

NEWS & EVENTS

Rochester Institute of Technology

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1983

RIT Honors Katharine Graham with Award

Katharine Graham, chairman and chief executive officer, The Washington Post Co., will receive the fifth annual Isaiah Thomas Award from RIT April 19.

The Isaiah Thomas Award is presented annually by RIT to a newspaper industry leader who has made significant contributions to the profession.

Mrs. Graham has served as chairman of the board of The Washington Post Co. since May 1973. She was elected president of the company in September 1963, a position she held until May 1973. She also served as president of the company for eight months during 1977, and as publisher of The Washington Post from 1969 to 1979.

The Washington Post Co. publishes The Washington Post, The Everett

(Wa.) Herald and *Newsweek* magazine, and operates television stations in Detroit, Jacksonville, Fla., Hartford and Miami. The company is a partial owner of Bowater Mersay Paper Company Limited, a newsprint manufacturer in Nova Scotia; Bear Island Paper Co., a newsprint producer in Virginia; the International Herald Tribune, S.A., and the Los Angeles Times-Washington Post News Service.

A graduate of the University of Chicago, Mrs. Graham attended the Medeira School and Vassar College.

She is a board member of the American Newspaper Publishers Association and chairman of that group's executive committee, as well as a board member of the Associated Press.

The ceremony at which Mrs. Graham will receive the Isaiah Thomas Award

culminates a day of activities focusing on the changing role of women in communications industries.

During the afternoon she will participate in a panel on careers in publishing. Ronald A. White, president, Graphic Systems Division of Rockwell International and an RIT trustee, will moderate the discussion. Other participants will be Madelyn Jennings, Gannett Co. Inc.; Margaret Helsel, Allentown Newspapers, and Patricia Corsetti of Rockwell International.

Following the panel presentation, Mrs. Graham will visit with students in the newspaper production management program in the newspaper lab.

She will also be the guest of honor at a luncheon hosted by Gannett Co. Inc. chairman, Allen H. Neuharth, and at an

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Massimo Vignelli to Open Symposium Here Next Week on Graphic Arts Profession

"Coming of Age: The First Symposium on the History of Graphic Design" is scheduled for next Wednesday and Thursday at RIT.

Designed to bring together practicing designers, teachers and other design professionals from throughout the world, "Coming of Age" is the first conference to focus on the emergence of graphic design as a profession.

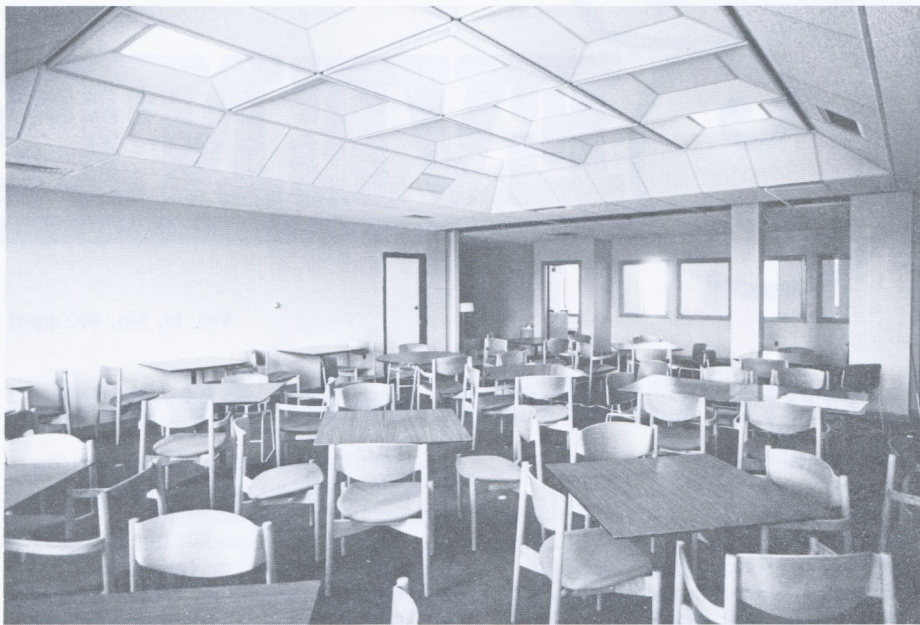
The symposium itself is planned as the first in a series of conferences that will promote a stonger identity for the graphic design profession by taking a scholarly approach to its history.

