Scholarship Benefit and Fashion Show
The annual Scholarship Benefit and Fashion Show on May 5 raised more than $1 million for scholarships. Honorees were Christopher Wicks, designer and founder of the fashion label English Laundry; Elaine Goldsmith, Otis Trustee Chair Emerita and founding chair of the annual Otis Scholarship Benefit; and Rosemary Brantley, founding chair of Otis’ Fashion Design program. 70 professional models in more than 175 student designs for women, men and children walked the runway. The highlight was a performance by acrobats in student-designed Cirque de Soleil costumes.

Sustainability at Dwell on Design
“Sustainable Design at Otis” at the annual Dwell on Design show recycled and reconfigured designs by Architecture/Landscape/Interiors students from the Annual Exhibition. The three-day celebration at the L.A. Convention Center, June 22-24, brought together the “best and brightest products, services, and thought leaders in modern design.” The display included student projects from Product Design, Fashion Design, and Architecture/Landscape/Interiors, featuring examples of work by graduates Dan Nakamura and Alison Tsztoo (left) with Gainey Ceramics.

Mark Your Calendars

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Aug 3</td>
<td>Summer of Art exhibition, 2-4 pm</td>
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<tr>
<td>Aug 20</td>
<td>Family Day, 11 am-7 pm</td>
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<tr>
<td>Aug 23-24</td>
<td>O-CAMP New Student Orientation</td>
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<tr>
<td>Aug 27</td>
<td>Fall Classes Begin</td>
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<tr>
<td>Sept 15</td>
<td>Reception for Alison Saar (MFA ’81) STILL... exhibition, 4-6 pm</td>
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Top Image: Detail from a work exhibited in Charley Alexander’s MFA exhibition, “Ripple,” Spring, 2012

UPCOMING EXHIBITION IN THE BEN MALTZ GALLERY

STILL...

July, 2012
Parent Newsletter
On May 12, I witnessed over 300 newly-minted Otis graduates celebrate receiving their BFA and MFA degrees. In addition to the thrill I always get watching students with whom I have worked complete their degree, Commencement also allows me to reflect on the many ways these new alumni will make a difference in our society. You can see how Otis impacts the world at our new creativityisseriousbusiness.com site, where there are profiles and video interviews with 21 alumni.

Perhaps no one in Los Angeles is more equipped to speak about creativity and serious business than our Commencement speaker, Eli Broad. Mr. Broad is well known as a real estate developer, philanthropist, community leader and art collector. I think you will enjoy the excerpts from his speech cited below:

“Civilizations are not remembered by their business leaders, but by their artists,” he said. “You have a different way of looking at the world. You enrich our world through your creativity and vision.”

“Artists and designers are truly master problem-solvers,” said Broad. “It’s how you approach every project, client, assignment or challenge. Apply those same critical skills to the broader world outside your door.”

Admitting that he did not remember much about his graduation in 1954, being “so eager to get out into the working world,” Broad offered a quote from the great playwright George Bernard Shaw as his guiding principle for over 50 years.

“The reasonable man adapts himself to the world. The unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man.”

Broad emphasized three guiding principles for those wishing to master the art of being unreasonable:

**Ask a lot of questions**
**Take risks**
**Give back**

“The most powerful question is why not?” he said. “That’s what you need to ask when someone tells you it can’t be done. By definition artists and designers are ‘why not’ thinkers. You do what no one else would think to do. You tackle with brutal honesty the social issues of your time.”

In closing, Mr. Broad stressed how important it is to give back. “You don’t have to have money to give back. You have time, expertise, skills, ideas and additional resources that can serve others . . . We need your creative vision, your unconventional thinking and your unreasonable approach to solve the world’s social, economic and political challenges. And I promise you, the more involved you are, the richer the rewards and the more satisfying your life will be.”

He concluded with these words to live by:

**Seek out the best of everything—the best of your work…the best of your talent…the best of yourself.**

**And always be artfully unreasonable.**

I was inspired by Mr. Broad’s words as were our students, who have embarked on their own journeys with “artful unreasonableness” as a goal.

Remember that if you have questions about Otis or any topics you would like to have addressed in future “Ask Dad” columns, send your thoughts to me at eschoenb@otis.edu.

