

# **Vignelli Center for Design Studies Annual Report 2022**



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# Summary 2022

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## Impact

We welcomed new friends to the Center and we visited old ones. In this year alone our events and endeavors presented the Vignelli presence from New York City to Milan and from Tel Aviv to Istanbul, Basel and beyond.

Reza Aliabadi, became the Center's first Designer in Residence, marking an important milestone for the Center.

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## Looking Ahead

Hands-on outdoor museum consisting of 14 locations across RIT's Henrietta campus. The stations have been designed following the Vignelli ethos by renowned architect, Reza Aliabadi, who has been working closely with Director, Josh Owen, to mentor 14 industrial design students each individually responsible for a universal theme assigned to each station.

Significant grant awarded in concert with the RIT University Archives to restore the historic Harry Bertioia Dandelion sculptures constellation originally introduced in the 1964 Worlds Fair Kodak Pavilion in NYC.

These large-scale and extremely public projects will show the Center's commitment to community engagement, design history and cultural production beyond the walls of the Center's building.

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## Vignelli Archive Access

- Answered 208 inquiries from 14 different countries
- Provided over 4000 archival artifacts to researchers
- Hosted 12 researchers in person
- Taught 16 class sessions with RIT's 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

Lazzoni  
Lady Helen Hamlyn  
Rochester Institute of Technology  
RIT University Archives  
Corning Museum of Glass



## Summer Design Workshop Glasswork

Designed by  
Jonathan Wajskol



## Metaproject 13 Winner

Winning project by  
Dylan Malone



\*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.

## The Vignelli Dialogue

Lessons from the past  
to develop our future

Lella and Massimo Vignelli have set standards for Design and Modernism in the United States and Europe in the 20th century. With their credo "Design is One" they proposed a holistic view on Design; with the "Vignelli Canon" they postulated a philosophy and criteria for timelessness in Design.

"The Vignelli Dialogue" is a collaborative project of the Vignelli Center for Design Studies (VCD), USA and the Fachhochschule der Arde, Germany. Its aim is to juxtapose a design philosophy born in 20th century Modernism with the challenges of current and future developments.

With their projects, the industrial design master students reflect their own ideas and experiences regarding the Vignelli Ethos, thus exploring how it holds up towards design challenges of the 21st century and a sustainable future.

**Teachers**  
Prof. Bernd Carl  
Prof. Jan Gerd  
Michael  
Christoph

**Students**  
Maximilian Engel  
Sofia Engelmann  
Julia Gierke  
Christoph Loh  
Lilli Meier  
Anna Schmitt  
Lena Schmitt  
Lena Schmitt  
Lena Schmitt

**Partners**  
RIT  
RIT



Appropriateness directs us to the right kind of materials, the right kind of scale, the right sound, color and texture."



# 2022 Impact

## A Year of Substantive Growth

2022 was a year of substantive growth for the Vignelli Center for Design Studies—on an environmental scale. Among many other items described in this document, we have been deeply embedded in our first architecturally scaled, community endeavor, commissioned by RIT's President. In this assignment, the Center was asked to coordinate the production of a hands-on outdoor museum consisting of 14 locations across RIT's Henrietta campus. The stations have been designed following the Vignelli ethos by renowned architect, Reza Aliabadi, who has been working closely with Director, Josh Owen, to mentor 14 industrial design students each individually responsible for a universal theme assigned to each station. Aliabadi has become the Center's first Designer in Residence, marking another important milestone for the Center. Additionally, we were awarded a significant grant in concert with the RIT University Archives to restore the historic Harry Bertoia Dandelion sculptures constellation originally introduced in the 1964 Worlds Fair Kodak Pavilion in NYC. Both of these large-scale and extremely public projects will show the Center's commitment to community engagement, design history and cultural production beyond the walls of the Center's building.

## Advancing Goals

Within the pages of this document you will read about our accomplishments and milestones. We welcomed new friends to the Center and we visited old ones. In this year alone our events and endeavors presented the Vignelli presence from New York City to Milan and from Tel Aviv to Istanbul, Basel and beyond. 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, previously-mentioned projects in play and eyes towards expanding our archives staff, we need our friends more than ever. We continue to lead by design 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 2022





**Design is one”**  
Lella and Massimo Vignelli

Seguirà Q&A con la regista Kathy Brew e Josh Owen, direttore del Vignelli Center; modera Enrico Morteo.

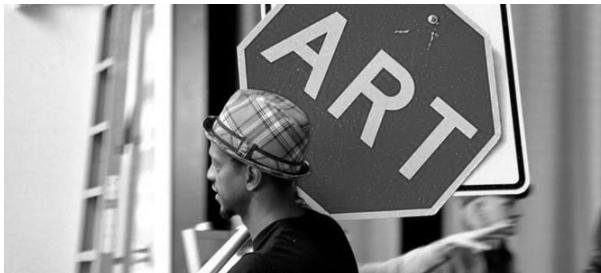
RSVP at [designweek@intondo.com](mailto:designweek@intondo.com)



intOnDo showroom,  
via Bizio 47, Milano  
7 - 24 giugno  
dal lun al ven,  
10-13 e 15-18

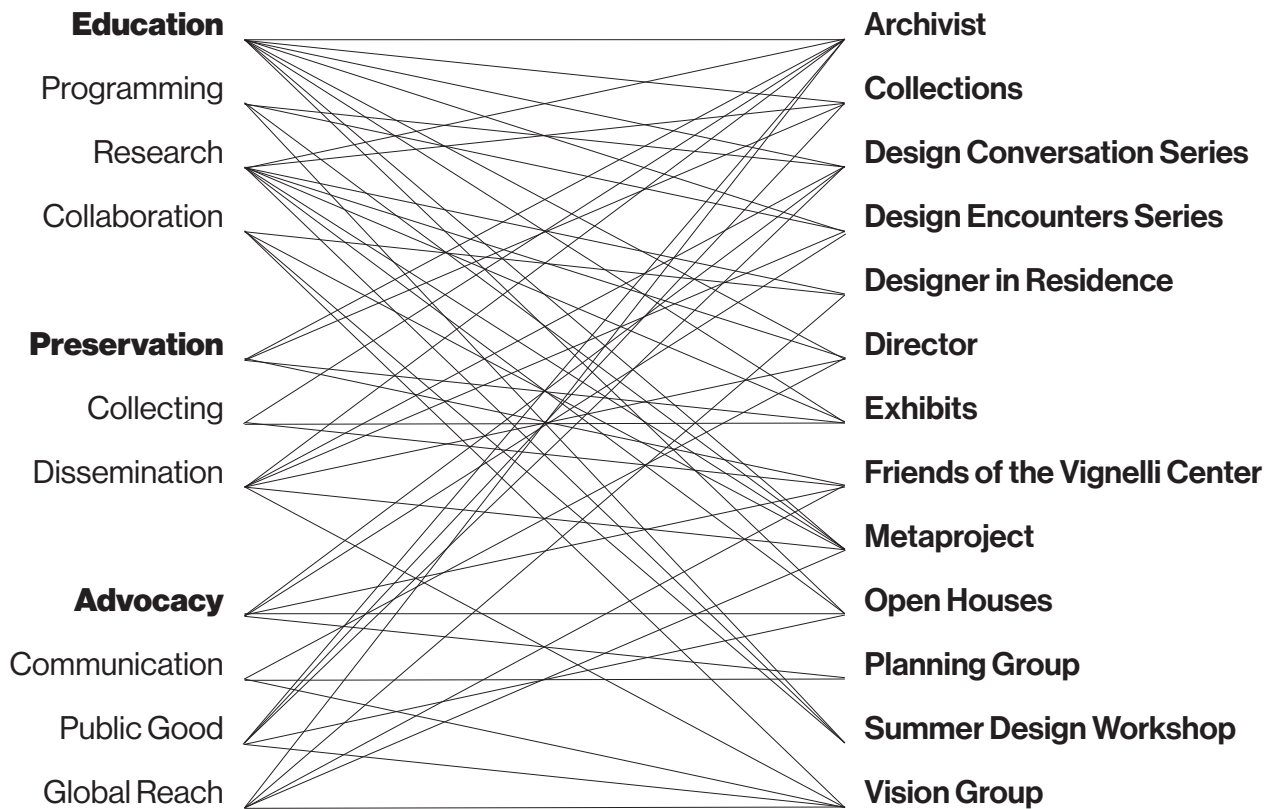
Visita la mostra realizzata  
in collaborazione con il RIT

**Design is one, Lella e  
Massimo Vignelli:**  
omaggio al design senza tempo





# 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 **Design is One** in Center promotions to create brand identity extending the Vignelli legacy and ethos.  
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 Vignellis 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 coordinates 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 2022



**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 on-site, 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. 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 2022



**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  
Su Mathews Hale

# Vision Group 2022



**Anne Ghory-Goodman**



**Gene DePrez**



**James Marotto**



**R. Roger Remington**



**Su Mathews Hale**

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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 programs. 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  
Mark Kingsley  
Mary Golden  
Melissa Dawson  
R. Roger Remington  
Samantha Haedrich  
Shani Avni  
Terri Lee  
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  
Cary Professor  
Interior Design  
Industrial Design  
Graphic Design  
Graphic Design  
Cary Graphic Archives  
Interior Design  
Shop One

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## Students

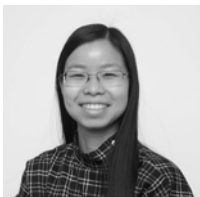
Ana Videto  
Annelize Wall  
Gates Andrews  
Ipek Koprululu  
Isabelle Qiu  
John Bechtold  
Laura Woodrow  
Liza Lennarz  
Shreya Talegaonkar  
Tayo Oke  
Zoë Murray

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## Major

Graphic Design  
New Media Design  
Industrial Design  
Visual Communication Design  
Visual Communication Design  
Visual Communication Design  
Visual Communication Design  
Graphic Design  
Visual Communication Design  
Industrial Design  
Graphic Design

# Planning Group 2022



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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.





