

2014 Entry Form
(Complete one for each entry.)

Fill out the entry name *exactly* as you want it listed in the program.

Entry Name Michigan Modern TM
 HFA Michigan State Housing Development Authority
 Submission Contact Mary Lou Keenon
 Phone 517-373-0011 Email keenonm@michigan.gov

Qualified Entries must be received by **Tuesday, July 1, 2014.**

For more information about Qualified Entries, [click here to access the 2014 Entry Rules.](#)

Use this header on the upper right corner of each page.

HFA Michigan State Housing Development Authority
 Entry Name Michigan Modern TM

Communications	Homeownership	Rental Housing	Special Needs Housing
<input type="checkbox"/> Annual Report <input checked="" type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs
Legislative Advocacy	Management Innovation	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> State Advocacy <input type="checkbox"/> Federal Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology	<input type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

**Michigan State Housing Development Authority-
State Historic Preservation Office
Category: Communications
Subcategory: Promotional Materials & Newsletters
Entry Name: MICHIGAN MODERN™**

The State Historic Preservation Office division (SHPO) of the Michigan State Housing Development Authority (MSHDA) is charged with identifying historic above-ground and archaeological resources and with educating the public about the intrinsic value of those resources in community and economic development, quality of life and the preservation of our culture.

In 2008 the SHPO realized that mid-century modern buildings were being threatened by under-appreciation, neglect and demolition. Residential neighborhoods of ranch houses, theaters, office buildings and roadside architecture alike are threatened. In addition, museums in Los Angeles and elsewhere promoted their own "Modern" history with objects that had been made in Michigan! The SHPO embarked on the MICHIGAN MODERN™ project that year to identify mid-century modern buildings built between 1940 and 1970. The project began with a federal Preserve America grant awarded to the SHPO to hire consultants to survey "the first 100" modern buildings in Michigan; prepare nominations to the National Register of Historic Places for the homes of mid-century Michigan architects; collect oral histories of architects and develop a new, more powerful, web site that would attract tourists to Michigan.

Concurrently with the research project, the SHPO began to brand MICHIGAN MODERN, developing a logo for use on the web site and publications, and applying for trademark registration of the words MICHIGAN MODERN and the logo through the U.S. Patent and Trademark Office.

The SHPO reached out to other communities, encouraging them to identify important Modern buildings in their own areas. Detroit, Ann Arbor, and East Lansing did so and worked with the SHPO to develop tours and tour brochures that have been printed and posted on the michiganmodern.org website. In Ann Arbor and East Lansing, the tours focus specifically on single-family residences of the mid-century period. Grand Rapids has developed tours of residential and downtown commercial and civic buildings.

Research that came out of the project revealed that Michigan was an epicenter of modern design, a place where people associated with the automobile industry, the furniture industry, and educational institutions like the University of Michigan and Cranbrook Educational Community collaborated and shared ideas, resulting in an explosion of innovation and creativity during the period. We are comfortable saying: Modernism began in Michigan. In addition, research has shown that prior to 1940, Michigan architects were experimenting and influencing what became known as Modern architecture.

The underlying goal of MICHIGAN MODERN has been to stake Michigan's claim as the leader in the development of Modern design and to rebrand the state as a design center. Michigan suffers from a "rust belt" reputation, but design has been and continues to be a major industry in the state.

Michigan State Housing Development Authority
MICHIGAN MODERN™

Recognizing that it would take more than press releases to tell the story, seeking the attention of major design media – and in order to share the MICHIGAN MODERN story with the public – in 2013 the SHPO hosted a four-day symposium at Cranbrook and collaborated with Cranbrook Art Museum on an exhibition, both entitled MICHIGAN MODERN: Design that Shaped America. The symposium featured national experts in design as well as Michigan business leaders as presenters. The symposium and exhibition received national media attention from outlets including the *Wall Street Journal*, the *New York Times*, *Atlantic Cities*, and *Old House Journal* among others.

In 2014 the exhibition moved to the Grand Rapids Art Museum and the SHPO held a three-day symposium with Kendall College of Art and Design of Ferris State University, broadening the story to focus on the West Michigan furniture and fiberglass boat-building industry. Again the intent was to spread the message that Michigan creativity, innovation and ingenuity designed America.

Promotional materials incorporated the clean, sleek design elements used in 2013, but “modernized” them for 2014. The promotional campaign for the symposium, undertaken by the MSHDA communications office, included: (See Attachments)

- a save the date card mailed to architecture and design firms, architecture and design educators, museums and distributed at historic preservation events;
- a brochure for general distribution by museums with collections from the period, architecture and design firms and educational institutions;
- a series of eblasts that touted the latest Michigan Modern news and incorporated symposium registration information;
- a four-color symposium guidebook given to participants, and a set of postcards of significant modern buildings.

In addition, MSHDA produced a bookmark and business card to drive exhibition attendees to the website. These bookmarks will be available throughout the exhibition and will be distributed at historic preservation events throughout 2014 and 2015.

People from throughout the country attended the 2014 symposium, including organizers of Palm Springs [California] Modern Week and Miami Modern. They were receptive to Michigan’s message and there was discussion about future collaboration.

The Michigan State Historic Preservation Office planned the symposia and exhibitions with community partners in the public and private sectors. The project is a conscious effort on the state’s part to celebrate Michigan’s mid-century achievements with at least three ends in view.

First, the goal is to rebrand Michigan based on its design heritage, which while less known than its automotive heritage may be just as influential, and to spread the message well beyond Michigan’s borders.

Second, the state wants to create a tourism initiative based on mid-century design.

Michigan State Housing Development Authority
MICHIGAN MODERN™

Third, the state wishes to use the glory of the state's design heritage to attract young, creative people.

Summary

The promotional effort for *MICHIGAN MODERN: Design that Shaped America* was accomplished in house and was innovative and replicable no matter what the subject. The cost was minimal for such a large project that provided benefits far outweighing those costs. Objectives of the project were met by targeting the right audiences, and the fact that the exhibition will last through August gives our communications staff plenty of time to emphasize our message that Michigan remains innovative and is a place to invest. In addition a new partnership with Palm Springs Modern will provide an opportunity to reach an entirely new audience.

The State Historic Preservation Office (SHPO) is dedicated to fulfilling MSHDA's goals of improving the quality of life in Michigan, creating thriving communities, providing affordable housing, stimulating the economy and attracting young talent to communities and downtowns across the state. Michigan Modern demonstrates that Michigan's design glory days are both historic and current and will continue into the future.

Please note this website link to learn more: www.michiganmodern.org.

Attachments

Attached, in order:

- Save the Date Card
- Registration Brochure
- Michigan Modern Ad
- Post Cards
- Online Brochure
- Business Card
- Bookmark
- One Example of a Regularly Scheduled E-Blast



MICHIGAN MODERN

Design that Shaped America
Exhibition and Symposium • Grand Rapids, Michigan

MICHIGAN MODERN™

Design that Shaped America

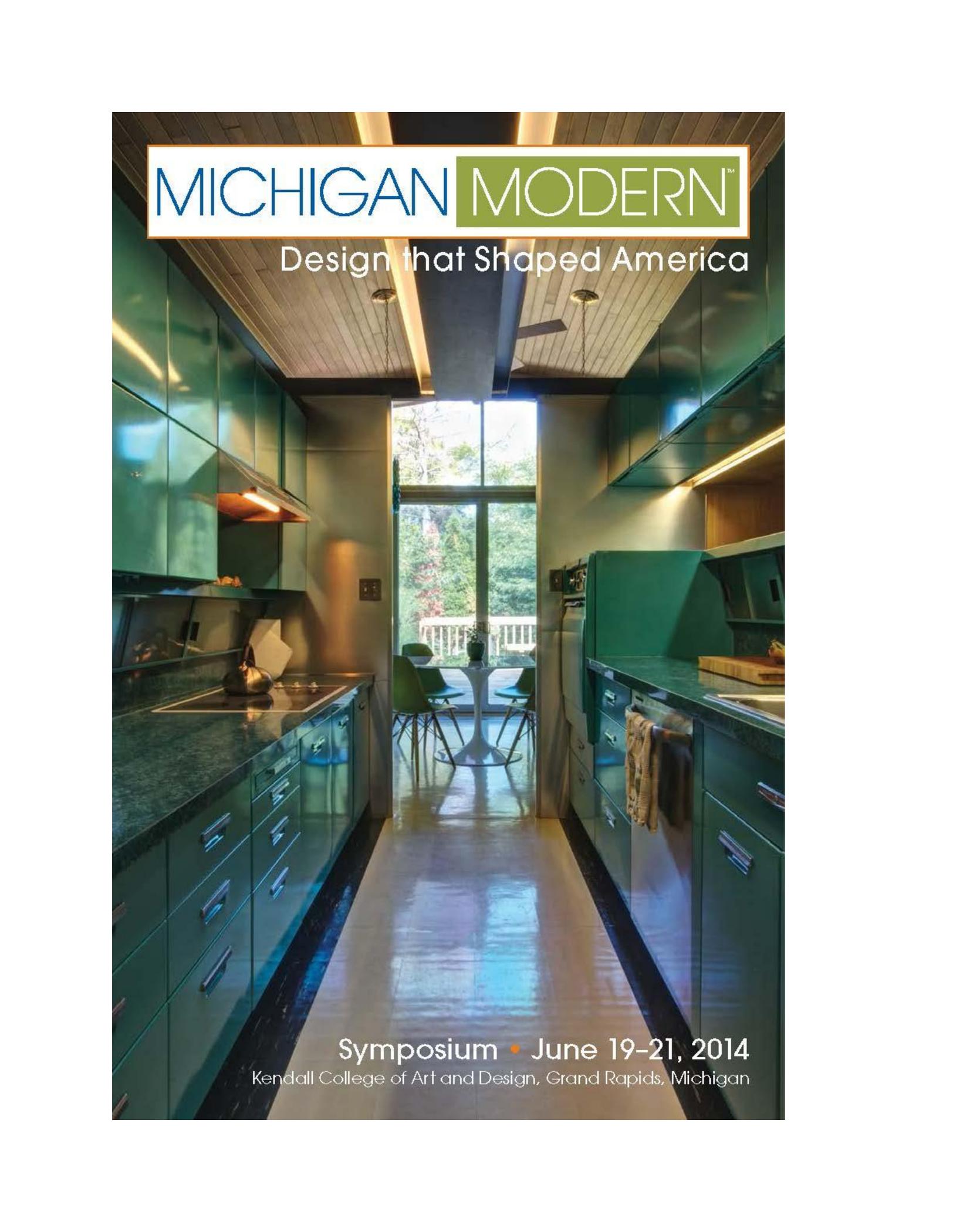
Save the Dates

Exhibition • May 25–August 31, 2014
Grand Rapids Art Museum

Symposium • June 19–22, 2014
Kendall College of Art and Design
Grand Rapids, Michigan
michiganmodern.org

Presented by:
Michigan State Historic Preservation Office
Kendall College of Art and Design
Grand Rapids Art Museum

Vandenberg Center, Grand Rapids. Skidmore, Owings and Merrill, 1968.
La Grande Vitesse sculpture by Alexander Calder, 1969. Photographer: Matt Gubancsik.



MICHIGAN MODERN™

Design that Shaped America

Symposium • June 19-21, 2014

Kendall College of Art and Design, Grand Rapids, Michigan



MICHIGAN MODERN™

Design that Shaped America

This symposium continues the exploration of Michigan's contributions to Modernism that began at the Cranbrook Educational Community in 2013. Michigan has been a center of modern design since the turn of the twentieth century. The convergence of influences in Michigan—industrial design and the automotive industry; the Cranbrook Academy of Art under Eliel Saarinen; the work of designers like Charles and Ray Eames, George Nelson and Finn Juhl for Michigan's furniture companies; and architects Eero Saarinen and Minoru Yamasaki—defined modernism in the postwar world and shaped the American dream.

Join us June 19-21, 2014, as the Michigan State Historic Preservation Office, in partnership with the Kendall College of Art and Design and the Grand Rapids Art Museum, highlights the impact Michigan designers and industries had on American culture and their worldwide influence on Modern design.

*The reimagined exhibition **Michigan Modern: Design that Shaped America** will be at the Grand Rapids Art Museum May 18, 2014-August 24, 2014.*

McGregor Memorial Conference Center, Wayne State University, Detroit. Designed by Minoru Yamasaki.
Photo by James Haefner Photography.



A selection of Moss "paper" children's tents displayed at a Ford dealership to promote camping with station wagons. Courtesy Marilyn Moss.

HIGHLIGHTS

KEYNOTE: TODD OLDHAM

Designer Todd Oldham is editor of the acclaimed monograph *Alexander Girard*. Oldham will talk about Girard, whose bold textiles for Herman Miller were often paired with furniture designs by his contemporaries, Charles and Ray Eames and George Nelson. Oldham, who designed for Target and Old Navy, is also the author of a book on the artist Charley Harper, an illustrator for *Ford Times*. A book signing will follow the keynote presentation.

INTERVIEW: JIM MILLER MELBERG

Sculptor Jim Miller Melberg designed play forms for parks and playgrounds during the 1950s and 1960s. Meant to encourage creativity, the structures included free forms as well as stylized animals. Miller Melberg's recognizable play forms are found all over the world from Saudi Arabia to Scotland to Los Angeles and Fort Lauderdale. The interview will be conducted by Debbie Millman, president of Design Division, Sterling Brands and host of *Design Matters*.

