

# **Vignelli Center for Design Studies Annual Report 2021**



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# Summary 2021

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## Impact

2021 was a year of substantive expansion and adaptation for the Vignelli Center for Design Studies. Among many other items described in this document, we have sparked innovative ways to stay together amidst the challenges of the preceding year. Coming back strong, we opened up the virtual doors to creativity, hosting a diverse group of designers to talk about their journeys and their work. 2021 was about finding balance in a troubled world. The Vignelli Center for Design Studies took on this challenge with open minds, putting safety and education above all else.

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## Looking Ahead

Design Conversations were created as a new online way to discuss design. By partnering with Design Milk to expand and engage a wider audience, we were able to continue to introduce learners to creative designers and diverse visionaries.

Design Conversations also marked a new relationship with RIT's MAGIC Spell Studios, collaborating to find ways to bring in-person events back safely. Our many projects continued to expand our mission globally with milestones through notable projects and partnerships following our goals of education, preservation and advocacy.

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## Vignelli Archive Access

- Answered 165 inquiries from 11 different countries
- Provided over 3200 archival artifacts to researchers
- Hosted 3 researchers in person
- Taught 19 class sessions with RIT's photo, 2D/3D Foundations, Interior Design, Industrial Design, New Media, Graphic Design, Visual Communications, Museum Studies, and First-Year Honors

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## Goals

### Education

Programming  
Research  
Collaboration

### Preservation

Collecting  
Dissemination

### Advocacy

Communication  
Public Good  
Global Reach

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## Key Stakeholders

Modkat  
Lady Helen Hamlyn  
Rochester Institute of Technology  
RIT University Archives



**Metaproject 12 Winner**  
Winning project by  
Ariel Meltzer

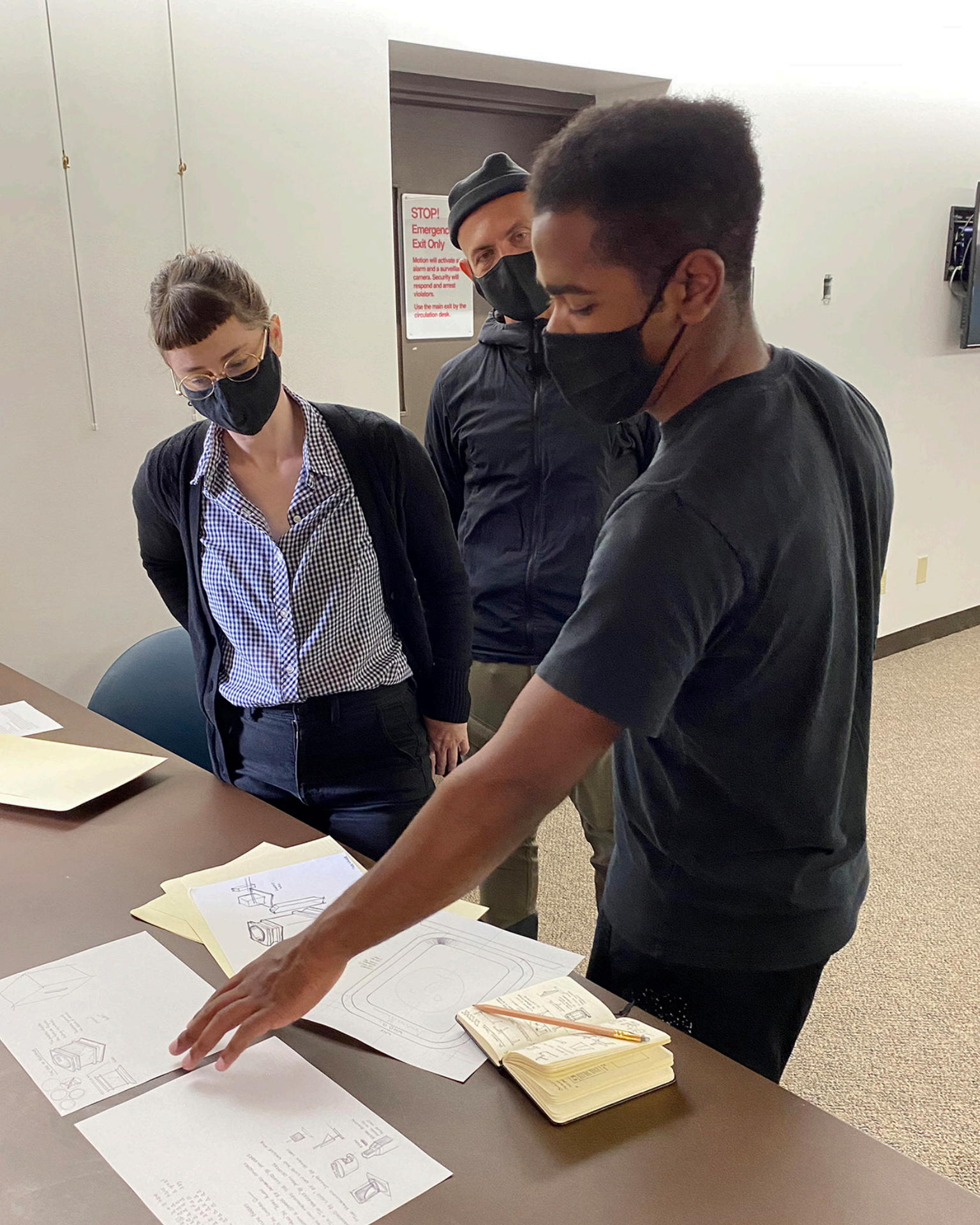


\*Names included in the full report

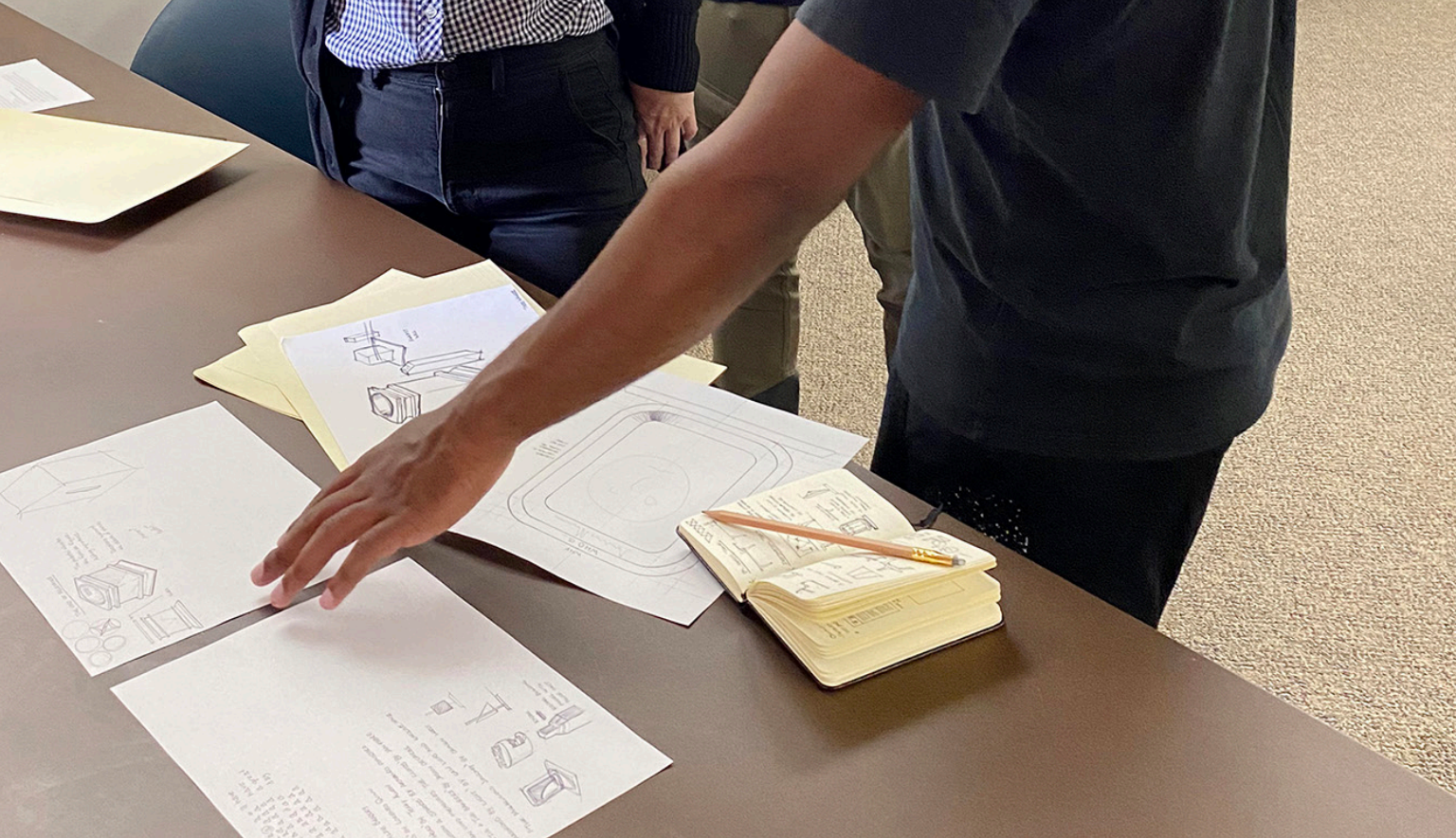
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## Thank you!

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.



**STOP!**  
**Emergency Exit Only**  
Motion will activate alarm and a surveillance camera. Security will respond and arrest violators.  
Use the main exit by the circulation desk.



# Impact 2021

## Creative Adaptation

2021 was a year of substantive expansion and adaptation for the Vignelli Center for Design Studies. Among many other items described in this document, we have sparked innovative ways to stay together amidst the challenges of the preceding year. Coming back strong, we opened up the virtual doors to creativity, hosting a diverse group of designers to talk about their journeys and their work. 2021 was about finding balance in a troubled world. The Vignelli Center for Design Studies took on this challenge with open minds, putting safety and education above all else.

## Advancing Goals

Within the pages of this document, you will read about our accomplishments and milestones. We welcomed new friends to the Center and reconnected with old ones. With new perspectives in sight, we learned and adapted our ways to fit this challenging year. We started Design Conversations as a new online way to discuss design. By partnering with Design Milk to expand and engage a wider audience, we were able to continue to introduce learners to creative designers and diverse visionaries. Design Conversations also marked a new relationship with RIT's Magic Spell Studios, collaborating to find ways to bring in-person events back safely. Our many projects continued to expand our mission globally with milestones through notable projects and partnerships following our goals of education, preservation and advocacy.

## Looking Ahead

We have much to look forward to. With the large-scale, above-mentioned projects in play and eyes towards expanding our archives staff, we need our friends more than ever. We continue to lead by design and adaptability with the Vignelli Center for Design Studies shining as a beacon and a nexus for discourse that sees education as a long-term pathway to peace and the better world we all seek.