# Archives 2022

# 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 Archives and Special Collections

National Theatre Programmes (Ken Briggs), Heller price sheet (Massimo Vignelli), CVS bag (Frank Hess)

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# Archives Snapshot

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**208 inquiries from 14 different countries answered**

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**Research inquiries**  
**+26% since 2021**  
**+642% since 2013**

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**4,000 digital images of artifacts shared with researchers**

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**3,182 digital archives visitors per month from 102 countries**

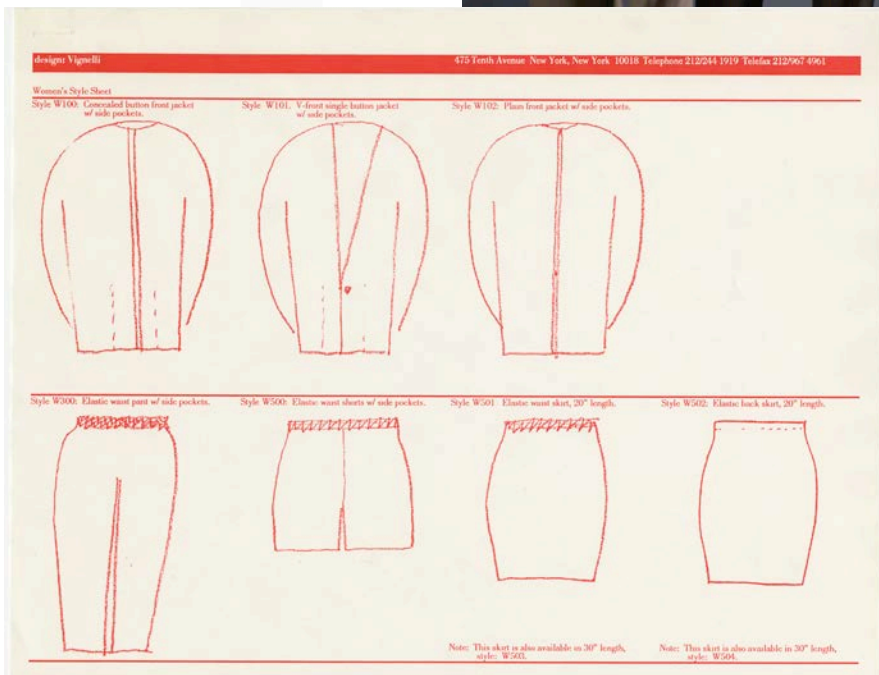
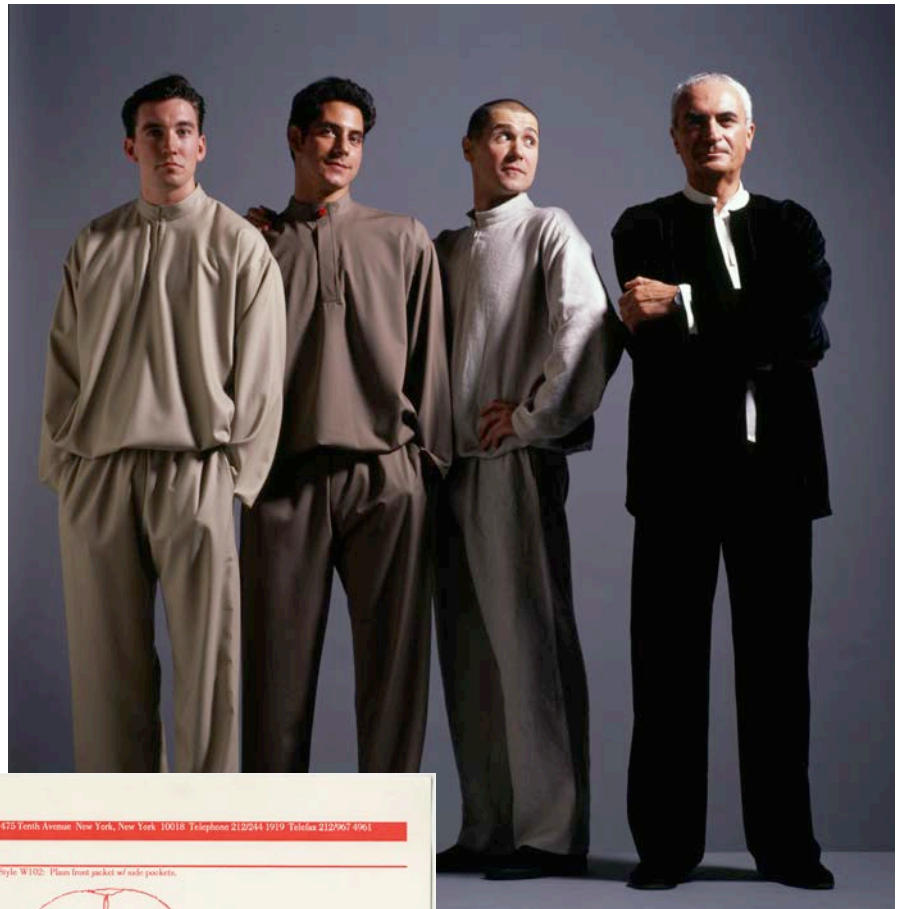
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**700 visitors for research visits, class sessions and open houses**



## **Vignelli Rocker**

Designed by Lella and Massimo Vignelli on display  
in the third floor Benetton Gallery



## Vignelli Clothing

Patterns, style sheet, and vintage photography of the clothing line 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 Vignellis 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 was also curated by the Vignelli. 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 exhibition curated and designed by Lella and Massimo Vignelli



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# New Acquisitions 2022

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 2022

- Various tubes of plans/drawings, textiles, NY subway verbal map
- American Airlines 1971 Annual report  
designed by Massimo Vignelli
- Vignelli Colorstone dishware in “Birch” finish  
designed by Lella and Massimo Vignelli
- Acme products pens, pins and cufflinks designed  
by Lella and Massimo Vignelli
- Sunar Circolo Chairs designed by Lella Vignelli
- Heller Rocking Chair and Benches  
designed by Lella and Massimo Vignelli
- Richard Meier book pre-Vignelli, designed by  
Peter Katz, Massimo Vignelli as advisor
- Presidential Design Award brochures awarded for National Parks  
Service Unigrid which was designed by Massimo Vignelli



## Furniture for Heller

Vignelli Bench and Vignelli Rocker donated to the Vignelli Center by Heller



**New York City Subway Verbal Map**

Vignelli designed 4 maps to convey different information for subway riders. This is the only version of the verbal map created, as it was never implemented.

American Airlines 1971 Annual Report



**1971 Annual Report for American Airlines**

The archives already preserves Massimo Vignelli's sketches for this report design but now the historical record is complete with the addition of the printed report.

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## Research 2022

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.

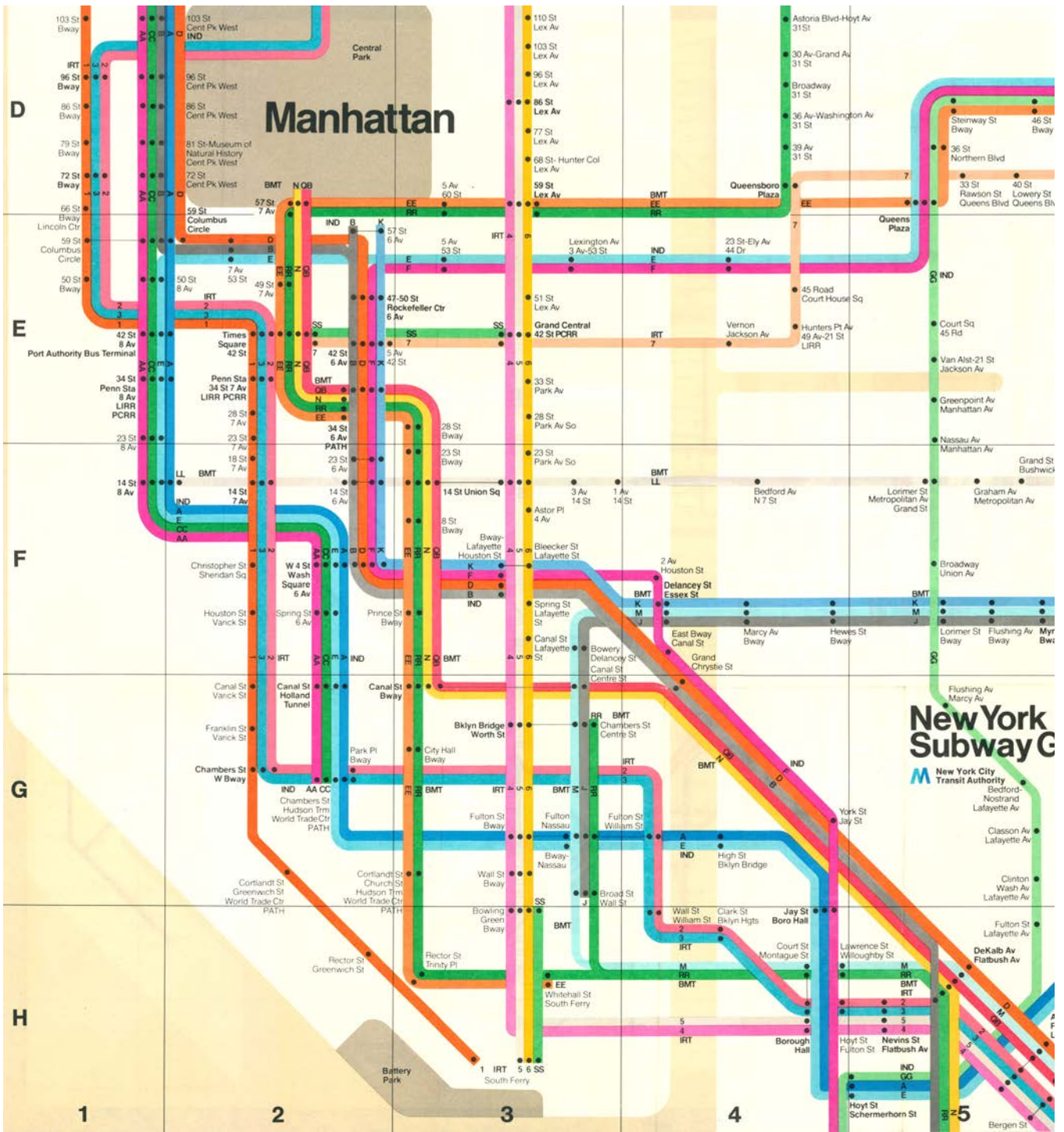
Inquiries are up 26% from 2021 with 208 inquiries from 14 different countries. The Archivist shared over 4000 digital images with researchers.

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## Highlights 2022

- Supporting industry and Vignelli clients for research, manufacture, and promotion of Vignelli designs
- Supporting restoration of Saint Peter's Church, New York, USA
- MTA NYC Subway map playing cards by Fulton Playing Cards
- NY Transit Museum digital exhibition on 50th anniversary of NYC Subway map, New York, NY, USA
- ADI Museum exhibition, Milan Italy
- Exhibition at the Salone Del Mobile, Milan, Italy





## NYC Subway Map

2022 was the 50th anniversary of the 1972 NYC Subway Map making it a popular research request. Even without an anniversary, this map is always one of the most requested artifacts in the Vignelli Archives.



## **Saint Peter's Church, New York City, NY**

One of the Vignellis' favorite projects, their archives informed its restoration after a water disaster.



Comitato Organizzatore del  
Salone del Mobile Italiano

Corso Magenta 96  
20123 Milano

Tel. 02/485921  
Fax 02/4813580



# Milano

## Graphic Identity System for Salone del Mobile Italiano

Example of the award-winning graphic identity for Cosmit,  
the parent company of the furniture fair in Milan, Italy.

