

What's new and what's next: VPA is introducing an M.F.A. in collaborative design, inviting you to its New York City gala, winning Chancellor's Awards for Public Engagement and Scholarship, designing sets and costumes on Broadway, and establishing a \$1M endowed professor of practice in design innovation.

VPA
MOMENTUM

April 2011

1_Top stories



New M.F.A. program offers innovative approach to collaborative design_ The Department of Design has announced Design+, a new master of fine arts degree program in collaborative design that integrates design exploration, thinking, and practice to prepare students to meet tomorrow's needs for innovation leadership. The 60-credit program's first class will be admitted in fall 2012. [Read more.](#)



Acclaimed singer-songwriter Pete Yorn '96 to deliver 2011 VPA convocation address_

Yorn, who is celebrating the 10th anniversary of his certified gold debut album *musicforthemorningafter* and is on an international tour for his current release, *Pete Yorn*, is a 1996 graduate of the Department of Communication and Rhetorical Studies. He will address VPA bachelor's and master's degree candidates at the college's convocation ceremony on Saturday, May 14, at 7 p.m. in the Carrier Dome. [Read more.](#)

VPA announces Outstanding Faculty Award winners_ Cynthia Gordon of the Department of Communication and Rhetorical Studies, John Warren of the Setnor School of Music, and Jerome Witkin of the School of Art and Design's Department of Art have received the college's Outstanding Faculty Award, which recognizes those faculty members whose work has been exceptional in terms of teaching, scholarship, and service. [Read more.](#)

Visit vpa.syr.edu/newsroom for more news stories. Follow us on Twitter @SU_VPA.

2_Happenings



VPA's May 19 New York City gala to honor Vanessa Williams, Frank Bisignano and feature guests Coach Jim and Juli Boenheim_

Williams, an alumna of VPA's Department of Drama, will receive the college's 2011 Icon of Style Award, while Bisignano, JPMorgan Chase & Co. Chief Administrative Officer, will receive the Dean's Award of Distinction. Special guests for the evening are SU men's basketball and Hall of Fame coach Jim and Juli Boenheim. The gala includes a 6 p.m. reception and 7 p.m. fashion show featuring the top collections from fashion design seniors in the Department of Design followed by an 8:30 p.m. benefit dinner for the college. Learn more and purchase tickets at vpa.syr.edu/nycgala2011.



Setnor large ensembles to present end-of-season concerts through May 1_Details of concerts by SU's Symphony Orchestra, Wind Ensemble, Women's Choir, Symphony Band, Concert Band, and Oratorio Society can be found on our [online calendar](#). Can't attend in person? Most concerts held in Setnor Auditorium are streamed live. Watch [here](#). *Image: Women's Choir*

Department of Drama to conclude season with 'A New Brain' May 6-14_ Tony Award-winning writer/composer William Finn (*The 25th Annual Putnam County Spelling Bee*) draws on his personal experience to create a beautiful musical celebrating life, love, and the healing power of art. Directed by Wendy Knox. [Learn more](#) or [buy tickets](#).



School of Art and Design B.F.A. and M.F.A. candidates showcase work in exhibitions on and off campus_Whether you're on the SU campus, in downtown Syracuse, or even in New York City, you can view work by bachelor of fine arts and master of fine arts degree candidates in the School of Art and Design throughout the rest of April and through mid-May. View our [online calendar](#) for events and details. *Image: Darcy Van Buskirk, detail, The New Me, 2011, from the exhibition MFA 2011 at SUArt Galleries.*

Find our complete events listings at vpa.syr.edu/calendar. Watch live performances of Setnor School of Music concerts in Setnor Auditorium [here](#).

3_Take note



A number of VPA students and faculty were honored with the 2011 Chancellor's Award for Public Engagement and Scholarship from SU, including the Actors' Workshop in the Department of Drama (Special Civic Engagement Award); industrial and interaction design students Ana Mihai, Catherine King, and Heidi Olean in the Department of Design (Special Civic Engagement Award); and the ISD 451 "Interior Design: Commercial" class in the Department of Design (Academic Service Learning). The CMD 352 "Design Project Management" class of the communications design program in the Department of Design also received a Community Service Leadership-Academic Service Learning award for sustaining a long-term commitment to service learning and public scholarship. [Read more](#). *Image: Heidi Olean shows off her winning project.*

Anne Beffel, associate professor of foundation, and **Elizabeth Fowler**, assistant professor of art and design history, both in the School of Art and Design's Department of Foundation, gave papers at the 2011 FATE (Foundations in Art: Theory and Education) Conference in St. Louis. Beffel presented the talk "Fieldwork of Attunement," while Fowler presented the talk "Back to the Future: Innovations in Syracuse University's Art and Design History Foundation Curriculum."