Have a wonderful summer.
Commencement
More than 300 students received their BFA and MFA degrees on May 12 at the commencement ceremony. President Hoi welcomed the 2,000 friends, family and members of the Otis community by speaking about educating creative thinkers and doers who can and do make a difference in the world. He referred to Otis as a “community of creatives on a journey of discovery.” Valedictorian Alexandra Vay (“12 Digital Media) described Otis as a well-designed massive multiplayer video game, in which the hero takes call to action and is transformed. As a player in this game, she “totally leveled up, one-upped, and unlocked a better synthesized version of myself.”
Vay has been an intern at Disney for the last three years, and is now a member of their Interactive Media Group. Honorary Degree recipient Eli Broad advised the graduates to become “artfully unreasonable.” “Civilizations are not remembered by their business leaders, but by their artists,” he stated. “You do what no one else would think to do. You tackle with brutal honesty the social issues of your time.”

Graduate Fine Arts Chair Dowell
Christopher Knight, L.A. Times Art Critic, reviewed the “Made in L.A. 2012” biennial at the Hammer Museum, LAX Art and the Municipal Art Gallery on June 8, (Link), and cited Graduate Fine Arts Chair Roy Dowell’s work as follows:
Roy Dowell, known for paintings and collages, provides the show’s big surprise. I’ve counted the artist as a friend for 25 years but was wholly unprepared for these new painted sculptures. Vivid modern abstraction derived from high art and popular design is fused with functional forms suggestive of tribal objects—headdress, stool, mask, shield and more. Art and its rituals of display are bracingly unveiled as a celebratory branch of global ethnology. The sculptures are in the show’s single most beautiful room, which includes work by two younger artists.

Annual Exhibition Highlights
On May 10, 600 recruiters from design firms and representatives from cultural institutions, including Mattel, Cartoon Network Studios, LACMA, Spinmaster, RPA, Rhythm & Hues, Treyarch/Activision Blizzard, Bebe, and Flaunt Magazine. On May 12, more than 3,000 friends and family members viewed the work of graduates.

Top Animation Program
Animation Career Review ranked Otis among the top 4 of the 20 animation programs in the West, and only one of two independent art schools in the top 4. “This is an ideal school for those seeking an intimate, creative community that sits smack in the middle of the production center of the universe. A listing of graduate employers includes industry titans like Blizzard Entertainment, DreamWorks, Pixar and Sony ImageWorks…not too shabby.”

Untitled: Variations in Design Practice
hosted by MFA Graphic Design
On Saturday, June 16, Graduate Graphic Design hosted a symposium with seven international designers who presented their work and shared their ideas about alternative practices and innovative collaboration. Designers came from Belgium, The Netherlands, Switzerland, and Germany and included: Ludovic Balland, Basel; Hugo Puttaert, Brussels; James Goggin, Chicago; Hanjse van Halem, Amsterdam, Boy Vereecken, Brussels; Peter Bil’ak, The Hague; Jan and Randoald, Ghent, and Florian Pfeffer, Berlin and Amsterdam. The symposium was made possible in part by a generous grant from The Consulate General of the Netherlands.

Of the 60 artists in the exhibition, six others are from Otis, and include: Fine Arts Chair Meg Cranston, alumni Vincent Ramos (’02) and Mario Ybarra (’99), faculty members Michele O’Marah and Joel Otterson, and 2011 Boardman Visiting Artist Ruby Neri. Through Sept 2.

Dowell’s work is included in two N.Y. exhibitions through August 17: “The Early Show,” Lennon/Weinberg, and a group exhibition curated by Evan Holloway at Harris/Lieberman.
Ningbo, China
Working with the German toy maker Hape, Integrated Learning students visited bamboo forests, and observed the workings of a leading multinational manufacturer in Ningbo, China. For 29 days in June, team members studied the complexities of sustainable business practice while developing new product designs, some of which will move into formal production at Hape in the coming year.

Palau
Nine students, accompanied by Integrated Learning Director Rich Shelton, and instructors Jeffrey Vallance ('81), May Sun ('79), and Cindy Alvitre, visited the Pacific Island of Palau in June, to continue work with the residents in designing a freedom memorial that commemorates the Palauans who lost their lives serving in the U.S. military.