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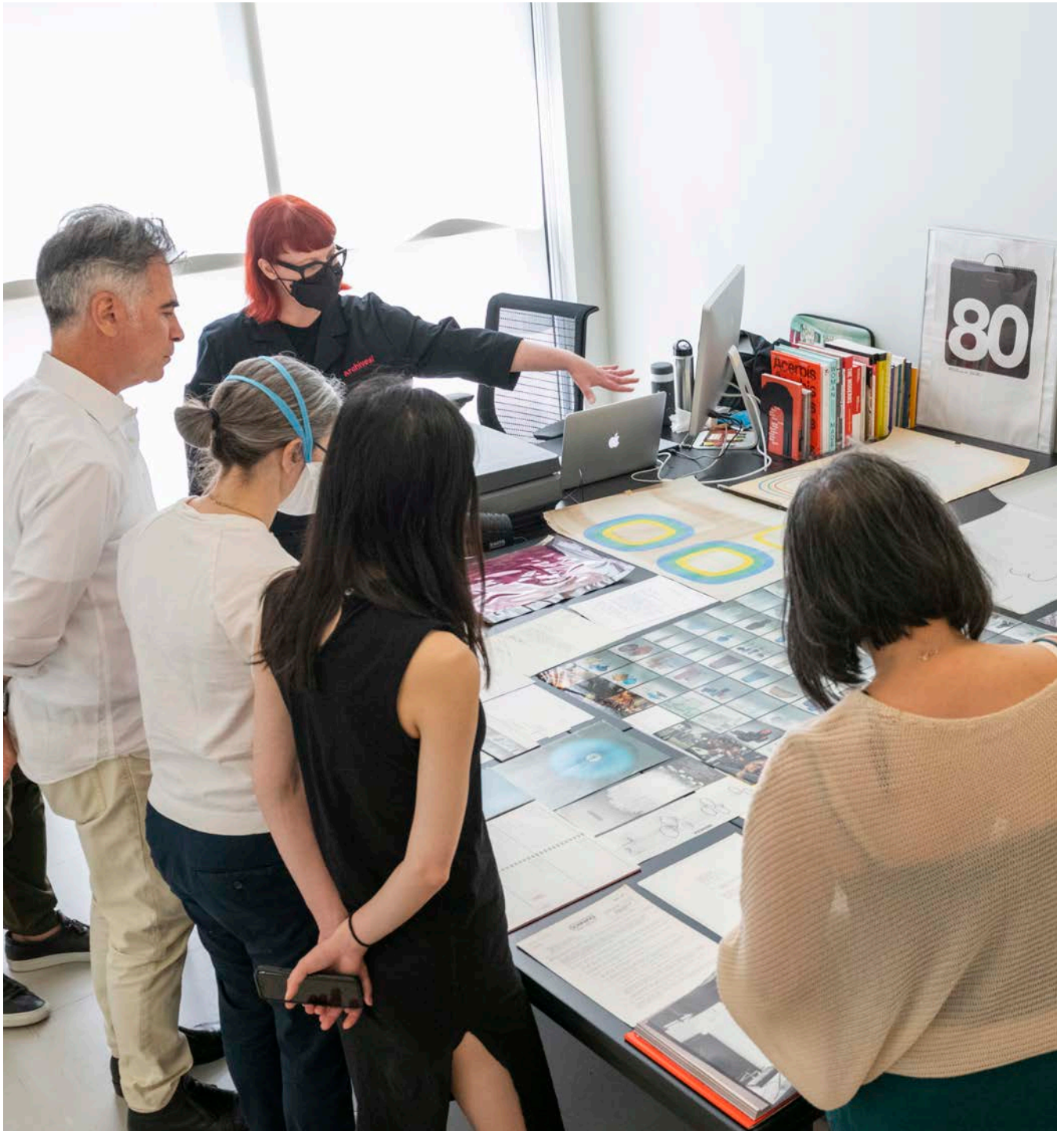
## Education 2022

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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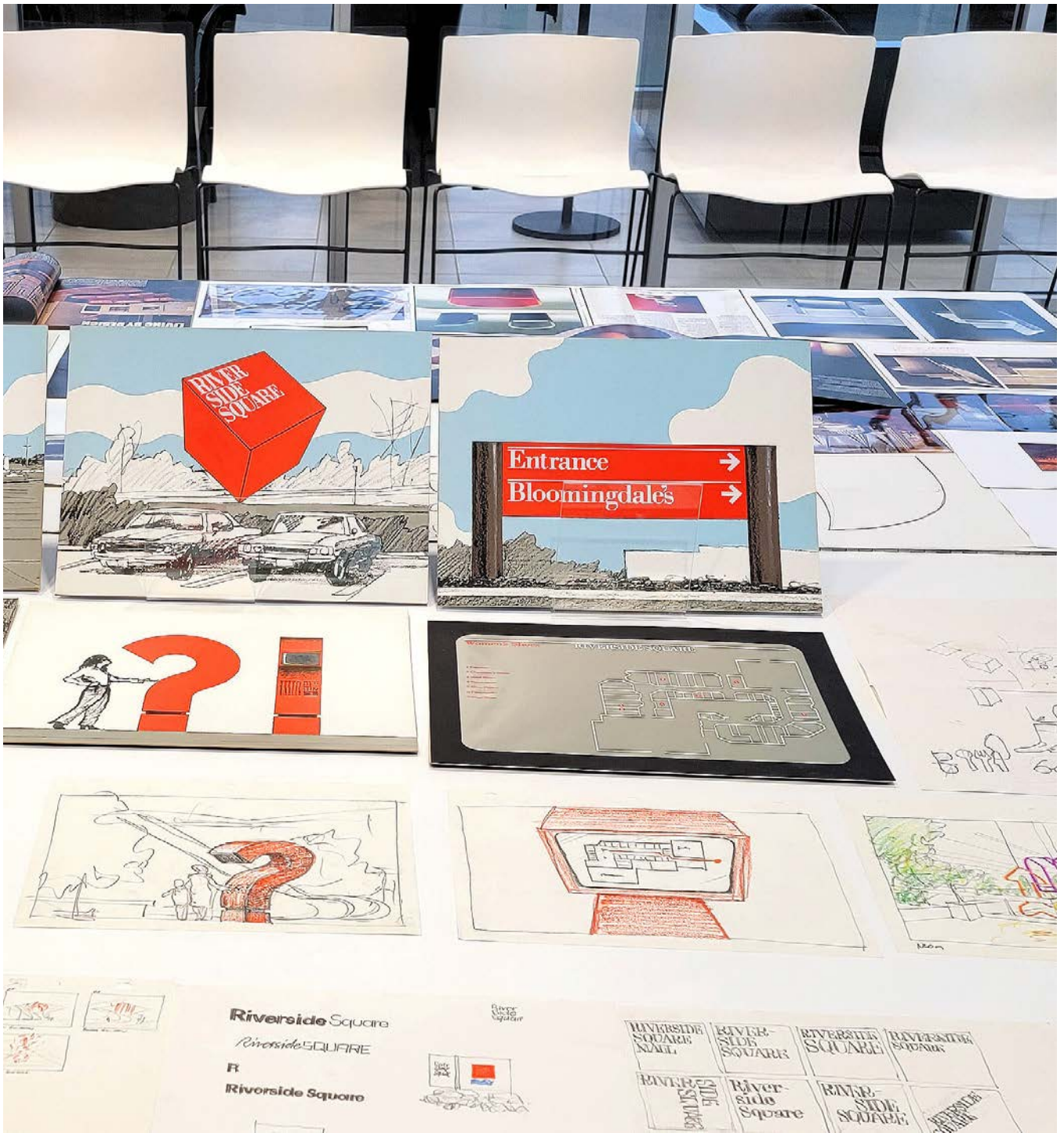
### Highlights 2022

- 16 class sessions RIT's photo, 2D/3D Foundations, Interior Design, Industrial Design, New Media, Graphic Design, Visual Communications, and Museum Studies
- Supporting research and providing imaging for an exhibition by SOIS Student about Medical Graphic Design
- Supporting research and providing digital archives content to students for Interactive II course
- Providing artifacts for multi-spectral imaging research with Museum Studies and Imaging Science
- RIT Photo Content Management course used Vignelli archives artifacts to learn about digital asset management and metadata (4th year)
- 3 days of archives displays for summer workshop hosted by Vignelli Center for professional designers



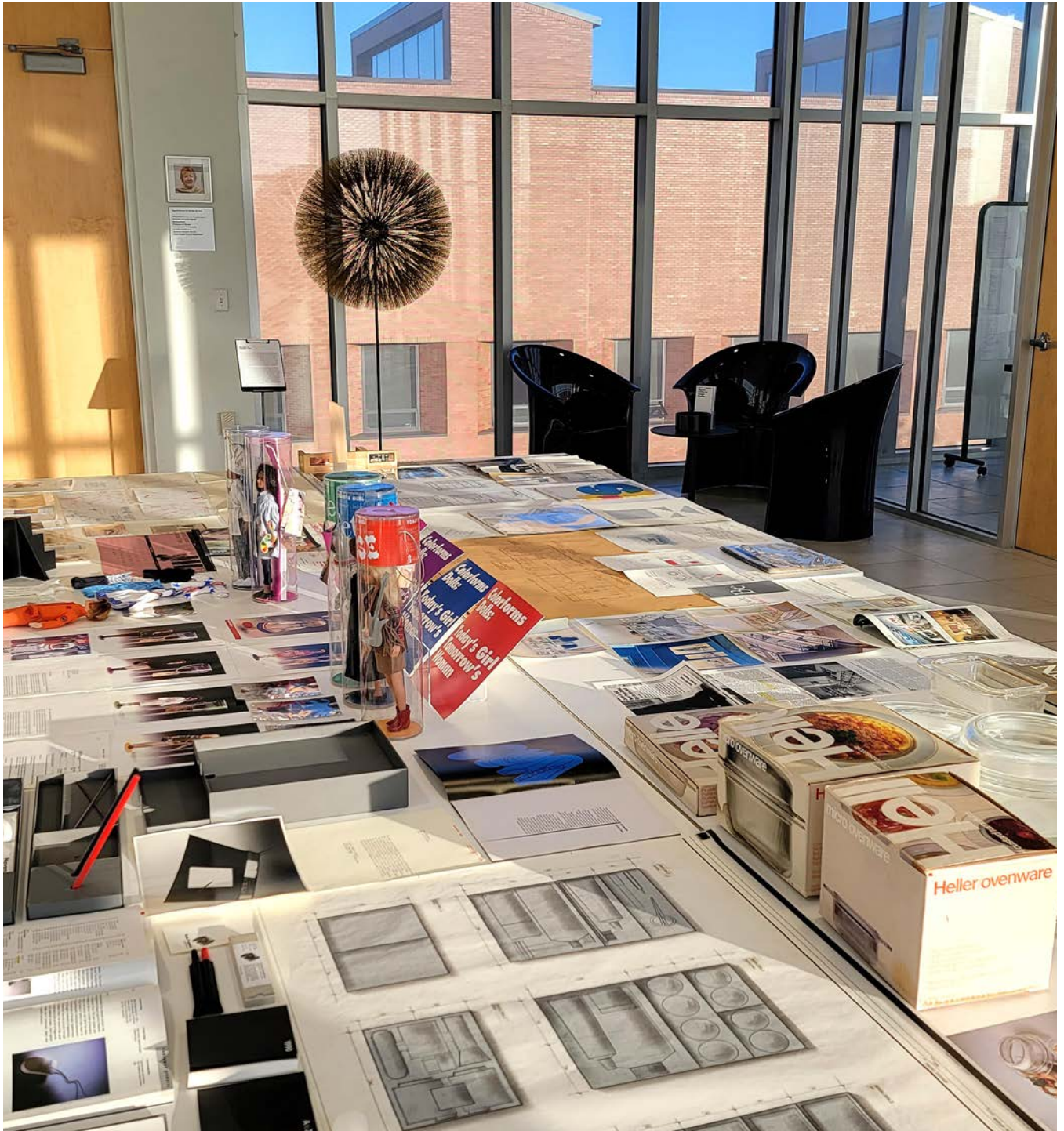
## 2022 Summer Design Workshop

Workshop participant studying Vignelli archive material with Archivist Jennifer Whitlock