—Josh Owen, Vignelli Center Director



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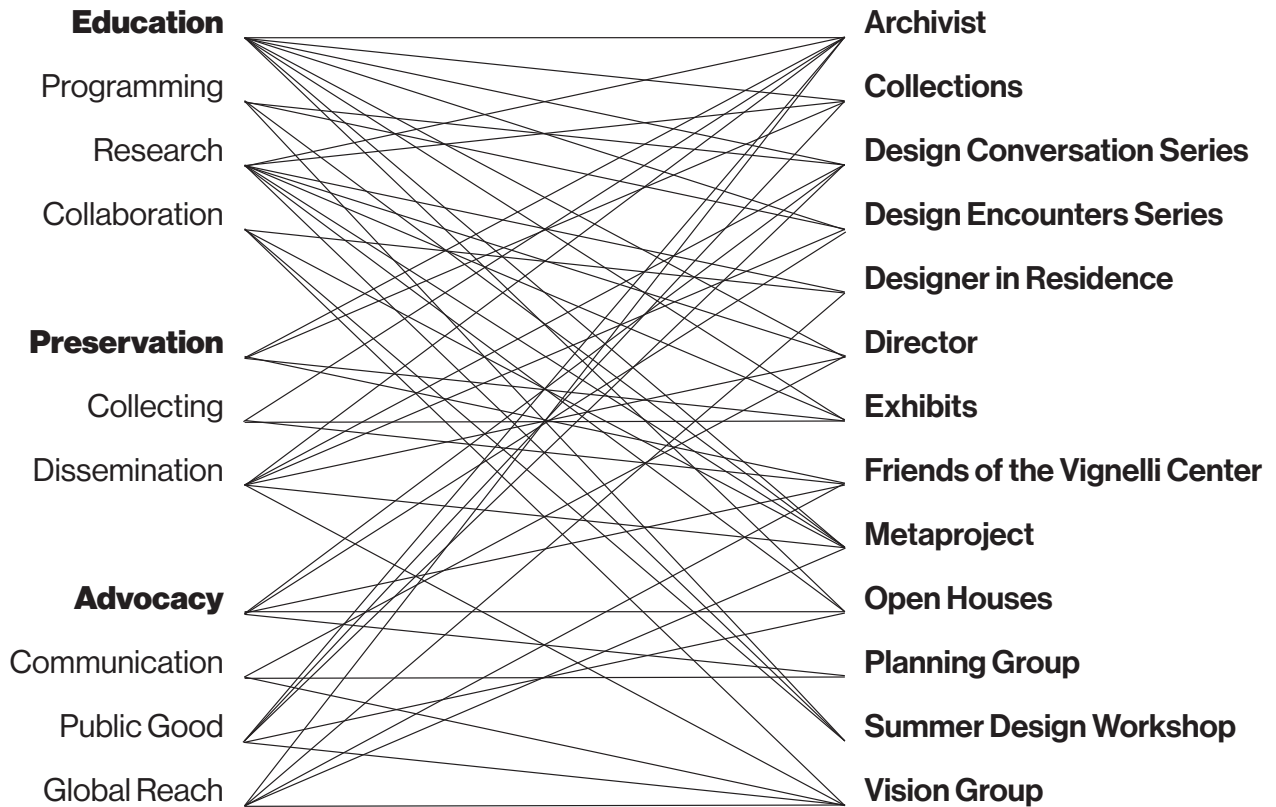
## Highlights 2021







# 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.



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**Director 2021**



**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.

## Archivist 2021



**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  
James Marotto  
R. Roger Remington

## Vision Group 2021



**Anne Ghory-Goodman**



**Gene DePrez**



**James Marotto**



**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. 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  
Annie Browar  
Elizabeth Lamark  
Enid Cardinal  
James Hall  
James Marotto  
Jason Arena  
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  
Marketing + Communications  
Photography  
Sustainability  
School of Individualized Study  
Advancement  
New Media Design  
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  
Liza Lennarz  
Zoë Murray

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## Major

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

# Planning Group 2021



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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.



München 1972

Official Guide to the Games of the XXth Olympiad 1972

München 1972

Village olympique  
Olympic village  
Olympisches Dorf

München 1972

Official Guide to the Games of the XXth Olympiad 1972

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Village olympique  
Olympic village  
Olympisches Dorf

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9
27.8	28.8	29.8	30.8	31.8	1.9	2.9	3.9	4.9	
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Olympic village  
Olympisches Dorf



# Archives 2021

# 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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**165 inquiries from 11 different countries answered**

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**Research inquiries**  
**+52% since 2020**  
**+498% since 2013**

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**3,200 digital images of artifacts shared with researchers**

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**1,956 digital archives visitors per month from 102 countries**

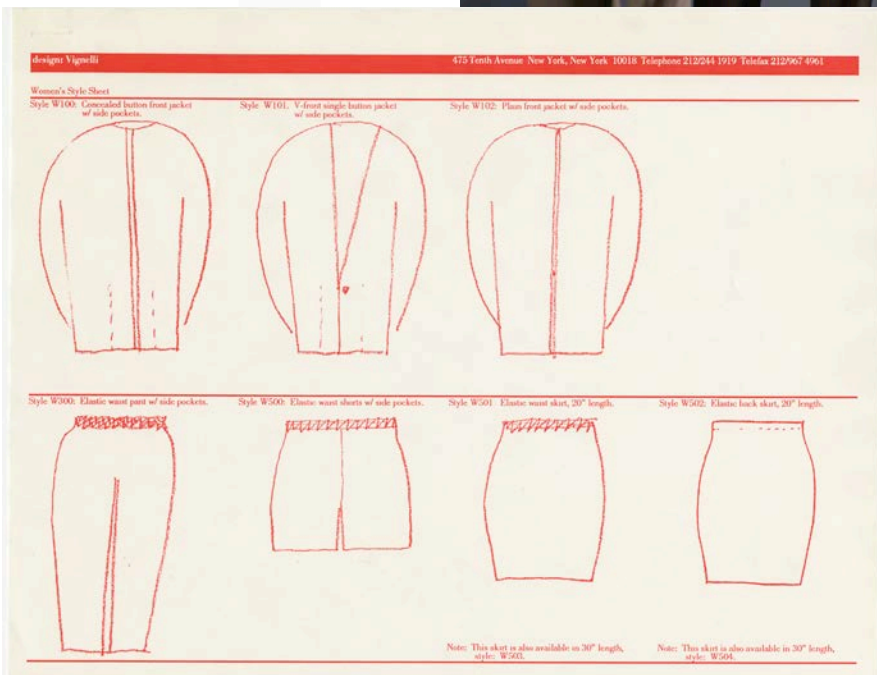
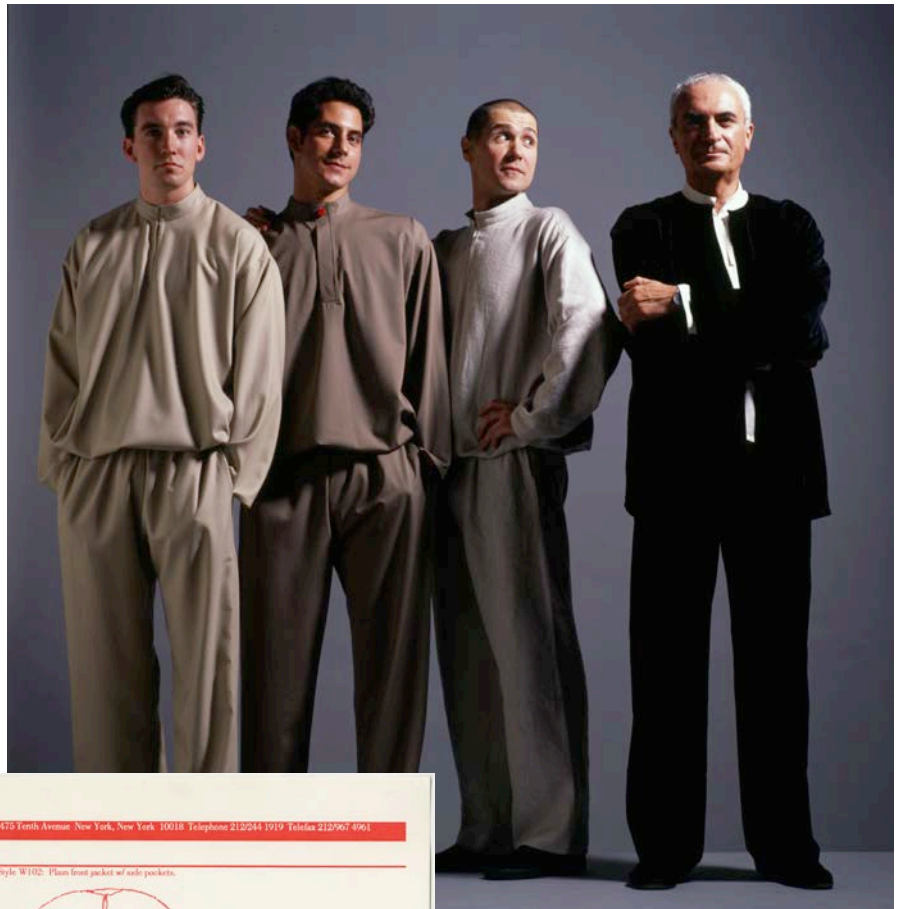
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**200 visitors for research visits, class sessions and open houses**



## **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 2021

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 2021

- San Lorenzo Jewelry designed by Lella Vignelli
- Fred Turrell posters
- Unimark Tapestry
- Pirelli poster
- Pierre Bernard
- Stan Reis



## **New Acquisitions**

(Pictured left to right) Massimo Vignelli, Rudolph de Harak, and Karl Fink in the lobby before the April 20, 1978 Subway Map Debate. Photo by Stan Ries.



## **Pink Pirelli Poster**

1963 Pirelli Cycle Tire Advertising Poster



**San Lorenzo Jewelry designed by Lella Vignelli**

This necklace can be wrapped, unrolled and stretched out on a flat surface







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## Research 2021

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 52% from 2020 with 165 inquiries from 11 different countries. The Archivist shared over 3,200 digital images with researchers.