Graphic design activities, including typography, photography, advertising and product design, will be covered. The program's historical survey will begin with the earliest origins of the design profession during the Industrial Revolution and will trace the accelerating growth of mass communications after World War I to the diversity of contemporary design of the present.

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Massimo Vignelli, photographed by Michael Soluri



For Your Dining Pleasure . . .

If you're looking for a new spot to eat lunch on campus, you might try the newly renovated Henry Lomb Room, opening April 21.

The expanded and remodeled restaurant will offer faculty and staff a main course, dessert and beverage for \$3 a person, says George Alley, director of the School of Food, Hotel and Tourism Management. The Henry Lomb Room is located on the fourth floor of the George Eastman Memorial Building.

Following its abbreviated first week, the restaurant will be open Tuesday through Friday from noon to 1 p.m. for the remainder of the quarter. Reservations, which are preferred, can be made by calling 475-2351.

The restaurant will seat 78 guests and will be run by second-year students in the School of Food, Hotel and Tourism Management.

"This is their first attempt at serving numbers," said Alley. "It's designed to give them background for management positions in industry."

The Lomb Room is just one part of the total renovation of the School of Food, Hotel and Tourism Management that began in December. The project, now about 50 percent complete, is slated for completion in September, Alley said.

The overall renovation calls for installation of food preparation and beverage distribution equipment, enlarged classroom space and increased storage space for food and equipment.

The original design for the renovation came as a donation from Allan P. King Jr., a Nevada-based food design and layout specialist and longtime friend of Alley's.

Donations of food service equipment for use by students have come from companies such as Sykes Datatronics, F M & C Inc. and Marriott.

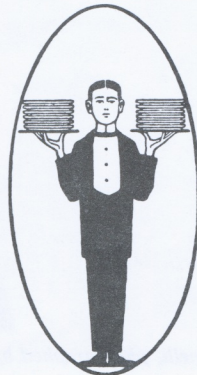
When the renovation is finished, Alley says the School of Food, Hotel and Tourism Management will be at a peak educationally.

"We feel that we're finally going to be close to doing what needs to be done educationally to train our students in what they need to know to be successful in the hospitality industry," he said.

The major source of funding for the renovation is a \$200,000 grant to RIT from the Statler Foundation.

The Statler Foundation was established in 1934 under the will of Ellsworth M. Statler to support education and research for the benefit of the hotel industry in the U.S.

This grant continues a long-standing relationship between the foundation and RIT that has meant more than \$100,000 in scholarship awards for students enrolled in RIT's School of Food, Hotel and Tourism Management.



Magic Circus Comes to Campus

Step right up and take the family to the Chinese Magic Circus of Taiwan. Sponsored by the College Activities Board, the famous circus will appear at Frank Ritter Memorial Arena at RIT at 8 p.m. Thursday, April 21.

Critics call the show "incredible," "breathtaking" and "unbelievable." Rochester audiences, too, will be amazed and spellbound by the fast-paced, two-hour spectacular of circus acts, ballet, magic, juggling, and acrobatic displays.

While the acrobatics, comedy and balancing feats are great entertainment, the circus also provides a glimpse into Oriental culture. Chinese acrobatics are far more than stunts. Most of the acts were created and performed in China as far back as 200 B.C. and have always been part of the Chinese culture and arts. Finding harmony between mind and body is an ancient concept of the Orient.

The circus also features Kung-Fu, extraordinary feats seeming to defy physical laws. The Chinese attribute them to cultivation of "Chi," roughly translated as inner strength or energy.

Eighteen members of two families are carrying on a 70-year-old family circus tradition. Training begins at a very young age, and the children grow up expecting and preparing to perform.

Tickets for the RIT performance are available at the RIT candy counter in the College-Alumni Union, Record Theater locations, and at the door on the night of performance. Prices are \$1 for children under 12 accompanied by an adult, \$2.50 for RIT students, faculty and staff, \$3.50 for others.

RIT Artists' Works At Pyramid Gallery

Works by students and faculty from the College of Fine and Applied Arts are on exhibit at the Pyramid Gallery, 163 St. Paul St. The exhibit, "RIT Printmakers, Painters and Glass Artists," will remain through May 7.

Among the works is a portfolio, "Streets," a collection of prints by members of the graduate printmaking class. Other prints, as well as paintings, glass objects and sculptures, are included in the show.

The Pyramid Gallery is open Tuesday-Saturday, 11 a.m.-4 p.m.; a fifty-cent donation is requested from students, \$1 from others.

