, sans-serif typeface. The letters are white and stand out prominently against a solid black rectangular background. The 'm' and 'p' are particularly large and have a strong visual presence.

**Official metaproject logotype**



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# History

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## Origins and Inspirations

Professor Josh Owen, renowned in Industrial Design and serving as Director of the Vignelli Center, introduced Metaproject 01 in 2011. Since then, this course has remained a sought-after annual opportunity for senior undergraduates in RIT's industrial design program. Rooted in the teachings of design visionaries Lella and Massimo Vignelli, the class embraces their "Design is One" philosophy. This renowned class provides students with invaluable opportunities and connections, collaborating with esteemed industry partners including Herman Miller, Corning Museum of Glass, Kikkerland, and numerous others.

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## Notable Alumni

- Nate Verso, Metaproject 10
- Daniel Shapiro, Metaproject 09
- Tadhg Duffy, Metaproject 07

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## Founder



**Josh Owen**

Professor of Industrial Design and  
Director of the Vignelli Center



**Tati Ferruccio**

Graduate assistant

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# Metaproject 11

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## Industry Partner

- Staach

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## Students

- Ethan Choy
- Jacob DiCicco
- Matt Giuliano
- Julia Hawley
- Hunter McCluer
- Patrick McMahan
- Akachi Okafor
- Jennifer Schroll
- James Sheeler
- Django Skorupa
- Aine Tobin
- Abigail Van Camp
- Sophia Velasquez
- Tiree Walker
- Molly Warren
- Gigi Ye

---

## Metaproject 11 Winners

### Embodiment

- Hunter McCluer

### Inspirational

- Julia Hawley

### Provocative

- Jacob DiCicco

### City Art Space Selection

- Tiree Walker

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## Key Stakeholders



### Josh Owen

Professor of Industrial Design  
and Vignelli Center Director



### Seth Eshelman

Principal Designer and  
Founder, Staach



### Brandon Colaprete

Senior Project Designer, Staach

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## Metaproject 11 Logo

The logo features the text "metaproject 11" in a bold, white, sans-serif font. The word "metaproject" is in lowercase, while "11" is in uppercase. The text is centered horizontally and set against a solid black rectangular background.