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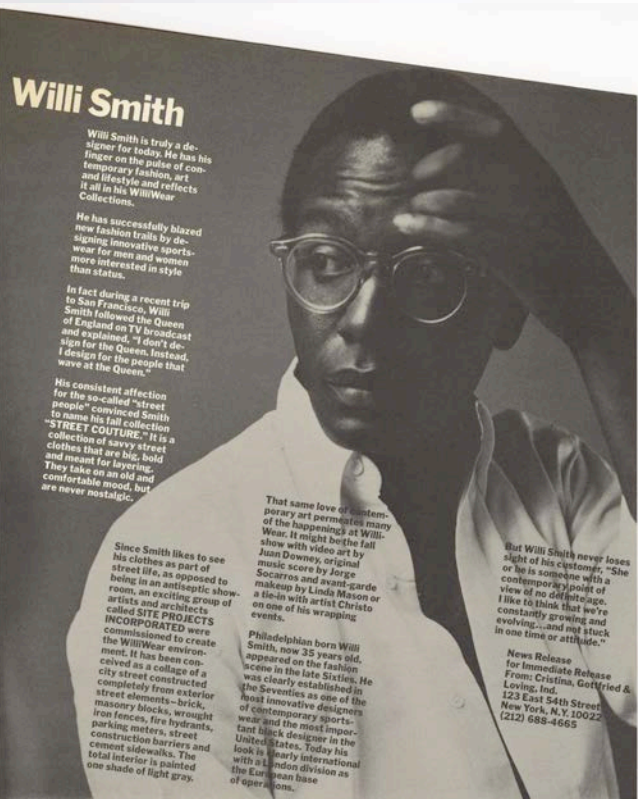
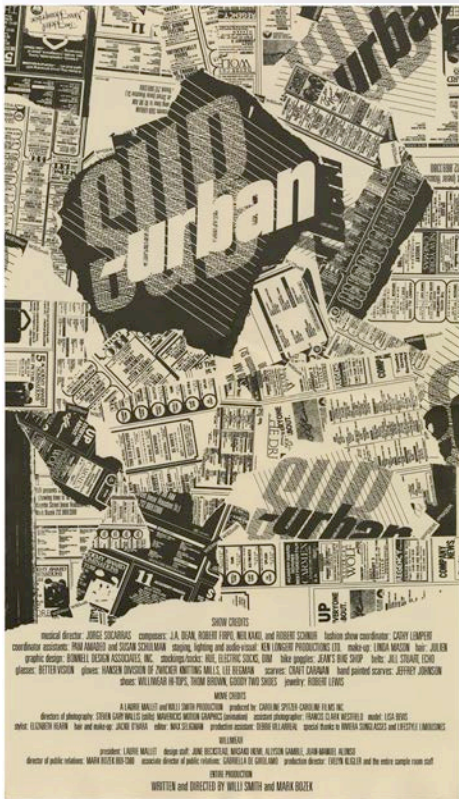
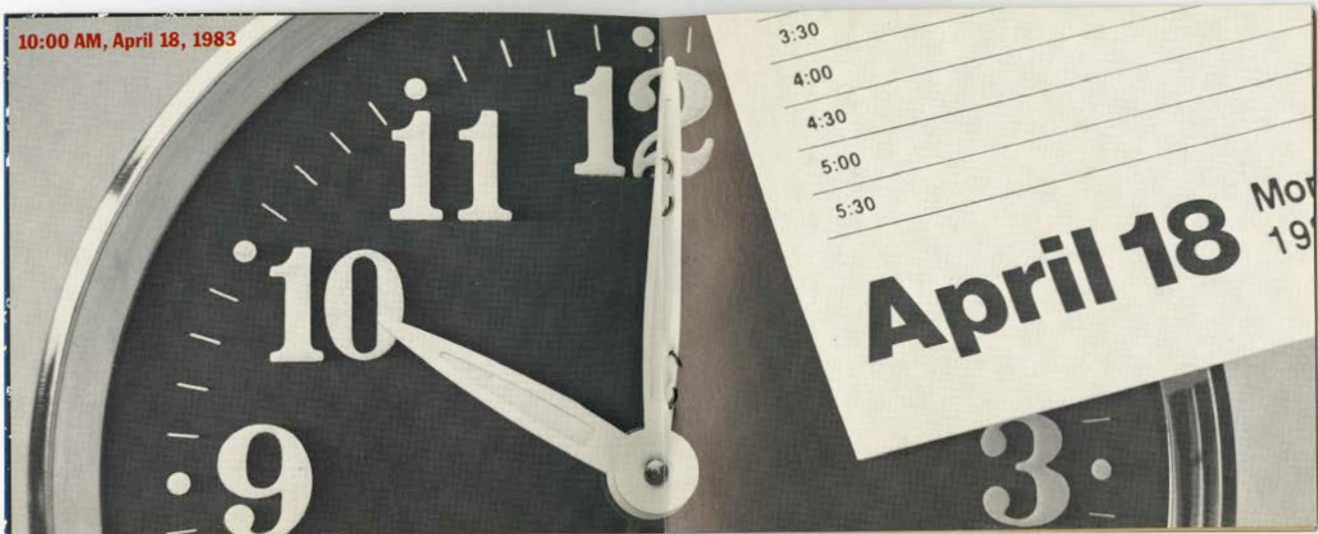
## Highlights 2021

- Supporting new exhibitions: New York, Germany, and Italy
- Research, writing, and digital imaging for German book publication on graphic design archives
- Publication research and image support for numerous publishers, i.e. monograph on women in design, book about NYC map debate, researchers writing publications in France, Greece, Japan and Italy



### Willi Smith's 1984 SUB-Urban collection

"If I don't see my clothes on the street, I know I've done something wrong. Not because I'm not making money, but the message isn't getting across."



## Willi Smith (1948–1987)

American designer Willi Smith focused on making his work adaptable and affordable



## 1972 Brueton Designs Showroom

Designed by Massimo and Lella Vignelli

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# Education 2021

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 2021

- Taught 19 class sessions [10 virtual + 1 hybrid]: Photo, 2D/3D Foundations, Industrial Design, Interior Design, Media Science, Graphic Design, Visual Communication Design; Museum Studies; First-Year Honors
- Supported student projects, including an Industrial Design graduate independent study, 2D first year students diagram project, RIT Photo Content Management course [3rd year], and virtual class session for Vignelli-focused design course “The Vignelli Dialogue” at Folkwang University in Germany and provided ongoing research support to students.



## Graphics from the 1972 Olympics in Munich, Germany

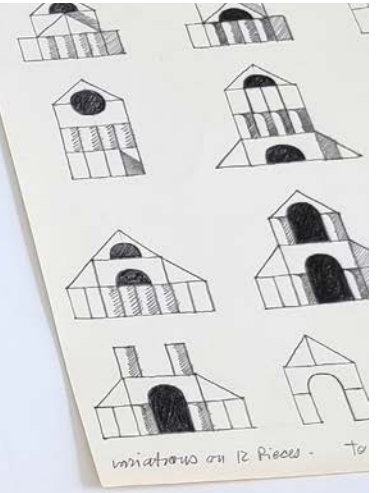
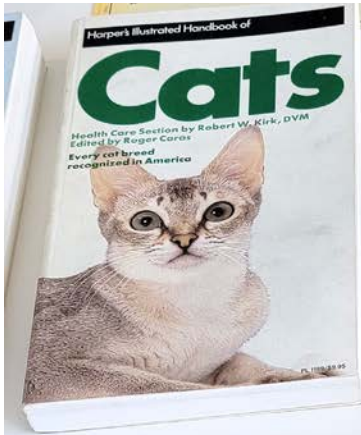
A team of designers led by German designer Otl Aicher collectively produced outstanding graphics ranging from tickets to programs to posters



## 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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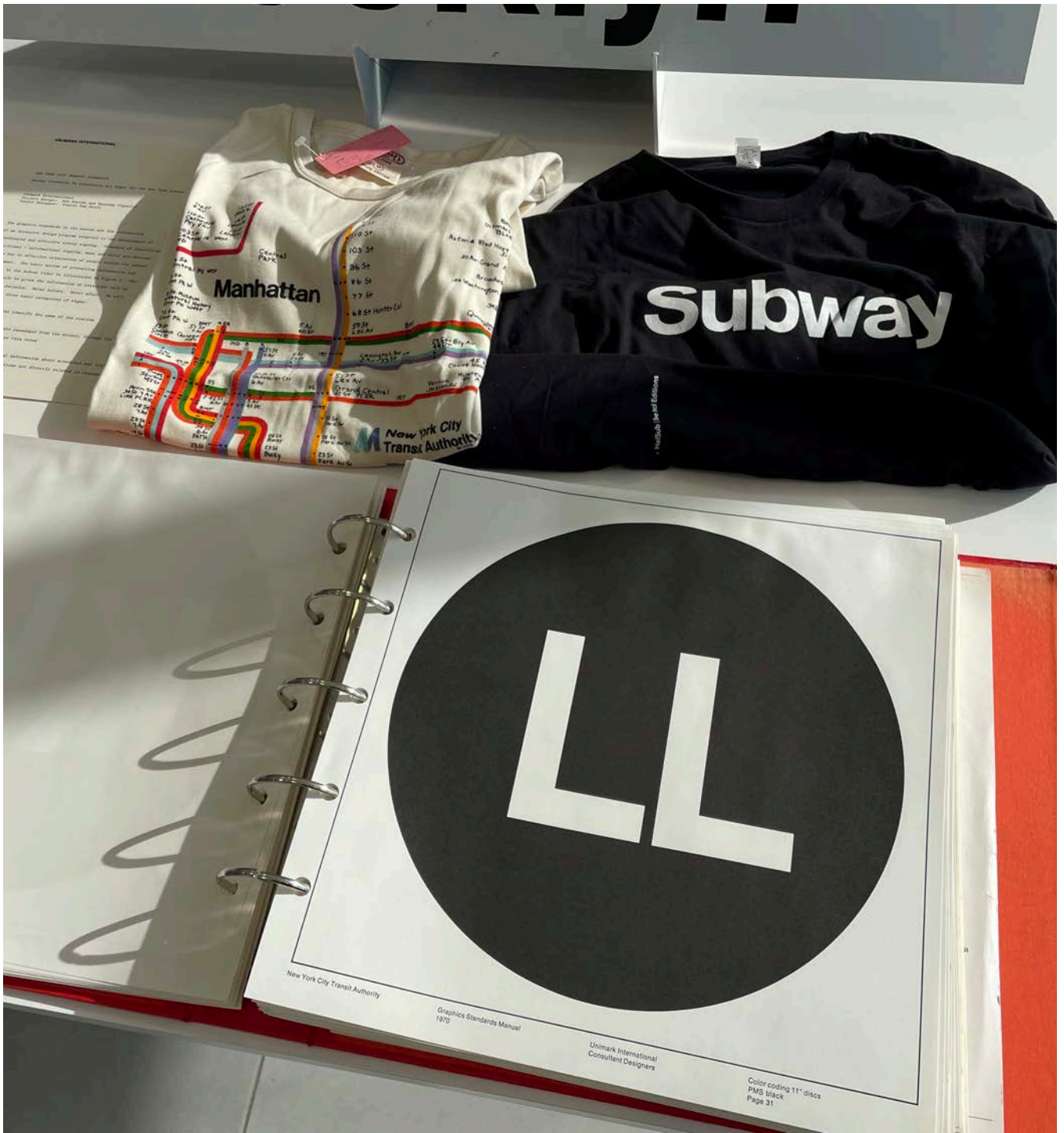
## Vignelli Archive

