



- **WHAT MATTERS International Symposium**
- **in collaboration with Otis College of Art and Design**

WHAT MATTERS

March 16th and 17th. 2007

OTIS College of Art and Design

Los Angeles

WHAT MATTERS is an international symposium for professionals, academics, and students of graphic, product and architectural design, hosted by and at Otis College of Art and Design in Los Angeles, California, in collaboration with the : OUTPUT Foundation, based in Amsterdam, the Netherlands.

WHAT MATTERS is the first triennial symposium in which Otis will work in collaboration with the :output foundation. :output is the largest international competition for students of visual communication and to commemorate their 10th anniversary they have initiated this symposium and extended entries to include architecture and product design

WHAT MATTERS will consist of five lectures by internationally recognized professionals in the fields of graphic design, product design, and architecture, and three presentations by teams of faculty and students from academic institutions representing those fields.

WHAT MATTERS asks this question in the context of increasing specialization of skills and production processes within a flattened world of globalization. How can graphic, product and architectural design maintain their disciplinary concerns within this commercially driven context? How can transfers between these disciplines advance their specific concerns? How can WHAT MATTERS to these disciplines affect commerce and production? How can WHAT MATTERS to graphic, product and architectural design make a difference?

The WHAT MATTERS Symposium is a public event that requires registration and will take place on March 16th and 17th.

Maximum Participation: 100 People. Fee: \$100

Registration for educators and practitioners begins Feb. 1

**For registration go to:
www.otis.edu**

Registration for students must be made through Kali Nikitas: knikitas@otis.edu

(there is a limited number of seats for students).

Anne Burdick (USA)

Neil Denari (USA)

Laurie Haycock Makela (S)

Florian Pfeffer (NL)

Fiona Raby (UK)

Volker Albus (GER)

Elliot Earls (USA)

R.E: Somol (USA)

René Veenhuizen (NL)



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Schedule and Speakers

Friday, March 16th

5:30pm-6:30pm	Check-in
6:30pm	President's Welcome
6:45pm	Keynote Speaker Laurie Haycock Makela, Stockholm
7:30pm	Audience Q&A
7:45pm-9:00pm	Cocktail Reception

Saturday, March 17th

8:00am-9:00am	Check-in & Continental Breakfast
9:00am	Welcome/Introductions
9:15am-9:55am	Speaker 1 Neil Denari, Los Angeles
10:00am-10:40am	Speaker 2 Anne Burdick, Los Angeles
10:40am	Break
11:00am-11:40am	Speaker 3 Fiona Raby, London
11:45am-12:25pm	Speaker 4 Florian Pfeffer, Amsterdam//Bremen
12:25pm-1:30pm	Box Lunches/Book Sales/Exhibitions
1:30pm	Welcome/Introductions
1:45pm-2:35pm	Faculty/Student presentation 1: R.E. Somol, Princeton University
2:40pm-3:30pm	Faculty/Student presentation 2: Elliott Earls, Cranbrook Academy of Art
3:35pm-4:25pm	Faculty/Student presentation 3: René Veenhuizen, Utrecht School of Art (to be confirmed)
4:25pm-4:25pm	Faculty/Student presentation 4: Volker Albus, Hochschule für Gestaltung Karlsruhe
4:30pm-4:45pm	Closing Remarks
5:00pm	Special viewing of FIFTEEN, an international typography exhibit curated by FontShop.

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Speakers

Anne Burdick, Los Angeles, USA

Anne Burdick is the Acting Chair of the Graduate Media Design Program at Art Center College of Design, and Design Editor of Electronic Book Review (electronicbookreview.com). In her practice, Anne collaborates with texts and writers to produce new modes of reading and writing. Despite winning the prestigious Leipzig Award for the "Most Beautiful Book in the World," Anne does not call her practice book design. Rather, she designs spaces for writing in diverse media and environments, which sometimes includes books. Her projects are wide-ranging: poetry installations for the Getty Research Institute, unique approaches to lexicography with the Austrian Academy of Sciences, experimental fiction at the Walker Art Center's Gallery 9, and books of literary/media criticism by authors such as Marshall McLuhan and N. Katherine Hayles.