metaproject 11

Metaproject 11 official logo







## **Metaproject 11 Winner**

Winning project by Hunter McCluer



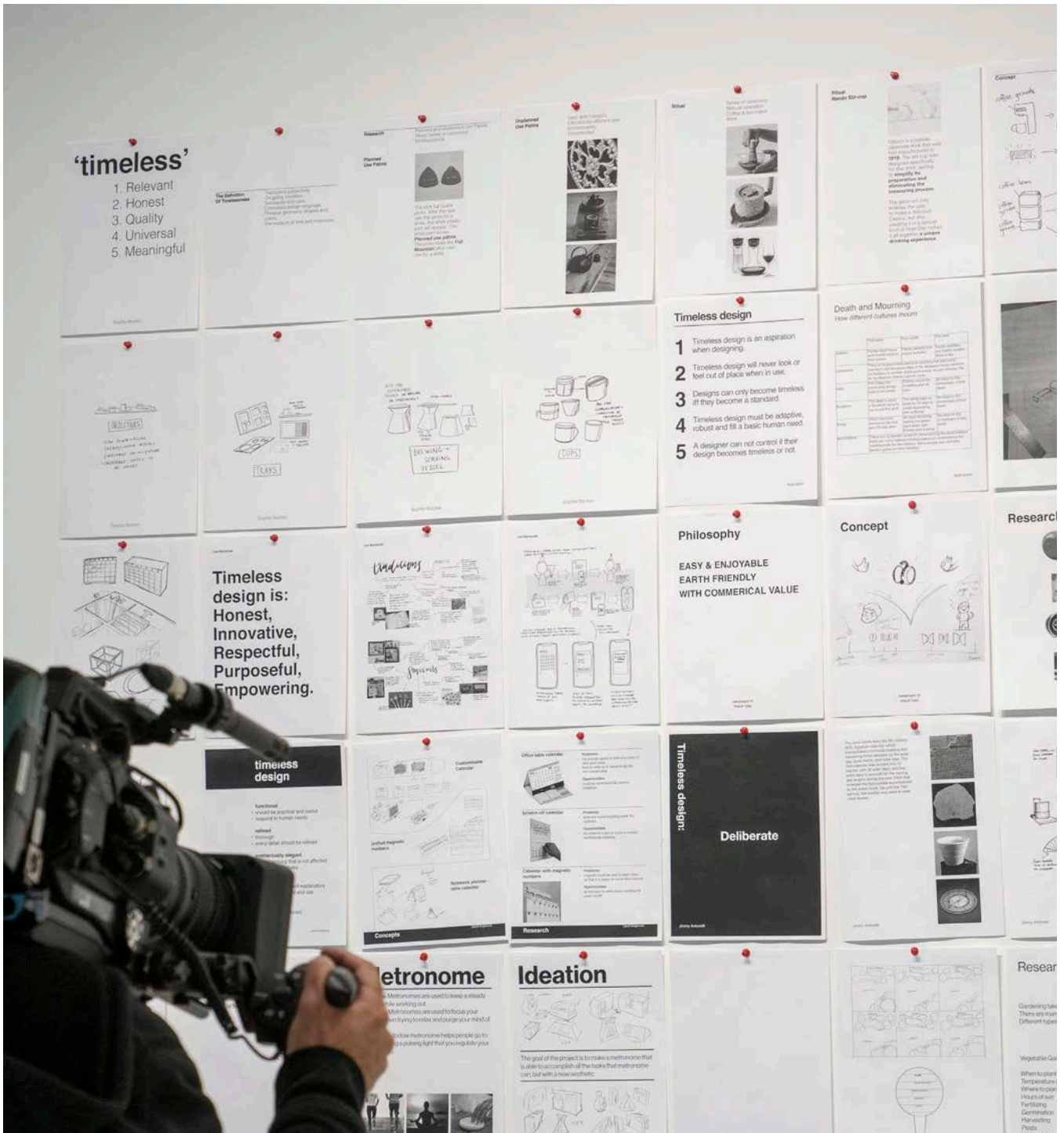


## 10 Years of Metaproject

10 Years of Metaproject show at the RIT CityArt Space

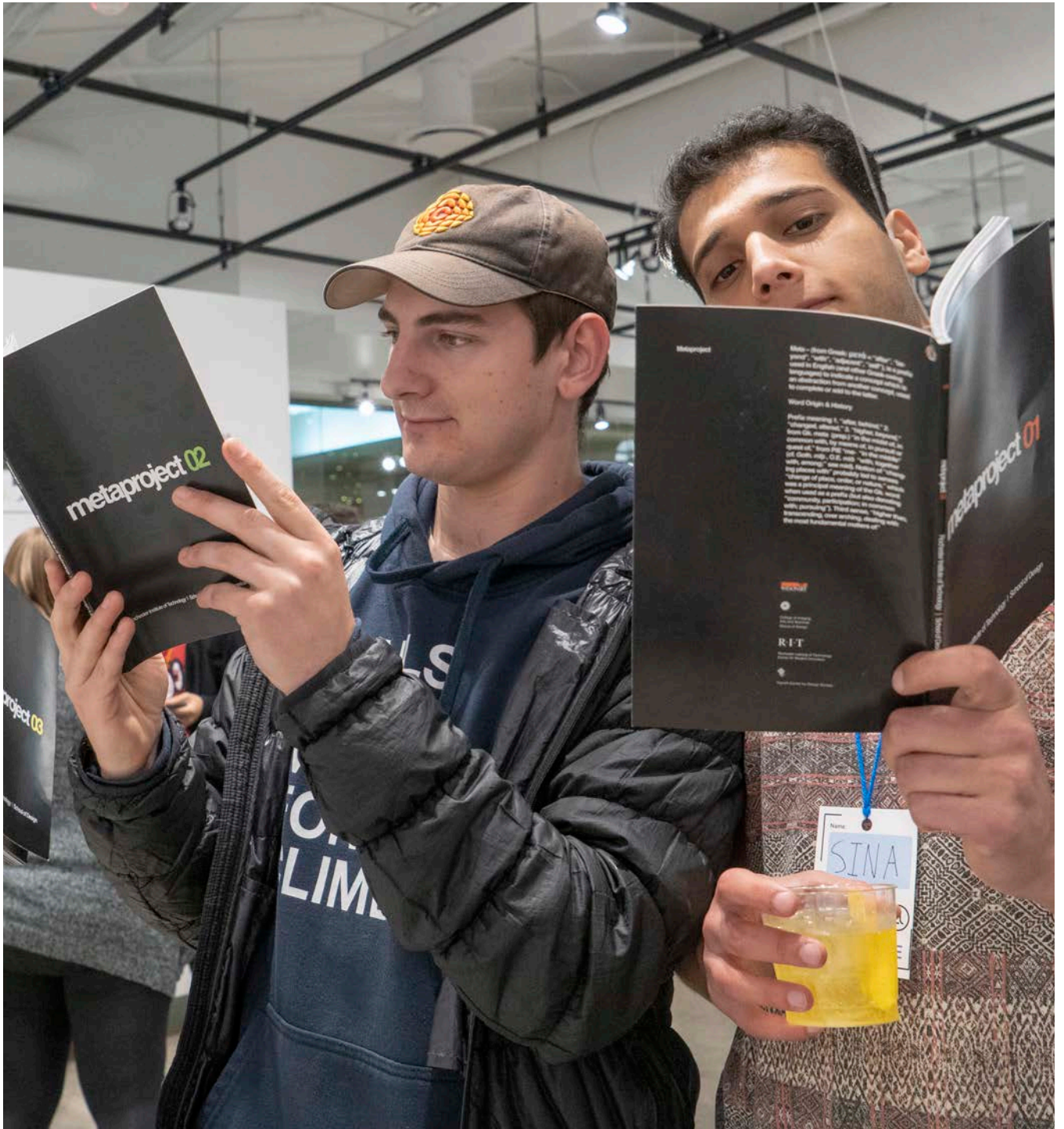






## 10 Years of Metaproject

Metaproject show celebrating the 10-year anniversary of Metaproject with a show at RIT CityArt Space







# **Communications 2020**

# Communications

Title	Information	Impact
<b>Facebook</b>	Managed by Jennifer Whitlock	• 4,689 followers
<b>Google Arts &amp; Culture</b>	Managed by Jennifer Whitlock	• People from 102 countries are viewing the collection 3,182x/month (average).
<b>Instagram</b>	Managed by Jennifer Whitlock	• 32,000+ followers
<b>Letters from the Director</b>	Director's Letters provide essential updates from the Vignelli Center, keeping friends, associates informed and connected. They are crucial for nurturing existing relationships and welcoming new members, acting as a bridge that supports collaboration, business growth, and overall success.	• Seasonal—4x yearly • Additional announcements

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**Mail Chimp**

Email marketing platform  
managed by Josh Owen.