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**



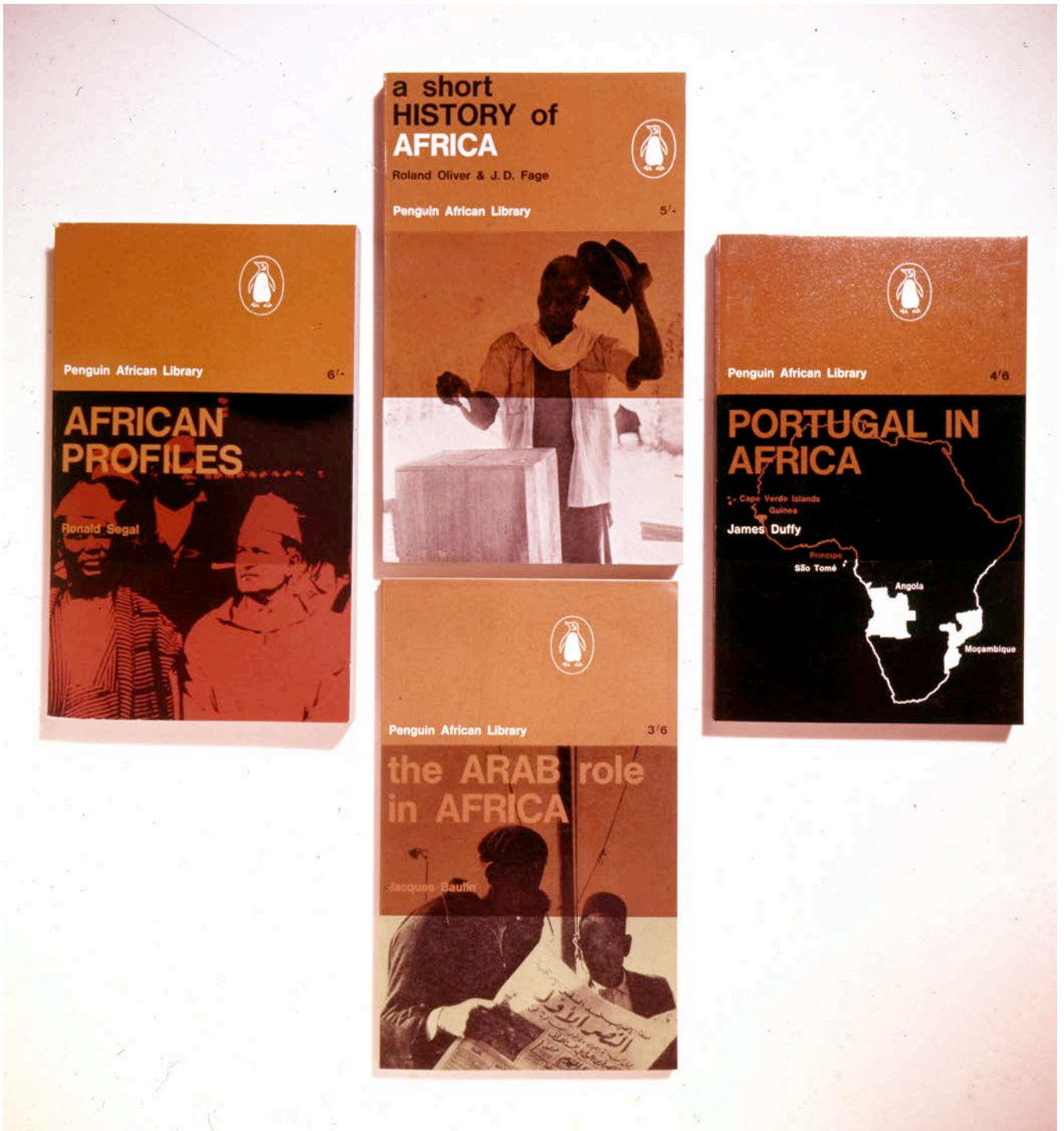
**Sansoni Book Covers**

Massimo Vignelli worked with Sansoni to design covers for multiple book series



## Il Leonardo Cover Design

Il Leonardo is an Italian magazine about science and technology with cover and layout design by Massimo Vignelli



## Penguin African Library

Massimo Vignelli designed eight covers for the Penguin African Library series which began in 1962 and ran until the mid-1970s



## Cover and Layout Design

Galileo is an Italian science magazine with cover and layout designed by Massimo Vignelli

# Shiloh

National Military Park  
Tennessee

National Park Service  
U S Department of the Interior

# Clara Barton

National Historic Site  
Maryland

National Park Service  
U S Department of the Interior

## 1977 National Park Service Programs

Hundreds of NPS designers have used Massimo Vignelli's Unigrad design system to provide maps and information to visitors.





Vignelli's Archive Collection Display

160 WORK IN CLAY - (FIGURINES)  
 MOD-PICTURE MONTAGE 2000  
 SERIAL BEARS

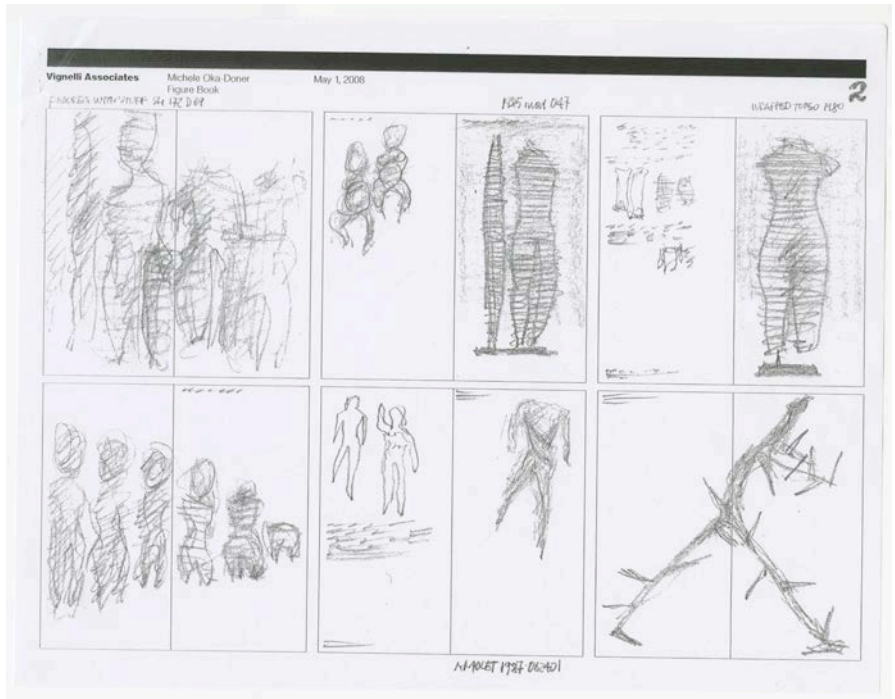
170 CLAY SEEDS - SEEDS - PICTOGRAPHY -  
 (THE BIRTH OF A LANGUAGE)  
 SOUL CATCHERS &  
 TERRESTRIALS

180 WIVES IN BROWN - SEEDS  
 CELESTIAL PLAZA  
 CHAIRS (10)  
 BENCHES & TABLES  
 SANITARY/ARCHITECTURE

190 MIAMI AIRPORT - LONG DRAWINGS - LONG IMAGES  
 HERALD UP  
 FIRE SCENARIOS  
 HISTORICAL MOMENT + DETAILS  
 SACRAMENTAL - WHAT INSIDE + OUTSIDE  
 FEEL  
 RISE SHAMANK  
 CALL  
 SILENCE  
 BURNING BUSHES

2000 CONCEPTS  
 CENTER FOR JEWELRY HISTORY  
 JEWELRY COURT HOUSE + LARGEST COURT HOUSE  
 JEWELRY, GLASSES - PAVED  
 2 DUAL HORIZONTAL  
 SCULPTURE  
 WIVES  
 SEEDS  
 SEEDS  
 SEEDS

PROJECTS  
 FUTURE OF PABLO - MIAMI STREET - ACCRETION



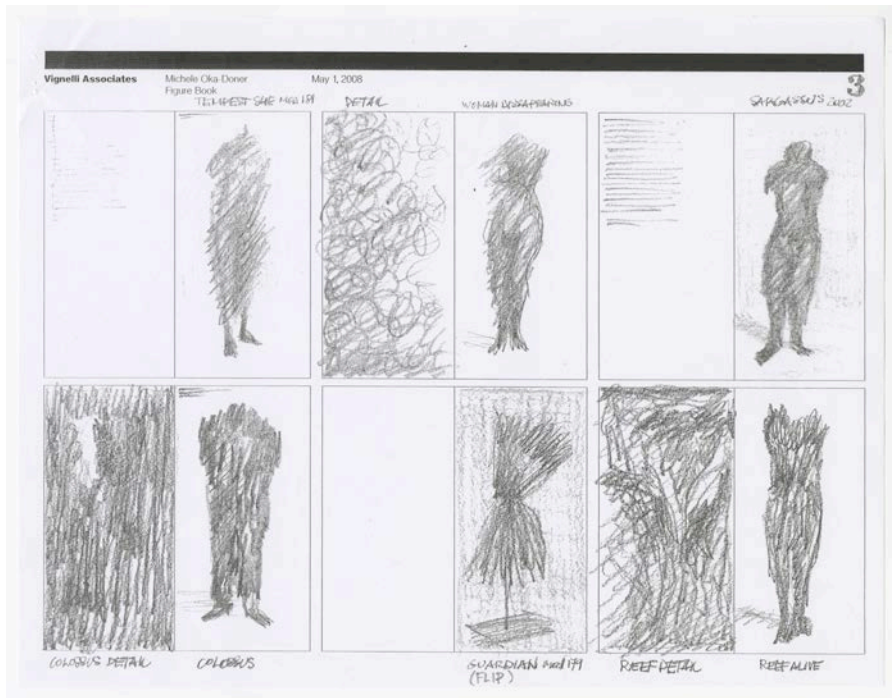
PROCESS:

1 sources of inspiration: fund, idea, motion, science

4 ACCRETION - FORM WORK -

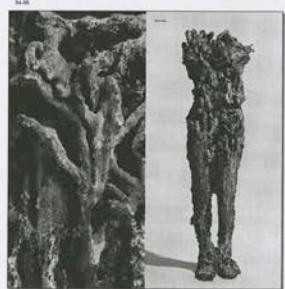
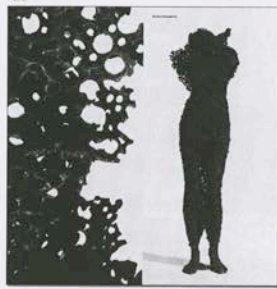
3 work a formwork -  
 - radiant cast table - floor work - tufts

2 PROTOFORMS - GEOPHYSICS  
 + M. working at boundary  
 EXHIB.



## HumanNature: The Figures of Michele Oka Doner

Written by Donald Kuspit and Michele Oka Doner,  
 book design by Massimo Vignelli







# Programming 2021

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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 2021

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## 2021 Lecturers

- Felipe Memoria
- Marissa Brown
- Odile Hainaut, Claire Pijoulat
- Michele Oka Doner
- Reza Aliabadi
- Stephanie Howard

---

## 2021 Topics

- Inside the MTA's New Live Subway Map
- When I Could No Longer Touch My Work
- Starting Your Career as a Designer, Wondering How?
- Design is Two
- 17mm to 56km
- Sneakers, Soap, and NFTs



---

# Design Conversation Lecture Series 2021



**Felipe Memoria**



**Marissa Brown**



**Odile Hainaut**



**Claire Pijoulat**



**Michele Oka Doner**



**Reza Aliabadi**



**Stephanie Howard**

---

# **Design Encounters Lecture Series 2021**

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## **About the Series**

Design Encounters is an informal series for the RIT community to share and explore flexible, open-ended discussions that cover a wide range of topics and perspectives related to all design professions. The series is hosted as a searchable digital collection on the VCDS YouTube and website. It provides students and community members with helpful insights and enriching learning experiences.