NATIONALLY RECOGNIZED SPEAKERS

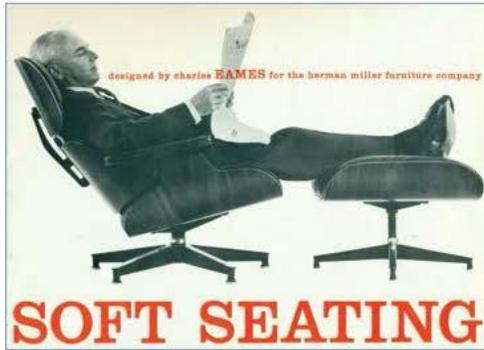
Enjoy a showcase of Michigan designers and manufacturers, Michigan's national and international role in Modernism, and how Michigan designed the American dream.

- **Eric Hill**, architecture professor at the University of Michigan, will give an overview of Michigan Modern.
- Graphic designer **Steve Frykholm** and writer **Clark Malcolm** will tell stories from their long careers at Herman Miller.
- **Marilyn Moss** will discuss the work of fabric artist Bill Moss, creator of the modern pop-up tent.
- **Mira Nakashima**, architect and designer, will discuss the contributions of her father George Nakashima to modernism, including his *Origins* line, designed for the Widdicomb Furniture Company.
- **Donald Albrecht**, curator of architecture and design at the Museum of the City of New York, will discuss Norman Bel Geddes, "*the man who streamlined America.*"
- **Geoffrey Reynolds** will showcase Michigan's groundbreaking fiberglass boat industry based in Holland, Michigan.
- **John Comazzi**, author of *Balthazar Korab: Architect of Photography*, will highlight the life and career of one of the most celebrated photographers of architecture.
- **Emily Bills**, managing director of the Shulman Institute, will discuss Michigan's influence on California Modernism.
- **Christian Carron**, author and museum director, will investigate the legacy of designers associated with Michigan's furniture industry.
- **Karen Carter**, art professor at Kendall College of Art and Design, will place Michigan Modern in an international context.
- **Reed Kroloff** of Cranbrook Academy of Art, **Anthony Fontenot** of Woodbridge University, and **Susan Szenasy** of *Metropolis* magazine will engage the audience in discussion about the future of modern design.

This activity has been financed in part with federal funds from the National Park Service, U.S. Department of the Interior. However, the contents and opinions do not necessarily reflect the views or policies of the Department of the Interior, nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior.

This program receives federal financial assistance for identification and protection of historic properties. Under Title VI of the Civil Rights Acts of 1964, Section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975, as amended, the U.S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, disability, or age in its federally assisted programs. Michigan law prohibits discrimination on the basis of religion, race, color, national origin, age, sex, marital status, or disability. If you believe you have been discriminated against in any program, activity, or facility as described above, or if you desire further information, please write to: Office for Equal Opportunity, National Park Service, 1849 C Street, NW, Washington, DC 20240

TOURS



Herman Miller advertisement. Courtesy of Herman Miller, Inc.

Choose from among seven tours, including a rare opportunity to visit **Herman Miller** manufacturing facilities where components for the Eames Lounge Chair are made, as well as the company's headquarters and design facilities. Other tours will include the **Saint Francis de Sales Catholic Church** by Marcel Breuer, the **Meyer May House** by Frank Lloyd Wright, and visits to modern residences in East Grand Rapids.

LODGING

Blocks of rooms have been reserved at two hotels conveniently located near the symposium venues: Amway Grand Plaza Hotel (800.253.3590) and City Flats Hotel (616.451.1892). Make your reservations before May 21 and mention Michigan Modern to receive the special symposium rate.

REGISTRATION

- Early Bird Registration (Through April 25): \$225
- Registration (April 26–June 2): \$250
- Student Registration: \$175
- Tours: \$25 each

Register now at michiganmodern.org

Registration ends June 2.

American Institute of Architects (AIA) Continuing Education Credits may be available for some sessions.

The Grand Rapids Art Museum will host the exhibition

Michigan Modern: Design that Shaped America

May 18, 2014–August 24, 2014.

The exhibition has been updated to include West Michigan's resort and recreation industries. For details: 616.831.1000 or artmuseumgr.org

MICHIGAN MODERN™

Design that Shaped America
Symposium • Grand Rapids, Michigan

Sponsored by:





MICHIGAN MODERN

MICHIGAN MODERN

*McGregor Memorial Conference Center, Wayne State University, designed by Minoru Yamasaki.
Photographer: Balhazar Karab, Photo courtesy of the Library of Congress.*





MICHIGAN MODERN

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Eames Lounge Chair, designed by Charles and Ray Eames
Photo courtesy of the Herman Miller Archives





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*Cranbrook Academy of Art Orpheus Fountain and Peristyle. Photographer: Balhazar Korab.
Photo courtesy of the Library of Congress.*





MICHIGAN MODERN

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*William Kessler House, Crooze Pointe Park, designed by William Kessler.
Photographer: Balhazar Karab, Courtesy of the Library of Congress.*

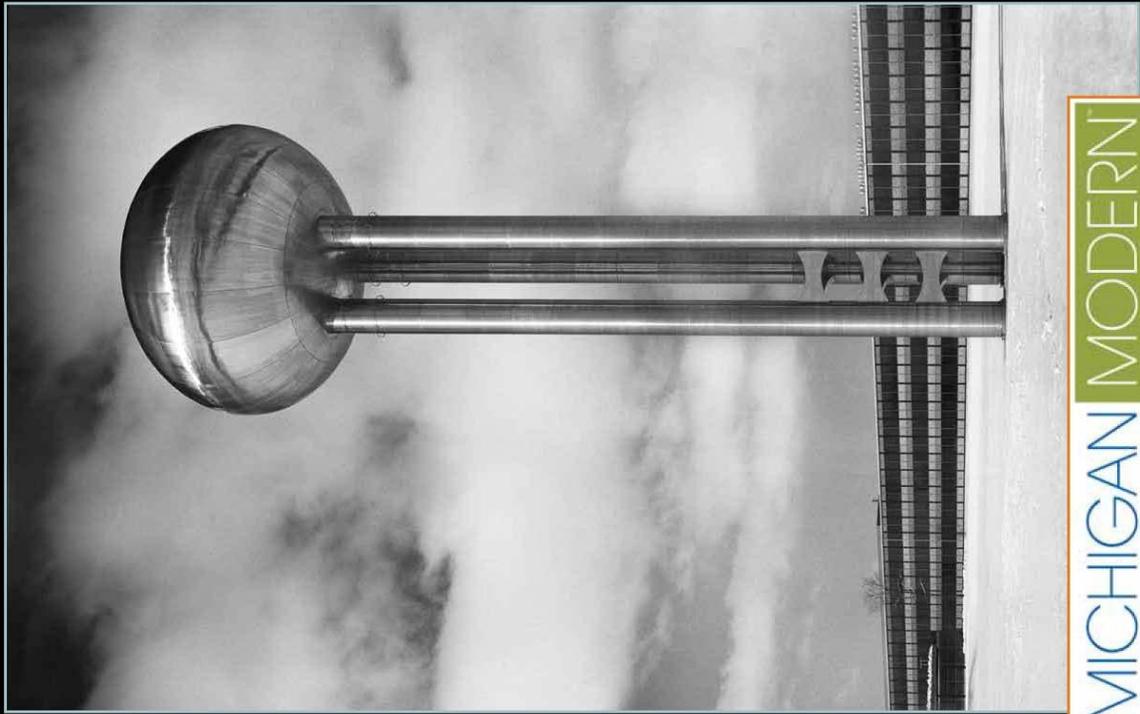




MICHIGAN MODERN

Reynolds Metals Regional Sales Office, Southfield, designed by Minoru Yamasaki.
Photographer: Baltazar Korab, Courtesy of the Library of Congress.



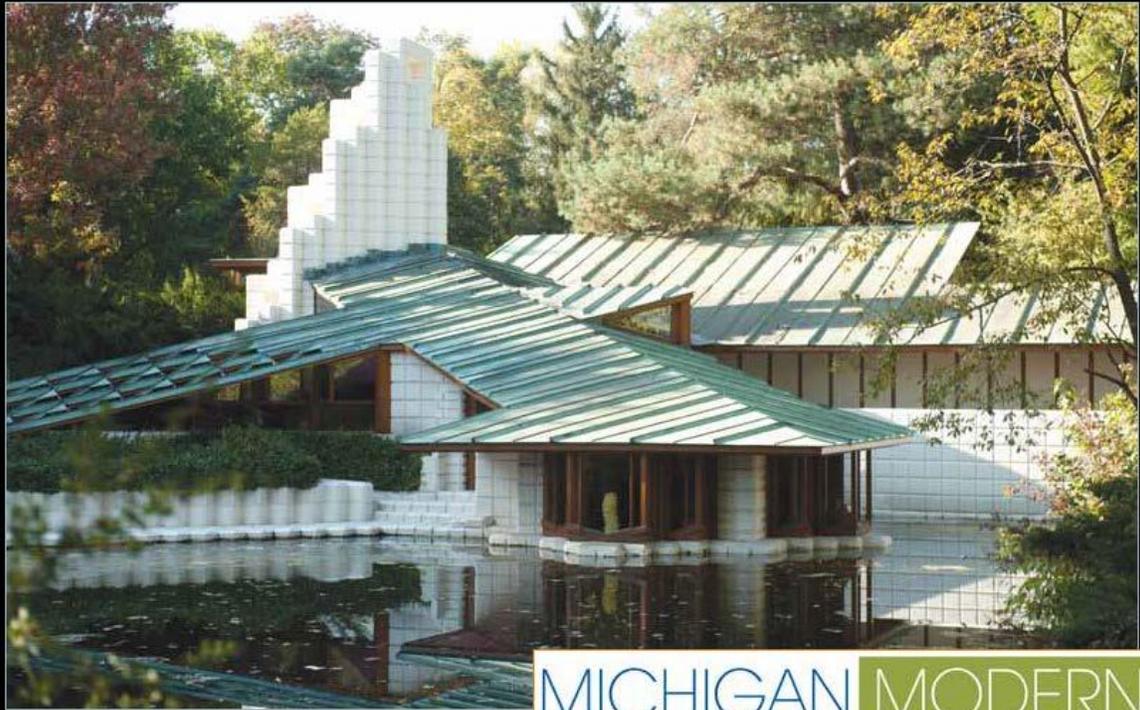


MICHIGAN MODERN

MICHIGAN MODERN

General Motors Technical Center, Warren, designed by Eero Saarinen.
Photographer: Balhazar Korab. Courtesy of the Library of Congress.

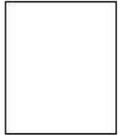


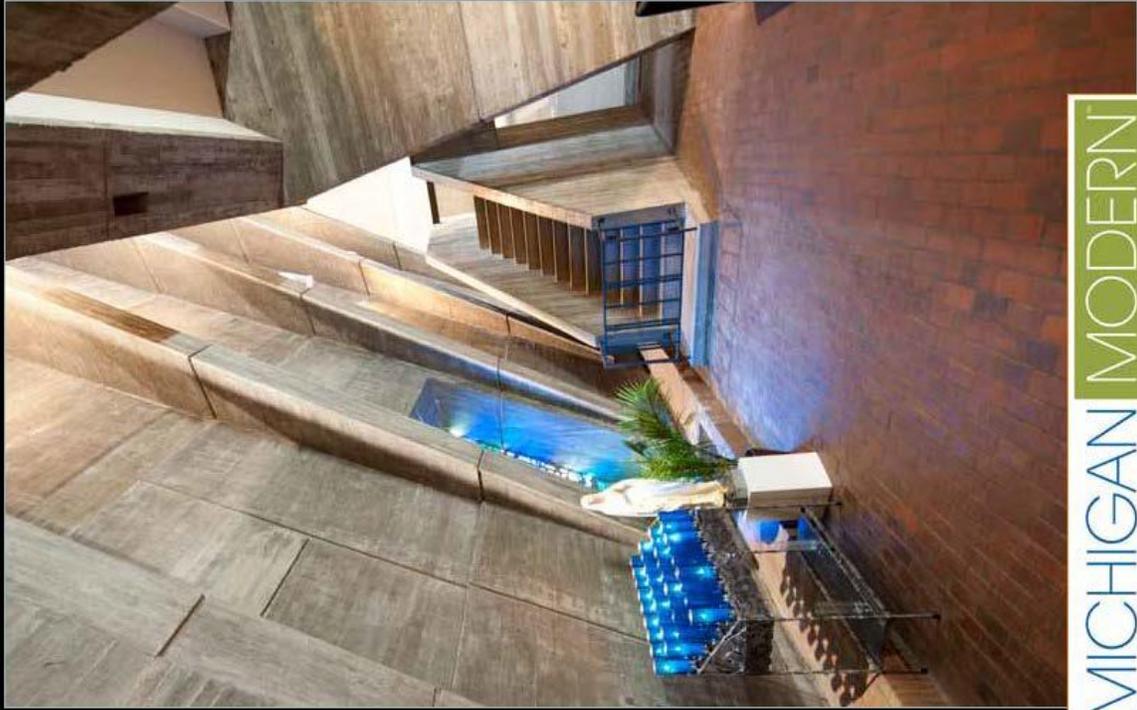


MICHIGAN MODERN

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*Alden B. Dow Home and Studio, Midland, designed by Alden B. Dow.
Photographer: Steve Vordeman.*