## Riverside Square Mall

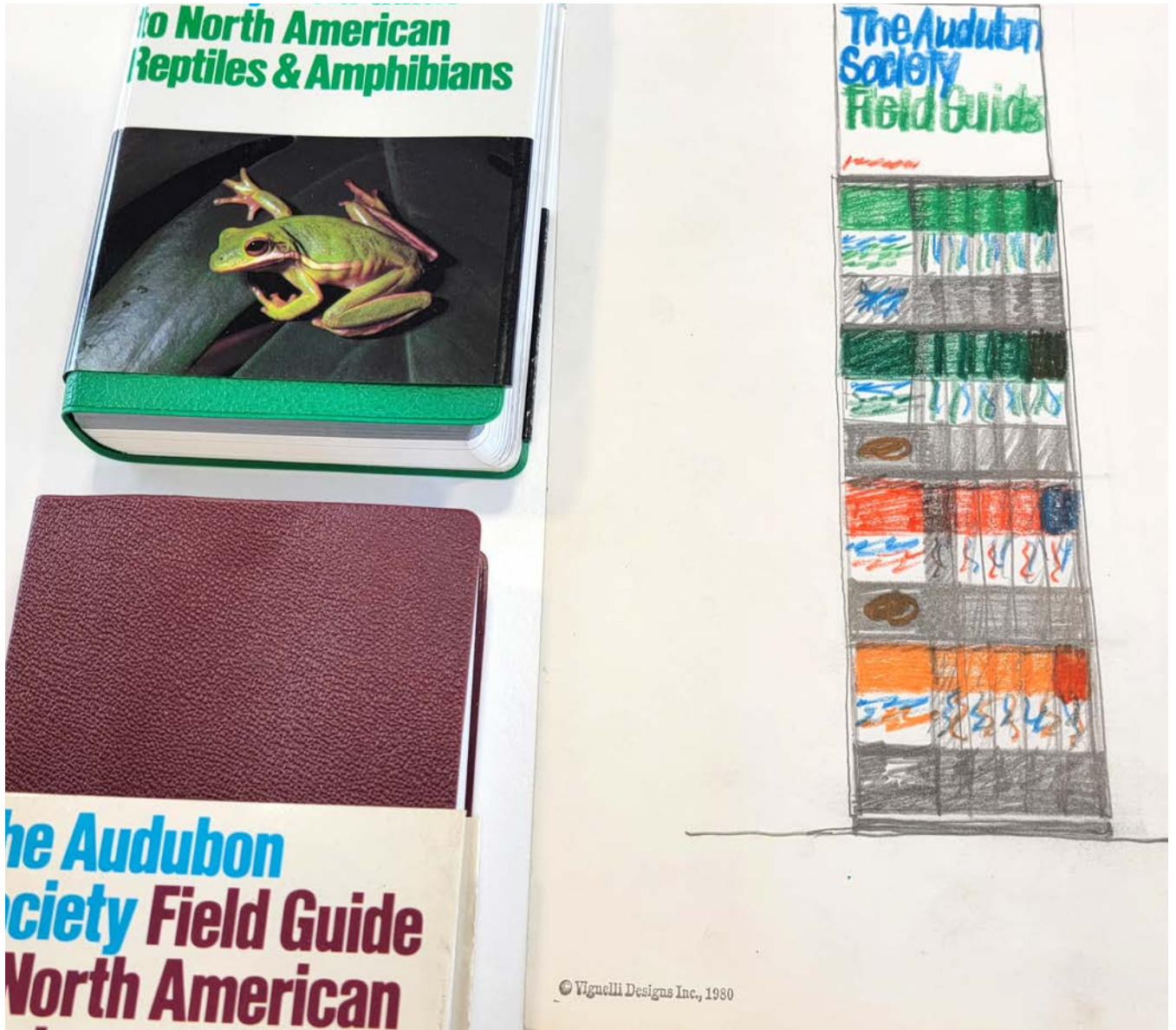
Open House display curated by Archivist Jennifer Whitlock showing process work for Vignelli-designed shopping mall signage system circa the 1970s.



## Open House Display

Vignelli artifacts on display in Helen Hamlyn Trust Study Room highlighting the Vignelli's three-dimensional work i.e. products, furniture and interiors.

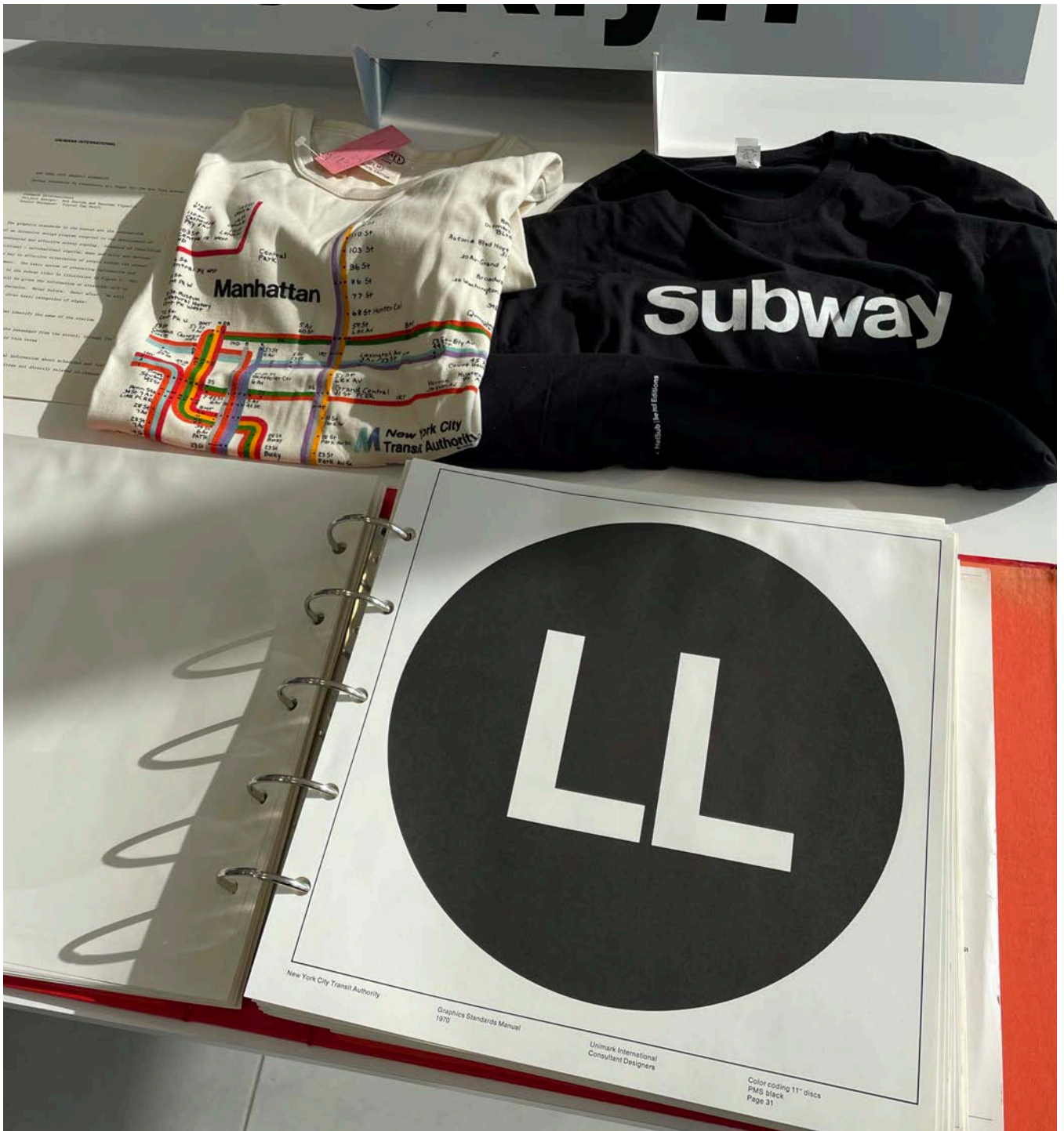
# Collections



## Audubon Society Field Guides

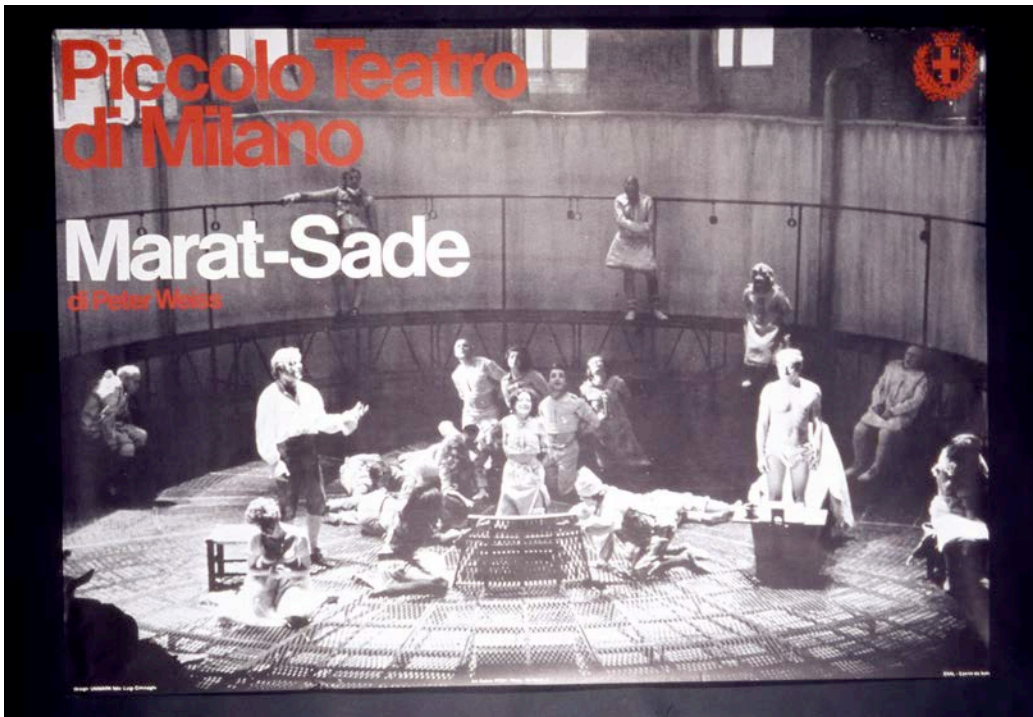
This field guide series was first designed in 1976 by Massimo Vignelli. The archives also preserves this sketch by Vignelli for a retail display.





## NYC Subway artifacts

Graphics Standards Manual, designed by Massimo Vignelli and Bob Noorda, with subway-inspired t-shirts from the Vignelli archives.



**Piccolo Teatro**  
**di Milano** Ente Autonomo 

**La lanzichenecca**  
**di Vincenzo Di Mattia**  
**novità assoluta**  
**regia di Virginio Puecher**  
**prezzi: 1600/1100/800**

## Piccolo Teatro Di Milano

In the 1960s, Vignelli designed the graphics for this Italian theatre. These 35mm slides are preserved in the Unimark International records.



## Fodor's Travel Guide

In 1988, Vignelli Associates completed a redesign of these guides and the design process is well-documented in the archives.

# LAZZONI

## metaproject 13

LAZZONI + RIT

Lazzoni aims to bring comfort to people who live in the world's metropolises with the distinctive flavor of their brand. To this end, students of Technology (RIT) Industrial design students collaborated with Lazzoni to develop unique seating solutions. These explorations began with inspirational research into the RIT archives of Lolla and Massimo Vignelli, a deep understanding of the company, and the students' own relationship with seating.

Cyprus • Baku • Doha



# Programming 2022

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# Open Houses

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## About Open Houses

Open Houses welcome RIT, Rochester locals and global enthusiasts to the Center and the Archives for thoughtfully curated exhibits throughout the year. Under the expert curation of Jennifer Whitlock, each Open House is arranged around a theme, providing a unique and captivating display at every event. Open Houses offer a chance for visitors to engage with rare and unique archival artifacts honoring the Vignellis' wish for scholarly study and deepening our understanding and appreciation of design history.