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# History

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## Origins and Inspirations

The Design Encounter Lecture Series was begun to enable students and the design community to continue learning during the COVID-19 Global Pandemic.

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## Organizers



**Josh Owen**

Director

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# Design Encounters

## Lecture Series 2021

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### 2021 Lecturers

- Terri Lee
- Chris Bailey
- Pastor Jared Stahler
- Flavia Destefanis
- Amber Lundy
- Jan Conradi
- Willy Yonkers
- Anthony Allgeier

---

### 2021 Topics

- Why was the Classic Vignelli Subway Map Jettisoned in the 1970s?
- Discussion about Bailey Brand Consulting, an independent brand agency that has partnered with hundreds of leading organizations since 1985.
- Discussion with Pastor Jared Stahler of Saint Peter's Church.
- An impromptu discussion with Flavia Destefanis.
- Conversation with multi-disciplinary designer and technologist Amber Lundy.
- Impromptu conversation with Jan Conradi.
- Conversation with Industrial Designer Willy Yonkers.
- Discussion with Interior Designer Anthony Allgeier (Drag persona, Alora Chateaux).

---

# Design Encounters Lecture Series 2021



**Terri Lee**



**Chris Bailey**



**Pastor Jared Stahler**



**Flavia Destefanis**



**Amber Lundy**



**Jan Conradi**



**Willy Yonkers**



**Anthony Allgeier**

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# Beyond Fashion Show

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## About the Show

The Beyond Fashion show is an annual event showcasing student talent at RIT, underscoring a partnership between designers artists and students of the craft areas in RIT's College of Art and Design and the Rochester community. It is a showcase of a diverse collection of garments and wearables inspired by the Vignelli Archives. The pieces represent each designer's interpretation of Lella and Massimo Vignelli's iconic design theory, informed by a browse of the tangible Vignelli Archives and the center's Google Arts & Culture digital collection.



## Beyond Fashion Show 2021

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# History

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## Origins and Inspirations

The Beyond Fashion show is an annual event that was started by RIT students Maddy Schoenfeld and Julia Abbonizio. They partnered to plan the event as an independent study.

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## Founders



**Maddy Schoenfeld**

“Community is the most important thing that I gained from RIT.”



**Julia Abbonizio**

“This project has been one of the most enriching experiences I’ve had during college.”



**Josh Owen**

“Besides having a global impact, making a local impact is also very important for us.”

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# Beyond Fashion Show 2021

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## 2021 Theme

Vignelli

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## 2021 Organizers

- Maddy Schoenfeld
- Julia Abbonizio
- Josh Owen

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## 2021 Participants

- RIT Soft Studio
- RIT Metals
- Jenna Gagnier
- Spirit & Thread Crochet
- saintvegann®





**Beyond Fashion Show**



**Director, Josh Owen, Introducing Beyond Fashion Show**

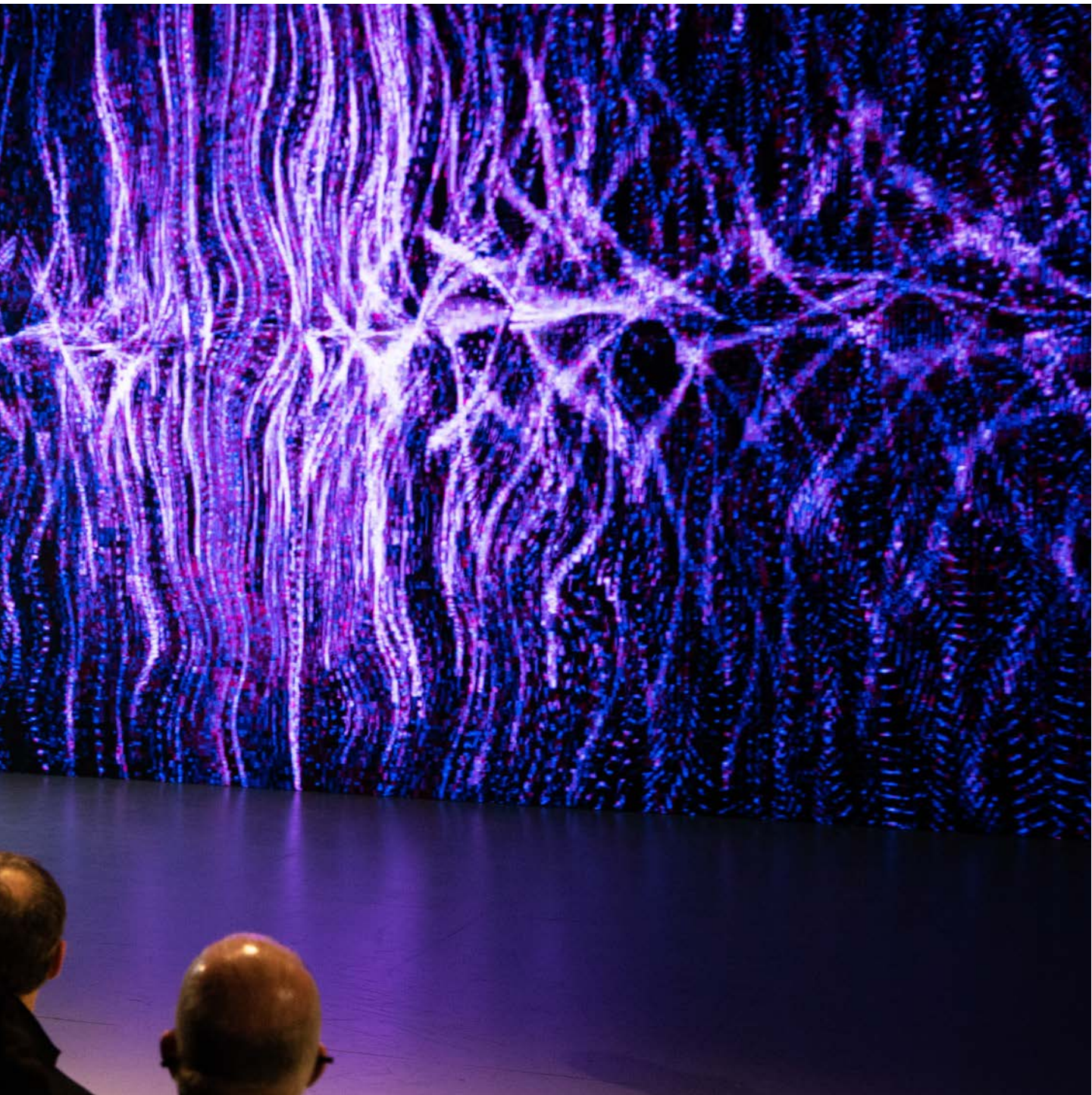
An annual event inspired by the Vignelli's interest in fashion design





## Beyond Fashion Show

Model wearing Krista Jenkins' crochet fashion representing her interpretation of Lella and Massimo Vignelli's iconic design theory





## Beyond Fashion Show

Jenna Gagnier states, "I want these pieces to transcend the idea of the desirability of the highly fabricated and stereotyped female and male forms. The new appeal is thoughtfulness and craft."



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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”. Metaproject The course is taught by Josh Owen, Vignelli Distinguished Professor and Director of the Vignelli Center for Design Studies.

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' is particularly large and has a distinctive shape, with the 'a' and 'p' following in a similar bold, clean style. The overall aesthetic is modern and minimalist.

**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 Sesame Workshop, Herman Miller, Umbra, and numerous others.

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## Notable Alumni

- Hunter McCluer  
Metaproject 11
- Nate Verso  
Metaproject 10
- Daniel Shapiro  
Metaproject 09

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## Founder



### Josh Owen

Professor of Industrial Design and  
Director of the Vignelli Center

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# Metaproject 12

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## Industry Partner

- Modkat

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## Students

- Raphe Abel
- Coco Cao
- Zachary Coots
- Ayah Elfayoumi
- Avril Griessbach
- Ari Lee
- Ari McMahon
- Ariel Meltser
- Hannah Ni
- Julia Stam
- Scarlett Tang
- Mandy Wang
- Shu Wang
- Xi Yang
- Richard Yu

---

## Metaproject 12 Winners

### First Place Winner

- Richard Yu

### Winners

- Ariel Meltser
- Avril Griessbach
- Raphe Abel

### Project of Distinction

- Hannah Ni

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## Key Stakeholders



**Josh Owen**

Professor of Industrial Design  
and Vignelli Center Director



**Brett Teper**

Modkat co-founder



**Rich Williams**

Modkat co-founder

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## Metaproject 12 Logo

The logo consists of the text 'metaproject 12' centered on a black rectangular background. The word 'metaproject' is written in a white, lowercase, sans-serif font. The number '12' is written in a brown, lowercase, sans-serif font, positioned to the right of 'metaproject' and slightly overlapping its end.

Logo featuring Metaproject 12's official color—brown



## Metaproject 12 Final Review

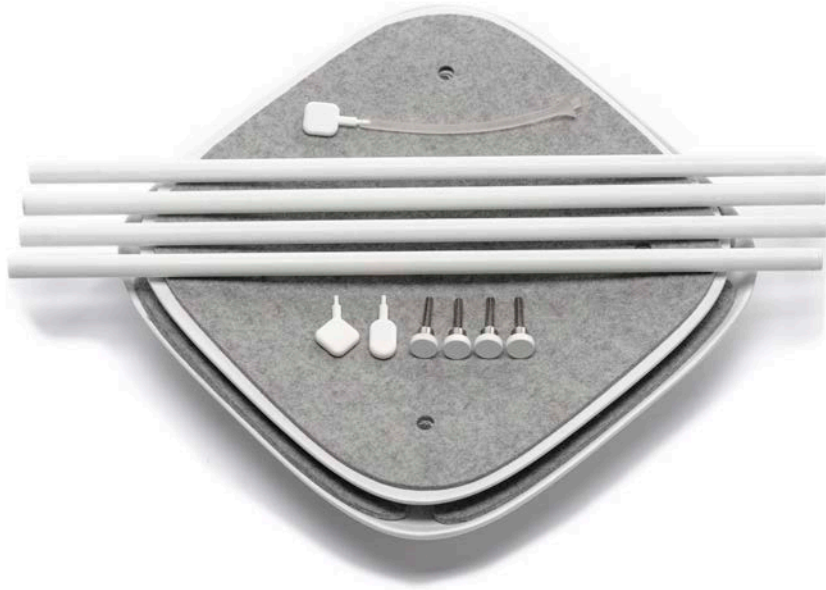
Class review in the Vignelli Center with Metaproject industry partner