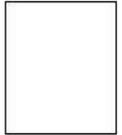


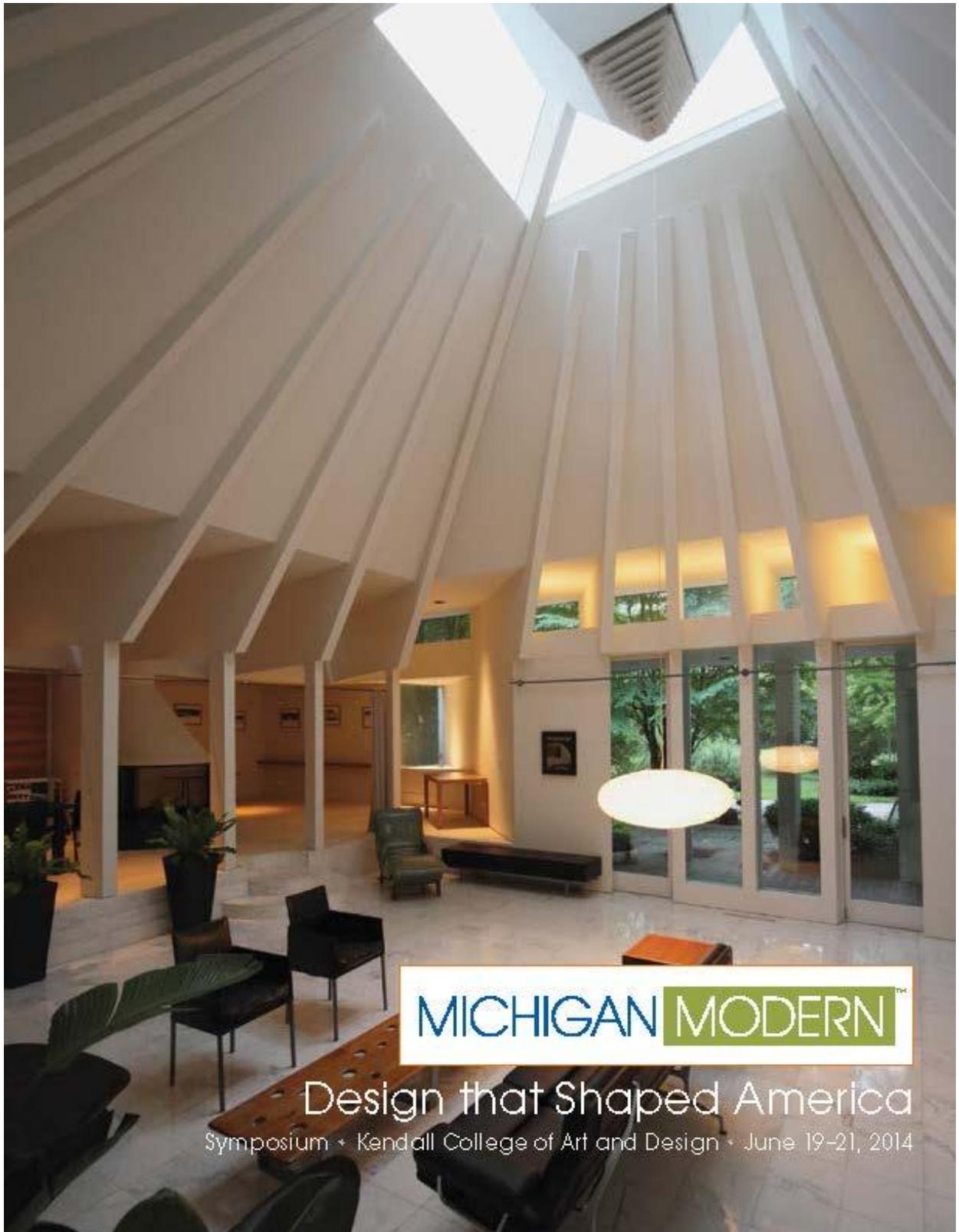


MICHIGAN MODERN

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*Saint Francis de Sales Church, Muskegon, designed by Marcel Breuer.
Photographer: Steve Vordeman.*





MICHIGAN MODERN™

Design that Shaped America

Symposium • Kendall College of Art and Design • June 19-21, 2014

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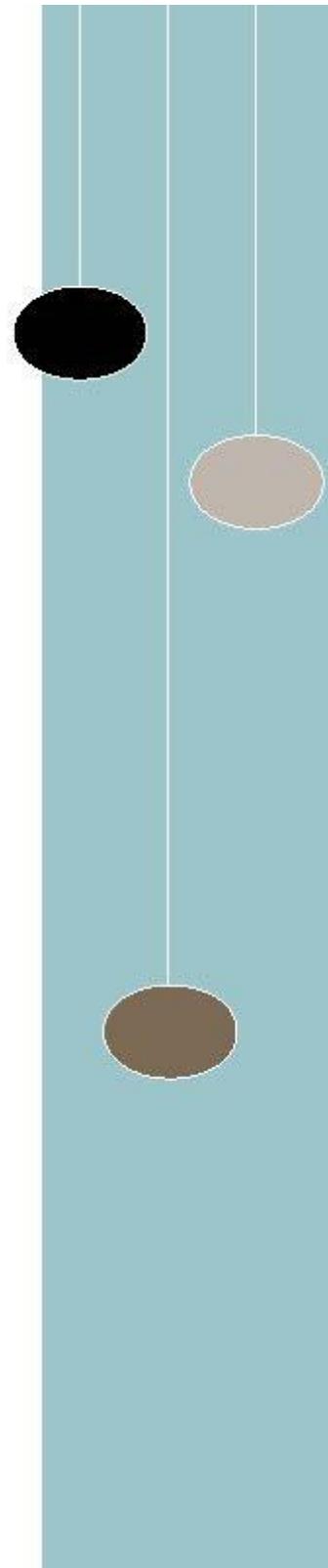
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Follow the Michigan Modern: Design that Shaped America symposium on Facebook, Twitter and Instagram @MichiganModern and share your thoughts and Tweets using the #MichMod



MICHIGAN MODERN™

Design that Shaped America
Symposium • Kendall College of Art and Design
June 19-21, 2014



Dear Friends,

It gives me great pleasure to welcome you to the second *Michigan Modern: Design that Shaped America* symposium at Kendall College of Art and Design of Ferris State University in Grand Rapids.

Michigan Modern has documented and promoted Michigan's architectural and design heritage from 1940 to 1970. However, Michigan's creative leadership did not end in the 1970s, but continues today in our design and engineering industries and in educational institutions like Kendall College of Art and Design.

Last year, people from across the nation gathered in Southeast Michigan at the Cranbrook Educational Community to celebrate Michigan ingenuity and creativity. This year, the State Historic Preservation Office has moved the discussion to Grand Rapids where Modern design flourished in the furniture industry and where the fiberglass boat industry took off in nearby Holland.

If you are a visitor to Michigan, I hope you will have time to experience the beauty and vitality of everything that is Pure Michigan. If you are a Michigander, I trust you will appreciate our heritage even more and look to the future with optimism and an understanding that Michigan design continues to shape America.

Once again, best wishes for a memorable event. I wish you continued success in the years to come.

Sincerely,

A handwritten signature in black ink that reads "Rick Snyder". The signature is written in a cursive, flowing style.

Rick Snyder, Governor

Welcome to Michigan Modern: Design that Shaped America

I am pleased to welcome you to the second *Michigan Modern: Design that Shaped America* symposium, especially since this year it is being held in my hometown of Grand Rapids.

For the past five years, Michigan's State Historic Preservation Office has been documenting the state's modern design and architectural heritage. This symposium, coupled with a corresponding exhibition at the Grand Rapids Art Museum, is an opportunity for us to bring another piece of Michigan's unique modern story to the public. We owe a debt of gratitude to the staff of Kendall College of Art and Design and the Grand Rapids Art Museum as our partners in bringing this symposium and exhibition to West Michigan.

West Michigan has long been an important design center. Since the late nineteenth century, the Grand Rapids area furniture industry has brought many artisans and craftsmen to the area and the tradition has continued to the present. While the work of renowned designers for the Herman Miller Furniture Company—George Nelson, Charles and Ray Eames, Isamu Noguchi and Alexander Girard—is common knowledge, the legacy of Grand Rapids' other furniture companies is less well known. Steelcase worked with Frank Lloyd Wright, Widdicomb with George Nakashima, Johnson Furniture hired Eliel and Pipsan Saarinen and I Robert Swanson, and Baker Furniture worked with Danish architect Finn Juhl. The symposium and exhibition will highlight these contributions.

In addition this symposium will continue to showcase Michigan's unparalleled role in the development of American modernism. The state's greatest achievement is best summarized by a quote from Charles Eames, "Create the best for the most for the least." By partnering with the world's greatest modern architects and designers, Michigan companies brought good design to the masses. They built the American Dream by touching every aspect of postwar life from homes and furnishings to automobiles and even recreational products like boats, tents and playground forms. We are pleased that the Michigan Modern project has brought this incredible story to light and laid the foundation that will enable Michigan to build on its modern heritage for years to come.

Welcome to Grand Rapids!



Brian D. Conway
Michigan State Historic Preservation Officer





Welcome to KCAD

I can't think of a better place to host this symposium than right here in the 'new' historic Woodbridge N. Ferris building. This beautiful 100-year-old structure has been renovated in a way that preserves its rich heritage while also ensuring its sustainability. The task was immense, requiring a vision that encompassed both the impact of the past and the possibilities of the future.

Now, Michigan Modern brings that same vision into the public arena through an exploration of our state's vital role in the development of modern design. KCAD, host to many incredible events and organizations including Design West Michigan, is proud to be a part of the collaboration that brought this event to West Michigan. This amazing lineup of nationally recognized speakers and dynamic exhibitions will spark new conversations, connections, and ideas that will help drive our creative industries to even greater heights of innovation and influence.

Enjoy your experience!

A handwritten signature in black ink that reads "John R. Berry". The signature is fluid and cursive.

John R. Berry
Executive Director, Design West Michigan

Welcome to Grand Rapids, Michigan's Furniture City

Located just three hours from Chicago and twenty-five miles east of Lake Michigan, Grand Rapids is Michigan's second largest city. Known historically as Michigan's 'Furniture City,' Grand Rapids is now known for its many historic districts, restaurants offering locally grown and artisan foods, and Art Prize,[®] a nineteen-day community-wide art event that draws four hundred thousand visitors to the city each year.

Our symposium venues play an important role in Grand Rapids' design and art culture.



Woodbridge N. Ferris Building, Kendall College of Art and Design.
Photo by Matt Coleman, KCAD.



17 Fountain Street Building, Kendall College of Art and Design.
Photo by Matt Coleman, KCAD.

Kendall College of Art and Design

Kendall College of Art and Design, Ferris State University, (KCAD) was founded in 1928 through a gift by Helen M. Kendall, the wife of Grand Rapids furniture designer David Wolcott Kendall. KCAD moved to downtown Grand Rapids in 1964 as part of a successful downtown revitalization effort, and to its present building in 1997. A merger with Ferris State University in 2000 enabled the purchase and rehabilitation of the historic U.S. Federal Building at 17 Pearl Street NW, adding over thirty-five hundred square feet to the college's urban campus. In 2013 KCAD merged with Urban Institute of Contemporary Arts (UICA) creating a strong partnership with the goal of raising West Michigan's profile as a powerhouse of art and design.

Symposium sessions at Kendall will take place in the Woodbridge N. Ferris Building at 17 Pearl Street NW (top), and the 17 Fountain Street NW Building (bottom).

◆ ◆ ◆ THE VENUES ◆ ◆ ◆



Urban Institute for Contemporary Arts (UICA) Courtesy UICA.

Urban Institute for Contemporary Arts

Founded in 1978, Urban Institute for Contemporary Arts (UICA) is Michigan's largest multidisciplinary contemporary arts center. UICA offers groundbreaking work in visual art, film, performance, literature, music, and education that might not otherwise find a venue in Michigan. The new facility opened in 2011.

Symposium sessions at UICA, 2 Fulton Street West, will take place in the Film Theater.

