Inspire (Vol. 4, Iss. 3)

Iowa State University College of Design

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Recommended Citation
Iowa State University College of Design, "Inspire (Vol. 4, Iss. 3)" (2014). Inspire. 2.
http://lib.dr.iastate.edu/inspire/2

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A visionary leader

After a remarkable 35 years at Iowa State, graphic design professor Roger Baer will retire next May. He was honored in August with the college’s Christian Petersen Design Award.
If you've known Roger Baer at all during his 34-year stint at Iowa State, it should come as no surprise that as a teen, he spent his time at the beach and the drag strip in his native southern California.

Because that's the Roger Baer who arrived on campus in 1980—fearless and in search of the next adventure. Beyond the academic degrees he'd completed, the work ethic ingrained in him by his parents and his passion for what's next fueled him like his '55 Oldsmobile Rocket 88 Coupe once had.

Good thing, because Baer, then in his mid-30s, was charged with creating what would become one of the nation's most respected graphic design curriculums. Enchanted initially by the then two-year-old College of Design building, Baer responded, “Yes, I can,” when asked if he could structure one of the best graphic design programs in the country. Indeed, he turned a sagging advertising design program on its head and spent a decade recruiting some of the best faculty members in the profession.

“When I started, the program had four full-time faculty—including the position I interviewed for—and 400 students. That's a terrible ratio,” Baer reflected recently. “The curriculum also included more courses in journalism than in art and design. Fortunately, Jon Sontag was our department chair at the time, and he really listened to me and cared about what was going to happen.”

**Curricular changes**

Baer, who now holds the rank of professor and served as chair of the art and design department for nine years, not only brought in new talent but overhauled academic expectations as well. Existing design courses didn’t demand prerequisites, inspiring Baer to create “more logical learning sequences” for the new graphic design curriculum.

He also incorporated coursework in packaging, exhibition, signage and information design, established an internship program and developed the practicum class—which provides practical experience for students through work on real projects with nonprofit organizations before graduation—and the professional practice class.

But not even a visionary like Baer could have been prepared for how the personal computer changed graphic design. He recalls buying his first MacPlus and thinking it could be used for more than bookkeeping.

“I thought, ‘Gosh, you could make something with this,’” he said. “Then the ImageWriter printer came out with a dot matrix capability, and we started making images with that in our grad classes in ’86 or ’87.”

**Technological advances**

Soon, Baer was considered one of the college’s electronic technology experts, and then-dean Mark Engelbrecht appointed him to assistant dean to harness that knowledge into moving the entire college toward an electronic interface.

“One of my first tasks was benchmarking how other top universities were using computers in design,” Baer recalled. “And what I found was that nobody really had it figured out.”

When laptops arrived on the scene, Baer saw his graphic design program in need of yet another powerful transformation.
“The first laptops didn’t have enough power to do what we wanted, but I knew this was our future,” he said.

“And it wasn’t long before we could design on them. And then manufacturers began offering programs that were cross-platform. This was all still very innovative at the time, and I said we needed to start a laptop-leasing program for our students.”

Then-Provost Rollin Richmond agreed, and in 2001 the College of Design began offering students the opportunity to buy laptops through a three-year installment program, benefiting from ongoing software updates, extended warranties and technical support during the payment period. While many students now purchase their own laptops outright, more than 450 students in most of the college’s majors still participate in the program.

Over time, the graphic design program became technology reliant, incorporating software applications that allowed students to create work too sophisticated to accomplish by traditional design methods. While Baer appreciates the evolution of such ubiquitous programs as Photoshop, he believes it’s critical to retain core skills like hand sketching and ideation.

“Easy does not equal quality,” he said with conviction. “Our sophomores want to jump in and start creating, but we continue to teach them the basic principles. Because now when students are faced with an assignment, they can Google existing styles—but they’re not thinking about the problem at hand and how best to solve it.”

**Future challenges**

Other challenges loom for graphic design majors as well.

“Our disciplinal lines are being blurred,” Baer explained. “Down the road, we may not refer to ourselves as only graphic designers or industrial designers or architects—because architects create graphic design, and industrial designers create packaging using graphic design.”

(In 2010, Baer helmed the effort leading to approval of the college’s industrial design major, which he counts among his proudest accomplishments.)

Down the road, Baer continued, “we need to think of how designers can create experiences. In the early 2000s, we started telling our students that people don’t go to restaurants just to eat anymore. Food is important, but so is presentation, ambiance and the total experience.