Neil Denari, Los Angeles, USA

Neil Denari has been at the forefront of architecture and design for the last 20 years. Prior to launching NMDA in Los Angeles in 1988, he lived and worked in New York where his work explored the technical and formal impact of technology on architecture. In 2002, Denari was given both the Richard Recchia Award and the Samuel F.B. Morse Medal for architecture from the National Academy of Design in New York for distinguished work in the field. Denari is the author of two best-selling books, *Interrupted Projections* and *Gyroscopic Horizons*. Denari formerly was Director of SCI-Arc, the Southern California Institute of Architecture, and has taught at various schools including Columbia University, the Bartlett, SIT Tokyo, and UT Arlington. Neil Denari currently holds the position of Professor-in-Residence in the Architecture and Urban Design department at UCLA.

Laurie Haycock Makela, Stockholm, Sweden

Laurie Haycock Makela is an internationally recognized voice at the intersection of graphic design and digital media. From the early to mid-90's Laurie was Director of the design department at the Walker Art Center in Minneapolis. In 1996 she chaired, with her late husband P. Scott Makela, the graduate program in the 2-D Design Department at Cranbrook Academy of Art. Since moving to Stockholm, Haycock Makela has been well known as a designer of installations, exhibitions, gardens and „experience design“ in an art context, as well as a guest professor at HfG in Karlsruhe, Germany, and Konstfack and KTH in Stockholm.

Florian Pfeffer, Amsterdam, Netherlands/Bremen, Germany

Florian Pfeffer is a partner of the design studio ‚jung und pfeffer‘ with offices in Amsterdam and Bremen. He is professor for visual communication at the Hochschule für Gestaltung in Karlsruhe, Germany. Pfeffer is a regular speaker at design conferences in Germany, Italy, USA and Turkey and has taught at universities in the USA, Germany and Lebanon. He writes and publishes essays about the role of design in history and future society. Pfeffer is the creator and the director of the : OUTPUT foundation, as well as the editor, designer and author of the yearbook : OUTPUT.

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Fiona Raby, London, England

Fiona Raby is a design practice partner at Dunne & Raby, London. Recent projects from Dunne & Raby include „Consuming Monsters: Big, Perfect, Infectious“ which examines the role of design in the debate about the future of bio-technology where she references the case study Bioland, a hypothetical shopping center. ‚Evidence Doll‘, a product from Bioland was exhibited at the Pompidou Centre in Paris in 2005. Previously Raby was a senior research fellow at the Royal College of Art, where Raby jointly managed the Critical Design Unit within the CRD Research Department with industrial designer Anthony Dunne.

WHAT MATTERS

Academic Presenters

Elliott Earls

Elliott Earls was appointed Designer-in-Residence and Head of the 2-D Design Department at Cranbrook Academy of Art in 2001. Earls formed The Apollo Program in 1993, whose commercial clients include Elektra Entertainment, Nonesuch Records, Little Brown & Co., Scribner Publishing Co., Elemond Casabella (Italy), The Cartoon Network (U.K.), Polygram Classics and Jazz, The Voyager Company and Janus Films. Earls's work has been featured in the books: The Graphic Edge, Cool Type, Faces on the Edge, Type in the Digital Age, One and Two Color Graphics, and Cutting Edge Typography. Earls also has been a visiting artist at numerous American universities and presented workshops on design, culture and new media in Europe and America.

Presentation with: Cranbrook M.F.A. candidate

R.E. Somol

R.E. Somol is a Professor in the Knowlton School of Architecture at the Ohio State University and Visiting Professor at the Princeton School of Architecture. He has previously taught design and theory at the University of California, Los Angeles, the University of Illinois at Chicago, Rice University, Columbia University, and Harvard's Graduate School of Design. He is the editor of Autonomy and Ideology and his writings have appeared in publications ranging from Assemblage to Wired. As guest editor of Log 5, Somol continued efforts to displace architecture's institutionalized modes of criticality by a renewed engagement with the projective possibilities of the discipline. His collection of essays, Nothing to Declare, is forthcoming from ANY Books and the MIT Press.

Presentation with: Andrew Heid, M.Arch., Princeton School of Architecture (2006)

René Veenhuizen

René Veenhuizen is partners with Tejo Remy and is on faculty at the School of Art in Utrecht. Their work has been exhibited all over Europe, in Japan, Los Angeles, and New York. They have received a number of commissions from individuals, institutions, and organizations inside the Netherlands and abroad. René has lectured in Europe and in the United States, most notably, the Los Angeles County Museum of Art, LACME.