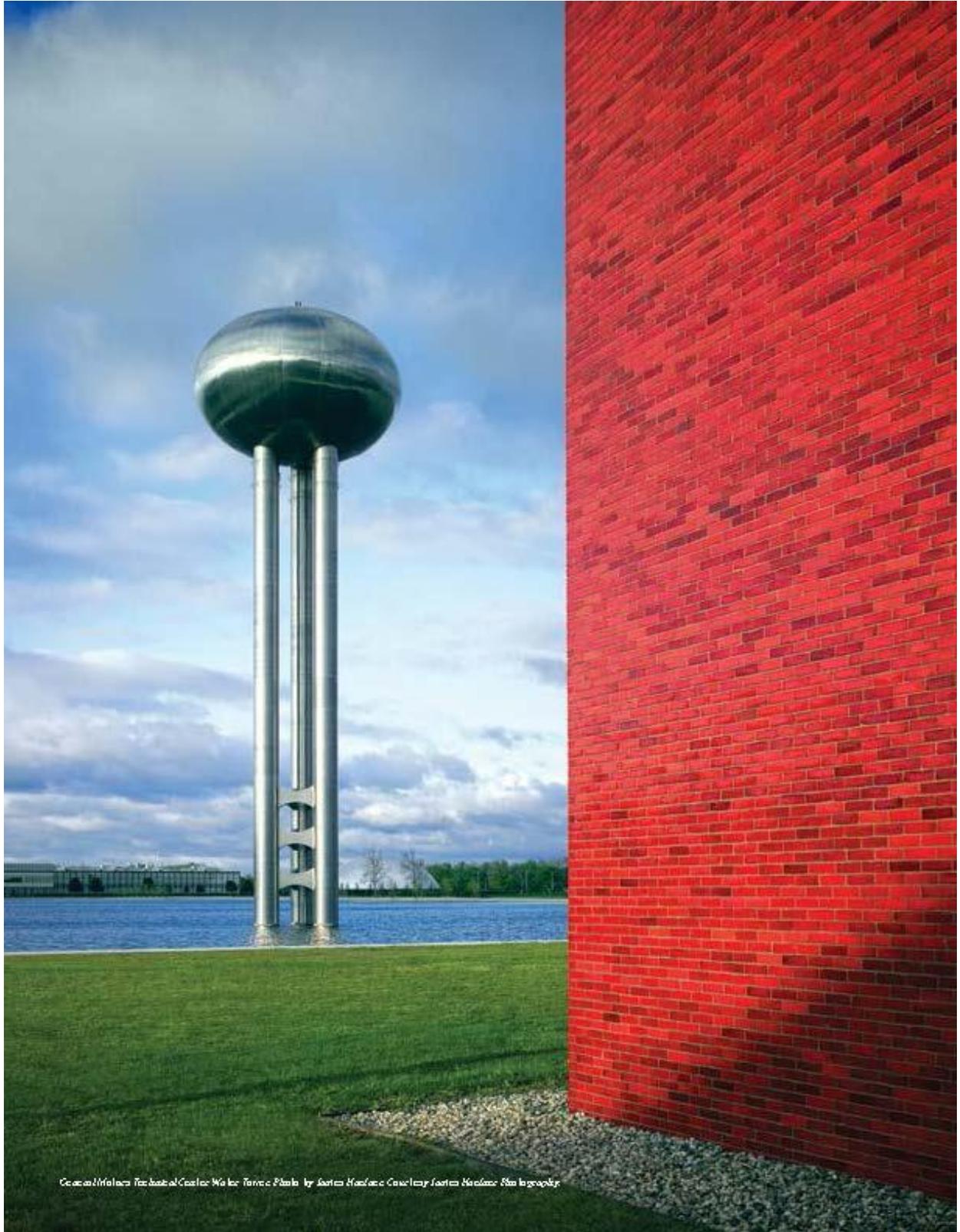


Grand Rapids Art Museum at Night. Courtesy Grand Rapids Art Museum. Photo: Steve Hall © Michigan Economy.

Grand Rapids Art Museum

The Grand Rapids Art Museum (GRAM) has existed since in 1910. The current building, designed by Kulapat Yantrasast of WHY Architecture and completed in 2007, has more than fifty thousand square feet of gallery space and is the first LEED Gold Certified art museum in the world. The GRAM's outstanding modern building is adjacent to the Maya Lin-designed Ecliptic Park, which interprets water in three forms: liquid, solid and vapor.

The symposium's opening night events will take place at the GRAM, 101 Monroe Center NW.



Ceasar's Water Tower, by Cesar Pelli, 1998. The tower is a landmark in the city of Dallas, Texas.

◆ ◆ ◆ DAYS-AT-A-GLANCE ◆ ◆ ◆

Thursday, June 19

Time	Event
9:00 am	Registration Opens
10:45 am	Grand Rapids: Furniture City Tour Bus Leaves at 10:45 am—Bus Returns at 4:00 pm
5:00 pm	Registration Closes
5:30 pm <i>Doors Open!</i>	Opening Events: Grand Rapids Art Museum (GRAM)
6:00 pm	Keynote: Todd Oldham, Cook Auditorium, GRAM <i>(Book signing to follow.)</i>
7:00 pm	Reception: GRAM Lobby



*White ceramic sculpture of a large white bowl at the Michigan Furniture Company ca. 1900.
Courtesy of the Hope College Collection of the State Archives of Michigan.*

Friday, June 20

Time	Event			
7:30 am	Continental Breakfast Decorative Arts Corridor, Woodbridge N. Ferris Building			
8:30 am	<i>Welcome to Kendall College</i> John R. Berry, Student Commons, 17 Fountain Street Building <i>An Introduction to Michigan Modern™</i> Brian D. Conway, Student Commons, 17 Fountain Street Building			
9:00 am	<i>The Michigan Modern Project</i> Eric J. Hill, PhD, Student Commons, 17 Fountain Street Building			
10:00 am	Break			
10:15 am	<table border="1"> <tbody> <tr> <td><i>Grand Rapids Furniture and Mass-Market Modernism</i> Christian Carron Room 217 Woodbridge N. Ferris Building</td> <td><i>Thinking Globally, Designing Locally: Michigan Modern within an International Context</i> Karen Carter Room 221 Woodbridge N. Ferris Building</td> <td><i>Balthazar Korab: Photographing Michigan's Modern Legacy</i> John Comazzi UICA Film Theater</td> </tr> </tbody> </table>	<i>Grand Rapids Furniture and Mass-Market Modernism</i> Christian Carron Room 217 Woodbridge N. Ferris Building	<i>Thinking Globally, Designing Locally: Michigan Modern within an International Context</i> Karen Carter Room 221 Woodbridge N. Ferris Building	<i>Balthazar Korab: Photographing Michigan's Modern Legacy</i> John Comazzi UICA Film Theater
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11:15 am	Break			
11:30 am	Plenary Session <i>An Interview with Jim Miller-Melberg, Sculptor and Designer</i> Debbie Millman, President of Design Division, Sterling Brands, New York Student Commons, 17 Fountain Street Building			
12:30 pm	Lunch			
	Afternoon Activities			
	Tours			
12:30 pm	Herman Miller Bus leaves at 12:30 pm and returns at 5:00 pm. [Box lunch provided]			
	West Michigan's Modern Religious Structures Bus leaves at 12:30 pm and returns at 6:00 pm. [Box lunch provided]			
2:00 pm	Downtown Grand Rapids Modern Walking tour leaves at 2:00 pm and returns at 4:00 pm.			
5:00 pm	KCAD Exhibition Opening Reception and Docomomo US/Michigan Meet and Greet The Fed Galleries of the Woodbridge N. Ferris Building			

Saturday, June 21

Time	Event
7:30 am	Continental Breakfast Decorative Arts Corridor, Woodbridge N. Ferris Building

9:00 am	<table border="1"> <tr> <td><i>Radical Design Exploration: The Work of Fabric Artist and Designer Bill Moss</i> Marilyn Moss Room 217 Woodbridge N. Ferris Building</td> <td><i>Automobility for All. Norman Bel Geddes Designs America</i> Donald Albrecht Room 221 Woodbridge N. Ferris Building</td> <td><i>Threads</i> Steve Frykholm and Clark Malcolm UICA Film Theater</td> </tr> </table>	<i>Radical Design Exploration: The Work of Fabric Artist and Designer Bill Moss</i> Marilyn Moss Room 217 Woodbridge N. Ferris Building	<i>Automobility for All. Norman Bel Geddes Designs America</i> Donald Albrecht Room 221 Woodbridge N. Ferris Building	<i>Threads</i> Steve Frykholm and Clark Malcolm UICA Film Theater
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10:00 am	Break
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10:15 am	<table border="1"> <tr> <td><i>Nakashima's "Origins"</i> Mira Nakashima 217 Woodbridge N. Ferris Building</td> <td><i>Plastic Fantastic: Holland Michigan's Fiberglass Boat Building Industry and the Use of Reinforced Fiberglass Plastic</i> Geoffrey Reynolds Room 221 Woodbridge N. Ferris Building</td> <td><i>Import Export: California Modernism and the Michigan Influence</i> Emily Bills UICA Film Theater</td> </tr> </table>	<i>Nakashima's "Origins"</i> Mira Nakashima 217 Woodbridge N. Ferris Building	<i>Plastic Fantastic: Holland Michigan's Fiberglass Boat Building Industry and the Use of Reinforced Fiberglass Plastic</i> Geoffrey Reynolds Room 221 Woodbridge N. Ferris Building	<i>Import Export: California Modernism and the Michigan Influence</i> Emily Bills UICA Film Theater
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11:15 am	Break
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11:30 am	Plenary Session <i>Conversations and Convergences: Michigan Modern Renewed</i> Reed Kroloff, Susan Szenasy, Anthony Fontenot, Student Commons, 17 Fountain Street Building
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12:30 pm	Lunch
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12:30 pm	Marilyn Moss Book Signing, The Museum Store, GRAM (Until 1:30 pm)
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Afternoon Activities

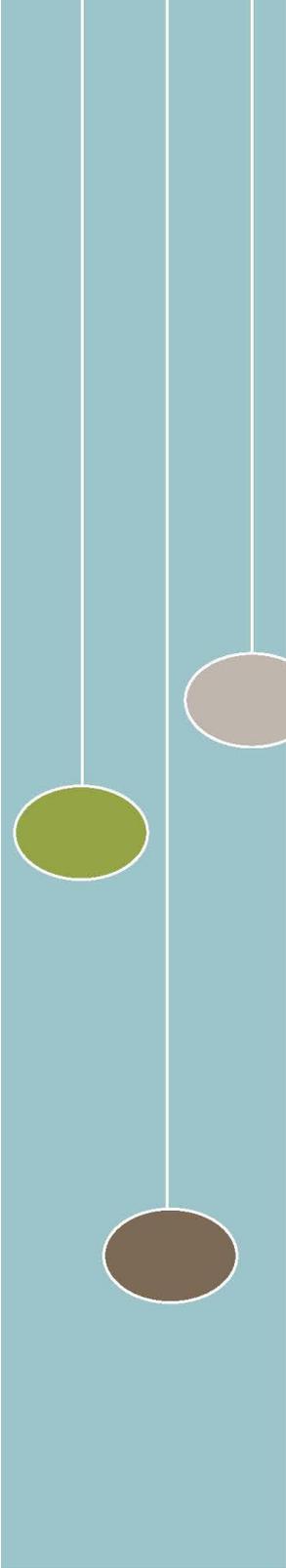
2:00 pm	Tours East Grand Rapids Modern Residences Bus leaves at 2:00 pm and returns at 5:00 pm.
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Wright in Grand Rapids
Bus leaves at 2:00 pm and returns at 5:00 pm.

Michigan Modern: Design that Shaped America Exhibition
and Concurrent Art Exhibits
Walking tour leaves at 2:00 pm and returns at 5:00 pm.



Alana Cox, Eric Hart, Tyler Mackel, Matt Colwyn, Washington



• • • PRESENTATIONS • •

Plenary Sessions

*All plenary sessions will take place in the Student Commons,
KCAD, 17 Fountain Street NW*

Friday, June 20

8:30–9:00 am

Opening Remarks: Welcome to Kendall College

John R. Berry, Executive Director, Design West Michigan

An Introduction to Michigan Modern™

Brian D. Conway, State Historic Preservation Officer,
Michigan State Housing Development Authority

9:00–10:00 am

The Michigan Modern Project

Eric J. Hill, PhD, FAIA, Professor of Practice in Architecture, University of Michigan

Michigan Modern is many things—a design movement; a cultural phenomenon; an intersection of indigenous, imported, and exported design; a newly defined epoch; and a fertile field for research. Hill will provide an overview of the findings of the Michigan Modern project from pre-modern pioneers to Michigan's leading architects and the state's great architectural works.



Play sculptures at sunset, designed by Art Miller-Melberg. Photograph by Bob Vignelli.

11:30 am–12:30 pm

Interview with Jim Miller-Melberg, Sculptor, Painter, Product Designer

Debbie Milman, President Design Division, Sterling Brands

The son of a pattern maker, artist Jim Miller-Melberg found a practical application for his own work when he was asked to design forms for a playground in the 1950s. Trained at the University of Michigan and at Cranbrook Academy of Art, Miller-Melberg saw the experience as an opportunity to bring sculpture to public life. He formed his own company to produce his nature-inspired designs. The precast concrete shapes were ubiquitous in playgrounds and malls across America from the 1950s through the 1970s and are found all over the world.

Saturday, June 21

11:30 am–12:30 pm

Conversations and Convergences: Michigan Modern Renewed

Anthony Fontenot, Assistant Professor, Woodbury University School of Architecture, Los Angeles, California

Reed Kroloff, Director, Cranbrook Academy of Art and Museum, Bloomfield Hills, Michigan

Susan Szenasy, Deputy Publisher/Editor in Chief, Metropolis, New York, New York

Facilitator: John Berry, Executive Director, Design West Michigan

This session engages audience and presenters alike in conversation that will help make new discoveries in what was heard and observed during the course of the symposium. Presenters addressed the foundation of Michigan Modern—its informing ideas and the endurance of those ideas from furniture to domestic products to graphic design. Reed Kroloff, Susan Szenasy, and Anthony Fontenot, who represent a wide variety of fields and perspectives, will attend the symposium sessions and listen for key ideas that emerge. They will each use their experience to facilitate discussion and inspire a renewed look at Michigan's design heritage and how it can carry the state forward into the future.