Photos By Allison Knight, Integrated Learning Coordinator
Communication Arts faculty member Lalo Alaraz (right) was selected by LA Weekly as one of its “Most Interesting People of L.A.” Lalo is known as the creator of the syndicated strip “La Cucaracha.” Referring to Alaraz as “Most Mexcellent,” writer Dennis Romero describes the Mexican-American humorist as “one of Southern California’s preeminent voices for Latino rights.” (Link)

LAS Chair Debra Ballard is one of 32 academic leaders invited to participate in the 2012-13 Western Association of Schools and Colleges Assessment Leadership Academy, which provides advanced training for higher education professionals to provide assessment-related leadership and contribute to regional and national assessment efforts and scholarship. Ballard also presented the outcomes of her iPad English class at the spring 2012 Educause SoCal conference at LMU.

Fine Arts faculty member Steven Bankhead’s sculpture “Eighteenth Brumaire” (below) is at the Pasadena Armory’s La Casita center until the end of May 2013.

LAS faculty member Perri Chasin and Mentor faculty member Judy Arthur screened “The Ides of March,” a campaign thriller starring George Clooney as part of the Movies that Matter Series, in cooperation with Student Activities. Award-winning cinematographer Phedon Papamichael, Jr., the Director of Photography on the Oscar-nominated film, participated in a q & a following the screening. They also presented a special Earth Day screening of “The Big Fix,” an expose of the aftermath of the BP oil spill after which filmmakers Rebecca Harrell Tickell and Josh Tickell answered questions.

Below: The Big Fix’; Judy Arthur, Perri Chasin, Josh Tickell, Rebecca Harrell Tickell, alumnus Tom Van Sant

LAS Senior Lecturer Melissa Clark is spending the month of July at an artist-in-residence program near Barcelona to work on her third novel.

LAS lecturer Tiff Graham did a video art Installation at the “Create Fixate” event downtown in April.

The Academy of American Poets has awarded Graduate Writing faculty member Jen Hofer the 2012 Harold Morton Landon Translation Award for her translation of Myriam Moscona’s Negro marfil / Ivory Black.

Graduate Public Practice faculty members Karen Moss (Interim Chair), Bill Kelley Jr., Sandra de la Loza, and Consuelo Velasco Montoya were among the presenters at the 2012 Open Engagement conference at Portland State University. Student and alumni presenters included degree candidates Teresa Flores, Silvia Mantilla Ortiz, and Tamarind Rossetti, and alumnae Neda Moridpour (MFA ’12), Christina Sanchez (MFA ’12), and Jules Rochelle Sievert (MFA ’07).

Below: Kurek’s sketch for her award-winning sofa design.

Product Design Student Wins BritWeek Design Competition
Karolina Kurek won first place in the Christopher Guy BritWeek Design Award Competition for art school designers in the high-end furnishing industry. Competitors designed furniture or decorative accessories based on the creations of hat designer Philip Treacy. Kurek’s prize is an all expenses paid month-long internship in Singapore, where she will “have a chance to work one-on-one with Christopher Guy Harrison and his team as they develop and launch new collections.”

Below: The Big Fix': Judy Arthur, Perri Chasin, Josh Tickell, Rebecca Harrell Tickell, alumnus Tom Van Sant

Features Continued

President Hoi Speaks about the Future of Artists Education and the Creative Economy
President Hoi participated on a panel discussion on June 5 for Leveraging Investments in Creativity (LINC) in Kansas City, MO. LINC is a ten-year national initiative to improve the conditions for artists working in all disciplines. The panel featured national arts leaders and President Hoi provided the higher educational voice. His remarks focused on how innovative arts education can help artists become more vested, recognized, and supported for their work in society.

President Hoi co-facilitated a June 13 Creative Economy Convergence Summit sponsored by Los Angeles Mayor Antonio Villaraigosa through the Department of Cultural Affairs, the Office of Economic and Business Policy and the Office of Strategic Partnerships. In an invitational setting, a diverse and cross-sector group of public and private leaders met to explore how business enterprises, local governments, philanthropy, arts and entertainment, and academia can find common interests in the vital and thriving creative economy of Los Angeles, and can jointly capitalize on current strengths and explore ways to promote future growth.

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New this fall is a certificate program in product design, geared for adult learners and designed to meet industry standards. The 18-course sequence provides practical training leading to a professional portfolio.