“For designers creating packaging, how does that package promise that what’s inside tastes good? How do you create branding with banks to suggest an experience of trustworthiness for the customer? How do you create values using design as the visual language?”

To help meet those new challenges, Baer is pushing for ISU design students to take more general education courses, more instruction in the humanities (literature, history, sociology, psychology) and classes like statistics.

“Research will continue to play a bigger role in design,” Baer observed, “and our students need to better understand disciplines like perceptual psychology and the importance of symbols and signs.”

**Final semester**

College of Design students have only one more semester to absorb Baer’s wisdom. He will retire next May, and will continue to travel and photograph the globe with Peggy, his wife of 47 years.

About six years ago Baer shelved his decades-long private design practice and dove into landscape photography, much of which now resides in online books published on Blurb. He also wants to rekindle his love for painting watercolors and printmaking. And there are two grown kids and two grandsons to visit.

But until May rolls around, the dapper professor sporting the butterscotch-colored eyeglasses will relish his final hours in the classroom.

“I love that teaching is different every semester,” Baer said. “I invent courses to teach something new. I love the interactions with students. Teaching is like dessert for me.”

Baer received the 2014 Christian Petersen Design Award, named for the noted artist who was Iowa State’s sculptor-in-residence from 1934 to 1955. It is the highest honor presented by the ISU College of Design.
Ten years ago, Michelle Blunk found herself at a crossroads.

As an interior designer for an architecture firm in Illinois, she had been involved with a number of large department store projects, working closely with architects, engineers and contractors—“a really cool experience” that showed how different disciplines could collaborate and complement one another to achieve a successful result.

The firm at the time, however, wasn’t taking full advantage of its interior design staff, Blunk said. “They weren’t involving interior designers in enough projects to make the department viable.”

Her entrepreneurial spirit, and her realization that “the market was lacking in service-only interior design providers,” led Blunk (BFA 1992 Interior Design) to establish her own design firm, Conceptual Designs, Inc., in March 2004. With three children ages 6, 4 and 1, she began working at the desk in her dining room in Bettendorf.

“The first day of business, I took a call from a design-build contracting firm. They hired me to design a new salon and spa, and that was the beginning.” After a year and a half, Blunk “got gutsy,” hired an intern and moved her firm into a 400-square-foot studio.

“We grew very slowly,” Blunk said. “My husband (fellow Iowa State graduate Bob Blunk, BBA 1992 Marketing) is to thank for keeping the reins on a wild horse; we never took out loans and never had to extend ourselves for the sake of the business. I’ve learned a lot from him and he’s still my sounding board.”

Adding value, the Conceptual Designs team now comprises three registered interior designers, a junior interior designer, a licensed architect and an office manager—who happens to be that first intern Blunk hired a decade ago, recently returned to coordinate the firm’s social media and public presence.

CDI is a full-service design firm focusing on commercial interior remodeling and expansion projects. It has broad experience in the retail, office, hospitality and financial sectors, with specialized experience in healthcare.

In the beginning, Blunk said, the challenge was “letting people know what we do and the value we bring to a project—and unfortunately that’s still the case. People know what an architect does, but many believe it’s what they see on HGTV.”

“We often have to start the design process by educating our clients, but there are those gems you can find who really get it and let you do what you’re good at.”

Among those gems is Soderstrom Skin Institute, a dermatology, cosmetic surgery and spa center with multiple locations in Illinois and Iowa. Conceptual Designs was hired to collaborate with a spa architect from California to design the center’s headquarters in Morton, Ill.

Over the past several years, CDI also has worked with Genesis Medical Center in Davenport, most recently on a $137 million expansion to its east campus.

“They’ve kept us very busy. It is so rewarding to establish relationships with
clients that understand the role of interior design and the value that we bring to a project,” Blunk said.

**Realizing potential**
Growing up in Davenport, “I never thought of doing anything other than interior design,” Blunk said. “The idea of interior design back then, though, was nothing like the interior design I’m involved in daily now.”

She took a one-semester interior design class in high school and attended Scott Community College in Bettendorf before heading to Iowa State to complete her interior design bachelor’s degree.

“ISU had an established, accredited program when a lot of people didn’t realize you could—or should—go to college for interior design,” Blunk said.

She worked her way through college and for several years after graduation at multiple residential and commercial design-related jobs before joining the Illinois architecture firm.

“ISU had an established, accredited program when a lot of people didn’t realize you could—or should—go to college for interior design,” Blunk said.