Students Learn; Charities Benefit

Students in the "Effective Selling" class taught by I.C. Shah in the College of Continuing Education recently raised and donated more than \$2,600 to Park Ridge Chemical Dependency Inc. The program provides family-oriented treatment for people who have lost control of their lives because of alcohol or other drugs.

Testing students' skills in the real world is the premise of Shah's class. Shah, president of Executone Telecom Inc., has been teaching this course for six years. He says, "I dislike the traditional textbook-exam approach to a course. I want my students to learn by experience so they leave this course knowing something they can use in their lives."

Each Fall and Spring Quarter Shah selects a charity and develops a fund-raising project that educates his students in selling techniques while tangibly benefiting the charity; students in his Fall Quarter class sold dinner and theater ticket books to raise the money for Park Ridge Chemical Dependency Inc.

Shah conducts his classes with the fervor of a sales division director. He divides the students into teams and appoints a sales manager and sales territory for each team. The students are given binders that identify them as RIT students and explain their purpose. They practice their sales calls in class, then they go out into the community and, depending on the project, try to garner sales or donations of merchandise for their yearly auction. They must return with call reports each week. Shah holds weekly sales meetings with the sales managers to review the teams, and the top sales group is treated to a dinner party at his expense. Says Shah, "You can't get much more realistic than that."

Over the past six years, Shah's students have raised more than \$100,000 for such causes as the Special Olympics, Association for the Blind, Epilepsy Foundation, Volunteers in Partnership, Kidney Foundation of Upstate New York, Rochester Psychiatric Center, Landmark Industries, American Cancer Society, School of the Holy Childhood and CAP Book. This May they will participate again in an auction to benefit the Kidney Foundation.

Shah says, "Actually, the course in 'Effective Selling' has proven to be a special experience for the students. Most of them work during the day, yet they spend great amounts of personal time on

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SELF OR SOCIETY? *Self-interest is one factor that has led to the tearing of our country's social and economic fabric, according to sociologist Dr. Amitai Etzioni. Addressing his Institute Forum audience April 7, Etzioni stated, "We must rebuild our society with a set of values that includes mutuality, people making commitments to one another, and civility, people making commitments to society. No society has survived whose people based their lives solely on self-interest." The author and professor at George Washington University spoke on "Values in an Age of Re-Industrialization" at the last Institute Forum lecture for this academic year. Etzioni is shown with, from left, Barbara Hodik, faculty and program development, and Elizabeth Gillmeister, business and economics library.*

NEWS & NEWSMAKERS

Tuesday, March 15, associate professor **Andrew Davidhazy** of the School of Photographic Arts and Sciences, addressed the monthly meeting of the Rochester Chapter of the Society of Photographic Scientists and Engineers. The topic of his presentation was Infrared, Ultraviolet and Kirlian Photography.

Dr. Richard Chu, professor of history, College of Liberal Arts, organized and chaired a panel titled "Prospects for the Unification of China" at the 35th annual Convention of the Association For Asian Studies in San Francisco, March 24-27. Panelists included scholars from both Taiwan and PRC as well as scholars from Brown University, City University of New York, University of Wisconsin at Madison, University of Maryland Law School, University of North Carolina at Chapel Hill and Michigan State University. Among the discussants were former ambassador to Taiwan and South Korea, William Gleysteen, and China specialist of the House Foreign Relations Committee, Dr. Edward Friedman. Dr. Chu is a member of the Board of Directors of the Association For Asian Studies. He also

represents New York Conference of Asian Studies on the Council of Conferences.

Dr. Joseph Boskin, historian and professor at Boston University, was featured speaker April 11 for the School of Human Services, Criminal Justice 1983 Speakers Series. Boskin spoke on "Imaging and Stereotyping of Women: The Effects on the Female Role in Today's Society."

Nile Root, associate professor of Biomedical Photographic Communications, has had one of his recent photographs accepted for an exhibit in the Memorial Art Gallery of the University of Rochester. The juried exhibit called *Prints/Drawings/Photographs* was on display through April 14.

The photograph, "White House Ruin, Canyon De Chelly," was made last summer during an extensive photographic tour of western and southwestern states. This is the sixth year Professor Root has had work accepted in this exhibit.



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Graham

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evening reception hosted by the School of Printing of which the newspaper production management program is a part.