Steve Darby '13 and Mike Smiroldo '13, film majors in the School of Art and Design's Department of Transmedia, won a 2011 Gold Kahuna Award from the Honolulu Film Awards for their short film *Change in Direction*, which they wrote and directed. *Change in Direction*, which was their short final film of the fall 2010 semester, is about two childhood friends who go their separate ways and are reunited in an unfortunate event.



Genevieve Marshall '11, an art photography major in the School of Art and Design's Department of Transmedia, received the Best in Show Award for the 2011 Light Work Student Invitational in Syracuse. Fifty-two SU students responded to this year's call for submissions. *Image: work by Genevieve Marshall*

James Haywood Rolling Jr., associate professor of art education in the School of Art

and Design's Department of Art, was awarded a 2011 Teaching Recognition Award from SU's Laura J. and L. Douglas Meredith Professorship Program. The award recognizes excellence in teaching by non-tenured faculty and adjunct and part-time instructors. Recipients are selected for teaching innovation, effectiveness in communicating with students, and the lasting value of courses. They also receive \$3,000 to further their professional development.

Bradford Vivian, associate professor of communication and rhetorical studies in the Department of Communication and Rhetorical Studies, delivered the keynote address at "Drawing a Blank. Past and Present," a graduate student conference at Princeton University's Department of Art and Archaeology. His address was titled "A Democracy of Suffering: The Perpetually Unfinished Design of the National September 11 Memorial."

In memoriam: [M. Douglas Soyars](#), professor emeritus of music industry, April 3, age 76.

The college's visiting artists and speakers in March included art director **Dan Gearity '07**; artists **Gerard Haggerty**, **Beauvais Lyons**, **Paul Myoda**, and **Ophrah Shemesh**; music business manager **Phil Sarna**; investigative journalist **Eric Schlosser**; music business attorney **Jaimison Roberts**; SRC Records founder **Steve Rifkind**; communication and identity scholar **Ronald Jackson II**; marketing and consulting agency **The Syndicate**; and designers **Doug Bartow** and **Chuck Carlberg**.

[Read more faculty and student news and notes here.](#)

4_For alumni



Alumni spotlight: Susan Hilferty '75_ When *Wonderland* opened April 17 at the Marquis Theatre on Broadway, it featured a mix of Victorian couture and outfits Lady Gaga might slip on—all designed by Susan Hilferty, an alumna of the Department of Design's fashion design program. Susan designs sets and costumes for theater and costumes for opera, dance, film, and television. [Read more.](#)

Upcoming alumni events

_April 27: Interior design portfolio review, New York City. [Learn more.](#)

_April 27, Industrial and interaction design thesis show, New York City. [Learn more.](#)

_April 28: Communication and rhetorical studies alumni reception, New York City. [Learn more.](#)

_April 28 and 29: Senior fashion show, Syracuse. [Learn more.](#)

_May 9: Lewis Hecker Drama Showcase, New York City. [Learn more.](#)

_May 10 and 11: Advertising design, communications design, and illustration senior portfolio reviews, New York City. [Learn more.](#)

And don't forget...

_Visit the [alumni section](#) of the VPA web site to find many features, including our class notes, the Alumni Showcase about you, and our Marketplace (your virtual shop in which to promote products designed and/or created by you and where you are encouraged to patronize alumni-owned businesses across our network).

_Join VPA alumni on [Facebook](#) as well as [LinkedIn](#). Visit [SU News 2.0](#) for a complete list of links to follow VPA and SU people and activities via social media, including Facebook, YouTube, and Twitter.

Help us go green by sharing this e-mail with fellow alumni who don't receive our e-mails. If they fill out our [online form](#), they will receive future issues of Momentum, alumni event e-vites, and other college information of interest.

5_Giving back

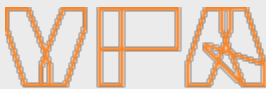


VPA Advisory Council member, former professor establishes \$1M endowed professor of practice in design innovation _The college recently announced the creation of the Iris Magidson Professor of Practice in Design Innovation. The professorship, which will be based in the college's Department of Design, was established through a \$1 million commitment from Iris Magidson '64, a VPA alumna, former professor and current member of the college's advisory council. [Read more.](#)

Don't miss out on your chance to give VPA a vibrant future. Visit our [secure, online giving site](#) or learn about more ways you can [get involved](#) and give back to the college.

Momentum is published by the VPA Office of Communications under the leadership of Dean Ann Clarke. Send comments to Erica Blust, Director of Communications and Media Relations, at esblust@syr.edu. For more information about the college, visit our web site at vpa.syr.edu.

The College of Visual and Performing Arts at Syracuse University is committed to the education of cultural leaders who will engage and inspire audiences through performance, visual art, design, scholarship, and commentary. We provide the tools for self-discovery and risk-taking in an environment that thrives on critical thought and action.



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