To complement the commercial design services CDI provides, last year Blunk and her husband acquired Interiors by the Sewing Room, an East Moline, Ill.-based residential window treatment and interior design company, from a husband-and-wife team who had owned it for 30 years.

“We’re fabricating custom window treatments, bedding and pillows that we design and sell directly to the public, and we also provide residential interior design services on an hourly basis,” Blunk explained. “It’s a business-to-consumer model rather than business-to-business as CDI is.”

For Blunk, her work is also her hobby, and she is thrilled to be able to do what she loves every day. “I’m trying to think bigger, to elevate interior design and add value to our profession,” she said. “I look forward to what the next decade brings.”

**Expanding and evolving**
In conjunction with its 10th-anniversary celebration, Conceptual Designs launched a new company logo, website and color palette to reflect its evolution as a contemporary commercial design firm.

“Interior design-led, service-only firms are rare in this region. I saw a need and had always wanted to work for myself,” Blunk said. “I knew I could serve clients well and provide an environment where other design professionals could excel.”
This year, more than 34,700 students will take classes at Iowa State—an enrollment record. With higher enrollment, though, comes more on-campus traffic, further complicating an issue of overpopulated streets, sidewalks and parking lots.

But thanks to an innovative project spearheaded by the College of Design’s industrial design program, students may soon help alleviate that issue by taking part in a sustainable new program: a campus-wide bike-share system.

Graduate student Mark Kargol (BArch 2000 Architecture / BFA 2000 Craft Design) of Ames said the idea for a bike-share program came together through a university-wide effort. Now the owner of Ventus Custom Cycles, Kargol hand-builds bikes and works as a teaching assistant in the industrial design department.

Kargol was in the early stages of planning a bicycle design studio with department chair David Ringholz when he discovered the Government of the Student Body was considering funding a bike-share program on the ISU campus.

“As soon as we heard about it, we got in touch with the GSB president to discuss the process,” Kargol said. “We asked if they’d let the industrial design department do the design work on the project.”

After conversations with the GSB cabinet and Tom Hill, vice president of the Division of Student Affairs, he said, the project was theirs. Together, GSB and Student Affairs pledged the $15,000 necessary to fund a studio course.

“They were really supportive of the idea,” said Kargol, who taught the inaugural class with assistant professor Erdem Selek. “It’s a great opportunity for our students to take on a real-world project.”

Ringholz agreed. “We’re already pretty entrepreneurial, and we like grand challenges that give our students the opportunity to design for positive impact in their community. The bike-share studio offers exactly that,” he said.

Bicycle brainstorming

The project began with a conceptual studio class in spring 2014. With support from mentors at Quality Bicycle Parts, a Minnesota-based wholesale cycling distributor, and SRAM, a Chicago bike component manufacturer, students designed and built full-scale models to present at the end of the semester.

“My students examined Chicago, New York, and Paris bike-share systems to see what process they use to check out bikes,” Kargol said. “They found that most cities’ programs force users into quite a lengthy process, involving punching in information, reading a waiver and creating a PIN number, a process they found to be a deterrent to participating.”

The students came up with faster ways to check out bikes, including using the RFID chip technology already present in student and faculty ISU cards.

“Ideally, the plan is to tap a card, keychain or bracelet on the bike or docking station and it will unlock,” Kargol said.

Other features under consideration include a front or back basket for backpacks and gear, integrated lighting systems and a square seat tube, which would prevent bike seats from pivoting during height adjustments. Students also generated ideas for a smartphone app, which would allow users to check the number of bikes available at a desired station, view distances between stations and track user rides.
“One of the proposed apps had a fun feature that would turn the share into a game,” Kargol said. “It would track distances on a leaderboard so students could make a game of who rode the most miles.”

Sustainable transit
In May, students presented their bike-share ideas in groups. Another class this fall will choose one concept for further development, and students will design a working model of the bicycle and docking system. The project will expand to involve the efforts of several other departments, including mechanical, electric, computer and industrial engineering, community and regional planning and landscape architecture.

“This semester, several departments will delve into a full comprehensive transit study of campus,” said Kargol, who is teaching the fall bicycle design studio with project adviser and University Professor Steve Herrnstadt. “They need to look at car, bus, bike and pedestrian traffic and work to improve bike access on campus.”

Kargol said that while CyRide is an important resource for students, it’s time to look at other options.

“Right now, the CyRide garages are completely full,” he said. “They aren’t able to add more routes, even though we have a growing student population. We can’t add more parking to campus, so we’re kind of maxed out in terms of vehicle transportation.”