## Open House Wordmark

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# History

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## Origins and Inspirations

Archives can seem like mysterious places hidden behind locked doors and can be intimidating to nonscholars to navigate. Still, students, faculty, designers, and other art history enthusiasts are interested in what lies behind closed doors. Open Houses provide visitors with a chance to interact with artifacts pulled from the vault without an appointment. Informal pop-up style displays of hundreds of artifacts provide visitors a chance to see and interact with design history both the iconic and the unexpected. Open Houses primarily showcase the iconic works of the Vignellis, but often highlight artifacts from our Special Collections too.

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## Organizers



**Jennifer Whitlock**

Archivist, Open House  
curator and host



**Josh Owen**

Open House host

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# Open Houses 2022

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Date	Information	Impact
<b>September 6–8</b>	<p>Theme: Vignelli Overview</p> <p>Inaugural Open Houses event launch with 550+ artifacts from the Vignelli archives curated by Archivist Jennifer Whitlock with the Theme: Vignelli Overview. Open Houses provide a chance for anyone to come and interact with artifacts pulled from the vault without an appointment.</p>	<ul style="list-style-type: none"><li>• 150 people over 3 days</li><li>• 2421 likes on Instagram</li><li>• Announcement: 11800+ views on Instagram</li></ul>
<b>October 12–13</b>	<p>Theme: 2D Design</p> <p>Open Houses event with 425+ artifacts from the Vignelli archives and Special Collections curated by Archivist Jennifer Whitlock with the Theme: 2D design (posters, corporate ID, and other graphics). Open Houses provide a chance for anyone to come and interact with artifacts pulled from the vault without an appointment.</p>	<ul style="list-style-type: none"><li>• 150 attendees</li><li>• 1528 likes on Instagram</li><li>• Announcement: 8016 views on Instagram</li></ul>
<b>November 9–10</b>	<p>Theme: 3D Design</p> <p>Open Houses event with 327+ artifacts from the Vignelli archives and Special Collections curated by Archivist Jennifer Whitlock with the Theme: 3D design (furniture, products, interiors). Open Houses provide a chance for anyone to come and interact with artifacts pulled from the vault without an appointment.</p>	<ul style="list-style-type: none"><li>• 110 attendees over 2 days</li><li>• 895 likes on Instagram</li></ul>

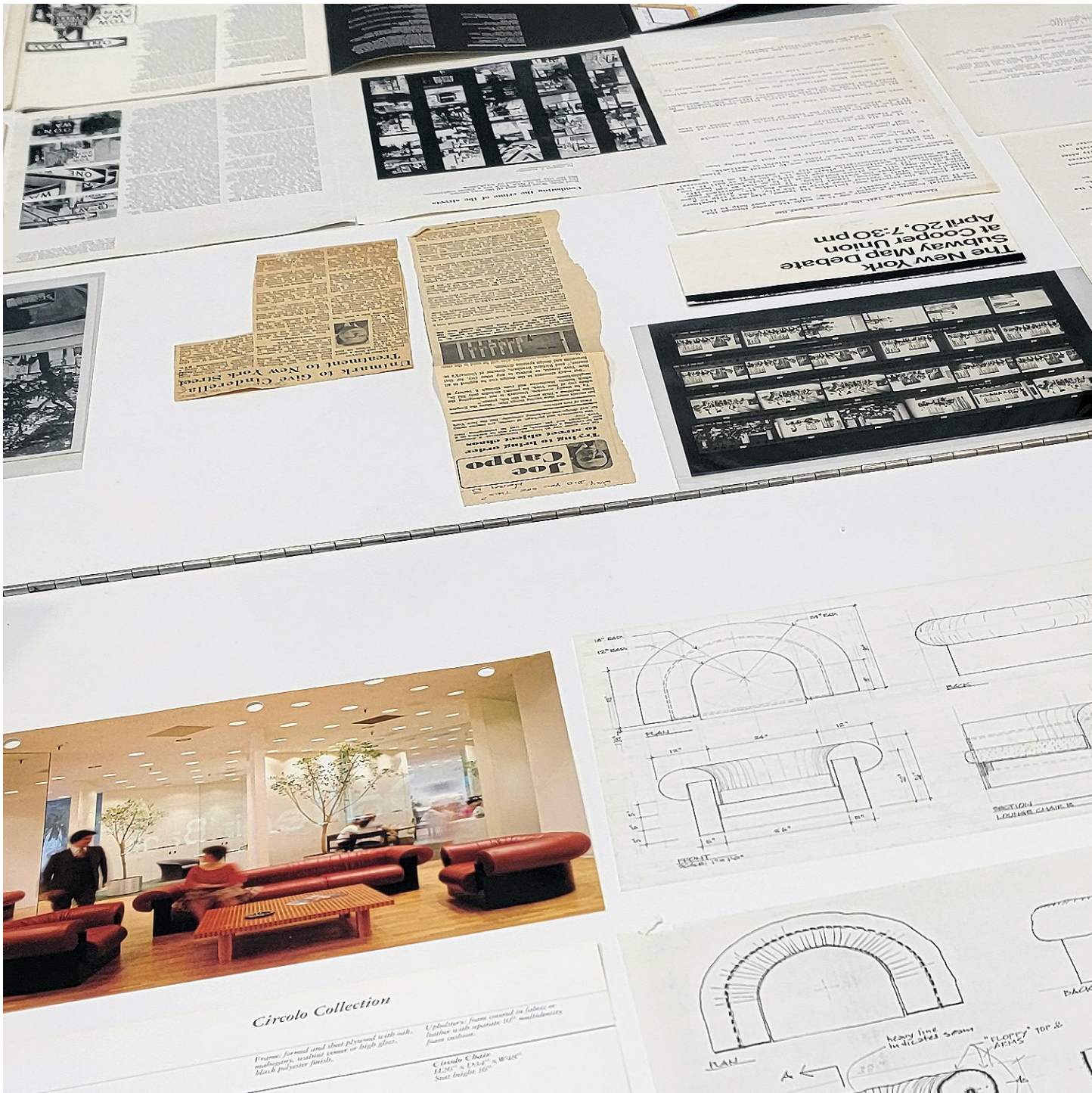


# Open Houses 2022



## Open House October 12–13 Theme: 2D Design

Visitors viewed a curated display of archive materials in the Archives Vault



*Circolo Collection*

Frames: Formed and steel plywood with mesh upholstery, wooden frame or high gloss black polyurethane finish.

Upholstery: foam covered in fabric or leather with separate 100% multi-density foam cushion.

Circolo Chair: 1150" x 134" x 101" Seat height 16"

**Open house display**

Curated by Archivist, Jennifer Whitlock. Theme: Vignelli Overview



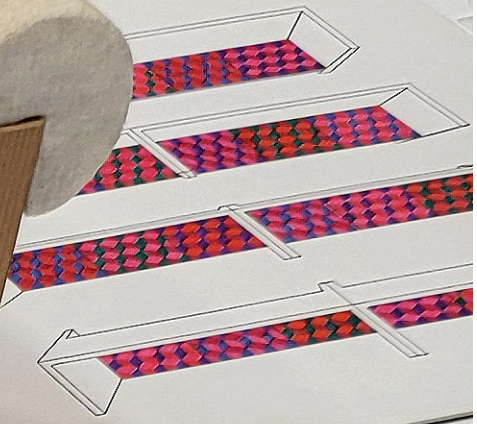
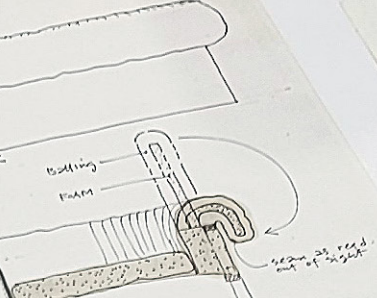
# Acorn Chair

22 1/2" x 32 1/2" x 33 1/2"  
Seat height 17 1/2" Arm height 21"

Upholstery: 2" ribbed, 100% wool  
in a variety of finishes  
Back: Covered in natural linen cloth  
Seat: Available in natural linen cloth  
Cushion: 100% foam covered in fabric

Designed by Verner Panton  
Verner Panton, Verner Panton & Son  
Associates, Copenhagen, Denmark  
The Acorn Chair is the first of several  
Panton chairs based on the  
Verner Panton Furniture

© 1965  
150 Riverside Avenue, Minneapolis, MN 55416  
Open Monday through Saturday, 10:00 a.m. - 6:00 p.m.  
1965 V.P.

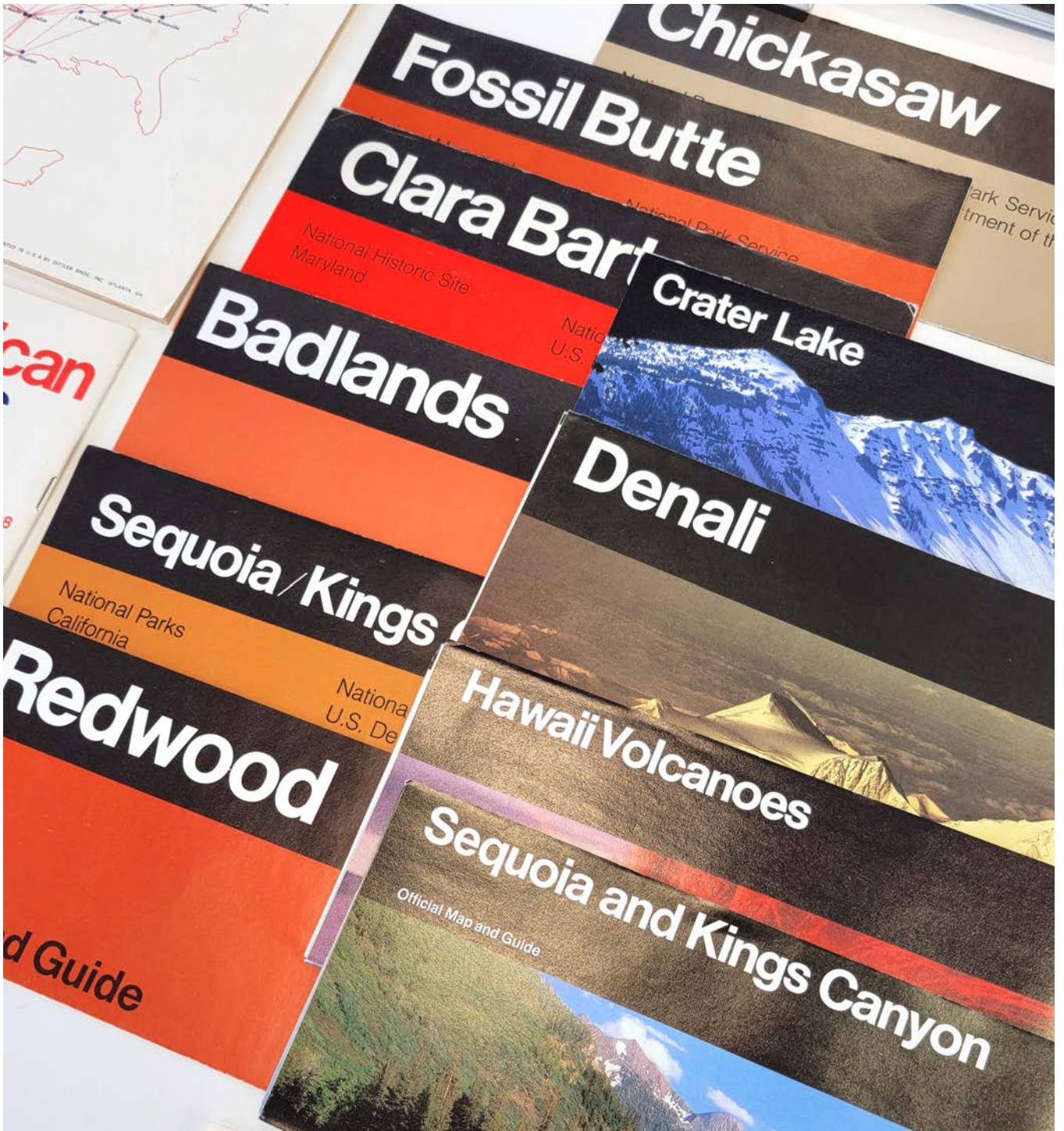




## Heller Open house display

Curated by Archivist, Jennifer Whitlock. Third Open House  
 November 9-10 Theme: 3D design Vignelli  
 Archives and Special Collections