Breakout Sessions

Friday, June 20

10:15–11:15 am

Grand Rapids Furniture and Mass-Market Modernism

Christian Carron, Director of Collections,
The Children's Museum of Indianapolis, Indianapolis, Indiana
KCAD Room 217, Woodbridge N. Ferris Building, 17 Pearl Street NW

From cabinetmaker beginnings in the 1830s, furniture making in Grand Rapids became a large-scale industry involving more than eight hundred manufacturers focused on local materials, mechanized production, mass appeal, and wide-flung distribution. But within that context, furniture construction and design changed radically over time from cheap, derivative, and over-ornamented to high-end, progressive, and innovative. This talk will investigate the origins and legacies of Michigan's "other" consumer products industry, and its contributions to the Arts and Crafts, Art Deco, Midcentury Modern and other stylistic movements that brought the principles of modernism from the world's leading architects, researchers and designers into the private and public spaces of everyday America.

Thinking Globally, Designing Locally: Michigan Modern within an International Context

Karen L. Carter, Assistant Professor of Art History, Kendall College of Art and Design, Grand Rapids, Michigan
KCAD Room 221, Woodbridge N. Ferris Building, 17 Pearl Street NW

This presentation will examine Michigan Modern design within the larger perspective of early twentieth-century European artistic movements. Artists and designers associated with de Stijl in the Netherlands, constructivism in the Soviet Union and Eastern Europe, and the Bauhaus in Germany provided the theoretical foundation, utopian vision and aesthetic prototypes for reform in architecture, furniture and industrial design that, as this presentation will show, carried over into mid-century American modern design.

Balthazar Korab: Photographing Michigan's Modern Legacy

John Comazzi, Author of *Balthazar Korab: Architect of Photography*
UICA Film Theater, 2 West Fulton

This presentation will highlight the life and career of Balthazar Korab, one of the most celebrated photographers of architecture practicing throughout the second half of the twentieth century. Comazzi examines a broad range of Korab's extensive archive and the extent to which his representations of architecture should be understood in the context of his life experiences, sensibilities, and artistic practices. This talk will reassess the images that have come to define Korab's professional career—the photography of Midcentury Modern architecture—within the broader context of his extraordinary life experiences and training as an architect. Furthermore, Comazzi will present many of Korab's lesser-known portfolios of vernacular and industrial architecture that influenced his overall sensibility and approach to his commissions as a professional photographer of architecture.

Saturday, June 21

9:00–10:00 am

Radical Design Exploration: The Work of Fabric Artist and Designer Bill Moss

Marilyn Moss, Freelance Writer
KCAD Room 217, Woodbridge N. Ferris Building, 17 Pearl Street NW

This session will trace the work and design explorations of Bill Moss, one of America's most innovative fabric artists and designers. His use of new materials made him a pioneer in the development of tension fabric technology, while his legendary Pop-Tent reshaped the camping landscape and industry. From his artistic roots at Cranbrook Academy of Art during the 1950s, where he was inspired by Charles Eames, Eero Saarinen and others, Moss went on to shake the world of fabric architecture with portable structures that not only redefined our notions of shelter and beauty, but also introduced many of the visual forms that we now take for granted. This talk will discuss Moss' historical significance as an artist and investigate the synchronistic relationship of his work with that of his European contemporaries. It will conclude by touching upon Moss' extraordinary artistic legacy—how his research with new and unexplored materials stimulated and inspired young artists and designers to expand their creative processes.

Note: Following the presentation Marilyn Moss will sign copies of her award-winning book, *Bill Moss: Fabric Artist & Designer* from 12:30–1:30 pm at The Museum Store, Grand Rapids Art Museum.

Automobility for All: Norman Bel Geddes Designs America

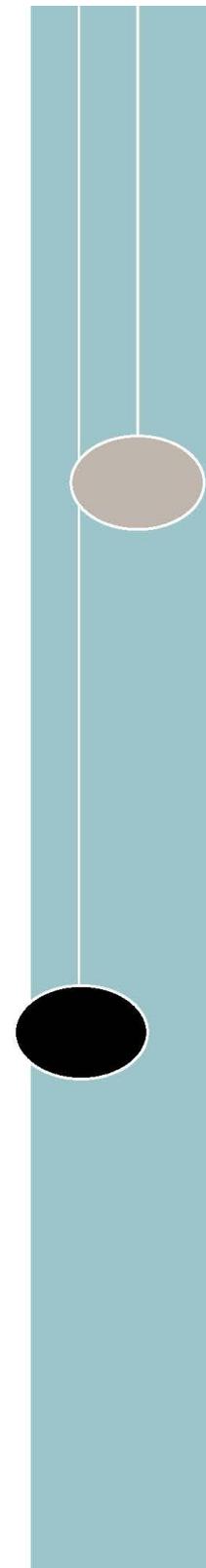
Donald Albrecht, Curator of Architecture and Design at the Museum of the City of New York
KCAD Room 221, Woodbridge N. Ferris Building, 17 Pearl Street NW

When you drive on an interstate highway or dine in a sky-high revolving restaurant, you are living out a vision conceived more than seventy years ago by designer Norman Bel Geddes (1893–1958). Dubbed by the press "the man who streamlined America," Bel Geddes played a formative role in the design world of the 1920s and 1930s, shaping not only the look of modern America but also the nation's culture and its image of itself as a global innovator. Bel Geddes most famously expressed his dynamic vision of a technocratic, and optimistic American future with his unforgettable *Futurama* exhibition at the 1939–40 New York World's Fair. Commissioned by General Motors, *Futurama* gave Depression-era Americans a promise of a more prosperous, auto-centric world within their lifetimes. The lecture explores this seminal exhibition in the context of Bel Geddes's other projects fostering new ideas for American car culture and transportation systems.

Threads

Steve Frykholm, Creative Director and Vice President, Herman Miller
Clark Malcolm, Writer/Editor, Herman Miller
UICA Film Theater, 2 West Fulton

Threads is an interactive presentation of the people, events, and values woven together over the past 109 years to make Herman Miller what it is today. Steve and Clark use videos, audio clips, and images to tell the stories behind Herman Miller's rich legacy of design, inclusiveness, and creativity.



10:15–11:15 am

Nakashima's "Origins"

Mira Nakashima, President, George Nakashima Woodworker, S.A.
KCAD Room 217, Woodbridge N. Ferris Building, 17 Pearl Street NW

Mira Nakashima will discuss the life of her father, woodworker and architectural designer George Nakashima, his design philosophy and its effect on his work. Her talk will include the "Origins" collections he designed for the Widdicomb-Mueller Furniture Company in Grand Rapids, Michigan, between 1957 and 1961 and the continuum between his early work and the work of the present-day studio in New Hope.

Plastic Fantastic: Holland, Michigan's Boat Building Industry and the Use of Reinforced Fiberglass Plastic

Geoffrey D. Reynolds, Director of the Joint Archives of Holland, Hope College, Holland, Michigan
KCAD Room 221, Woodbridge N. Ferris Building, 17 Pearl Street NW

The history of fiberglass boat-building in Holland, Michigan, began in 1952, more than one hundred years after the community's boat building industry was established. After World War II, Holland-based manufacturers began experimenting with reinforced fiberglass plastic (RFP) in the construction of a variety of objects—many useful and a few modern and graceful. From the experimentation with this new material sprang a robust fiberglass boat building industry that provided consumers with a safe, low-maintenance pleasure craft. Companies like Slick Craft, Slikkers and Chris-Craft produced affordable boats with popular appeal; many were styled after automobiles of the day. As a result, pleasure boating became both a pastime that everyman could enjoy and an iconic image of the 1960s. Holland's boating industry is still strong today providing large yachts for the wealthy, fishing boats for the outdoorsman, sailboats for speed-hungry racers, and wind turbine blades for the clean energy industry.

Import Export: California Modernism and the Michigan Influence

Emily Bills, Coordinator of the Urban Studies Program in the College of Transdisciplinary Studies and Managing Director of the Julius Shulman Institute in the School of Architecture at Woodbury University
UICA Film Theater, 2 West Fulton

Midcentury modernism in Southern California is associated with a particular approach to interior design. An arid climate fostered indoor living spaces that flowed into private backyards. Flexible floor plans were evidence of an informal West Coast spirit, and lightweight, innovative furniture reflected a lifestyle choice as much as a design sensibility. We are familiar with these characteristics in large part due to the codification of a Southern California "identity" that was distributed to the rest of the country through publications that promoted Angeleno architects and their work. Much of that material was developed in writings by Esther McCoy and glorified in photographs by Julius Shulman. The Los Angeles-based practitioners they most admired, however, were largely new to the region, most notably Cranbrook-educated designers Charles and Ray Eames. This paper discusses how McCoy and Shulman championed a particular image of Southern California modernism and the influence Michigan-transplants had on their work.



Art in San Antonio: The San Antonio Convention Center by James San Antonio, Tyler (Texas) © Mid-Century (Midwest)

• • • RECEPTIONS & SPECIAL EVENTS • • •





Michigan Commons/Hotel Cos Building. Detail designed by Hideo Nakano & Photographs Steve VanDerBeek

Thursday, June 19

Michigan Modern: Design that Shaped America Symposium Opening Reception

Grand Rapids Art Museum (GRAM), 101 Monroe Center Street NW. Doors open at 5:30 pm

Keynote Presentation 6:00–7:00 pm

Cook Auditorium, GRAM



Todd Oldham, Designer

New York-based designer Todd Oldham will speak about the first major retrospective on designer Alexander Girard's work, published by AMMO books in 2012, which he edited. The book *Alexander Girard* showcases an extraordinary artist and designer that transformed all he touched. One of the most prolific mid-twentieth century designers, Girard's work spanned many disciplines, including textile design, graphic design, typography, illustration, furniture design, interior design, product design, exhibit design, and architecture.

Girard is well known for his bold, colorful, and iconic textile designs for Herman Miller (1952–1975). These were often featured in conjunction with furniture designs by his contemporaries Charles and Ray Eames and George Nelson. His designs for La Fonda del Sol restaurant (1960) are an experiment with typography as a communication tool and large-scale environmental graphic. *Textiles and Objects* (1961) was a very influential New York store sponsored by Herman Miller that featured Girard's designs inspired by his travels and folk art collection.

Alexander Girard's playful yet sophisticated designs continue to inspire new generations of artists and designers. The breadth and scope of his work is truly remarkable.

Book Signing

Following the keynote presentation, Todd Oldham will sign copies of his books *Alexander Girard* and *Charley Harper: An Illustrated Life*. Copies of the books will be for sale in The Missett Store.

• • • RECEPTIONS & SPECIAL EVENTS • • •

Reception 7:00–9:00 pm

Hosted by the Michigan Historic Preservation Network
GRAM Lobby

The symposium's opening reception, hosted by the Michigan Historic Preservation Network, will be held in the lobby of the Grand Rapids Art Museum following the keynote presentation. Participants will be able to tour the museum's galleries including the *Michigan Modern: Design that Shaped America* exhibition. *Hors d'oeuvres and cash bar.*

Friday, June 20

Michigan Modern: "Killing It" Opening Reception

The Fed Galleries of the Woodbridge N. Ferris Building, Kendall College of Art and Design
17 Pearl Street NW • 5:00–7:00 pm

Join Kendall College of Art and Design for the opening of *Michigan Modern: "Killing It"* at a special reception featuring food, beverages, and live music. The event is free and open to the public.

Post World War II the economy was booming and a new breed of graphic design was on the rise. In West Michigan companies like Herman Miller and Upjohn were putting complete trust in designers, giving them the freedom to break free of tradition and produce work that was way ahead of the curve. These companies were "killing it," and the world was quickly taking notice. Featuring advertisements, brochures, annual reports, posters, catalogs, textiles, and packaging materials from this enormously important era of graphic design, *Michigan Modern: "Killing It"* highlights the trends that were born out of this bold work and explores its influence on the graphic designers of today. Curators: Michele Bosak, Barbara Loveland, and Linda Powell.

Docomomo US/Michigan Meet and Greet • 5:00–7:00 pm

The Fed Galleries of the Woodbridge N. Ferris Building,
Kendall College of Art and Design, 17 Pearl Street NW

Docomomo US and Michigan Modern are pleased to announce the formation of the Docomomo US/ Michigan chapter. Stop by the Docomomo US/Michigan table outside the *Michigan Modern: "Killing It"* exhibit reception to learn more about this exciting opportunity to document, promote, protect and reuse Michigan's modern resources.

Saturday, June 21

Marilyn Moss Book Signing • 12:30–1:30 pm

The Museum Store, Grand Rapids Art Museum, 101 Monroe Center Street NW

Marilyn Moss will sign her book *Bill Moss: Fabric Artist & Designer*, which won a silver "IPPY" (Independent Publisher Book Award) in the category of Regional Northeast Nonfiction. The book is a biography of Bill Moss, an innovative fabric artist and designer and creator of the pop-up tent.



Meyer May House, Grand Rapids designed by Frank Lloyd Wright. Photo: Michael Wolf-Courtesy of Michigan

Tours

Tour buses depart from Kendall College, 17 Fountain Street Building

Thursday, June 19

10:45 am–4:00 pm

Grand Rapids-Furniture City

Box lunch provided. Flat shoes are required. No open toe shoes, sandals, or heels are allowed. Participants will be asked to wear protective glasses provided on site.