## **Metaproject 12 Winner**

Winning project by Ariel Meltzer



# metaproject 12

modkat + RIT

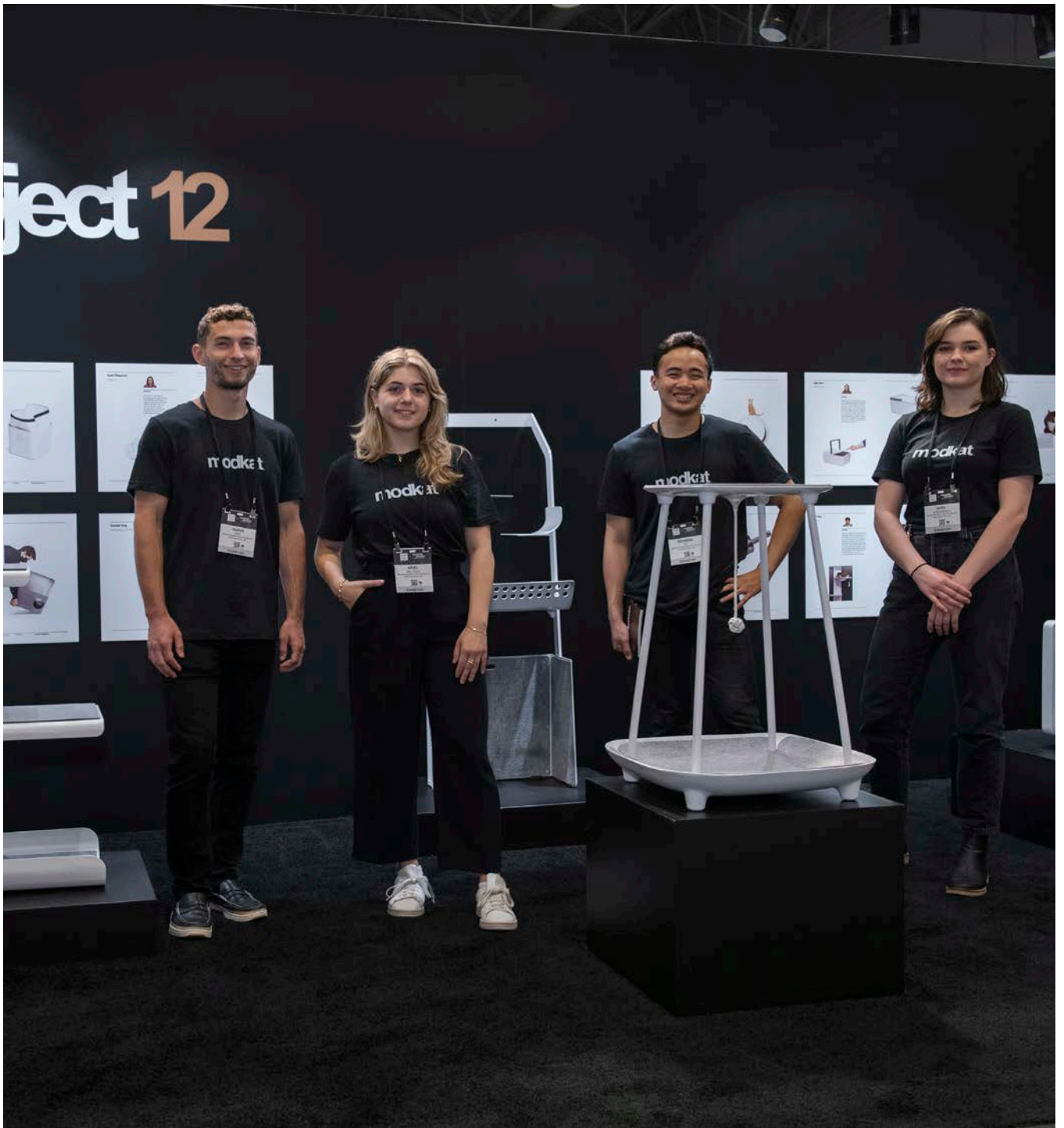


## NYC Design Week Event Metaproject 12

Metaproject show at the International Contemporary Furniture Fair







## NYC Design Week Event Metaproject 12

Metaproject show as a result of the collaboration with Modkat at the International Contemporary Furniture Fair







# **Communications 2021**

# Communications

Title	Information	Impact
<b>Facebook</b>	Managed by Jennifer Whitlock	<ul style="list-style-type: none"><li>• 4,800+ followers</li></ul>
<b>Google Arts &amp; Culture</b>	Managed by Jennifer Whitlock	<ul style="list-style-type: none"><li>• People from 102 countries are viewing the collection 3,182x/month (average).</li></ul>
<b>Instagram</b>	Managed by Jennifer Whitlock	<ul style="list-style-type: none"><li>• 32,000+ followers</li></ul>
<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.	<ul style="list-style-type: none"><li>• Seasonal—4x yearly</li><li>• Additional announcements</li></ul>

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**Mail Chimp**

Email marketing platform  
managed by Josh Owen

- 5k subscribers

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**Pinterest**

Managed by Jennifer Whitlock

- 73.35k impressions

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**Tumblr**

Managed by Jennifer Whitlock

- 9,488 followers

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**Twitter**

Managed by Jennifer Whitlock

- 5,082 followers

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**YouTube Channel**

Managed by Jennifer Whitlock

- 14,000 views



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# Initiatives 2021

# Initiatives

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## Event

## Information

## Impact

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### **Letter from the Director: The Vignelli Center is Celebrating a New Year**

9 February 2021

Wishing friends of the Vignelli Center a Happy New Year and announce the online archives.

---

### **Design Encounters: Terri Lee**

11 February 2021

This is Design Encounters, an impromptu discussion with Terri Lee an Industrial Designer and Educator with a focus on experience design.

- 143 views on Youtube

---

### **Design Encounters: Chris Bailey**

17 February 2021

This is Design Encounters, an impromptu discussion with Chris Bailey of Bailey Brand Consulting, an independent brand agency that has partnered with hundreds of leading organizations since 1985.

- 25 views on Youtube

---

### **Design Encounters: Pastor Jared Stahler**

17 February 2021

This is Design Encounters, an impromptu discussion with Pastor Jared Stahler of Saint Peter's Church.

- 48 views on Youtube

---

**Design Conversations:  
Inside the MTA's New  
Live Subway Map  
with Felipe Memoria**

17 February 2021

Felipe Memoria, designer and co-founder of Work & Co, leads a global product design agency of 400 experts across the US, South America, and Europe. His vision emphasizes lean, collaborative teams creating successful products and services. He's known for projects with Virgin America, YouTube, HBO GO, TED Talks, and more. His influence extends to industry recognition, book authorship, and academic contributions. He holds degrees from PUC-Rio, where he previously taught.

- 350 attendees
- 1.4k views on Youtube

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**Letter from the Director:  
Felipe Memoria Talk & More**

3 March 2021

Announce the Felipe Memoria design conversation lecture.

- 63 views on Youtube

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**Design Encounters:  
Flavia Destefanis**

9 March 2021

This is Design Encounters, an impromptu discussion with Flavia Destefanis.

- 63 views on Youtube

---

**Design Encounters:  
Amber Lundy**

23 March 2021

This is Design Encounters, an impromptu conversation with multi-disciplinary designer and technologist Amber Lundy.

- 46 views on Youtube

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**Design Conversations:  
When I Could No Longer  
Touch My Work**  
**Marissa Brown**  
17 March 2021

Brown's recognition in Luxe Interior and Design, and House Beautiful as a promising designer reflects her profound career spanning design, craft, and contemporary innovation. A Rhode Island School of Design graduate, she began at Dakota Jackson, later founding Brown Graves. VP at Martha Stewart Living Omnimedia, she collaborated with top brands, and as Stickley's first female design director, she continues crafting acclaimed collections like "Park Slope" and "Walnut Grove." House Beautiful named her a 2020 Visionary.

- 300 attendees
- 334 views on Youtube

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**Letter from the Director:  
Thank you Marissa Brown**  
26 March 2021

Thanking Marissa Brown for her Conversation Design Lecture and announcing upcoming events.

- 1146 opens
- 54 clicks

---

**Design Encounters:  
Jan Conradi**  
2 April 2021

This is Design Encounters, an impromptu conversation with Jan Conradi.

- 73 views on Youtube

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**Design Conversations:  
Starting Your Career as a  
Designer, Wondering How?**  
14 April 2021

In May 2011, Odile Hainaut and Claire Pijoulat united, kickstarting a satellite event during the International Contemporary Furniture Fair (ICFF), igniting New York's design community to establish a true design week. WantedDesign, now with dual May fairs (Manhattan, Brooklyn) and a permanent Brooklyn store, remains a year-round global hub for creative exchange, spotlighting remarkable projects and designers. This initiative has elevated WantedDesign to a premier international showcase during NYC's Design Week.

- 150 attendees
- 289 views on Youtube

---

**RIT Alumnus, Nike VP  
Eric Avar appointed  
second 2021  
commencement speaker**  
14 April 2021

Eric Avar '90 (Industrial Design), Nike's Vice President and creative guide of innovation design, has been selected as a 2021 commencement speaker on May 14 and 15. Avar, who was honored with the College of Art and Design Distinguished Alumni Award in 2016, joins Andrea Ghez—a 2020 Nobel Prize winner in physics—as the university's first-ever dual commencement speakers during a two-day celebration of the class of 2021.

- Secured by Josh Owen

---

**Newsletter Letter  
from the director  
Latest Design Conversation**  
22 April 2021

Thanking Odile Hainaut and Claire Pijoulat and announcing upcoming lectures and events.

- 943 opens
- 49 clicks

---

**Metaproject 11**  
12 May 2021

Exhibit: A preview of RIT Industrial Design's Metaproject 11 student work, displayed at NYC's Design Week in Nov. 2021, is showcased from May 12-16 in University Gallery (2nd floor of Booth Hall). Students partnered with Staach, a sustainable design firm, creating objects for equitable, just, and empathetic public spaces. Co-exhibition with Industrial Design MFA.

- 400 attendees

---

**Podcast: Metaproject 11  
with Staach**  
12 May 2021

Intersections: The RIT Podcast, Ep 48: Design must play a crucial role as society faces difficult discussions and works to create a new balance in a troubled world. Josh Owen, director of the Vignelli Center for Design Studies, and Seth Eshelman '06, founder of sustainable design firm Staach, discuss their Metaproject collaboration.

- 272 listens on SoundCloud

---

## Design Encounters

### Willy Yonkers

20 May 2021

This is Design Encounters, an impromptu conversation with industrial designer Willy Yonkers.

- 49 views on Youtube

---

## Design Encounters:

### Anthony Allgeier

20 May 2021

This is Design Encounters, an impromptu conversation with Interior Designer Anthony Allgeier (Drag persona, Alora Chateaux).

- 25 views on Youtube

---

## Student design added

### to RIT Archives

17 June 2021

Tiree Walker '21 (Industrial Design) created a pedestal that collects suggestions from the community that drive informed discussion and decisions on monument construction. His process work will be preserved and studied by future generations.

---

## Letter from the Director:

### The Vignelli Center's

### Year in Review

17 June 2021

Reflecting on the past year, the Center navigated challenges by engaging in innovative education, preservation, and advocacy efforts. The Design Conversation series achieved global reach, partnering with Design Milk to host influential voices. The Digital Archive expanded.