**Vignelli Red Open house display**

Curated by Archivist, Jennifer Whitlock. October 12-13 theme: 2D Design



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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



**Jennifer Whitlock**

Archivist

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# Design Conversation Lecture Series 2022

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## 2022 Lecturers

- Giovanna Castiglioni
- Michael Maltzan
- Amijai Benderski
- Kathy Brew
- Su Mathews Hale
- Shawn Dunwoody

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## 2022 Topics

- Castiglioni's World is Still Interdiscipline
- Vignelli Impact and the Story of Vignelli90
- Design is One documentary
- Brand Design
- Community projects

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## **Design Conversation Lecture Series 2022**



**Giovanna Castiglioni**



**Michael Maltzan**



**Amijai Benderski**



**Kathy Brew**



**Su Mathews Hale**



**Shawn Dunwoody**

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# Design Encounters Lecture Series

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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



**Jennifer Whitlock**

Archivist

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# Design Encounters Lecture Series 2022

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## 2022 Lecturers

- Peter Lloyd

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## 2022 Topics

- Why was the Classic Vignelli Subway Map Jettisoned in the 1970s?

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## **Design Encounters Lecture Series 2022**



**Peter Lloyd**

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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 2022



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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 2022

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## 2022 Theme

The Subway Map

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## 2022 Organizers

- Maddy Schoenfeld
- Josh Owen
- Massimo Greco
- Sophia Scaravillio

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## 2022 Participants

- RIT Fabrick
- RIT Soft Studio
- RIT Metals
- Jenna Gagnier
- Abigail Benkovich



**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

Models on the runway





## **Beyond Fashion Show**

Audience watches sold out fashion show





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# Summer Design Workshop

## VCDS + CMOG

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### About the Workshop

An invitation for up to 10 students and designers from the global art community to participate in a week-long workshop that is divided between the Vignelli Center for Design Studies at RIT in Rochester, New York and The Corning Museum of Glass in Corning, New York. Inspired by the Vignelli Archives, participants will develop a project of their own design that they will explore under the supervision of Vignelli Center staff and through the facilitation of master craft glass blowers from The Corning Museum of Glass. Participants will enjoy a week experiencing the food and culture of the Finger Lakes Region in late spring while connecting with unique design resources found in Upstate New York. Each participant will leave with a 3D printed prototype from the RIT Fab Lab and their final glass project fabricated at The Corning Museum of Glass. Over the course of the workshop, designers will be introduced to the extensive archives of the Vignelli Center that catalogs decades of process and innovation while finding their own voice in the iconic and challenging art form that is glasswork.



### Inside the Corning Museum of Glass

Summer Design Workshop participants visit the museum for tours before heading to production meetings with master glass blowers to create their designs.

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# History

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## Origins and Inspirations

The Summer Design Workshop is inspired by the Vignelli archives. The course aims to provide participants with a deep understanding of the relationship between 20th-century Modernism, current and future design challenges, and the Vignelli Ethos. Participants are encouraged to incorporate these insights into their own design goals and create innovative products or services that address the demands of the 21st century.

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## Key Stakeholders



**Josh Owen, RIT**

Vignelli Center Director



**Erik Meek, CMOG**

Manager of CMOG Hot Glass Team



**Kitren VanStrander**

Business Manager

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# 2022 Summer Design Workshop

## VCDS + CMOG

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### 2022 Project

The typology of the vase was selected for participants of this workshop to consider because of its universal employment as a designed object. Nearly all cultures have created and utilized vessels to contain flowers or other objects of beauty. Must a vase be for use with flowers? At times a vase is an art object. Sometimes a vase is a story-teller. Could a vase have an alternative function? The focus of each individual's vase is their choice.

After studying the Vignelli's works and processes, participants will design and produce high-quality, full-scale functional prototypes. Later, workshop facilitators will help each participant create a digital 3D model which will be printed for them in translucent material which simulates glass. These models will serve as the reference material for the master glass blowers at Corning to work from to create the final products.

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### 2022 Workshop Team

- Josh Owen, Project Leader
- Jennifer Whitlock, Project Partner
- Eric Meek, Workshop Partner

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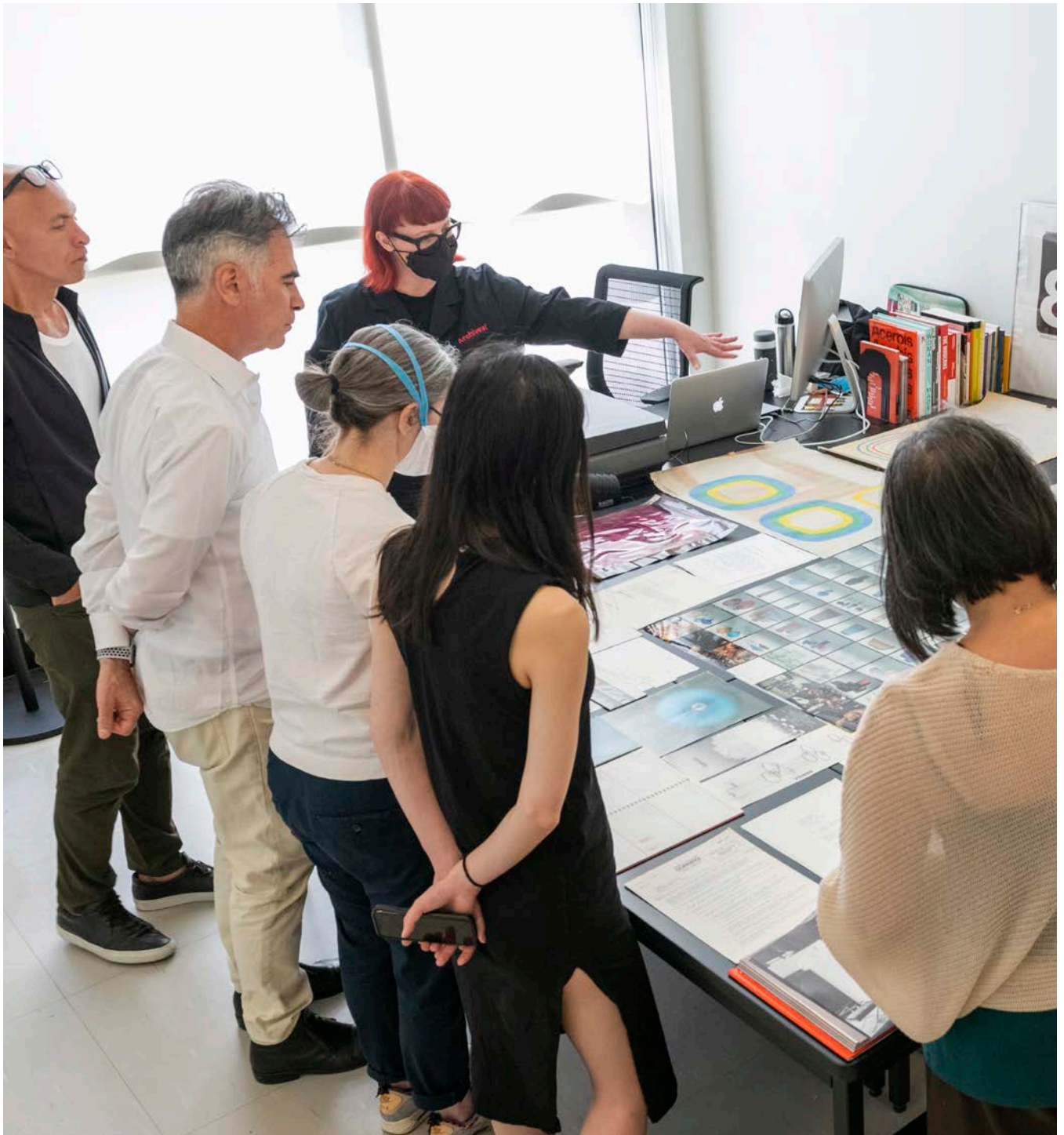
### 2022 Participants

- Veronica Lin
- Terri Lee
- Jason Alger
- Jonathan Wajskol
- Julie Hirschfeld
- Jasper Owen
- Reza Aliabadi

## 2 CONTEMPORARY ART + DESIGN



**2022 Summer Design Workshop Participants Alongside Eric Meek**



## 2022 Summer Design Workshop + CMOG

Workshop participant studying Vignelli archive material with archivist Jennifer Whitlock

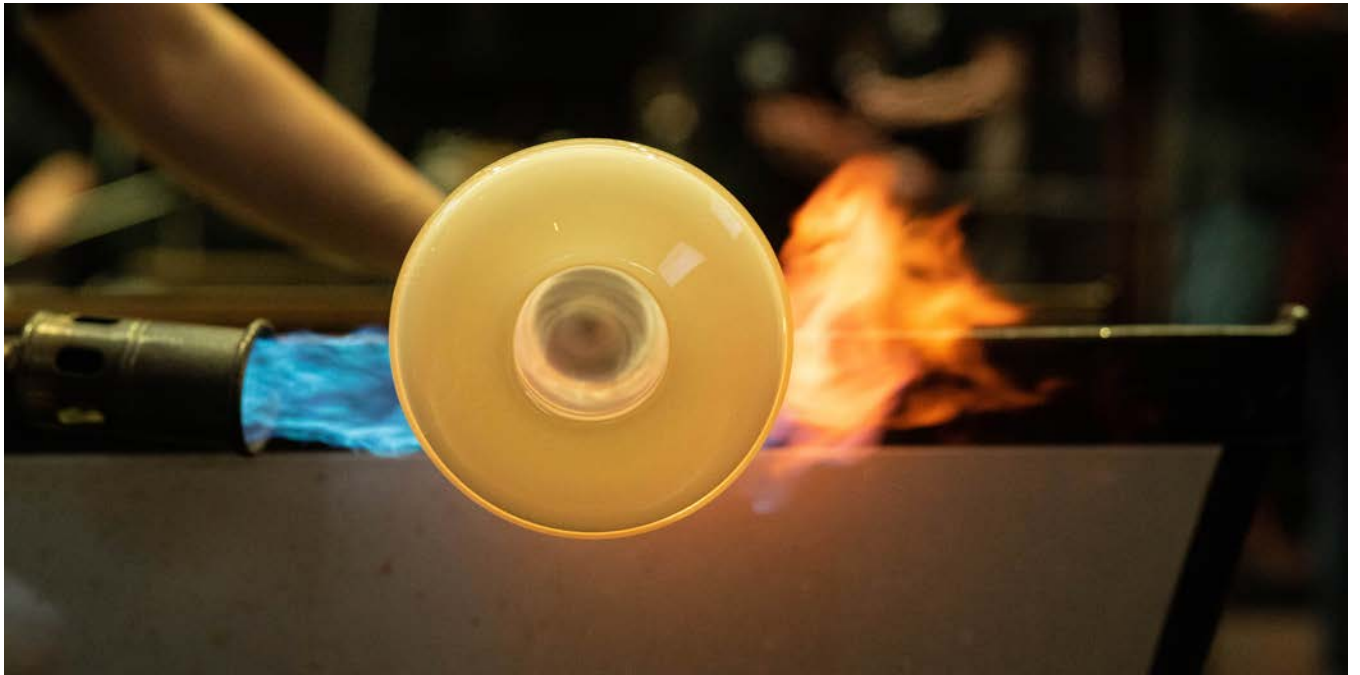




## 2022 Summer Design Workshop + CMOG

Glass blowing at the Corning Museum of Glass







## Summer Design Workshop 2022, Final Projects

Inspired by Vignelli archives, designed by workshop participants, and brought to life with CMOG's master glassblowers





**Summer Design Workshop Participants 2022**

Group Photo Left to Right: Josh Owen, Jonathan Wajskol, Veronica Lin, Julie Hirschfeld, Jasper Owen, Reza Aliabadi, Jason Alger, Terri Lee



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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.