Mike Kuperus will lead this very rare opportunity to visit two of Herman Miller's key supplier facilities in Grand Rapids. The Davidson Plyform plant produces molded wood components for the Eames Lounge Chair and Eames' LCW and DCW chairs, and other designs. That operation is paired with nearby Genesis Seating, whose product assembly also includes the Eames Aluminum Group and Tandem Airport Seating as well as Isamu Noguchi and George Nelson designs, among others. Participants will tour both plants. The tour will end with a visit to the Grand Rapids Public Museum archives to see its collection of modern Grand Rapids furniture pieces.

Friday, June 20

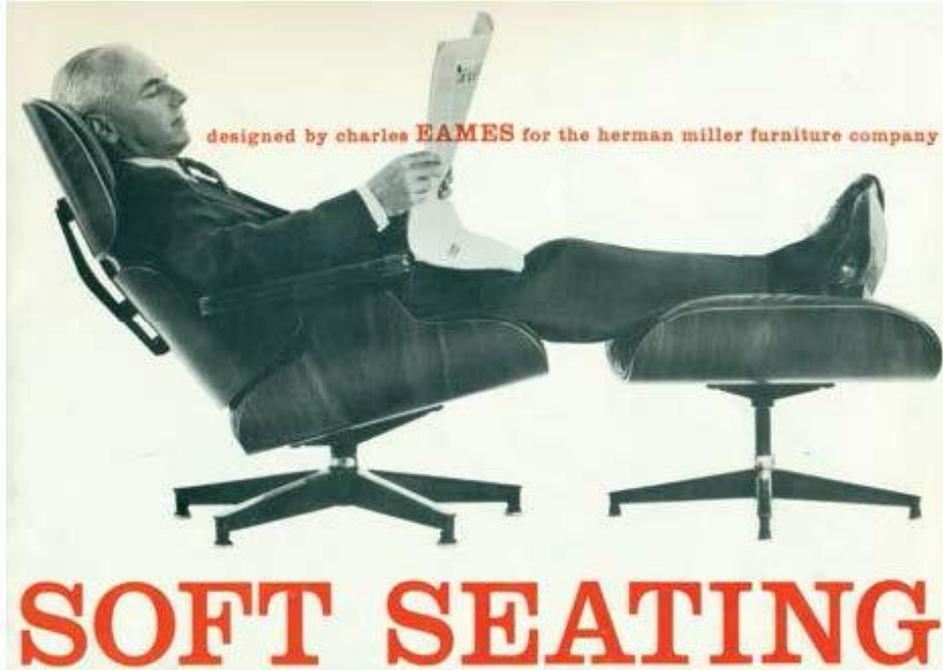
12:30–5:00 pm

Herman Miller

Box lunch provided. Flat shoes are required. No open toe shoes, sandals or heels are allowed. Protective eyewear may be required for some portions of the tour and will be supplied on site.

The Herman Miller Furniture Company is one of world's most respected design institutions. This tour, led by Mark Schurman, will provide rare access into the company's multiple sites in southwest Michigan and will include:

- the Herman Miller Archives, with its thrilling collection of memorabilia, advertisements, drawings, blue prints, posters, photographs, textiles and graphics;
- the light-filled GreenHouse, an environmentally friendly building designed by architect William McDonough in 1994 and the recipient of the U.S. Green Building Council (USGBC) Pioneer Award. The company's primary work seating plant demonstrates its renowned lean manufacturing capabilities with an Aeron chair completed every twenty-one seconds or less;
- the award winning Design Yard, the operational center for Herman Miller's design and development activities, which blends the farm aesthetic of rural Michigan with modern needs;
- Mainsite, the company's formal Headquarters campus in Zeeland, designed by George Nelson and Gordon Chadwick in 1958 with a distinctive "spine" addition by A. Quincy Jones in 1970. Zeeland is where Herman Miller's midcentury modern legacy began with designers Gilbert Rohde, George Nelson, Charles and Ray Eames, and Alexander Girard.



Soft Seating and Mechanical Coatings of Michigan Mills Inc.

Friday, June 20

12:30–6:00 pm

West Michigan's Modern Religious Structures

Box lunch provided

Modern religious structures can be breathtaking. Whether constructed in wood, brick or concrete, their soaring halls, colorful stained glass and illuminating expressions of light can leave us in awe. Michigan is home to a revolutionary structure by architect Marcel Breuer, the St. Francis de Sales Church in Norton Shores. Completed in 1966, parabolic concrete sections create a swooping continuous curved line in the building's interior. Erich Mendelsohn's Temple Emanu-El built in East Grand Rapids in 1952 includes a mural by Lucienne Dimitroff, a protégé of Diego Rivera. Harold E. Wagoner of Philadelphia designed the exceptional Trinity Lutheran Church in East Grand Rapids, which opened in 1961. This tour will provide three very different perspectives of modern religious architecture.

2:00–5:00 pm

Downtown Grand Rapids Modern

Downtown Grand Rapids features examples of great architecture by nationally renowned and local design talent. Architectural historian Jennifer Metz will lead a walking tour of contemporary local architecture and Midcentury Modern design. Of special interest are the preservation issues surrounding the city's 1950s civic plaza with its city and county buildings designed by Skidmore, Owings & Merrill and an Alexander Calder stabile. Demolition of the beloved Beaux Arts city hall to make way for the plaza united local preservationists. Decades later, however, the proposed demolition of this modern replacement generated its own controversy. From a park by Maya Lin to a post office by the local firm Daverman Associates, you are never too far from good design. This tour will take you around the commercial centers of Grand Rapids and introduce you to some local gems.

Saturday, June 21

2:00–5:00 pm

East Grand Rapids Modern Residences

Rich in architectural design, East Grand Rapids is home to many modern residences designed by some of the movement's greatest masters—Gunnar Birkerts, Alden B. Dow, Charles Goodman for Alcoa, and Richard Neutra. Pam VanderPloeg and Tyler Merkel will tour you through the neighborhoods of East Grand Rapids and into some of the community's most notable Midcentury Modern homes.

2:00–5:00 pm

Wright in Grand Rapids: the Meyer May House and the J. H. Amberg House

Considered Michigan's Prairie style masterpiece, Frank Lloyd Wright's Meyer May House was built in 1908-1909 for a prominent Grand Rapids clothier, Meyer May. This small gem displays the harmony, balance, and rhythm associated with the theory of Pure Design with which Wright experimented in the early twentieth century. The house underwent extensive restoration when it was purchased by Steelcase in 1985. This tour will include a video-documentary which details the Steelcase restoration, as well as a docent-led tour of the house.

Just down the street from the Meyer May House in the Heritage Hills Historic District is the J. H. Amberg House. Frank Lloyd Wright was initially commissioned to design the home for the parents of Sophie May, the wife of Meyer May. After starting the design, Wright left for Europe in 1909 and his commissions were divided amongst his office. Marion Mahoney received the commission for the Amberg House and ultimately was responsible for the final design. The current owners of the house, Scott Kammeraad and Deb Cloney, will lead tour attendees through the house.

2:00–5:00 pm

Michigan Modern: Design that Shaped America Exhibition at the Grand Rapids Art Museum and Concurrent Exhibitions at Kendall College of Art and Design and Urban Institute of Contemporary Art (UICA)

A tour of the Michigan Modern exhibition at the Grand Rapids Art Museum will provide the in depth story on Michigan's significant role in the development of American modernism. The Fed Galleries at Kendall College of Art and Design will host *Michigan Modern: Killing It* (Iconic Graphic Design Work of West Michigan, 1948-1970). The exhibition highlights the trends that were born out of this bold work and explores its influence on the graphic designers of today. UICA will present *Mid-Century Alchemy* to highlight the influence this era continues to have on contemporary artists and designers. Experience UICA's main level gallery as a domestic interior, where original objects and art are combined to create a new interpretation of the Mid-Century movement through the eyes of contemporary makers.



Olive I College. Olive I designed by Frank Lloyd Wright & Associates, 1933. Photograph by Ballhaus Neuhof. Courtesy of The Library of Congress.

DONALD ALBRECHT

Curator of Architecture and Design, Museum of the City of New York, New York

Donald Albrecht is curator of architecture and design at the Museum of the City of New York and an independent curator. He has organized exhibitions that have ranged from overviews of cultural trends, including *New Directions in Sustainable Architecture and Design* for the National Building Museum, the *National Design Triennial* for the Cooper-Hewitt National Design Museum, and *Paris/New York: Design Fashion Culture, 1925–1940* for the Museum of the City of New York, to profiles of individual design firms and artists—*The Work of Charles and Ray Eames* for the Library of Congress and Vitra Design Museum, *Eero Saarinen: Shaping the Future* for the Finnish Cultural Institute and the Museum of Finnish Architecture, and *Norman Bel Geddes: I Have Seen the Future* for the Harry Ransom Center/University of Texas and the Museum of the City of New York. Mr. Albrecht is a fellow of the American Academy in Rome.

EMILY BILLS

Coordinator of the Urban Studies Program in the College of Transdisciplinary Studies and Managing Director, Julius Shulman Institute, School of Architecture, Woodbury University, Los Angeles, California

Emily Bills received her PhD in the history of architecture and urban planning from the Institute of Fine Arts at New York University. She holds dual positions as coordinator of the Urban Studies Program in the College of Transdisciplinary Studies and managing director of the Julius Shulman Institute in the School of Architecture at Woodbury University. Her work on telephone infrastructure and the development of Los Angeles received a Graham Foundation Carty Manny Award Citation of Special Recognition. She has also received fellowship and grant support from the Smithsonian, the American Council of Learned Societies, the Huntington Library, and the Society of Architectural Historians. Recent curatorial projects include *Pedro E. Guerrero: Photographs of Modern Life*, *Catherine Opie: In & Around L.A.*, and *Richard Barnes: Unnatural Spaces*. She writes on the history of photography, urban infrastructure, and modern architecture.

CHRISTIAN G. CARRON

Director of Collections, The Children's Museum of Indianapolis, Indiana

Since 2012 Christian Carron has directed the collections of the world's largest children's museum in Indianapolis. He spent the previous twenty-four years as historian and director of collections for the Grand Rapids Public Museum. While there, he curated the creation of *The Furniture City*, an exhibition about the region's furniture industry drawn from the Public Museum's own furniture collection, one of the largest in the nation. He is author of *Grand Rapids Furniture: The Story of America's Furniture City*, the primary resource on the topic, and is a frequent speaker about Grand Rapids furniture and the Midwestern Arts and Crafts Movement. Before coming to Michigan, Carron worked with decorative arts and historical collections at the Kentucky Museum, Louisiana State Museum, and Missouri Historical Society. He holds a bachelor of arts in history, art and museum studies from Luther College and a master of arts in historical administration from Eastern Illinois University.

KAREN CARTER

Assistant Professor of Art History, Kendall College of Art and Design,
Grand Rapids, Michigan

Karen Carter received a PhD in modern French art from the University of Chicago. She has received grants and fellowships from the University of Chicago, the National Endowment for the Arts, the Getty Research Institute in Los Angeles, the French-American Foundation in New York, and the Library of Congress (Kluge Postdoctoral Fellowship). Her research has been published in peer-reviewed scholarly journals and presented at regional, national and international academic conferences. She is currently co-editing with Dr. Susan Waller a volume of essays that analyzes the contribution of foreigners to the development of modern art in Paris from 1870 to 1914 (to be published by Ashgate in 2015). Dr. Carter teaches courses on the history of art and design at the Kendall College of Art and Design.

JOHN COMAZZI

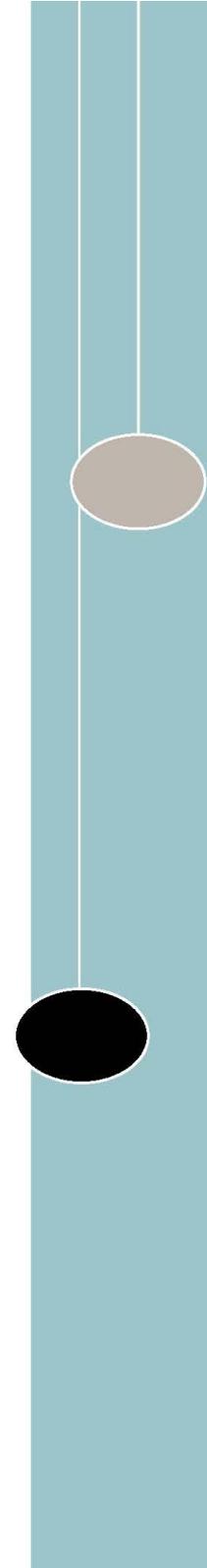
Associate Professor of Architecture and Adjunct Assistant Professor of Landscape
Architecture, College of Design, University of Minnesota, Minneapolis, Minnesota

John Comazzi is an associate professor of architecture at the University of Minnesota where he is currently the director of the Bachelor of Science Degree Program. He holds a master of architecture and a master of science in architecture history and theory from the University of Michigan, and a bachelor of science in architecture from the University of Virginia. From 1999-2006 he was a lecturer in architecture at the University of Michigan before joining the architecture faculty at the University of Minnesota in 2006. He is the author of *Balthazar Korab: Architect of Photography*, an illustrated biography on the life and career of Balthazar Korab, one of the most prolific and celebrated photographers of architecture practicing during the second half of the twentieth century. Professor Comazzi is currently working on a manuscript for a monograph on the Miller House and Gardens, in Columbus, Indiana.