“The bus system is fantastic, but it’s a little limited in terms of volume,” Ringholz concurred. “Within the next five years, it’ll be even more challenging than it is now. We have to be ahead of the curve.”

Ringholz said the bike-share program, slated for implementation in the next three to five years, should help alleviate issues with transportation.

“Once a bike design is chosen, everything needs to be refined,” he said. “We need to talk logistics: how many bikes we need, how many stations we need and where they’ll be located. There’s a lot of research left to be done.”

But Easley isn’t worried about the pressure this puts on classmates. “This is what industrial designers do: We’re almost never familiar with the problem presented to us,” he said. “It’s our job to work with other professionals to make changes and design a system to solve an issue.”

“Certainly, the university could have paid a firm outside of the school to do this project,” Ringholz said. “But this program supports the learning objective of the industrial design curriculum. We can do this project in support of both the curriculum and the community.”

Easley said he’s grateful to the university for giving him and his classmates the opportunity to work on a project of this caliber.

“They could have hired it out, but they trusted us because we know Iowa State inside and out,” he said. “We are the group who will be using the bikes, and we can really represent student needs through this system.”

Easley said he’s also enthusiastic about shaping the future of bike-share programs. “If we do this well, it’s something that could be implemented in other schools and communities,” he said. “We could set a precedent, and that’s exciting.”
Adopted student returns to homeland through study abroad

LAURELIN HAAS

It’s been Laurelin Haas’ lifelong dream to live and study in China. After all, she was born there. Her three sisters were born there. Her family hosted an exchange student from there. And she has studied the Chinese language for the past five years.

At 11 months old, Haas was adopted by a single mother in Muscatine. And after years of studying hard and saving money, she is back in her homeland for a year of intensive cultural and language study. Thanks to a 2014 David L. Boren Scholarship, the Iowa State University junior is experiencing the adventure of a lifetime.

“It’s always been China for me. I want to do something related to China in my career,” said Haas, who majors in community and regional planning and environmental studies.

Boren Scholarships provide funding for undergraduates to study less commonly taught languages in world regions underrepresented in study abroad programs and critical to U.S. interests. They are sponsored by the National Security Education Program, a major federal initiative designed to build a broader and more qualified pool of U.S. citizens with foreign language and international skills.

In exchange for funding, Boren Scholars commit to working in the federal government for at least one year after graduation.

Chosen from a pool of 868 applicants, Haas is one of 165 Boren Scholars from 36 states studying in 29 countries. Thirty are studying in China.

Perfect fit

Haas is enrolled at the Shanghai University of Finance and Economics as a student in the 21st Century City program through the Alliance for Global Education. She chose the program because it is “a perfect fit for both of my majors.”

Not only will she have the opportunity to strengthen her language skills, she will be able to study urbanization and the environmental issues associated with China’s rapid development.

“The economy is reshaping China’s urban landscape, and I think the country has reached a tipping point,” Haas said. “There’s so much potential here in sustainable development and I want to help.”

Shanghai will serve as a case study example of the environmental transformation accompanying China’s rapid urbanization. Haas is taking courses on the Chinese society in the 21st century, urban planning, and energy, water and green technology.

The 21st Century City program includes a weeklong journey into China’s rural areas. And that dovetails into the ISU Honors capstone project Haas will work on next year with Carlton Basmajian, associate professor of community and...
regional planning. While in China, she plans to do research for the project, which will focus on the rural migration into Shanghai.

Far from fluent
Haas also is enrolled in an intensive Chinese language course that meets for nine hours each week, and she got a jumpstart on her Chinese language immersion over the summer. She lived and worked with her family’s former exchange student who runs an English school in Haikou. The city is the capital of Hainan Province, an island in the South China Sea. Haas taught English to middle school students and a class of 6-year-olds several hours a week.

Despite her years of studying Chinese, Haas said she is far from fluent. And her first weeks in Haikou—a city that sees few foreigners—were “a struggle.”

“My listening skills weren’t there at all. People speak so quickly in real life that it’s been hard for me to understand what is going on a lot of the time,” Haas said.

And to make matters worse, people expect her to be fluent because she looks Chinese.

“Even if I tell people I am American, I grew up in America and I don’t speak Chinese, they still continue to speak to me as if I could. They don’t quite believe it,” she said.

When she arrived in Haikou (considered a small city in China despite its population of 1 million), Haas said she knew “enough Chinese to survive getting around the city, but not enough to hold a conversation with a 5-year-old.”