Isaiah Thomas, one of America's great patriot printers, established The Massachusetts Spy in 1770. After the Revolutionary War, Thomas continued his career as a publisher and was considered the leading publisher of his day employing 150 people in his main office in Worcester, Mass., and operating eight branch offices. He also owned a paper mill and a bindery, and established the American Antiquarian Society in 1812. In 1810 he wrote *The History of Printing in America*, a book that is still in print and is regarded as the basic source in American printing and publishing.

Previous recipients of RIT's Isaiah Thomas Award are White; Robert G. Marbut, president and chief executive officer, Harte-Hanks Communications Inc.; Neuharth, and Edward W. Estlow, president of the E. W. Scripps Co.

**Nominate
Your Favorite**

Nominations are being accepted for "your favorite" student Tutor/Notetaker for the Beth Duffin Award. The award was established in 1978 by friends of the late Beth Duffin, first coordinator of NTID's Tutor/Notetaker Training Program.

The nominated student should be a graduating senior; have gone through the training program of the Department of Support Service Education at NTID; and be currently employed by NTID as a tutor/notetaker.

Nominations, in the form of a memo giving examples of outstanding performance, should be sent to Jimmie Wilson, Tutor/Notetaker Program, Building 07/1516. Deadline is May 2.

Graphic Arts

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A Herbert Bayer Evening, with a lecture on Bayer by Arthur Cohen, will be a special feature at Coming of Age April 20. Cohen presently is completing the first comprehensive, critical, illustrated work on Herbert Bayer covering all aspects of Bayer's career: painting, sculpture, graphic design, photography, exhibit and architectural design. The work is scheduled for publication this year by the MIT Press.

In addition, Cohen has written the standard monograph on Sonia Delaunay and edited *The New Art of Color: The Writings of Robert and Sonia Delaunay*. As founder of Ex Libris, he is the only bookseller in the United States actively engaged in the description and sale of works on graphic design from the 1920s to the present. Cohen's fifth novel, *An Admirable Woman*, will be published by David Godine this fall.

Cohen's presentation will be followed by the "Herbert Bayer Tribute" developed by Arco and shown originally at the 1978 International Design Conference in Aspen.

Massimo Vignelli, president of Vignelli Associates, New York City, and one of the world's foremost designers, will be the keynote speaker at Coming of Age.

Vignelli long has been an advocate for the professional study of graphic design history and criticism. His keynote address will be at 9:30 a.m. Wednesday, April 20.

A panel on the teaching of graphic design history along with presentations on resources for graphic design history, the graphic design profession and its clients, typography and layout, industrial design, and the aesthetics, criticism and psychology of graphic design, are also scheduled for the two-day conference.

Graphic design professionals who will be panel members or who will lead presentations include Bill Bonnell, Victor Margolin, Philip Meggs, Rudolph de Harak, Mildred Constantine, Louis Danziger, Keith Godard, Allen Hurlburt, Wolf Von Eckhart, Caroline

Hightower, Walter Allner and Morton Goldsholl.

According to R. Roger Remington and Barbara Hodik, members of RIT's College of Fine and Applied Arts faculty who developed the Coming of Age Symposium, there is a need for graphic designers and teachers of graphic design to see their work in a historical context. Coming of Age will, they believe, help participants, as professionals, contribute to the identification of graphic design through scholarly involvement with its history.

Complementary activities planned for the conference include exhibits of graphic design history, projects from design schools, video tape showings, tours of RIT's Melbert B. Cary Jr. Graphic Arts Collection and opportunities for informal sharing of notes and materials with other participants.

Serving on the Coming of Age Symposium advisory committee are Vignelli, Remington and Hodik; Herbert H. Johnson, RIT's Melbert B. Cary Jr. Professor of the Graphic Arts; Victor Margolin, professor, University of Illinois; Philip Meggs, professor and department head, Virginia Commonwealth University; Robert H. Johnston, dean, RIT's College of Fine and Applied Arts; Lou Danziger, professor, California Institute of the Arts; Allen Hurlburt, author of *Layout*, and *The Design Concept, The Grid and Publication Design*, and Sheila Levrant de Bretteville, designer and department chairperson, Otis Art Institute, Parsons School of Design.

Students

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these 'sales' projects . . . much more than they would spend if they simply read a book or wrote a term paper. Students who were in my class five years ago are still involved and volunteer to help with the auction efforts. Apparently, they find the course personally rewarding as well as informative - and that's what I hoped to get across."