BRIAN D. CONWAY

State Historic Preservation Officer, Lansing, Michigan

Brian Conway was appointed Michigan's State Historic Preservation Officer in 1997. Trained as an architect, he has been involved with historic preservation and the rehabilitation of historic buildings throughout the state since 1980. Conway holds a bachelor of science degree from the University of Michigan's Taubman College of Architecture and Urban Planning and a master of architecture degree from the University of Florida. He serves on the board of the National Conference of State Historic Preservation Officers and is a lecturer in Eastern Michigan University's graduate program in historic preservation.



ANTHONY FONTENOT

Assistant Professor, Woodbury University School of Architecture, Los Angeles, California

Anthony Fontenot is an assistant professor at Woodbury University School of Architecture in Los Angeles. He holds a bachelor of architecture degree from the University of Louisiana, a master of architecture degree from Southern California Institute of Architecture, and a PhD in the history and theory of architecture from Princeton University. He was awarded a fellowship of the Society of Woodrow Wilson Scholars at Princeton University in 2009 and 2010 and a fellowship by the Getty Research Institute for 2010-2011. Fontenot is the author of *New Orleans Under Reconstruction: The Crisis of Planning*, with Michael Sorkin and Carol McMichael Reese (forthcoming). His design work was highlighted in the American pavilion at the 2010 Architecture Biennial in Venice as part of a collaborative project titled "Mississippi Delta: Constructing with Water." He was co-curator of the exhibitions *Clip/Stamp/Fold: The Radical Architecture of Little Magazines 196X - 197X*, *Pedro E. Guerrero: Photographs of Modern Life* (2012), and the 2011 *Gwangju Design Biennale in South Korea*, and he has organized many symposia, including "Sustainable Dialogues" (2007-2008), "What is Design?" (2011) and "Questioning the Standard: New Narratives of Art in Los Angeles" (2011) at the Getty Research Institute.

STEVE FRYKHOLM

Creative Director and Vice President, Herman Miller, Zeeland, Michigan

After teaching in Nigeria with the U.S. Peace Corps, Steve attended and graduated from Cranbrook Academy of Art. Herman Miller then hired him to be its first internal graphic designer in 1970. An employee for forty-four years, he has been largely responsible for Herman Miller's image and graphic identity, its posters, annual reports, and other collateral literature. "Recognized for crafting a body of corporate design work for Herman Miller that is as personable, memorable and innovative as the brand itself," he received the AIGA Medal in 2010, the highest recognition from AIGA, the professional association for design. He's been recognized as an annual report legend in *Graphis*, and an American design icon in the fiftieth anniversary issue of *Communication Arts*.

ERIC J. HILL

Professor of Practice in Architecture, University of Michigan, Ann Arbor, Michigan

Eric Hill, PhD, FAIA, is an architect based in Bloomfield Hills and a professor of practice architecture at the University of Michigan. As a principal with Lord Aeck Sargent in Ann Arbor, he directed the Michigan Modern Preserve America grant project. Hill co-authored *The American Institute of Architects Guide to Detroit Architecture*.

REED KROLOFF

Director, Cranbrook Academy of Art and Museum, Bloomfield Hills, Michigan

Reed Kroloff is the director of Cranbrook Academy of Art and Cranbrook Art Museum in Bloomfield Hills, Michigan, and an independent architectural consultant and commentator. He served as dean of the Tulane University School of Architecture in New Orleans and played a significant role in planning and rebuilding efforts following Hurricane Katrina. Mr. Kroloff previously served as the editor-in-chief of *Architecture* magazine. His writing has appeared in publications ranging from *Metropolis* to *Artforum*. He has served as an advisor on architect selection and design strategy for clients such as the Ministry of Culture of the Federal Government of Mexico and the Whitney Museum of American Art. He received the American Academy's Rome Prize Fellowship in 2003. He holds degrees from the University of Texas at Austin and Yale University, and has practiced architecture in Texas and Arizona.

CLARK MALCOLM

Writer, Herman Miller, Zeeland, Michigan

Clark Malcolm has worked as a writer and an editor for Herman Miller for thirty-one years in all parts of the company. Clark has degrees from Southwestern at Memphis (Rhodes College) and the University of Michigan, where he taught English for ten years as a graduate student. Clark has written, co-authored, or edited sixteen books on leadership, design, architecture, and facility management.

JIM MILLER-MELBERG

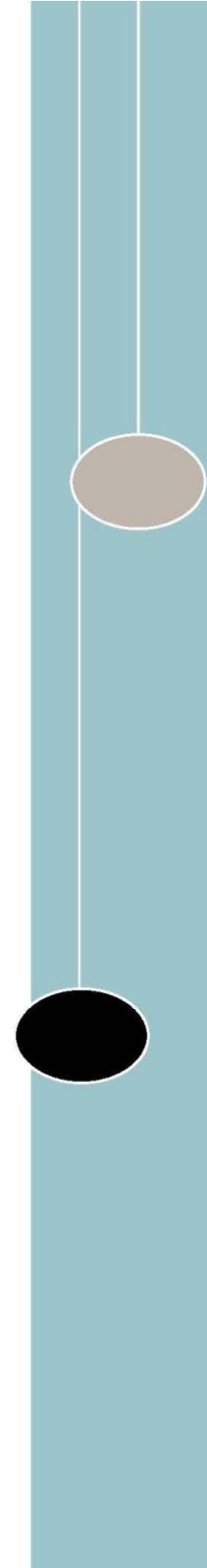
Sculptor and Designer, Birmingham, Michigan

Jim Miller-Melberg is a sculptor, painter and product designer. He attended the University of Michigan College of Architecture and Design and Wayne State University. He studied in England and France prior to serving in the U.S. Army in Korea. When he returned to the United States, he attended Cranbrook Academy of Art before becoming an instructor of sculpture and design at the University of Michigan. In 1960 he founded the company Form, Inc. which designed and manufactured play sculptures for twenty-one years. Since 1961 he has worked independently as a sculptor and designer. His unique and highly recognizable sculptural play forms are found all over the world.

DEBBIE MILLMAN

President of Design Division, Sterling Brands, New York, New York

Debbie Millman is president of the Design Division of Sterling Brands; president of the American Institute of Graphic Arts (AIGA), the largest professional association for design; and chair of the Master's in Branding Program at the School of Visual Arts in New York City. She hosts a weekly internet talk radio show entitled *Design Matters with Debbie Millman*.



MARILYN MOSS

Freelance Writer, Rockport, Maine

Marilyn Moss is a freelance writer. Her most recent book, *Bill Moss: Fabric Artist & Designer*, explores the life and work of one of America's most innovative fabric artists and designers and a true pioneer in the creation of tension fabric structures. Widely recognized as a successful and socially responsible business leader, Marilyn, who co-founded Moss Tent Works with Bill Moss in 1975, served as president and CEO of Moss Inc until 2001. In 2000 Moss Inc won Maine Businesses for Sustainability's Eagle Feather Award, the group's highest honor. Marilyn has also received numerous personal awards, including the Maine Women's Lobby's Award for Economic Development and the University of Southern Maine's Distinguished Achievement Award. In 2009 she traveled to Malawi to interview Joyce Banda, now the country's president, and later co-authored an article about her experience. At present, she is serving as president of the board of trustees at the Center for Maine Contemporary Art.

MIRA NAKASHIMA

President, George Nakashima Woodworker, S.A., New Hope, Pennsylvania

Mira Nakashima was born in Seattle in 1942, interned in Minidoka on the Idaho desert, and moved to Antonin Raymond's farm in New Hope, Pennsylvania, in 1943, where her father, designer George Nakashima, continued his furniture-making venture and designed and built his own shop and house in 1947. She received a bachelor of arts cum laude from Harvard University in 1963. After a trip to Japan with Alan Watts, she enrolled in the graduate program at Waseda University in Tokyo and received her master of architecture there in 1966. Mira has four children and seven grandchildren, has worked at George Nakashima Woodworker since 1970, became head designer when her father died in 1990, and president when her mother died in 2004. Harry N. Abrams published her book *Nature Form and Spirit* on her father's life and legacy in 2003.

TODD OLDHAM

Designer, New York, New York

Todd Oldham is a well-known designer whose career spans more than twenty years. Distinguished as an innovator of accessible design, Todd Oldham is the founder of Todd Oldham Studio, a multifaceted, full-service design studio based in New York City. Originally a New York fashion designer and the host of Todd Time on MTV's *House of Style*, Todd's career has evolved to include all areas of design, from interior design, film and photography, to furniture and graphic design. Todd's nineteenth book is *Charley Harper's Animal Kingdom*. His previous books include a 672-page monograph on the life's work of artist Alexander Girard; a unique ongoing series called *Place Space* that explores singular places and the uncommonly devoted people that create them; and an artist's monograph on the brilliant, warped work of Wayne White. Most recently he has created Kid Made Modern, a collection of art supplies and kits available at all Target locations.



A collection of African "pop" children's books displayed at a fair of friendship to promote cooperation with the two regions. Courtesy: *Metropolis* African

GEOFFREY D. REYNOLDS

Director of the Joint Archives of Holland, Hope College, Holland, Michigan

Geoffrey D. Reynolds has been the director of the Joint Archives of Holland at Hope College since July 2001. Previously he served as the collections archivist from January 1997 to July 2001. He graduated from Wayne State University with a master's degree in library and information science (MLIS) and an archival administration certificate in 1995. He has worked at various times for Infoflo as a records management specialist, Henry Ford Museum and Greenfield Village, General Motors Media Archives, and Little Caesar's Enterprises on its Detroit Tiger baseball club archival materials. He currently serves as the chair of the Holland Historical Trust board of trustees, treasurer of the Dutch-American Historical Commission, membership chairperson for the Association for the Advancement of Dutch American Studies, and executive director of the Holland Area Historical Society. His research and writing interests include the pleasure boat building industry of Holland and vintage boat racing history.

SUSAN SZENASY

Deputy Publisher/Editor in Chief, *Metropolis*, New York, New York

Susan S. Szenasy is deputy publisher/editor in chief of *Metropolis*, the award-winning New York City-based magazine of architecture, culture, and design. Since 1986 she has led the magazine through decades of landmark design journalism, achieving domestic and international recognition. A pioneer in connecting environmental stewardship with design, she and her staff continue to look for cutting edge thinking on sustainability [both environmental and social].

TOUR LEADERS

SCOTT KAMMERAAD AND DEB CLONEY

Scott and Deb are living a lifelong dream as the owners and caretakers of the Amberg House. Scott studied architecture at the University of Virginia before switching to a career in business and technology. He is a hands-on jack-of-all-trades related to home renovation. Deb is a physician specializing in pediatric gastroenterology. She has the patience to monitor home improvement shows for ideas and the good taste to weave those ideas into the fabric of their historic home. Together they have worked tirelessly to reinvigorate the Amberg House since purchasing it in the summer of 2013. The list of projects that they have tackled in the first year would keep an HGTV program director occupied for an entire season.

MIKE KUPERUS

Mike Kuperus has worked in manufacturing management for twenty-five years. For the past thirteen years he has been plant manager of the facility producing many of the classic Eames designs.

TYLER MERKEL

Tyler Merkel, a Mid-Michigan native, became interested in modernism while studying graphic design at Columbia College. His residencies in Germany and Chicago exposed him to modern architecture. Upon moving to Grand Rapids in 2011, he began documenting local modern houses under his Mid-Century Michigan project. Stories and photos are presented on his blog, which he intends to publish as a book.

