From the President

2012 Otis Creative Economy Report Event
On December 4, more than 200 leaders in business, government, education, philanthropy, and the arts convened at Google’s new YouTube Space in nearby Playa Vista to share their ideas about supporting the region’s creative economy. Chief Economist of the LAEDC Robert Kleinhenz presented a snapshot of the Report, which Otis has commissioned for the last six years, projecting a 4.1% increase in creative jobs by 2016. He reported that the creative economy is the 4th largest industry cluster out of 66 in L.A. County.

“We must proactively invest in the creative economy to ensure our future,” said President Hoi, who urged the invited leaders to work together, emphasizing the need to actively incubate and support innovative enterprises in order to grow the creative economy. He stressed that education of the creative workforce provides an abundant workforce of innovators that propel our idea-driven economy.

Share the facts at http://www.otis.edu/econreport and see page 6 for Media.

Alumni Data Demonstrate Value of Arts Education
SNAAP (Strategic National Arts Alumni Project) is the first-ever national survey of arts alumni from a diverse range of arts programs. Its debut national report in 2011, “Painting with Broader Strokes: Reassessing the Value of an Arts Degree,” demonstrated the positive educational and life impact of arts degrees based on the careers and perspectives of 13,851 arts graduates from 154 institutions surveyed in 2010. Otis has an extensive record of surveying its alumni to understand the data in comparison to other U.S. colleges. Otis has surveyed its alumni for over a decade and our alumni are on par with or above SNAAP national trends.

Selected 2012 Alumni Accomplishments: (see more on page 4)
Dawn Baillie ('86) Saul Bass Key Art Award, Hollywood Reporter
Jade Lai ('02) Top 20 tastemakers, Surface Magazine
Matt Nava ('08) “Journey,” Game of the Year Entertainment Weekly
Alison Saar ('81 MFA) USArtists Grant
Jessica Silverman ('05) “30 under 30 art world influencers,” artinfo.com
Raymond Zibach ('90) Academy Award nomination, “Kung Fu Panda”

Mark Your Calendars

April 14 Graduate Studios Open House
Culver City, 10455 Jefferson Blvd, 2–5 pm

May 4 Scholarship Benefit and Fashion Show, Beverly Hilton, 6:30 pm

May 10 Annual Exhibition of work by Graduates
Goldsmith Campus, 6–9 pm

May 11 Commencement,
Goldsmith Campus, 10 am

Commencement Announcements
Pack of 10 (including envelopes) $12.00
Please mail your check to:
Otis College of Art and Design
Student Affairs Office
Attn: Mike Luna,
Director of Student Activities
9045 Lincoln Blvd. Room B02
Los Angeles, CA 90045

You may contact the Business office at (310) 665-6830 for a credit card purchase. Graduating students may pay with cash at the Student Activities Office.

Bridging Homeboy Industries
Alumna Annie Buckley (MFA '03) curated “Bridging Homeboy Industries,” the current exhibition in the Ben Maltz Gallery (through March 23). As this exhibition reveals, Fabian Debora, Alex Kizu, and Juan Carlos Muñoz Hernandez each developed distinct artistic practices. See video on YouTube. Exhibition tour: March 2, 11am
MFA Fine Arts Exhibitions

During spring, the Bolsky Gallery in the Bronya and Andy Galef Center for Fine Arts hosts a series of thesis exhibitions by graduate fine arts students. Please check the web calendar for schedule.

Artists from top left, down:
Flavia Monteiro, Shiva Aliabadi, Katy Cowan, Jamie Grace Davis, Andrew Currey, Svetlana Samsonova, Marcela Gottardo, Dahee Kim

Photography by Kristina Campbell
Faculty News

Graduate Graphic Design faculty member Juliette Bellocq was included in Print Magazine’s Regional Design Annual for her books on Pae White (below) and Zoe Crusher.

Fine Arts faculty members Justin Cole and Liz Glynn are included in MOCA’s new publication, “Engagement Party: Social Practice at MOCA 2008-2012” Glynn’s project “[DE]-Lusions of Grandeur,” continues at LACMA this spring.

An exhibition at the Michael Janssen Gallery opened in Singapore with “Keep it Simple. Keep it Fresh,” a collaboration between renowned American artists Meg Cranston, Fine Arts Chair, and John Baldessari, through March 10.

Communication Arts faculty member Nancy Haselbacher exhibits her work at the Palos Verdes Art Center exhibition “Print: Democracy in Art and Life”, through March 17, 2013.

Graduate Fine Arts faculty member and Assistant Chair Annetta Kapon showed her video “My German Vocabulary in A Virtual Memorial Warsaw 2012” at the Warsaw Jewish Film Festival, October 25-30.