The image shows the official metaproject logotype, which consists of the word "metaproject" in a bold, lowercase, sans-serif typeface. The text is white and is centered within a solid black rectangular background.

metaproject

## 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, Poppin, Umbra, and numerous others.

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## Notable Alumni

- Richard Yu  
Metaproject 12
- Hunter McCluer  
Metaproject 11
- Nate Verso  
Metaproject 10

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## Founder



### Josh Owen

Professor of Industrial Design and  
Director of the Vignelli Center

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# Metaproject 13

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## Industry Partner

- Lazzoni
- Lazzoni aims to bring comfort to people who live in the world's metropolises with the distinctive flavor of the Lazzoni brand. Students collaborated with Lazzoni to develop a unique seating solution based on its brand, the Vignelli ethos, and their own relationship with seating.

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## Students

- Brynna Justice
- Clare Maxwell
- Danny Harig
- Dylan Malone
- Emma Yee
- Joey Ruan
- Linying Xu
- Matt Hotaling
- Max von Bartheld
- Rebecca Arens
- Rebecca Harris
- Ruth Shin
- Will Davis

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## Metaproject 13 Winners

### First Place

- Dylan Malone

### Second Place

- Rebecca Harris

### Third Place

- Ruth Shin

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## Key Stakeholders



**Josh Owen**

Professor of Industrial Design  
and Vignelli Center Director



**Efe Kababulut**

Lazzoni Furniture Board Member



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## Metaproject 13 Logo

The logo consists of the text 'metaproject 13' centered on a solid black rectangular background. The word 'metaproject' is rendered in a white, lowercase, sans-serif font. The number '13' is rendered in a bold, uppercase, sans-serif font, colored in a light grey shade.

Logo featuring metaproject 13 official color—Lazzoni Grey



## NYC Design Week Event Metaproject 13

Group photo of Metaproject 13 participants

# Project 13





## NYC Design Week Event Metaproject 13

Metaproject show as a result of the collaboration with Lazzoni





## NYC Design Week Event Metaproject 13

Metaproject show as a result of the collaboration with Lazzoni





## **Metaproject 13 Student Final Designs**

Ruth Shin, Danny Harig, Dylan Malone









# **Communications 2022**

# Communications

Title	Information	Impact
<b>Facebook</b>	Managed by Jennifer Whitlock	<ul style="list-style-type: none"><li>• 5400+ 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 3182x/month (average).</li></ul>
<b>Instagram</b>	Managed by Jennifer Whitlock	<ul style="list-style-type: none"><li>• 32500+ 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

- 5.34k impressions

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**Tumblr**

Managed by Jennifer Whitlock

- 10033 followers

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**Twitter**

Managed by Jennifer Whitlock

- 5367 followers

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**YouTube Channel**

Managed by Jennifer Whitlock

- 14000 views



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# Initiatives 2022

# Initiatives

Title	Information	Impact
<b>Letter from the Director: Vignelli Center Offering Summer Design Workshop</b> 13 January 2022	Announcing Summer Design Workshop 2022 in Partnership with the Corning Museum of Glass applications open.	<ul style="list-style-type: none"><li>• 1361 opens</li><li>• 68 clicks</li></ul>
<b>Design Conversations: Why was the Classic Vignelli Subway Map Jettisoned in the 1970s? Peter Lloyd</b> 19 January 2022	RIT's Vignelli Center hosted software designer Peter Lloyd who discussed his documentation of NYC's subway map history, including Massimo Vignelli's classic design. Lloyd gathered primary materials on the map's evolution through interviews, archives, and transit memorabilia. His book "Vignelli: Transit Maps" was published by RIT Press in 2012, and a sequel, "Geography Bites Back," is self-published this year.	<ul style="list-style-type: none"><li>• 150 attendees</li><li>• 278 views on YouTube</li></ul>



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## **Photo Exhibition of Lella Vignelli's Jewelry Design**

20 January 2022

Exhibit: "Through a Contemporary Lens: Lella Vignelli's Jewelry for San Lorenzo" presents Julia Abbonizio '21's modern photos of Lella Vignelli's jewelry. Abbonizio's images evoke performance and surrealism, showcasing her art direction skills. Her goal was to capture the timeless allure of Vignelli's designs, creating spaces that let the jewelry speak for itself and honoring the Vignelli legacy.

- Contributors:
- Julia Abbonizio, Producer and Photographer
- Anamaria Flores, Model
- San Lorenzo, Jewelry Manufacturer
- Josh Owen, Vignelli Center Director
- Keanu Pagano, Assistant & Digital Technician
- Anna Rhody, Model
- Flora Roman, Model
- Sophia Scaravillo, Assistant & Makeup Artist
- Madison Schoenfeld, Jewelry Specialist
- Jennifer Whitlock, Vignelli Center Archivist

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## **Letter from the Director: The Vignelli Center's Year in Review**

26 January 2022

Welcoming Friends of the Vignelli Center to the Spring semester and announcing upcoming Design Conversation lectures, design encounters and recapping Beyond Fashion.

- 1347 opens
- 44 clicks

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**Onward Edited by  
Josh Owen, Anne  
Ghory-Goodman**  
1 February 2022

Publication: R. Roger Remington was a professor at Rochester Institute of Technology for fifty-seven years. 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.

- Published by RIT Press

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**Design Conversations:  
Castiglioni's World  
is Still Alive**  
**Giovanna Castiglioni**  
16 February 2022

Giovanna Castiglioni, daughter of Italian design master Achille Castiglioni and steward of his legacy. Since 2005, Giovanna has been the Curator of the Studio Museum of Achille Castiglioni and in 2012 was appointed Vice President and General Secretary of the Achille Castiglioni Foundation. Here, she talks about her father's career, her own projects including experiential exhibitions, flipbooks, and more.

- 226 views on YouTube

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**Not Like Any OTHR:  
Design for Another Time**  
**Joe Doucet**  
21 February 2022–4 March 2022

Exhibit: Joe Doucet, Dean di Simone, and Evan Clabots founded OTHR to merge tech, design, and emerging designers' creations, transforming design, manufacturing, and consumption. Faculty from RIT's College of Liberal Arts and College of Art and Design collaborated with Josh Owen, Director of Vignelli Center, to research, exhibit, and digitally engage with the newly-donated collection. This collaborative effort showcases OTHR's visionary designs.

- 180 attendees

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**News:****Architect Michael Maltzan**

10 March 2022

News: Architect Michael Maltzan, whose firm is the design architect behind RIT's performing arts complex, will be the next featured speaker for the Vignelli Center for Design Studies' Design Conversations Lecture Series.

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**Design Conversations:****Interdiscipline****Michael Maltzan**

14 March 2022

Michael Maltzan, founder of Michael Maltzan Architecture, Inc. Since 1995, is renowned for diverse projects, from the Moody Center for the Arts to city infrastructure. His firm designs RIT's performing arts complex. Maltzan's accolades include AIA recognition, the 2016 AIA LA Gold Medal, and international awards for innovation. His work is globally exhibited and esteemed.

- 200 attendees

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**Design Conversations:****Vignelli Impact and the Story of Vignelli90****Amijai Benderski**

13 April 2022

Amijai Benderski Perez, born in Montevideo, Uruguay in 1988, studied graphic design at ORT University, creating notable work for Club Atlético Peñarol. His Social Poster Exhibition, part of the Uruguayan Human Rights Education Plan, gained Ministry of Education recognition and was displayed in Uruguayan Embassies. He established "La Patria," a graphic design archive, aiming to preserve and revalue Uruguay's graphic design heritage.

- 250 attendees
- 164 views on YouTube

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**Letter from the Director:****Spring Updates**

14 April 2022

Announcing upcoming Design Conversation lectures and Vignelli Center at Design Week in NYC.

- 1550 opens
- 41 clicks

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**Letter from the Director:****Success by Design****Invitation**

15 April 2022

Inviting RIT students, faculty and alumni to RIT Success by Design at New York Design Week. Highlighting The unveiling of Metaproject 11 with industry partner Staach, Celebration of Vignelli Center 12 years of impact, R. Roger Remington's retirement tribute book, Onward signing, and First showing of Bookends project documentary.

- 1526 opens
- 25 clicks

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**RIT Student, faculty, and alumni to Manhattan for Design Week**

11 May 2022

News: After a three-year pause because of the pandemic, students, faculty, staff, and alumni from the College of Art and Design will descend on Manhattan this week for NYCxDDesign—New York City's annual celebration of design that attracts hundreds of thousands from around the globe—which is marking its 10th year.

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**Success by Design**

14 May 2022

RIT students, faculty and alumni celebrate RIT Success by Design at New York Design Week. RIT Success by Design celebrates the past, present and future of design at RIT by highlighting its impact on the global design community through our remarkable alumni, current student successes, local and global assets, and future ambitions for growth.

- Unveiling of Metaproject 11 with industry partner Staach
- Celebration of Vignelli Center for Design Studies 12 years of impact
- R. Roger Remington's retirement tribute book, Onward signing
- First showing of Bookends project documentary

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## Vignelli Dialogue

7 June 2022

In collaboration with the Vignelli Center for Design Studies (RIT), USA (Josh Owen), the Folkwang University of the Arts, Germany (Prof. Marion Digel, Sebastian Goldschmidtböing) initiated the project “The Vignelli Dialogue” with the aim to juxtapose a design philosophy born in 20th century Modernism with the challenges of current and future developments.

- Masters students:  
Maximilian Ewert  
Steffen Kauenhowen  
Celina Kroder  
Qingyao Lin  
Lea Mader  
Anna Oestreich  
Cornelius Richter  
Alina Rogge

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## Vignelli Center Design Workshop

11 June 2022

Over the summer, the Vignelli Center for Design Studies held a workshop inspired by the Vignelli Archives in partnership with the Corning Museum of Glass. A group of seven designers from various parts of the world created vases that in their own way reflected the Vignelli's' design principles. Using sketches and 3D prints from RIT's Fab Lab, Corning's master glass team brought each concept to life.