• 5k subscribers

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**Pinterest**

Managed by Jennifer Whitlock

• 806.66k impressions

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**Tumblr**

Managed by Jennifer Whitlock

• 8,883 followers

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**Twitter**

Managed by Jennifer Whitlock

• 5,034 followers

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**YouTube Channel**

Managed by Jennifer Whitlock

• 14,000 views







# Initiatives 2020

# 2020 Initiatives

Event	Information	Impacts
<b>Design Conversations: Documenting Design Gary Hustwit</b> 4 February 2020	Gary Hustwit, acclaimed American filmmaker and photographer, presents in the Vignelli Center's Design Conversations series. He discusses his latest book "Vignelli: Photographs," highlighting his 2013 documentation of renowned designers Massimo Vignelli and Lella Vignelli during a one-day visit to their home studio, a significant part of his presentation.	<ul style="list-style-type: none"><li>• 237 views on Youtube</li><li>• 300 attendees</li></ul>
<b>Vignelli Professor asked to contribute to World History of Design Volumes</b> 5 February 2020	News: R. Roger Remington, RIT's Vignelli Distinguished Professor of Design, has been asked to write a chapter in the new World History of Design volumes.	
<b>Archivist to represent Vignelli Center at conference</b> 7 February 2020	News: Jennifer Whitlock is a panelist at the March 11 Archives by Design Symposium in NYC	
<b>Remington asked to speak in Germany</b> 7 February 2020	Vignelli Distinguished Professor of Design R. Roger Remington will deliver the 2020 commencement address at RIT's partnering school Anhalt University of Applied Science in Dessau, Germany.	

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**Rare Vignelli photographs  
on display at RIT**

12 February 2020

Renowned filmmaker Gary Hustwit spent a day in 2013 photographing Massimo and Lella Vignelli. Now, a selection of images from the project are on view through April 15 in the Vignelli Center

- 200 attendees

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**Retiring Remington  
Leaves Legacy of Design**

18 March 2020

While he'll soon step away from the day-to-day at the university to which he has dedicated nearly six decades, R. Roger Remington wants people to know, "I'm not going anywhere." The Vignelli Distinguished Professor of Design and longest-serving faculty member at RIT will retire in May after 57 years at the university.

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**Vignelli Center adds  
Munich Olympics  
posters to collection**

16 April 2020

News: Designer Michael Burke donated 26 promotional posters from 1972 Olympics

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**Graduate class prepares  
promotional plan  
from Vignelli Archive**

11 May 2020

News: Students in the Cross-Media Workflow course collaborated with the Vignelli Center for Design Studies to produce an innovative and sustainable cross-media project.

- 15 students

---

**Remington awarded  
Vignelli Medal**

15 May 2020

R. Roger Remington, in celebration of his 57 years at RIT, was presented the Massimo and Lella Vignelli Distinguished Professor Medal.

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**Josh Owen named director  
of RIT's Vignelli Center  
for Design Studies**

9 July 2020

News: Josh Owen, and internationally renowned designer, author and faculty-researcher who has led RIT's industrial design program to national prominence since coming to the university a decade ago, has been named the new director of the Vignelli Center for Design Studies and the Massimo and Lella Vignelli Distinguished Professor of Design.

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**Dream Design Jobs:  
Josh Owen Named  
Director of RIT's  
Vignelli Center**

24 July 2020

Design Milk features Josh Owen, Distinguished Professor and director of the Vignelli Center for Design Studies.

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**Vignelli Center  
archivist presents at  
international conference**

31 July 2020

Jennifer Whitlock shared artifacts from and information about the Vignelli Center's archives as part of the Design Educators Typography Intensive, hosted by the Hoffmitz Milken Center for Typography.

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**RIT's Metaproject will  
collaborate with Alumnus'  
sustainable design firm**

26 August 2020

For Metaproject 11, senior industrial design students will spend the semester designing products for Staach, which focuses on functional sustainable design. Founded by Seth Eshelman '06 (Industrial Design/Graphic Design).

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**RIT's Vignelli Center  
for Design Studies  
teaming up with Design  
Milk for lecture series**

11 September 2020

Beginning with next week's inaugural lecture on September 16, the Vignelli center's design conversations lecture series presented by Design Milk will feature a wide variety of diverse designers whose compelling work has made important impacts on the design world.

- Design Milk: 3m followers

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**Design Conversations:  
Level Up Design:  
Creativity at Every Turn  
Natalie Nixon**

16 September 2020

Nixon is a "creativity strategist" who transformed a 16-year career in higher-education into a successful consulting practice at Figure 8 Thinking, LLC, where she advises leaders at companies such as Comcast, Bloomberg and Citrix. The author of multiple books, she is a regular contributor to Inc. magazine on creativity and design thinking.

- 250 attendees

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**Watch: RIT Design  
Conversation  
Level Up Design  
with Natalie Nixon**

22 September 2020

Design Milk highlights the Vignelli Center's Design Conversations Lecture Series.