JENNIFER METZ

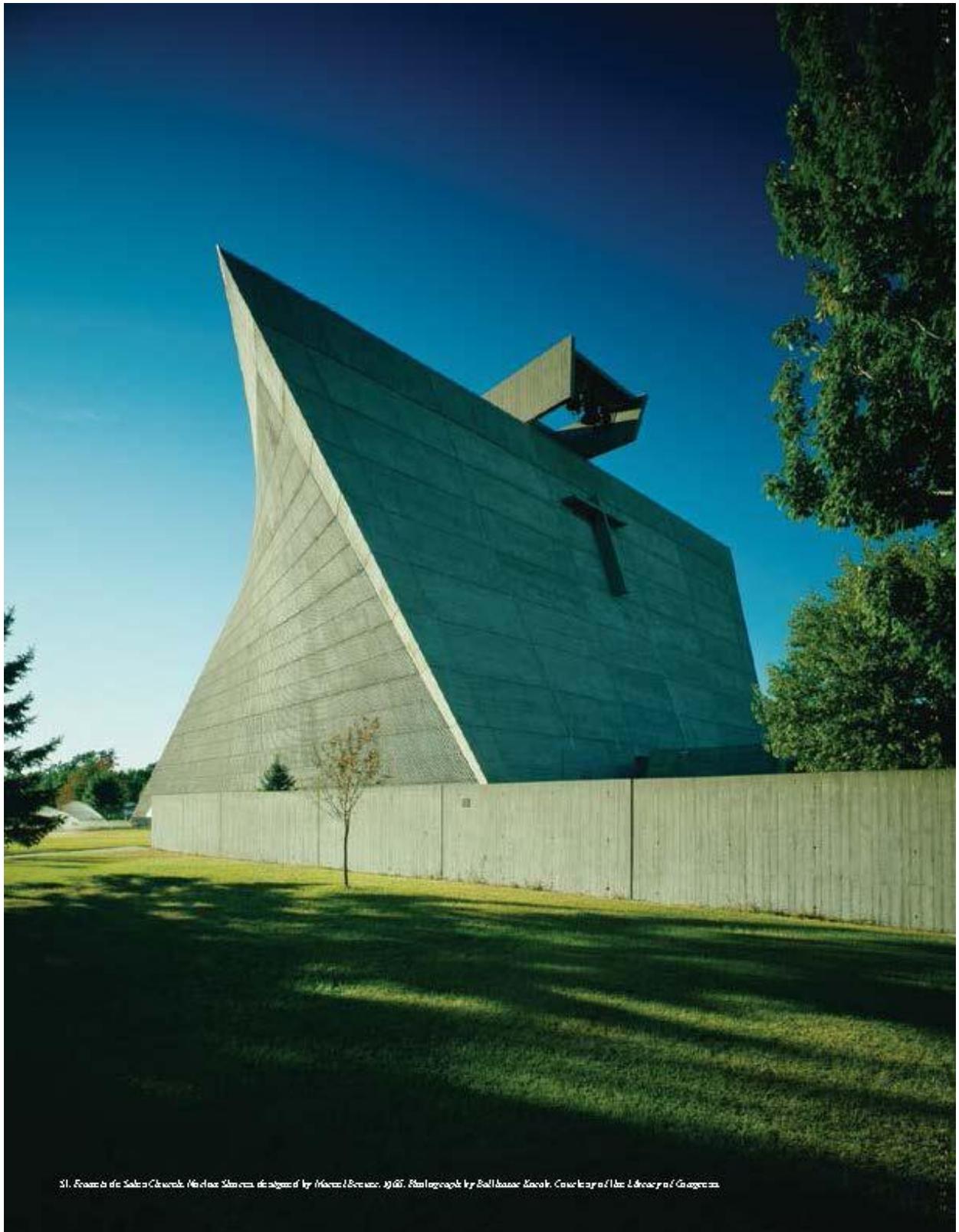
Jennifer Metz is a partner in the firm of Past Perfect, Inc., historic preservation consultants located in Grand Rapids, Michigan, since 1997. Metz has taught Historic Preservation, History of Design, and Art History at Kendall College of Art & Design.

MARK SCHURMAN

Mark Schurman is Herman Miller's director of corporate communications. In addition to media, social media and public relations, investor relations, government affairs, and executive communications responsibilities for the global enterprise, he also oversees the company's corporate archives team and coordinates many of Herman Miller's activities with museums and design institutions.

PAM VANDERPLOEG

Pam VanderPloeg founded the West Michigan Modern Project in 2010 to document mid-century modern architecture and design in West Michigan and to promote the sensitive rehabilitation of these resources. VanderPloeg has a master's degree in library and information science from Indiana University and one in management from Aquinas College. She studied historic preservation and architectural history at Kendall College of Art & Design. From 2000 to 2010, VanderPloeg served as the assistant director of the Kent District Library system.



51. Rooms of Salem Church, Michael Shuman, designed by Marcel Breuer, 1965. Photograph by Bill Haase. Encaustic, Concrete and Glass by Guggenheim.

AIA CONTINUING EDUCATION CREDITS

American Institute of Architects (AIA) Continuing Education Credits will be available for the following tours:

- Downtown Grand Rapids Modern: 3 LUs
- East Grand Rapids Modern Residential: 3 LUs
- Herman Miller: 5.5 LUs
- West Michigan's Modern Religious Structures: 5.5 LUs
- Wright in Grand Rapids: 3 LUs

NOTE: In order to qualify for the credits you must report to the staff tour assistant to ensure your name is recorded. If an AIA Certificate of Completion is desired, please let the staff tour assistant know when you report and a certificate will be mailed to you following the symposium.

ASSISTANCE

For assistance during the symposium, including assistance with reasonable accommodations, please call Jennifer Dickie at 734.502.6584.

DISCLAIMERS AND RELEASES

Disclaimer: The Michigan State Housing Development Authority assumes no responsibility for any injury, loss, or other damage to any person or property occurring in relation to any activity connected to or arising out of this symposium and/or exhibition, including but not limited to any events or tours that may also be connected to or arising out of this symposium and/or exhibition.

General Release: Each person participating in any event, tour, or other activity related to this symposium and/or exhibition hereby releases the Michigan State Housing Development Authority and all cooperating organizations and related individuals from any and all suits, demands, or claims for injury (including death), loss or other damage arising out of or occurring in connection with any activity associated with this symposium and/or exhibition.

Photography Release: Your registration constitutes implied consent to be photographed and to have those photos published.

LOST AND FOUND

The symposium lost and found is the lobby of the KCAD 17 Fountain Street building.

MEALS

Your registration includes continental breakfast and lunch on Friday and Saturday. All meals will be served in the Decorative Arts Corridor in the Woodbridge N. Ferris Building. Patio seating is available weather permitting. Dinners are on your own, however, food will be served at both receptions.

Tours: Box lunches will be provided on some tours as indicated in the tour descriptions.

PARKING

Parking for symposium activities have been covered by your registration fee. At registration you received validation tickets that will work at any City of Grand Rapids municipal parking facility. When you entered the parking ramp, you were given a ticket. When you exit the parking ramp and are asked for payment, insert one of the validation tickets given to you at registration. Please take care to keep the validation tickets separate from any electronic devices, including cellular telephones, as these may cause the validation tickets to become demagnetized and cease to function.

Hotel parking charges are not included in the symposium registration fee. Parking cards are valid only at municipally operated parking lots and ramps.

TRANSPORTATION

While it is a short walking distance between the hotel and venues, a shuttle bus will be available during the course of the symposium.

Route: Amway Grand Plaza Hotel, KCAD, UICA, Grand Rapids Art Museum. The KCAD shuttle stop is at the 17 Fountain Street Building.

Hours: June 19, 10:00 am–10:00 pm

June 20, 7:20 am–7:00 pm

June 21, 7:20 am–6:00 pm

Tours buses will leave from the KCAD, 17 Fountain Street Building.

Thank You

The State Historic Preservation Office would like to thank all our 2014 symposium and exhibition partners. Special thanks to former president David Rosen and the staff at Kendall College of Art and Design, John Berry of Design West Michigan, and Dana Friis-Hansen and the staff at the Grand Rapids Art Museum for their commitment to and support of the Michigan Modern project.

Symposium Planning Committee

Brian Conway, State Historic Preservation Officer

Amy Arnold, Project Manager

Jessica Puff, Research and Planning

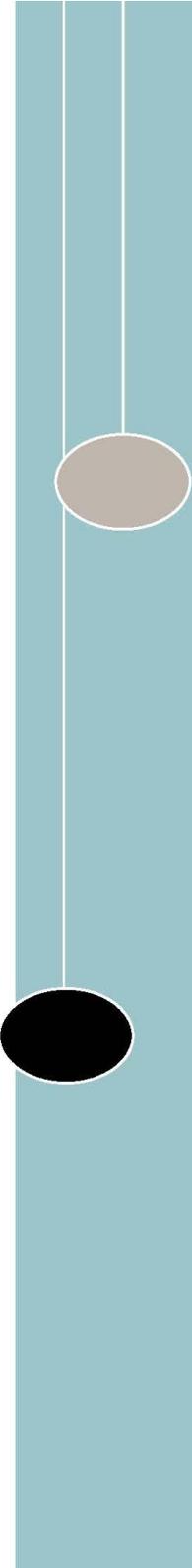
Todd Walsh, Website Development

Laura Ashlee, Communications

Katherine Kirby, Logistics Planning

Amanda Tuckey, Art Direction and Design

Jennifer Dickie, Event Management





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| <ul style="list-style-type: none"> 1. Kendall College of Art & Design (KCAD)
Fountain Street Building, 17 Fountain Street NW 2. Kendall College of Art & Design (KCAD)
Woodbridge N. Ferris Building,
17 Pearl Street NW 3. Parking 4. Amway Grand Paza Hotel
187 Monroe SW | <ul style="list-style-type: none"> 5. CityFlatsHotel
83 Monroe Center Street NW 6. Grand Rapids Art Museum (GRAM)
101 Monroe Center Street NW 7. Urban Institute of Contemporary Arts (UICA)
2W Fulton Street |
|---|--|

MICHIGAN MODERN™

Design that Shaped America
michiganmodern.org



The Michigan Modern: Design that Shaped America symposium is generously supported by



Robert W. Daverman, AIA

Focal Couch: Donald H. & Marcelle L. Fennell on House, Grand Rapids, designed by Cassius Richards. Table Model: © Mid-Century Modern.
Back Couch: Hilda Loignon Hecox on the Macabath to Sofa, designed by George Nelson. Photo on display at the Macabath Miller Architects.

This activity has been financed in part with federal funds from the National Park Service, U.S. Department of the Interior. However, the contents and opinions do not necessarily reflect the views or policies of the Department of the Interior nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior.

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Business Card

Michigan designers and industries shaped the American dream and brought good design to the masses. Find out how at michiganmodern.org.



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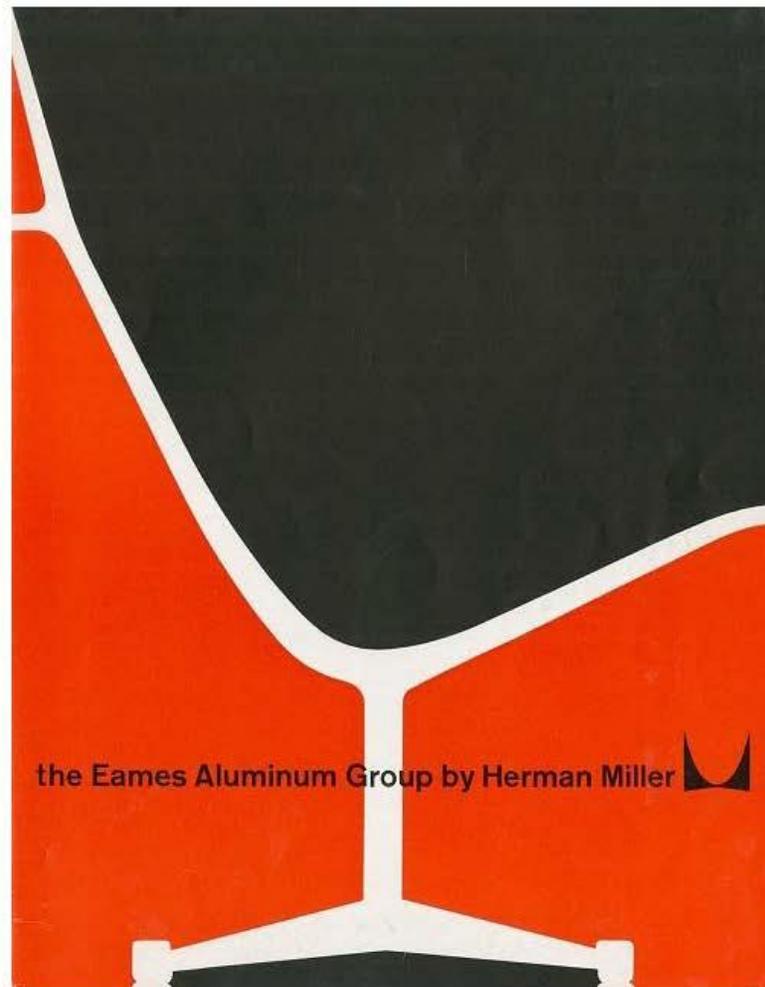
Frank Lloyd Wright
Johnson Wax Secretarial Desk
manufactured by Steelcase 1936-39
Collections of the Grand Rapids Public Museum 1989132



Design that Shaped America
michiganmodern.org



The Michigan Origins of Modern Design



Who knew that Michigan – West Michigan! – played a revolutionary role in the modern design movement?

On June 19, when the Michigan Modern Symposium (<http://www.michiganmodern.org>) comes to KCAD, it will be enhanced by **two new exhibitions** in **The Fed Galleries** at Kendall College of Art and Design, Ferris State University's (KCAD) Woodbridge N. Ferris building: *Michigan Modern: Killing It* and *Shifting Landscapes: Selected Works by Michael Pflieger*.

[Michigan Modern: Killing It](#)

In the wake of World War II, West Michigan companies like Herman Miller and Upjohn were giving designers the freedom to produce work that was way ahead of the curve – work which still influences today's designers. Co-curated by Michele Bosak, Barbara Loveland and Linda Powell.

[Shifting Landscapes: Selected Works by Michael Pflieger](#)

Key works from the last five years of Pflieger's abstract development alongside two works he personally selected from KCAD's expansive Gordon Collection. Featuring two-dimensional mixed-media paintings and "constructs" – reinterpretations of a utilitarian three-dimensional form into a painting that constitutes a new physical object.

Please see release below for more information. The release and related images can be downloaded here: <http://cl.ly/0k3C142O2j3n>

Media tours of the exhibition are welcome. Please contact: Elena Tislerics, Chief Communications Officer, Kendall College of Art and Design, 616 451-2787 x1190

To register for the *Michigan Modern: Design that Shaped American* symposium, visit michiganmodern.org, or click the button below:



Michigan State Preservation Conway recently Michigan Modern exhibition with the [Lucy Ann Lance](#) WLBY in Ann Arbor, Michigan. You can watch Damian's chat with [Damian Farrell](#) [page](#).



Historic Officer Brian discussed the symposium and Damian Farrell on [Show](#) on 1290 Arbor, watch a video of Brian on the [Design YouTube](#)