- 1124 opens
- 18 clicks

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## RIT Student helps Vignelli

### Center gallery Create a

### virtual presence

20 July 2021

Jacob Irizarry, a fourth-year 3D digital design student from Skokie, Ill., has been managing a new project at the Vignelli Center for Design Studies using the 3D digital design skills gained from his major to create a virtual presence for the gallery in the center.

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**RIT's Metaproject features  
'purr-fect' pairing  
with alumnus' Modkat**  
27 August 2021

Metaproject 12 promises to be the cat's meow this academic year. Students in RIT's industrial design program will spend the semester designing products for Modkat, the award-winning maker of cat litter boxes. Metaproject pairs students with a different industry partner each year.

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**I call the Pink Plate!  
My Indestructible Love  
for Hellerware**  
27 August 2021

Publication: Curbed talks to Jennifer Whitlock, archivist at the Vignelli Center for Design Studies, about the late furniture and houseware manufacturer Alan Heller.

- Written by Alissa Walker
- Published by Curbed

---

**Letter from the Director:  
The Vignelli Center kicks off  
the 2021-22 academic year**  
27 August 2021

Exciting times as students return for a fresh academic year! Metaproject 12, partnered with Modkat, is in full swing at the Vignelli Center. After a productive summer, we're thrilled about upcoming events. Join Design Conversations with artists like Michele Oka Doner on Sept 8, Reza Aliabadi on Oct 20, and Stephanie Howard on Nov 17. Regrettably, we're canceling RIT Success by Design at NYDW 2021 due to health concerns.

- 1033 opens
- 28 clicks

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**Design Conversations:  
Design is Two**  
8 September 2021

Michele Oka Doner's diverse creations, spanning sculpture, jewelry, public art, and more, draw inspiration from her profound connection to nature. She's renowned for installations like "Flight" and "A Walk on the Beach," enriching travel experiences. Her work graces prestigious collections, and she's earned acclaim, including an honorary doctorate, for her artistic contributions.

- 200 attendees
- 279 views on Youtube

---

**Design Conversations:****17mm to 56km****Reza Aliabadi**

20 October 2021

Aliabadi is a prolific Canadian artist and architect with Persian roots, renowned for founding Atelier RZLBD, a Toronto-based creative hub. He excels in diverse creative realms, from art, object crafting, and building design to curating installations. Awards, exhibitions, and publications worldwide showcase his impressive contributions. Notably, RZLBD's monographs, like "HOPSCOTCH" and "The Empty Room," highlight his remarkable built projects.

- 250 attendees
- 41 likes on Instagram

---

**Watch: 17mm to 56km****Reza Aliabadi shares smallest, largest projects**

4 November 2021

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

- 1k views on Youtube

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**Design Conversations:****Sneakers, Soap, and NFTs****Stephanie Howard**

17 November 2021

With over 25 years of experience, Howard, a seasoned design leader, co-founded Endstate, revolutionizing product ownership with NFTs merging physical and digital realms. Her consulting studio, HOW AND WHY, championed brand language, product design, and innovation strategy for purpose-driven firms. A trailblazer, she's worked with iconic brands and shaped sneakers, including the iconic New Balance 850. A driving force in sports tech, Howard serves on the board of directors for Women in Sports Tech.

- 300 attendees
- 303 views on Youtube
- 114 likes on Instagram



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**Letter from the director:  
Looking forward  
to the New Year**  
17 November 2021

Recap of the year and wishing friends of the Vignelli Center a happy New Year. Thanking Design Conversation Lecture Series Speakers and announcing upcoming speakers, metaproject progress and upcoming events.

- 1289 opens

---

**Vignelli Center's  
'Beyond Fashion'  
event unites RIT and  
community designers**  
6 December 2021

News: RIT and local designers partnered to create garments and wearables inspired by the Vignelli Center archives for display during a first-of-its-kind fashion show on Dec. 10. The event is open to the public.

- 250 attendees

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**Beyond Fashion 2021**  
10 December 2021

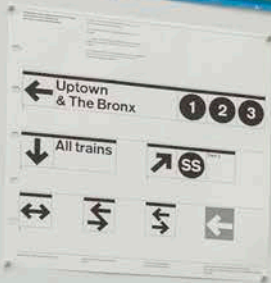
Event: The Vignelli Center for Design Studies' inaugural celebration of design and community, "Beyond Fashion," weaved together a diverse collection of garments crafted by local designers as well as wearables designed by RIT students from Industrial Design and Metals and Jewelry Design. Featured work was influenced by artifacts from the Vignelli Archives. The participating local designers were Karissa Birthwright (SaintVegann), Jenna Gagnier and Krista Jenkins (Spirit + Thread Crochet).

- 250 attendees
- 60 views on Youtube
- 176 views on Youtube short edit



1960S

UNIS



Piccolo Teatro di Milano

stagione 1965/66  
al Piccolo Teatro  
da venerdì  
17 dicembre

Le troiane

Piccolo Teatro di Milano  
Ente Autonomo

Il Gioco dei Potenti

da Enrico VIII di Shakespeare  
in due giornate  
diretto da Giorgio Strehle





# **Vignelli Center Photos**



## **Vignelli Center for Design Studies**

View from outside the Vignelli Center on RIT campus





## Vignelli Center for Design Studies

Vignelli exhibition in Benetton Gallery





## **Vignelli Center for Design Studies Archives**

Vignelli clothing that inspired the first Beyond Fashion show







**From the archives:**

Massimo Vignelli, Lella Vignelli, and Josh Owen





**Todd Jokl, Dean of College of Art and Design, at the Success by Design event**

Picture of Lella Vignelli in the background





**Director, Josh Owen, speaking at Success by Design**

Success by Design, an event hosted by RIT, Partners + Napier, and Staach, was held during NYC

gn

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+ NAPIER

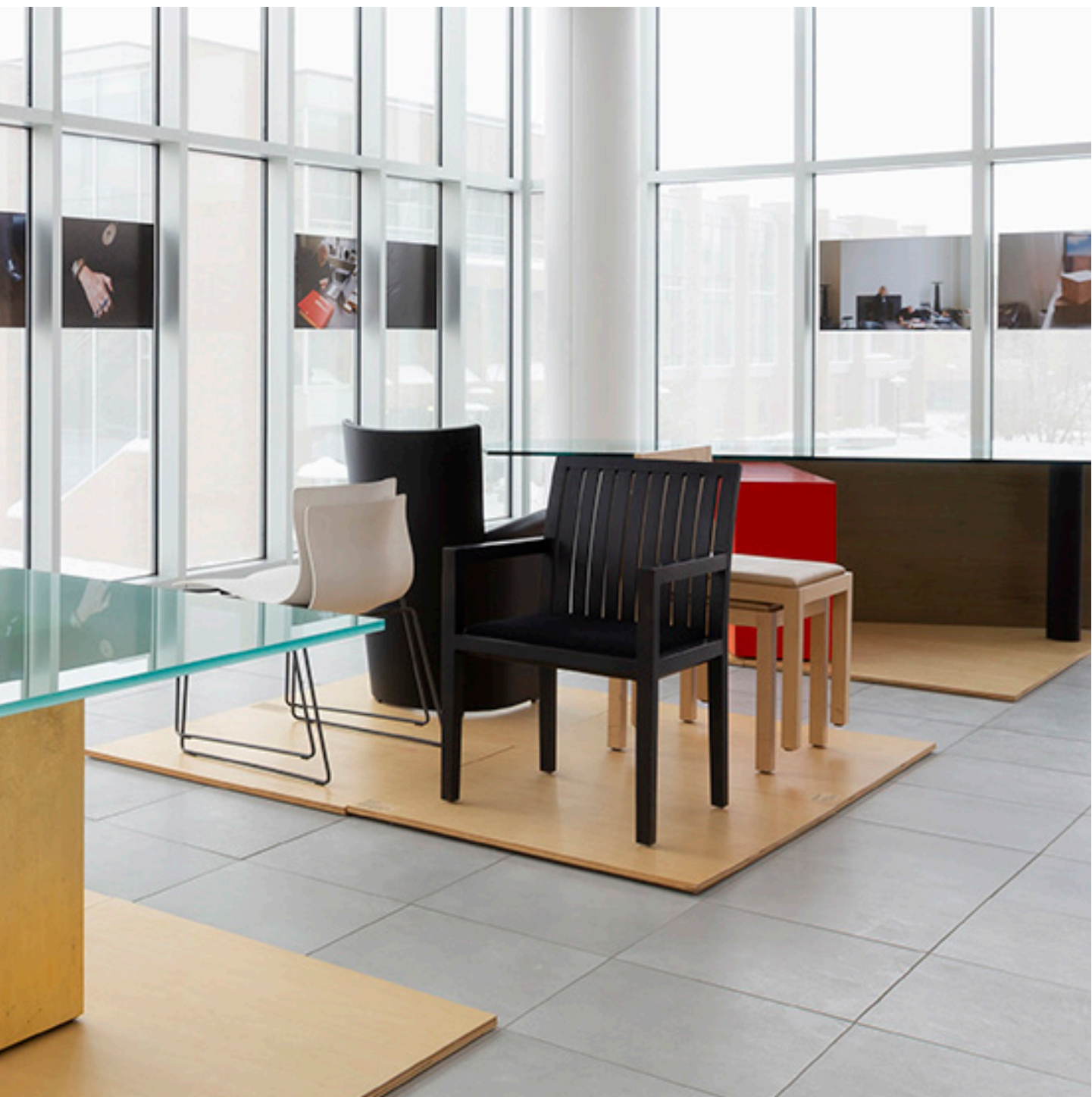




## Photos of the Vignellis

A display of photos by Gary Hustwit of the Vignellis hangs in the Vignelli Center







## Remington at a Typography Workshop

Remington enjoys working with students in an avant-garde typography workshop





## **Beyond Fashion 2021**

Photo of participants of Beyond Fashion



**“If students study history, theory and criticism  
get to a design that is deeper than shallow.”**

**Massimo Vignelli**



## **Success by Design in NYC**

Students stand beneath quote by Massimo Vignelli

ism they will  
design.