- 407 views on Youtube

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**Design Milk rebroadcasts  
Vignelli Center Lecture**

28 September 2020

Through a partnership with the popular online magazine, Vignelli Center lectures are being rebroadcast by Design Milk. The semester's first event featured an inspiring talk by creativity strategist Natalie Nixon.

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**Vignelli Center launches  
digital archives**

12 October 2020

The Vignelli Center for Design Studies joined Google Arts & Culture as a partner, making hundreds of high-resolution artifacts from its archives available to an online audience.

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**Design Conversations:****A Life of Firsts****Noel Mayo**

20 October 2020

Mayo, owner of Noel Mayo Associates, is a pioneering figure, heading the first African-American industrial design firm in the US. He's influential in minority-mentoring programs, at IDSA, SEGD, and Ohio State University, where he retired in 2018. Mayo's accolades span juror roles, presidencies, advising, and prolific design work across diverse spaces, including groundbreaking contributions to Lutron Electronics. His iconic design, Nova, stands out as the first linear dimmer for commercial use.

- 250 attendees

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**Watch: RIT Design****Conversations****A Life of Firsts:****Noel Mayo**

20 October 2020

Design Milk highlights the Vignelli Center's Design Conversations Lecture Series.

- 402 views on Youtube

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**Design Conversations:****Paul R. Williams****and the Legacy of****Black Aesthetics****Milton S.F. Curry**

18 November 2020

Curry, Dean & Professor at USC's School of Architecture, holds the MacDonald Dean's Chair. Known for influential essays on architecture, urbanism, race, and culture, he values public discourse. Published widely in journals like Deem, Architect's Newspaper, Huffington Post, and Architectural Record. Formerly at KPF Architects, he founded MiltonCurry ProjectStudio, working on diverse projects.

- 150 attendees

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**Newsletter from Director****Welcome New Director**

10 November 2020

Introducing the new Vignelli Center Director, Josh Owen. The very first in the new series of emails from the director to friends and associates of the Vignelli Center.

- Beginning of email list for Vignelli Center communications

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**Letter from the Director:  
Thanksgiving Wishes**

25 November 2020

Updates regarding the center and  
recap of the fall 2020 semester.

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**Watch: Milton S.F. Curry  
Paul R. Williams and  
the Legacy of  
Black Aesthetics**

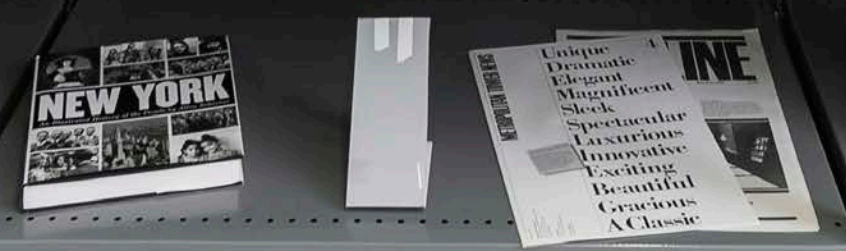
1 December 2020

Design Milk highlights the  
Vignelli Center's Design  
Conversations Lecture Series