For two months, Haas explored the city on foot, on buses and on a motorcycle or two. She shopped, sang karaoke and attended Pilates and yoga classes with members of her temporary family and on her own. She conducted conversations in Chinese with new friends, attended individual tutoring sessions and practiced alone with homemade vocabulary flashcards. After all of that, Haas said she was starting to feel more confident in her language skills.

“Even simple errands become cultural and language learning opportunities,” she said.

Gaining confidence
The last week of August, Haas moved on to college life in Shanghai. She shares a dormitory apartment with another American study abroad student and a Chinese roommate, and is feeling “pretty well adjusted already,” compared to her transition from Iowa to Haikou in June.

On her first day in Shanghai, before she had met anyone, Haas had “the confidence to eat out by myself and to chat with people in Chinese.”

This is not Haas’ first visit to China nor will it be her last. As a child, she accompanied her mother on trips to adopt her sisters. She traveled with them three years ago to visit their hometowns (hers is Nanning). That sealed the deal. She knew she had to return, and she found her way.

You can follow Haas’ adventure on her blog, “Uprooted Abroad: An Adoptee’s Return to China,” at uprootedabroad.wordpress.com.

Follow Haas’ study abroad adventure on her blog.
ALUMNI AWARDS

College to honor distinguished graduates at Homecoming

DESIGN ACHIEVEMENT AWARD
Established in 1988 to recognize outstanding creative and professional achievements of alumni in all of the college’s disciplines

Matthew Getch
BLA 1998 Landscape Architecture
London, England

Matthew Getch serves as design director and partner with Martha Schwartz Partners, a leading international firm dedicated to creating and refining urban landscapes and helping to ensure cities’ sustainability. Getch, who initially enrolled at Iowa State to learn how to design golf courses, headed west after graduation and worked as a landscape architect in both Salt Lake City and Tucson. Six years later, he reinvented himself and moved to London.

Today, Getch focuses his talents on the contextual landscapes of cities around the world. His work spans from site-specific, small urban spaces to large, regional and strategic landscape planning projects in 22 different countries. His award-winning designs the past 16 years have included the Natural History Museum Civic Realm in London, the Detroit Riverfront, Place de la Republique in Paris, the Mosque and Museum of Religious Harmony in Tirana, Albania; Market Square in Tel Aviv, Austria’s Vienna Regional Hospital, Abu Dhabi Financial Center and the 2002 Olympic Welcome Plaza in Park City, Utah.

Though he once took a yearlong hiatus from landscape architecture to play on the professional golf circuit, Getch today relishes the opportunities to push the boundaries of contemporary design through the infusion of color, pattern, movement, art, cuisine and language. His goal is the creation of valuable public space that provides identity and a sense of place while bucking the global trend of uniformity and homogeneity.

Michael Wagler
MCRP 2006 Community & Regional Planning
Ankeny

For nearly 20 years Michael Wagler has helped revitalize hundreds of Iowa’s downtowns, most recently as state coordinator of the Main Street Iowa program, part of the Iowa Economic Development Authority. In this role, Wagler provides comprehensive technical assistance in historic commercial district revitalization, historic preservation and nonprofit development. He also manages the implementation of the National Main Street Center’s Four Point Approach® (organization, promotion, design and economic restructuring) for the state of Iowa.

Wagler discovered his passion early in life—he began volunteering for Bloomfield Main Street while a high school student, thanks to a teacher's suggestion. He went on to earn his bachelor of fine arts in historic preservation and architectural history from the Savannah College of Art and Design and his master's degree in community and regional planning from Iowa State.

He is a member of Preservation Iowa and the National Trust for Historic Preservation and serves as a trustee of the First United Methodist Church in Des Moines. He has been recognized with the Iowa Governor’s Volunteer Award from the State of Iowa and the Emerging Leader of Main Street Award from Main Street Iowa.

Wagler and his wife, Courtney (Reyes) Wagler (BS 2006 Child, Family & Adult Services), are the parents of Finnean, 5, and Hutchinson, 3. They are annual members of the ISU Alumni Association.

These College of Design alumni will be honored with the Design Achievement Award during Homecoming at the ISU Alumni Association’s 83rd annual Honors & Awards Ceremony, Friday, Oct. 10. Christian Petersen Design Award recipient Roger Baer, featured on pp. 2-3, also will be recognized.