**Dr. Elisabetta D'Amada and Dr. Annalera Guazzeri**

Dr. Elisabetta D'Amada, Italian Principal Lecturer at RIT, and Dr. Annalera Guazzeri, Italian Consular Office NY, in the Helen Hamlyn Trust Study Room







## From the Vignelli Archives

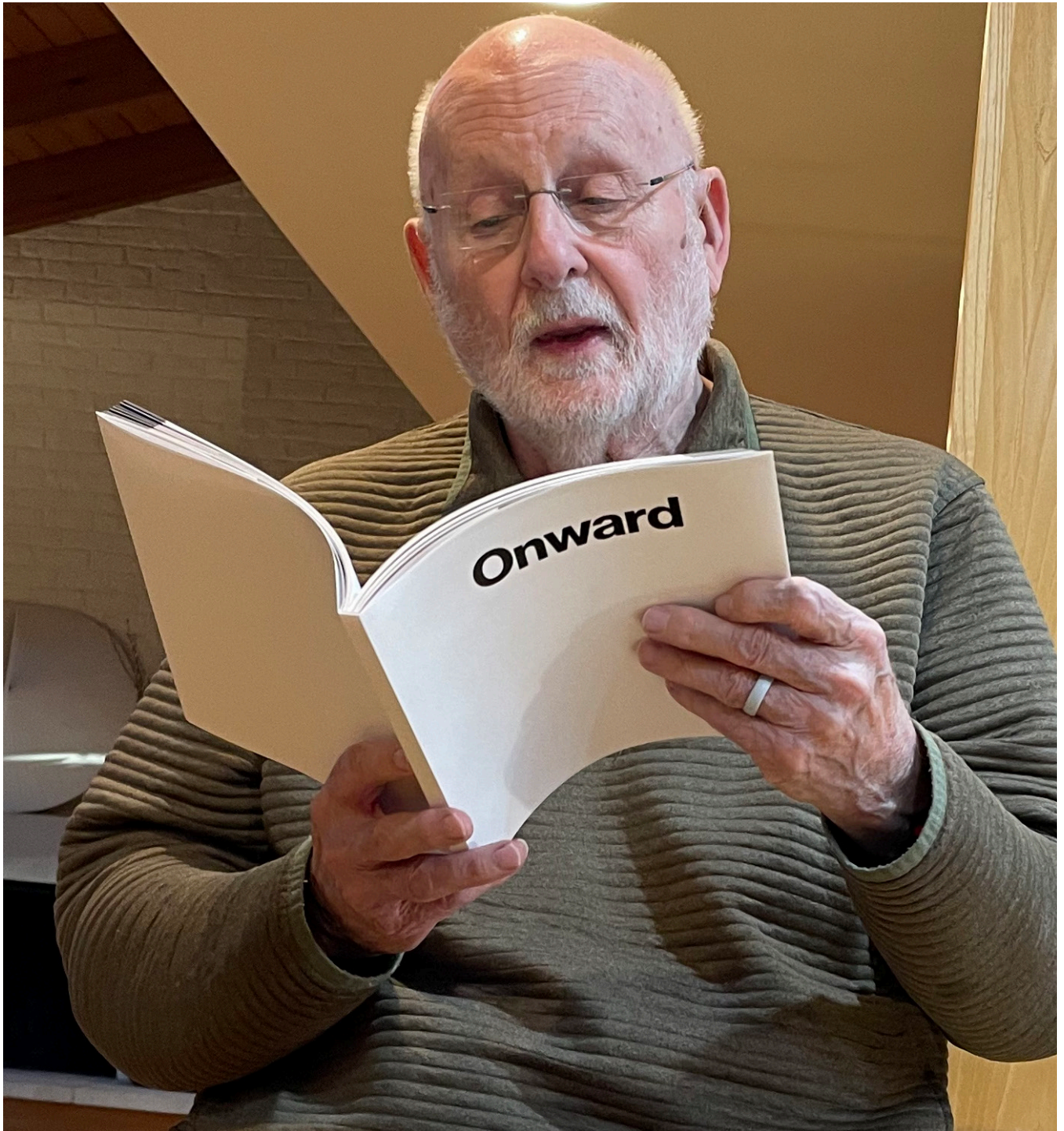
Today's Girl Vignelli doll collection





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



## **Remington Reading Onward**

A collection of writings, a Festschrift, published to honor his life as a designer, educator and scholar, is a perfect tribute. It includes essays and visual messages from 57 contributors from 8 countries who are representative of the scores of people he touched.

The New York  
Subway Map Debate  
at Cooper Union  
April 20, 7:30 pm  
[1978]

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Peter Blake

We're running behind in time, and I think what we'll do is put the tables together now, and then, Massimo, you can have the first word as we assemble up here. Give us about two minutes to get the stage set up.

Massimo Vignelli

While they're moving the table, I'll take the opportunity that's been offered. I must say that I don't feel like really I have very much to add to the presentation that you have seen, or in terms of criticism, because it seems to me that it's so damn obvious just to look at. However, there are a few things which I'd like to remind is the fact that I have a disadvantage of not being a native New Yorker, where I mentioned before that we have been working for two and a half years with a lot of native New Yorkers on this project. And nobody prevented them from pointing out the things which Mr. Tauranac pointed out tonight. It wasn't done. And I'm not trying to disculp myself, or as they say, take the guilt out of myself, but it seems very obvious to me that the opportunity was there, as it is still now. In terms of the "spaghetti work", which definitely is becoming a tomato spaghetti work now, I find a great confusion in the definition of the lines. At every fork, you really don't know if you're going left or right. Your train doesn't know. You have to, again, go to collateral forms of information in order to carry the message across.

It seems to me that the total lack of methodology, which this new map reveals, points out that the basic philosophy is the more you add, the better your communication will be. And as it happens in communication, it's just the other way around.

[applause]

Peter Blake

I think we're all set up. Let me introduce the other members of the panel. From the far end, Aviva Goldstein, who is Director of the office of Urban Design

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and Pedestrian Planning of the City of New York Department of Transportation. She is also the architect of a 12-foot-high neon sign for the Barbados Hilton, which was rendered, I believe, in a flamingo pink.

Next to her is Arthur Drexler, who's the Director of the Department of Architecture and Design at the Museum of Modern Art, the author of any number of important books, and an old personal friend.

Next to him is Peter Laundy, who is a graphic designer and instructor at The Cooper Union, and an organizer with Aaron Marcus of the AIGA Exhibition, Mass Comm, Mass Trends, which is, I think, an abrogation for something that has to do with Massachusetts, but I'm not sure.

Anyway, next to him there's an empty chair, which I expect to occupy. And then comes John Barnett, who's the President of the Architectural League of New York, Director of the Graduate Department of Urban Design at City University, and an urban design consultant, and an architect.

Then next to him is Hugh Dunne, consultant on the history of transportation and first Vice-president of the Electric Railroad Association, and a member also of the MTA map committee.

And finally, you've met John Tauranac, and you've met Mr. Vignelli. Between... I'm sorry, I've missed my oldest friend on this panel, Richard Harrison, architect, former editor of Fortune, and independent cartographer, currently writing a book with Henry Hope Reed on the parks of New York City. Richard Harrison is at the far end. And I think that's the entire panel. Now, I thought that what I would do would be to call on John Barnett first to discuss what we've just heard and we would see how we carry on from there. John?

John Barnett

Okay. Is this microphone connected?

## Book Edited by Gary Hustwit

The discovery of a lost audio recording sheds light on a legendary event in design history.

Release date: October, 2021



## **Exhibition by Michele Oka Doner**

Marlborough Booth, Armory Fair, 2021. Photo taken by Pierre Le Hors JR

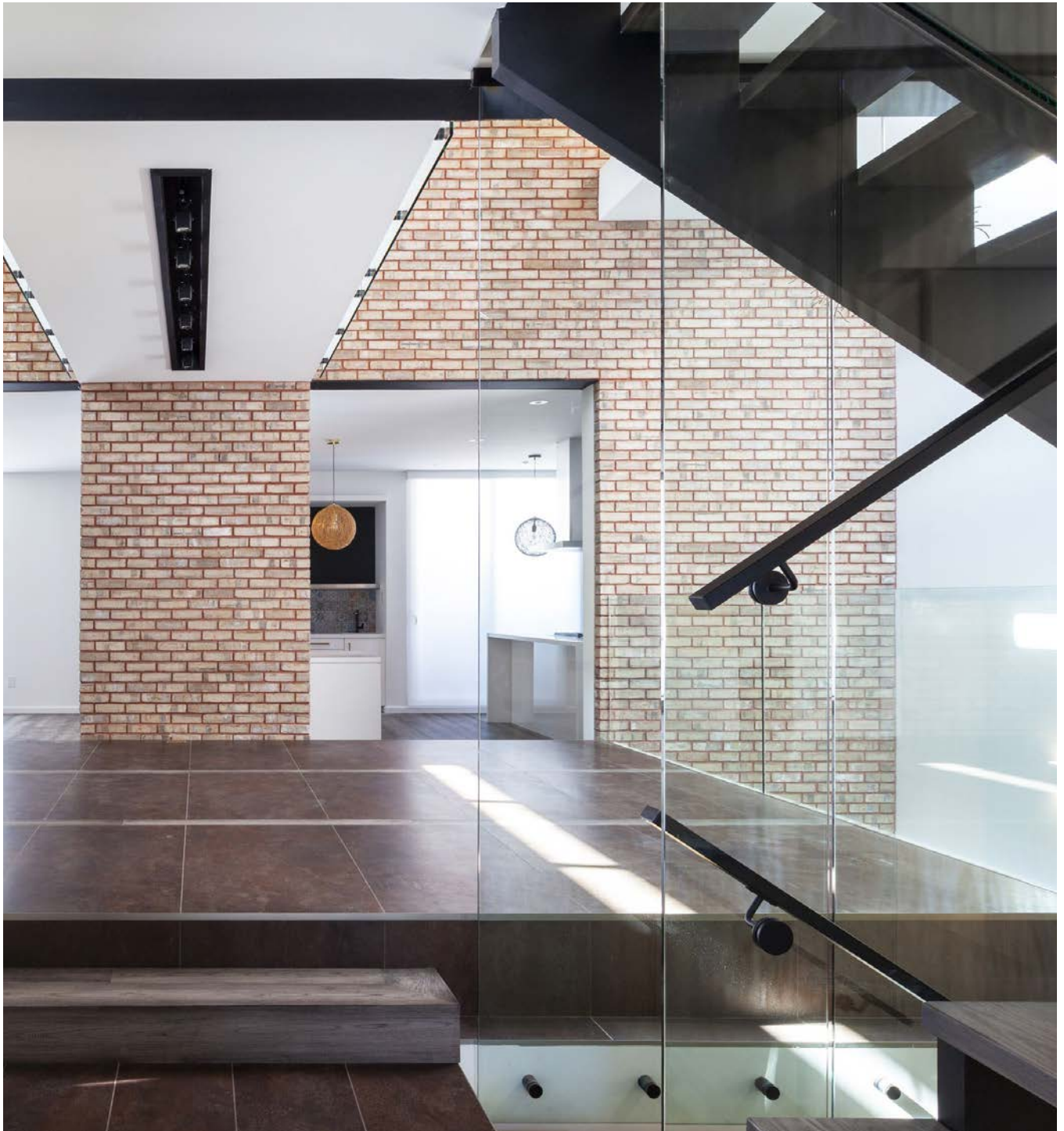






**Eric Avar, Creative Director at Nike**

Eric Avar, RIT alum and creative director at Nike, speaking to students



## **Reza Aliabadi: Out(side)in House Wins Architecture MasterPrize**

Reza Aliabadi leads architecture team (Arman Azar, Chungwon Park, Egberts Engineering, Atava Design Inc., Borzu Talaie) to win the Architecture MasterPrize award





# Notes





















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# Appendix

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## 2021 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 Corning Museum of Glass**  
                             **The Vignelli Center for Design Studies**

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