Fine Arts faculty member Farrah Karapetian is one of 32 artists selected for the 2013 California Pacific Triennial, opening at the Orange County Museum of Art this summer. She showed her work at Diane Rosenstein Fine Art Gallery from January 19 – March 9.

Graduate Public Practice Chair Suzanne Lacy is featured on “West Coast Video Art” on MOCAtv. Her work was included in “Cartographies Of Hope: Change Narratives” at the Dox Centre for Contemporary Art, Prague.

Communication Arts faculty member Lauren Mackler discussed her work for the non-traditional exhibition catalog for the L.A. Municipal Art Gallery’s current exhibition “Lost (in LA)” on January 18.

Communication Arts faculty member Tanya Rubbak’s collaboration with Fine Arts faculty member Adam Overton at the Pomona Museum of Art this fall was featured on KCET’s Artbound on Oct.18.

Digital Media faculty member Edwin Ushiro is in the exhibition “Super natural” at the Japanese American National Museum through March 17.

College News

Among the Creative Action: Integrated Learning partners this spring are California African American Museum, L.A. Poverty Dept., Gene Autry Museum, Museum of Tolerance, Getty Museum, Riordan Central Library, and the Culver City Senior Center. Students in these classes work in teams with site partners to create projects that make a real-world difference within the community.


Continuing Education

Julie Eizenberg, AIA, founding Principal of Koning Eizenberg Architecture presented a lecture on November 29 sponsored by Architecture/Landscape/Interiors. She spoke about Victoria Park, Santa Monica; a private residence in Pasadena, and the renovation of an historic building designed by Paul Williams for the YMCA in South Central L.A.

Paris-based artist Jeff Guess completed a two-week residency as a guest of Graduate Fine Arts in November. His residency was partly supported by “Ceci n’est pas...” a project initiated by the Cultural Services of the French Embassy in the U.S. in association with the Institut Français, with the support of the Alliance Française of L.A.

Emmy Award-winning, Milwaukee-based filmmaker Brad Pruitt will be artist-in-residence in Graduate Public Practice from January–April. He will screen two films at the Grad Studios and in Watts, and co-teach a class with faculty member Sara Daleiden on education, community engagement and the value of social change work by artists.

Work by instructor Bonita Helmer is included in LA Municipal Art Gallery’s “Inner Journeys, Outer Visions,” through April 28.
Alumni News

This fall Otis established an alumni council, an advisory group that includes seventeen members from the decades 1970s–2010s. The council represents the interests of a diverse base of alumni, strengthening their ties with each other and with the College.

Sandoval Birk ('89) completed a set of murals in collaboration with his partner, artist Elyse Pignol for the new SFJAZZ Center, which opened January 26.

Alumni News

Kenneth Ober ('01) has a solo show, “Consistent Trajectory,” at West L.A. College Art Gallery through March 7.

Michael Ponce ('09) of dreamGEAR/i.Sound led the design teams for two projects that received awards at the 2013 Consumer Electronics Show.

Marco Rios ('97) had a solo show “Melancholy (and a Baguette)” at Simon Preston Gallery in N.Y. through February 17.

Mark Dean Veca ('85) is one of 32 artists selected for the 2013 California Pacific Triennial, opening at the Orange County Museum of Art this summer.

Work by Mario Ybarra, Jr. ('99) is featured in a solo show at Honor Fraser Gallery, L.A. through March 16.


R&B singer Usher purchased Andrew Lewicki's ('07) “Louis Vuitton Waffle Maker” at the Miami Project at Art Basel Miami Beach.

Terry Norton-Wright ('11 MFA) co-curated “Conversation Drivers,” an exhibition on science and art at Tracx, a software firm in N.Y. where she is Manager of Client Development.

Andrae Gonzalo ('99), former Project Runway celebrity, is launching his own interactive forum and retail experience, “Andre Conversation,” designed to “inspire and empower fashion enthusiasts.”

Janina (Barajas) Gutierrez ('91) has been named Global Creative Manager for 20th Century Fox.

Alumni partners Jay Doronio ('10) and Shannon Losorelli-Doronio ('10) of Parallel-Play won a $15,000 Ideas That Matter Grant from Sappi Paper for “A Ring of Sunshine Around the Moon” with the students of the Academic Leadership Community at Miguel Contreras HS, L.A.

Work by alumni Ulysses Jenkins ('79 MFA), Rasksha Parekh ('04 MFA), Donna Angers ('06), and Zeal Harris ('07 MFA) was featured in the exhibition “BAILA con Duende” at the Watts Towers Arts Center curated by Grad Public Practice candidate Lili Bernard.