The public event will begin at 1:30 p.m. in Benton Auditorium, Scheman Building. A dessert reception will follow. View complete bios for the 2014 honorees and past recipients at design.iastate.edu/Alumni/awards.php.
EDGE EFFECTS

Conference highlights interdisciplinarity

As reported in the summer issue of this newsletter, Iowa State will host the 2014 national conference of the Alliance for the Arts in Research Universities (a2ru), Nov. 5-8 at the College of Design, Memorial Union and Parks Library.

“Edge Effects” will provide multiple forums for conversations about the opportunities and challenges faced by peers who engage in arts-integrative interdisciplinary work in research university settings.

Through panel discussions, breakout sessions, performances and interactive presentations, participants will share best practices, tools, research, creative work and networks, and learn from established and emerging scholars and practitioners working at the edges where different disciplines meet and overlap.

Bridging art and science
College of Design Dean Luis Rico-Gutierrez, who was instrumental in forming the a2ru partnership of more than 30 public and private institutions nationwide, and ISU Senior Vice President and Provost Jonathan Wickert will provide introductory remarks.

A large number of College of Design faculty members have been selected to present their interdisciplinary research, co-curricular activities and community collaborations at the conference. They will be joined by peers from universities throughout the U.S. as well as Belgium, England, Qatar and Wales.

The broad range of topics to be covered during the three-and-a-half-day event includes the valuing of creativity; crossdisciplinary divides in research institutions; platforms for exchange between the arts and sciences; teaching at the intersection of music and design; integrating computer science and the performing arts; using creativity to cultivate compassion; immersive and interactive technology in the preservation and engagement of built cultural heritage; funding and forming new interdisciplinary collaborations; communicating STEM through theater, and interdisciplinary arts, experiential learning and community engagement, among many others.

“Art, design and the humanities are the necessary bridge joining science, technology and human aspirations in efforts to solve the most challenging issues in the world today. a2ru brings together institutions that both have strength in these areas and strive to understand how their contributions make a meaningful impact on our physical, cultural and economic environments,” Rico-Gutierrez said.

“Iowa State recognizes that these disciplines are central to its mission. This conference is an opportunity for us to share what we know and to learn from others how to enhance our activities.”

Find out more at a2ru.org/events/2014-a2ru-national-conference-iowa-state-university and register online at goo.gl/ZmTeXa to participate.

a2ru
ALLIANCE FOR THE ARTS IN RESEARCH UNIVERSITIES

inspire

Inspire is published three times per year by the Iowa State University College of Design and mailed to more than 15,200 alumni and friends.

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Alumni Updates
Have you married, moved, changed jobs, published or exhibited your work or earned an award? Let us know at www.design.iastate.edu/shareyournews.php.

On the Cover
Graphic design professor Roger Baer in front of the College of Design’s Kocimski Auditorium, a capital project he helped oversee during his time as the college’s assistant dean. Photo by Bob Elbert.

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FSC logo (reversed in white) goes in here

PRINTED WITH SOY INK
The Iowa State University Department of Architecture turns 100 this year, and we invite you to help us celebrate!

Though architecture classes have been taught at Iowa State since students first enrolled in what was then the Iowa Agricultural College in 1869, architecture was recognized as a department in 1914. It began as the Department of Structural Design in the Division of Engineering, then became the Department of Architectural Engineering and Rural Structures in 1918. In the 1940s, the name changed to Department of Architecture and Architectural Engineering. In 1967, the program adopted its present title, Department of Architecture. It joined the newly established College of Design in 1978.

The centennial kicked off Sept. 5 with Premiere 14, the department’s annual celebration of the new academic year. This included a keynote lecture by Tom Leslie, Pickard Chilton Professor in Architecture, and a reception for an exhibition of work by fourth-year architecture and landscape architecture students who studied in Italy last spring with the College of Design Rome Program.

In a ceremony Sept. 12, we honored associate professor Bruce Bassler as the first holder of the Stan G. Thurston Professorship in Design Build, established by 1969 alumnus Stan Thurston.

Forty-five architecture and interior design students, together with five faculty members, College of Design Dean Luis Rico-Gutierrez and a dozen College of Design alumni, will participate in a workshop and colloquium organized by the architecture department Oct. 16-18 at the Venice Biennale in Italy.

Additional events this fall include Architecture Advisory Council-sponsored lectures by Thomas Kelley Oct. 22, Martin Despang Nov. 5 and Catie Newell Nov. 19, and the Charles E. “Chick” Herbert Lecture in Architecture by Tom Kundig Dec. 3, all in Kocimski Auditorium. Alumni in the area are welcome to attend! Stay tuned for details in the college’s monthly Designotes e-blast and on our calendar, www.design.iastate.edu/events.php.