- 229 views on Youtube



Downtown  
& Brooklyn







# **Vignelli Center Photos 2020**



## **Vignelli Center for Design Studies**

View from outside the Vignelli Center on RIT campus

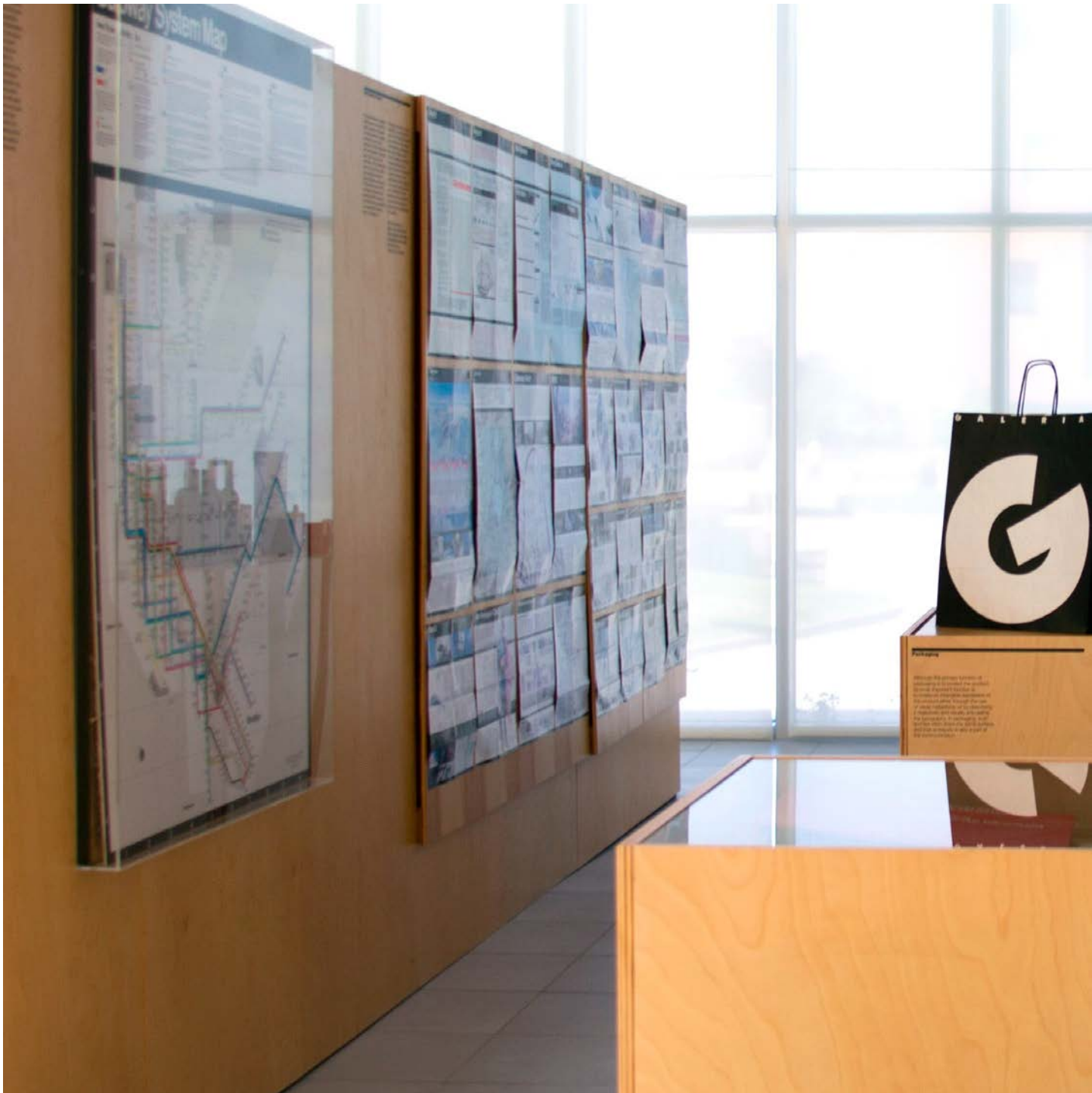




## Vignelli Center for Design Studies

Interior of Benetton Gallery, first floor





## Vignelli Center for Design Studies

Works by the Vignellis on view in Benetton Gallery





## 10 Years of Metaproject

Exhibition at RIT CityArt Space







**Director, Josh Owen, with R. Roger Remington**

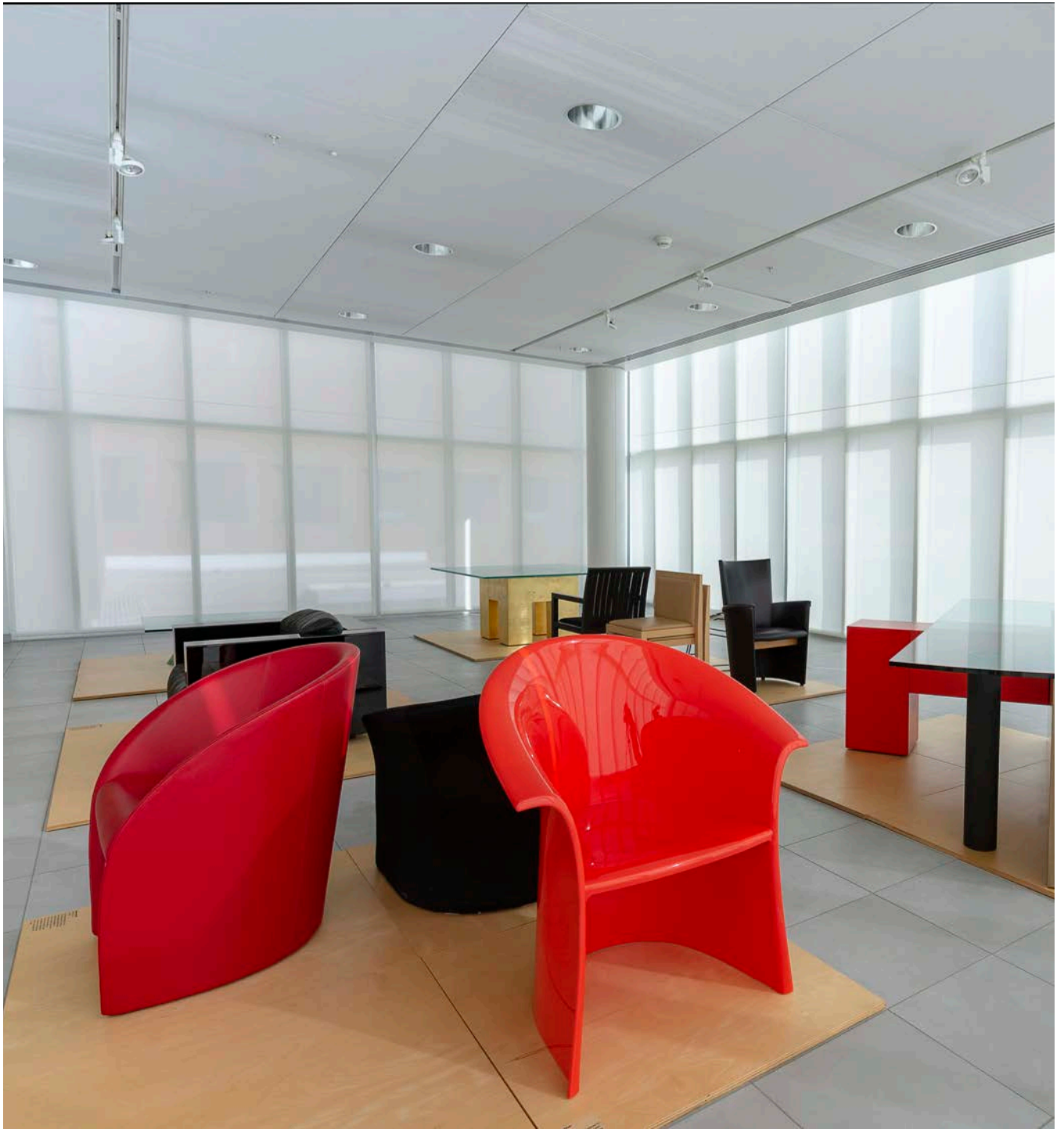
Josh Owen meeting with previous director R. Roger Remington in Vignelli Center for Design Studies Director's Office