The 2013 MexiCal Biennial, “Cannibalism in the New World” at the Vincent Price Art Museum, East LA College through April 13 was co-curated by Grad Fine Arts alumni Ed Gomez ('03 MFA) and Luis G. Hernandez ('03 MFA), features the work of more than 33 artists, including work of Sergio Bromberg ('10), Helen Cahng ('05), Matthew Carter ('10) and Matt MacFarland ('03), current Grad Fine Arts student Flavia Monteiro, and faculty member Roni Feldman. The opening reception featured a live performance by Kio Griffith ('86).
Ask Dad

ED SCHOENBERG, SPECIAL ASSISTANT TO THE PRESIDENT FOR STUDENT SUCCESS

Although I’ve hit this theme before (What will my student do when he/she graduates?), nothing does more to put real numbers to creativity than the Otis report on the Creative Economy of the Los Angeles region.” This year, the report was released on Dec. 4 at nearby Google’s YouTube Space in Playa Vista. Excerpts from President Samuel Hoi’s piece “Creative Capital at Work” follow:

“Since its inception in 2007 [the Otis report] has firmly established that the creative economy is powerful ($230.7 billion in revenues) and supports one in eight jobs.”

“Alumni entrepreneurs are a diverse group of creative thinkers and makers who meet both the challenges and the opportunities of the creative economy in Los Angeles and throughout the nation, and enrich our society with their skill and their vision. Their paths and passions differ, but their comments echo a common point, well articulated by Daniel Phillips (‘08) and Kim Karlsrud (‘07): “no school can completely prepare you for what everyone faces after graduation, but it was at Otis that we learned to combine our creative instincts with the ability to act upon them in strategic ways.”

“Measurable economic results are only one aspect of the impact of the creative capital. Consider the fact that every year, our unique Creative Action: Integrated Learning program places almost 1,000 students and faculty at 35 community sites to create social solutions through art and design. Most significantly, many Otis students are the first in their families to attend college to become highly skilled professionals, and through their socioeconomic transformation, their families also advance.”

Links: 1. “Share the Facts” and 2012 Report  
2. Creativity is Serious Business  
Please send comments to eschoenb@otis.edu.

Student News

MFA Public Practice candidate Lili Bernard coordinated “BAILA con Duende,” an exhibition at the Watts Towers Arts Center of work by more than 70 artists, including four alumni.

Creative Action/Integrated Learning Radio Class presented “Live Feed Fest” on December 3 with live music by Tait Alexander Nalley and Attaloss.

Graduate Public Practice students participated in the celebration of the birthday of Alcoholics Anonymous at downtown’s Cecil Hotel on Jan. 26. Working with the L.A. Poverty Dept., students created a performance with downtown artists as part of the “Biggest Recovery Community Anywhere,” focusing on Skid Row.

Grad Graphic Design Students abroad:
Joy Scopa was a resident in art and design in Karlsruhe, Germany, where she worked with video artist Julien Isaac.

Ramon Tejada is an intern at one/one communications, Amsterdam. Joanna Rosso is an exchange student at Werkplaats Typografie in Arnhem.

Rachel Fishman and Julia Warner were selected to participate in an exchange with the Sandberg Institute in Amsterdam.

Product design senior Soram Rachel Kim won the grand prize in Hanig’s Design Incubator’s first footwear design contest. Rachel’s “Felgo” shoes (right) blend style, function and comfort.

Student Affairs News

Many activities were sponsored by Student Affairs this fall, including a traditional Thanksgiving meal for more than 250 members of the community.

Matthew Schultz, Coordinator of Residence Life, organized a variety of activities for resident students, including a broom ball game, ramen cook-off, holiday celebration, and a new building council, which plans programs and events at Playa del Oro.

The new Center for Creative Professions was launched under the leadership of Donna Lee Oda. Sounjew Phommala; On-campus Student Employment Coordinator, assists students to find appropriate work at Otis.

Dr. Carol Branch, Director of the Student Resources Center organized Election Game Night, and a celebration of international student week with a flag installation; snack day, with Korean Pepero, German marzipan, and Scottish tea cakes; and film day, featuring “Pan’s Labyrinth” (Mexico), “Black Orpheus” (Brazil) and “The Little Prince.”
On Jan. 12, KCET’s “Artbound” posted a profile on Las Cafeteras as agents of change that features Graduate Public Practice student Daniel French. Alumna Jade Lai ('02) was featured as a tastemaker in Surface Magazine’s “Portfolio of American Influence.”

Social Media

Since April, we have implemented a communication strategy of multi-channel postings on Facebook, Twitter, Tumblr, YouTube, and iTunesU. The statistics below measure April – January against the same period last year. Mobile + facebook is a real winner.

GOOGLE ORGANIC SEARCH (“art school”, e.g.) + 28.8%

FACEBOOK REFERRAL +100.06%

MOBILE FACEBOOK REFERRAL +360.87%

FACEBOOK LIKES (7,436) +77%

TWITTER FOLLOWERS (1501) +1,431%