- Full length documentary: 418 views on YouTube
- Trailer: 257 views on YouTube
- Testimonials: 226 views on YouTube
- 7 participants
- 7 3D printed prototypes
- 7 glass pieces
- 1 book

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## RIT Vignelli Center partners with Corning Museum of Glass to host design workshop

15 June 2022

News: The Vignelli Center for Design Studies is hosting a week-long Summer Design Workshop in partnership with Corning Museum of Glass. Held from June 11 to 18, the workshop is an opportunity for professional designers to utilize the resources at the Vignelli Center and Corning Museum of Glass.

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**Letter from the Director:****Summer Update**

26 July 2022

Recap of summer endeavors including: Design is One Film Showing in Milan, Success by Design in NYC, Metaproject 12 Showcase at ICFF, Roger Remington's retirement tribute book and the Bookends Documentary.

- 1567 opens
- 92 clicks

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**RIT's Metaproject 13 will collaborate with alumnus' furniture company**

26 August 2022

News: Students in RIT's Metaproject course will design and create seating solutions for international furniture company Lazzoni. Metaproject pairs RIT student designers with a client partner in what has become a seminal experience for the College of Art and Design's nationally ranked industrial design bachelor's program.

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**Letter from the Director:****Welcome Back**

30 August 2022

Summer Design Workshop in Partnership with CMoG recap and invite to watch the film. Announcing upcoming open houses, design conversation lectures, and Beyond Fashion 2023

- 1637 opens
- 49 clicks

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**Vignelli Center Open House**

6 September 2022–8 September 2022

Inaugural Open Houses event launch with 550+ artifacts from the Vignelli archives curated by Archivist Jennifer Whitlock with the Theme: Vignelli

- 150 People over 3 Days
- 2421 Likes on Instagram
- Announcement: 11800+ views on Instagram

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## Design Conversation

### Lecture: Kathy Brew

7 September 2022

Kathy Brew, co-director of Design is One: Lella & Massimo Vignelli, visited RIT for a screening of the documentary, followed by a panel discussion. The event, part of the Vignelli Center for Design Studies Design Conversations Lecture Series, took place in MAGIC Spell Studios' Wegmans Theater.

- 225 attendees

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## Watch: Kathy Brew on the

### Design is One:

### Lella & Massimo

### Vignelli Documentary

28 September 2022

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

- 153 views on YouTube

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## Vignelli Center Open House

12 October 2022–14 October 2022

Open Houses event with 425+ artifacts from the Vignelli archives and Special Collections curated by Archivist Jennifer Whitlock with the Theme: 2D design [posters, corporate ID, and other graphics]. Open Houses provide a chance for anyone to come and interact with artifacts pulled from the vault without an appointment.

- 150 Attendees over 2 days
- 1528 likes on Instagram
- Announcement: 8016 views on Instagram

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## Bookends Documentary

### Premiere

14 October 2022

The film "Bookends" captures the creation of unique pieces by artist Wendell Castle and designer Josh Owen, featuring insights from director Alex Freeman, an RIT graduate. This documentary highlights their approaches, manufacturing challenges, and successes. The premiere screening at MAGIC Spell Studios included a panel discussion with key contributors.

- 394 views on YouTube
- The panel discussion featured key players involved in the design and development process of the product as well as the film: Alex Freeman (filmmaker), Wendy Marks (Shop One Director) Kevin Marks (Bookends project coordinator), John Truex (Borough Furnace) Josh Owen (moderator).

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**Design Conversations:****Su Mathews Hale**

19 October 2022

For over 20 years, Su Mathews Hale has excelled at the intersection of design and brand strategy. As CEO and Chief Creative Officer of Hale Design, she led the dynamic refresh of Papa John's brand, epitomizing modernity and boldness. Her past roles at Pentagram and Lippincott showcased her expertise in global brand creation and revitalization. Su's influence goes beyond design, with leadership roles at AIGA and Art Center. She's a symbol master, recognized as a "Person to Watch," and her design enthusiasm extends to her curated personal space, reflecting diverse passions. Her supportive husband, Brooks, embraces it all.

- 200 attendees
- 191 views on YouTube

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**Letter from the Director:****Fall Update**

27 October 2022

Summer Design Workshop in Partnership with CMOG recap and invite to watch the film. Announcing upcoming open houses, design conversation lectures, and Beyond Fashion 2023

- 1613 opens
- 126 clicks

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**Vignelli Center****Open House**

9 November 2022–10 November 2022

Open Houses event with 327+ artifacts from the Vignelli archives and Special Collections curated by Archivist Jennifer Whitlock with the Theme: 3D design [furniture, products, interiors]. Open Houses provide a chance for anyone to come and interact with artifacts pulled from the vault without an appointment.

- 110 attendees over 2 days
- Announcement: 895 likes on Instagram

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**Letter from the Director:****Summer Workshop Info**

27 October 2022

Announcing applications open for 2023 Vignelli Center Summer Workshop

- 1569 opens
- 33 clicks



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## The Best Gifts for the Design Nerd in Your Life, 9 Great Designers

29 November 2022

Fast Company Features a cast iron match striker, designed by Josh Owen, Vignelli Distinguished Professor of Design.

- Josh Owen featured work

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## Design Conversations: Shawn Dunwoody

30 November 2022

Shawn Dunwoody's experience as a director, producer, designer, maker, influencer, developer, and artist gives him the opportunity to establish cutting-edge, creative design in a variety of forms. His practice in creative implementation and innovative planning focuses on urban interventions and community forms of urban development. He believes in contextual knowledge, an original approach, and imagination as the basis for crafting new forms of appropriation of space, common production, and creative development.

- 200 attendees
- 144 views on YouTube

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## Beyond Fashion

9 December 2022

The Vignelli Center for Design Studies' second annual celebration of design and community, "Beyond Fashion." Organized by students, this fashion show event weaves together a diverse collection of garments crafted by local Rochester designers as well as wearables developed by RIT students—all inspired by artifacts from the Vignelli archives.

- Video 47 views on YouTube
- Trailer 35 views on YouTube
- Recap 38 views on YouTube

# Beyond Fashion





# **Vignelli Center Photos 2022**



## **Vignelli Center for Design Studies**

View from outside the Vignelli Center on RIT campus





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

Vignelli Clothing that inspired the first Beyond Fashion show





## **Wendell Castle and Josh Owen**

Discussing event in Helen Hamlyn Trust Study Room





**From the Archives: Josh Owen with Lella and Massimo Vignelli**

**Through a  
Contemporary Lens:**

**Lella Vignelli's Jewelry  
for San Lorenzo**

**Photographs by  
Julia Abbonizio**

**Reception**

**Thursday**

**20 January 2022**

**4–6pm**

**University Gallery**

**Exhibition**

**20 January**

**to**

**4 March 2022**



**RIT** | Vignelli Center for  
Design Studies

**Lella Vignelli's Jewelry for San Lorenzo**

Photography by Julia Abbonizio





## Vignelli Dialogue at Milan Design Week

Vignelli Dialogue Project Folkswang University of the Arts Exhibit at Milan Design Week





## Vignelli Dialogue

Lessons from the past to develop our future





**Museum Studies Program + Joe Doucet  
+ Vignelli Center Special Collections**







## Museum Studies Program Exhibit

Museum Studies teamed up with the Vignelli Center Special Collections and Joe Doucet for the 'Not Like Any OTHR' exhibit



EE Candle-holder 02.

TRESTLE BOWL 01.

Not Like Any  
**OTHR.**  
Design for Another Time

Not Like Any  
**OTHR.**  
Design for Another Time

Not Like Any  
**OTHR.**  
Design for Another Time



### **Archivist, Jennifer Whitlock, shares rare collection with students**

Archivist, Jennifer Whitlock, sharing the rare Southwest color palette of Hellerware with students, designed by Massimo Vignelli for Heller





## Heller team visits the Vignelli Archives

Heller team researching package design in the Vignelli Archives



**Director, Josh Owen, with Pittsford Mendon High School Student Marcus Austin**

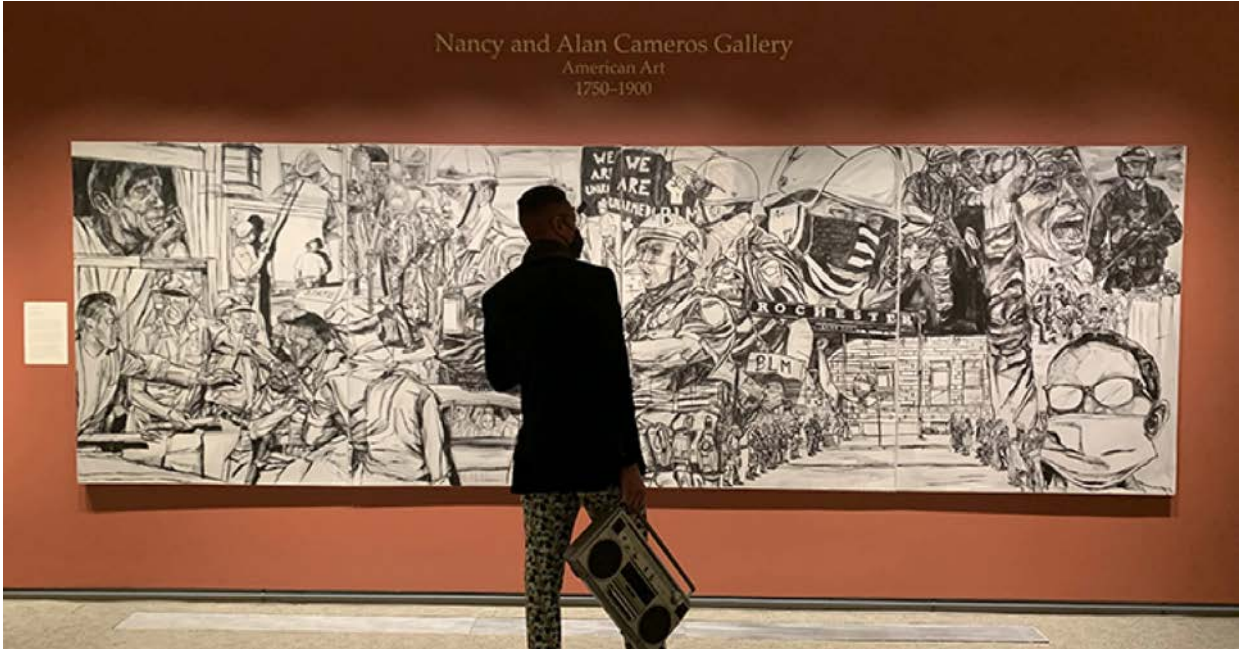
Austin was the recipient of the Vignelli Center Award for outstanding work as a part of “Start Here”, an annual exhibition celebrating artwork from regional middle and high schools.





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



## Unfinished Business by Shawn Dunwoody

Artist Shawn Dunwoody views his painting, "Unfinished Business," which reflects on moments of social uprisings in Rochester, and was on loan to the Memorial Art Gallery



**Core77 Design Awards 2022 Visual Communication Jury Member, Su Mathews Hale**

The Core77 Design Awards juries comprise industry leading design experts from around the world. Vignelli Vision Group Member, Su Mathews Hale, was a juror for the 2022 Design Awards

Photo credit: World Design Organization



### **RIT Alumna, Patricia Moore, accepts World Design Medal for pioneering work**

“Receiving the World Design Medal was a particularly gratifying and emotional experience, though, because it represents the international Design community embracing my work to make Design universal and deliver ‘dignity for all.’ —Patricia Moore





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# Appendix

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## 2022 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**