## 10 Years of Metaproject

Exhibition at RIT CityArt Space



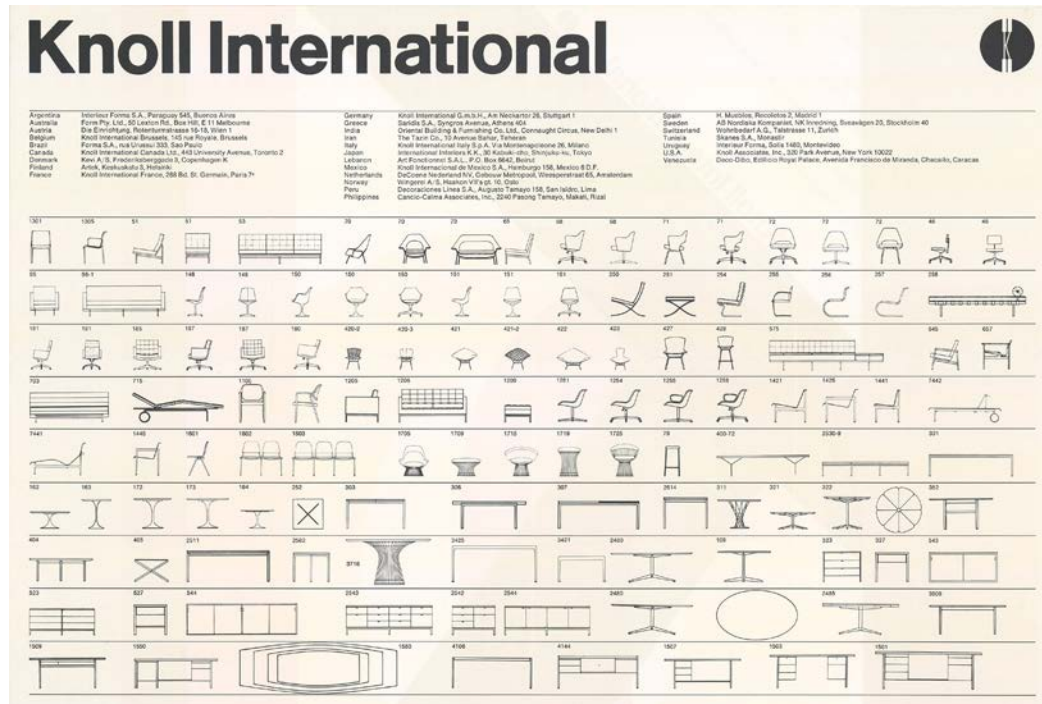
## Benetton Gallery

Furniture by Massimo Vignelli in the 2nd floor gallery



**“Heller Rainbow Dinnerware [front view]” (1972)**

Sourced from the Vignelli Center Google Arts and Culture page, launched in 2020



“Knoll International” Poster, Front and Back View (1967)