Presentation with: Utrecht School of Art student.

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Volker Albus

Volker Albus has studied architecture at the RWTH Aachen and works as a product designer since 1982. He is the author of books and magazine publications on design (domus, design report, hochparterre e.a.) and is writing a regular column for the design magazine form. Albus has curated and designed exhibitions on design for numerous museums such as Kunsthalle Düsseldorf, Centre Georges Pompidou, ZKM Karlsruhe, vitra Design Museum and the Kunst- und Ausstellungshalle der BRD in Bonn. Since 1994 he is a professor for product design at the Hochschule für Gestaltung Karlsruhe and is a guest professor at the Central Academy of Fine Arts (CAFA) in Beijing.

Presentation with: students from different disciplines, HfG Karlsruhe

WHAT MATTERS organizers

:output foundation // www.inputoutput.de

:output is a non-profit organization in Amsterdam. The goal of the foundation is to support young talents and provide a platform for the exchange of ideas on design education and the design profession. We ...

- ... organize the competition :output calls for input
- ... publish the yearbook :output with the best works of students around the world.
- ... organize the biannual design conference „What matters“
- ... connect industry and design education through innovation projects (:output lab)
- ... build an international network of design education

WHAT MATTERS Host // www.otis.edu

OTIS College of Art and Design, founded in 1918, prepares diverse students of art and design to enrich our world through their creativity, their skill and their vision. Otis attracts students from 39 states and 26 countries and the student population is comprised of 33% Asian-Americans, 12% Latinos, 2% African-Americans, 1% Native-Americans, 39% Caucasians, and 13% international students. Otis is the most diverse private art college in the U.S. and students pursue degrees in architecture/landscape/interiors, fine arts, communication arts, toy design, fashion design, interactive product design, writing, and digital media. www.otis.edu

Kali Nikitas, Otis Chair, Communication Arts

Kali Nikitas is Chair of the Communication Arts department at Otis College of Art and Design. She previously served as an Associate Professor and Chair of the Department of Visual Arts at Northeastern University in Boston, chaired the Design Department at the Minneapolis College of Art and Design and was on the faculty of The School of the Art Institute of Chicago. She received her MFA from CalArts in Graphic Design. Her work has been published in Emigre, Eye, I.D., Step, and the AIGA Journal. She has received awards from the ACD, AIGA and the Type Directors Club. Nikitas has lectured nationally and internationally and participated in a number of symposia, conferences, and workshops. Nikitas and her husband, Rich Shelton, are the partners of Graphic Design for Love (+\$) a boutique studio serving cultural studios and institutions.

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Steve McAdam, Otis Chair, Interactive Product Design

Steve McAdam is founding Chair of the Interactive Product Design department at Otis College of Art and Design. McAdam's career began as an animator working on feature films such as the Beatles "Yellow Submarine" and numerous television cartoons, which he followed by documentary film making, producing Academy Award winning documentary features "Woodstock" and "Gimme Shelter," among others. He has worked in several design fields including art directing and magazine illustration, as a political cartoonist for the LA Times and staff photographer for Columbia Records, and as product designer for various companies including Mattel where he led the product design group for Games and later Activity Toys, and won a variety of toy design awards. In 1997 McAdam and his wife started Indigo Design, a product design firm, which merged, in 2000, with the Leo Paper Group, an international paper corporation producing and printing products for the gift, stationery, publishing and packaging industries.

Linda Pollari, Otis Chair, Architecture/Landscape/Interiors

Linda Pollari has been Chair of the Department of Architecture/Landscape/Interiors at Otis College of Art and Design since 2000. Prior to her tenure at OTIS, Ms. Pollari was Chair of the Interior Architecture Department at Woodbury University, Visiting Designer at the School of the Art Institute of Chicago, and Adjunct Assistant Professor in the School of Architecture at the University of Illinois at Chicago. Ms. Pollari maintains a collaborative architectural practice, P XS, in Los Angeles.

P XS' designs have won awards including an American Architecture Award from the Chicago Athenaeum, an Award of Excellence Architectural Award from the Los Angeles Business Council, and a Design Merit Award from the American Institute of Architects, Los Angeles, and have been published in the USA, Europe, Japan, Russia, and the CIS countries.