A memorial exhibition of work by Franklin Liegel (MFA '77), longtime instructor, was at Andrew Shire Gallery, L.A. through July 7. Several of his students produced work for this show as an homage or collaboration, as Peter Frank described it in the Huffington Post “a way of bidding him goodbye and signaling the perpetuation of his pedagogy and practice.” (Link)

This year, Summer of Art students can select from three new concentrations in the four-week college preparation program: Game Design, Mobile App Design, Urban Art, and Creative Writing.

Contemporary Collectors—Orange County awarded a $10,000 grant to support the upcoming exhibition of alumna Alison Saar’s work, “STILL...,” August 18 - November 17. Reception for the artist Sept. 15, 4 - 6 pm.

Ben Maltz Gallery

Claire Pettibone (‘89) designed the wedding dress worn by Mark Zuckerberg’s bride, Priscilla Chan.

Lilit Pilikian (‘09) was production designer alongside her director husband for The Diving Bell and the Blah Blah, selected for the Cannes film festival.

Katie McLean (‘11) was one of three surfers who won an international contest sponsored by Roxy. Nearly 5,000 competitors from more than 80 countries entered the contest. On July 9, she travels to Biarritz, France for the Roxy Pro Surf Competition.

Gajin Fujita (‘97) has a solo exhibition at the Pacific Asia Museum, Pasadena through Oct 7, “Ukiyo-e in Contemporary Painting.”

Diane Gamboa (‘84) and Maryrose Mendoza (‘85) and were selected as two of the eleven artists included in the L.A. Artists Fellowship Laboratory Exhibition, a new initiative for studio artists to create experimental, site-specific public artworks.

Lan-Chi Lam (‘98) designed the new smart phone apps for the LA Metro.

Meg Linton, Director of Galleries and Exhibitions, received the 2012 Hugo Francis Ambassador Award from the LAX Coastal Area Chamber of Commerce. Meg has served on the Chamber Board as the Otis representative since 2007, and Chamber Chair Sibyl Buchanan (also Otis Board of Governors member) remarked that night “Like no one before her, she has made our Chamber members not just cognizant, but appreciative, of Otis, this absolute gem right here in our backyard.”
Student News

Graduate Public Practice student Alexandra Cantle led an art project in San Francisco with 100 students at the 2012 Education Revolution Conference held by PEN, Parents Education Network. Hear the voices of students with learning difficulties as they step up and speak out about their own personal stories of learning and attention difficulties. (Link)

Architecture/Landscape/Interiors students Lori Choi, Emily Keifer and Rodrigo Zayas won an Honorable Mention in the Los Angeles Business Council’s 2012 Julius Shulman Emerging Talent Award Design Charrette, “Ports O'Call.”

Architecture/Landscape/Interiors student Catherine Hernandez won the Illuminating Engineering Society Russell Cole Lighting Design Competition.

Fashion design student Melanie Huang Mai Nguyen won a scholarship from the Textile Association of L.A., which was presented at a luncheon on June 15 at the California Market Center.

Digital Media senior Daniel Zhang won the “Cut&Paste LA 2012” juried competition for his motion/animation project. He will go on to represent L.A. at this year’s Global Championships in October. (Link)

Otis In the News

SCHOLARSHIP BENEFIT AND FASHION SHOW:
Watch the nine-year-old karate star perform at the Benefit on NBC local TV news. (Link)

May, 2012 Angeleno calendar

5.8 Korea Times
5.12 BizBash (Link)
5.12 Black Tie (Link)
5.12 Haute Living (Link)
5.12 LA Fashion (Link)
5.12 The Style Confessions (Link)
5.12 Ventura Star (Link)
5.18 Beverly Hills Courier
5.21 Westside Today (Link)

6.7 Max Studio blog (Link)

6.15 GenLux (Link)

CREATIVE ECONOMY
Long Beach Post (Link)

OTIS SCORES 2 OUT OF 10 AT THE GETTY’S COLLEGE NIGHT
The Getty’s blog, “Iris” (Link) reports that Otis students projects were two of the top ten in their annual College Night. They designed web-based mash-ups about objects in the Museum’s collection at The Life of Art and wrote the first chapter of a mystery novel based on a golden light.

ANNUAL EXHIBITION
CBS KNX News Radio, event listing

Above: Wolfgang Bauer (MFA ‘12) at the Graduate Fine Arts Open House in April.