Sourced from the Vignelli Center Google Arts and Culture page, launched in 2020



## 10 Years of Metaproject

Exhibit in RIT CityArt Space







## “Design: Vignelli” Exhibition (2010)

Sourced from the Vignelli Center Google Arts and Culture page, launched in 2020

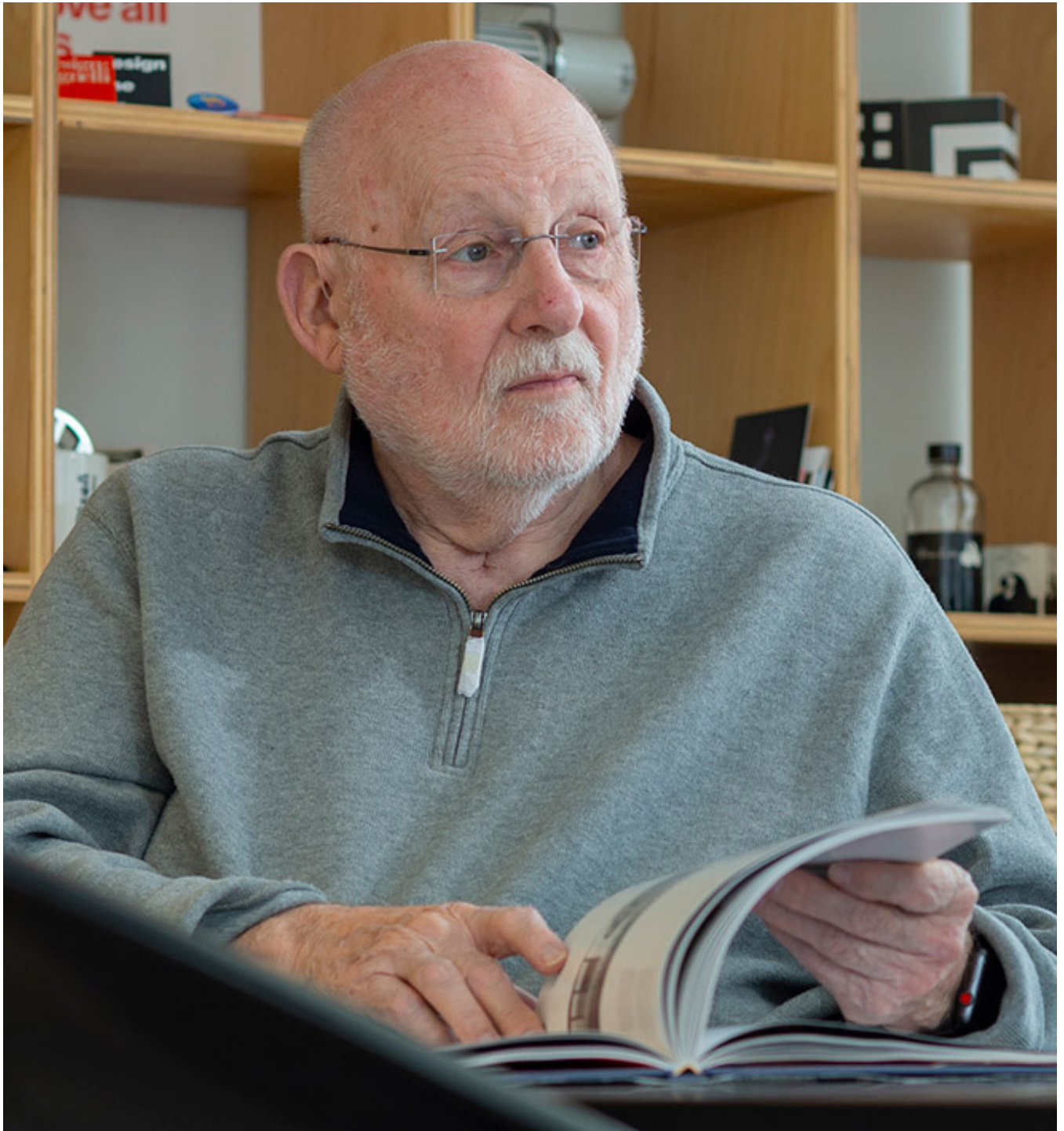


A photograph of a modern building with a brick facade and a large glass window wall. A person with a backpack is walking on a paved path in the foreground. The sky is blue with light clouds. The building has a mix of brick and stone textures, and the glass wall reflects the sky and surrounding environment. There are some bushes and a lamp post near the entrance.

Vignelli Center for Design Studies



# **Spotlight on Friends of the Vignelli Center**



## **R. Roger Remington presented the Massimo and Lella Vignelli Distinguished Medal**

Celebrating a 57 year career in design, education, and design history, Remington was also RIT's first Vignelli Distinguished Professor



**Close-up of the Massimo and Lella Vignelli Distinguished Metal**



## **Natalie Nixon publishes “The Creativity Leap”**

Nixon also presented “Level Up: Creativity and Context at Every Turn” to the RIT community, in partnership with Design Milk, in September of 2020.





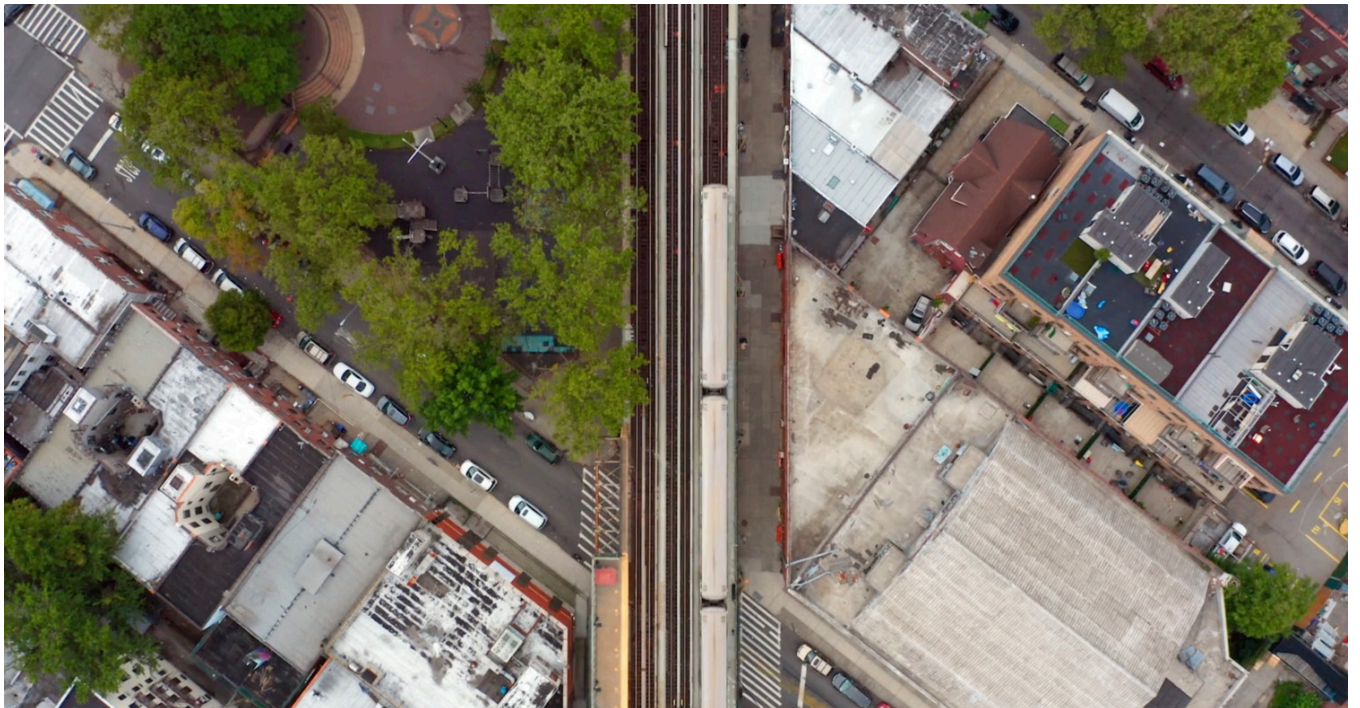
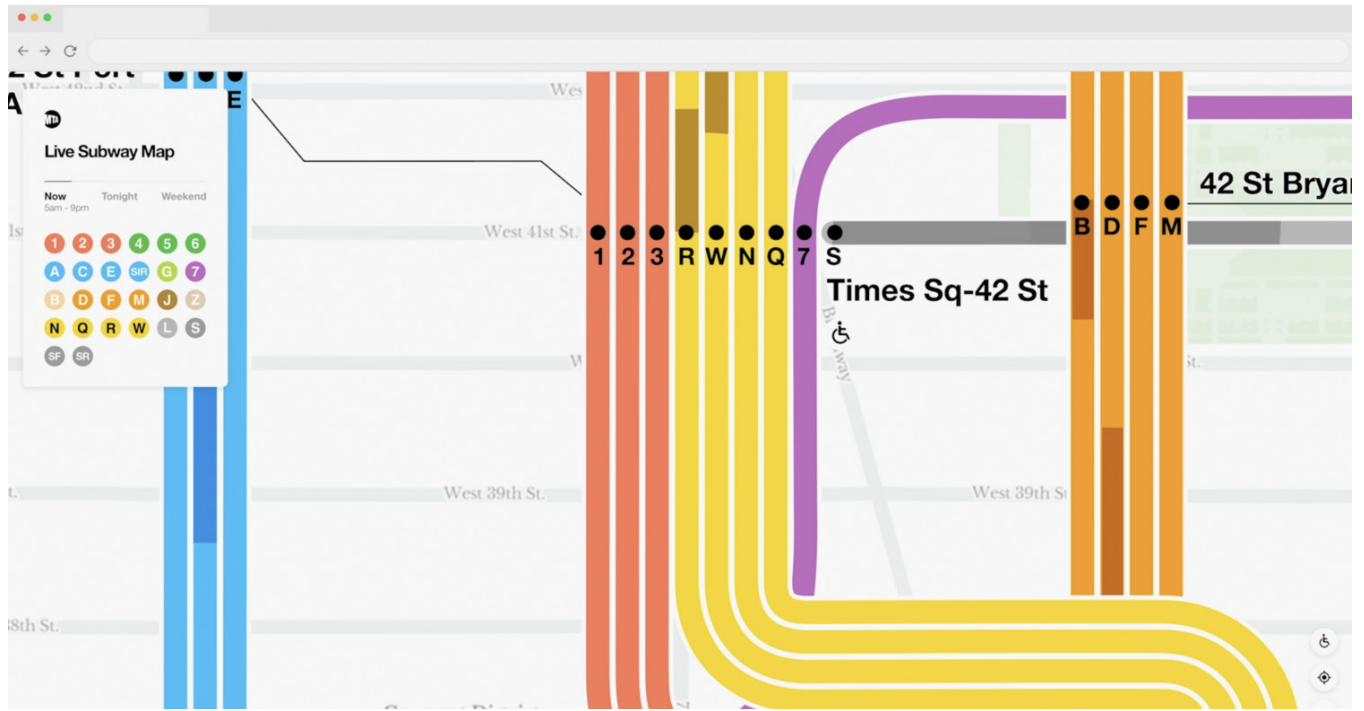
**Steven Heller publishes article, “Vignelli Still Lives”, in Print magazine**

The article features photographs by Gary Hustwit from May 2013 when he spent the day photographing legendary designers Massimo and Lella Vignelli in their home studio.



### **Gary Huswit directs and releases “The Map”**

The 10-minute documentary explores the revolutionary redesign of Vignelli’s iconic subway map. Huswit also exhibited a series of rare photographs of Lella and Massimo at the Vignelli Center in February 2020.



Stills from Gary Huswit's documentary, "The Map"





# Notes



































































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# Appendix

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## 2020 Annual Report Colophon

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# Colophon

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**Direction**            **Josh Owen**

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**Design**                **Liza Lennarz**  
                              **Keli DiRisio**

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**Production**         **Alyssa Davis**  
                              **Hannah Nettikadan**  
                              **Jolie Greco**  
                              **Liza Lennarz**

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**Photography**       **Alyssa Davis**  
                              **Elizabeth Lamark**  
                              **Liza Lennarz**  
                              **The Vignelli Center for Design Studies**

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**Typeface**            **Haas Grotesk Text and Display**



