

metaproject 12

Rochester Institute of Technology | School of Design

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The Vignelli archive provides students with the opportunity to understand the Vignellis' design process through meticulously preserved notes, drawings, models and prototypes. The Vignellis' "Design is One" ethos - a universal research process that can be applied to solve any problem - permeates the Metaproject course helping students envision design as accessible and collaborative rather than exclusionary.

RIT Provost Ellen Granberg

metaproject 12
Rochester Institute of Technology

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For more information visit
metaproject.rit.edu

Industrial Design at RIT

At RIT, we believe that industrial design education lies at the nexus of theory, process and practice. Industrial design is a human-centered discipline which requires an understanding of the complex relationships between culture, commerce and environment. Our varied and experienced faculty expose students to the history, context and state of the art, while imparting the skills necessary to compete as contemporary designers. Aesthetic sensitivity, technical competence, social and environmental awareness, and analytical thought are developed in a robust university environment where business, engineering, social sciences and scientific partners exist within arms reach as willing collaborators. Through hands-on experience in strategic design thinking, graphic visualization, technical drawing, model making and prototype development, graduates emerge with the skills needed to conceptualize, design, and develop new and improved objects and systems with an eye towards a better world-view. Our high profile internships expose students to formative experiences in the field. Our ever expanding international agenda links students to global thinking. The world renowned Vignelli Center for Design Studies is a unique resource that reveals the nuances of design process seen through the lens of some of the world's most masterful projects housed on site in the center's archives. With all of these assets, our students emerge as leaders in the field and our graduates redefine the profession as capable editors of content and 21st century story-tellers.

Metaproject

Meta

from Greek: μετά= “after,”
“beyond,” “with,” “adjacent,” “self”

is a prefix used in English (and other Greek-owing languages) to indicate a concept which is an abstraction from another concept, used to complete or add to the latter.

Word Origin & History

Prefix meaning

- 1 “after, behind”
- 2 “changed, altered”
- 3 “higher, beyond”

from Greek. meta (prep.)
“in the midst of, in common with, by means of, in pursuit or quest of,”

from PIE *me- “in the middle”
(cf. Goth. miþ, O.E. mið “with, together with, among;” see mid).
Notion of “changing places with”
probably led to senses “change of place, order, or nature,” which was a principal meaning of the Gk. word when used as a prefix (but also denoting “community, participation; in common with; pursuing”). Third sense, “higher than, transcending, over arching, dealing with the most fundamental matters of.”

The Metaproject Series

The Metaproject initiative from RIT is now running in its twelfth iteration. In keeping with the Design is One philosophy espoused by RIT's Vignelli Center for Design Studies, Metaproject aims to encourage students to produce design that is "semantically correct, syntactically correct, and pragmatically understandable, but also visually powerful, intellectually elegant and timeless."

Metaproject 12: Modkat

The term 'Metaproject' is designed to be used as a thematic umbrella referring to an industry partnership which places the student output into a global venue. In the case of Metaproject 12, the partnership is with Modkat and the venue for the student output is the 2022 International Contemporary Furniture Fair (ICFF) held during New York City Design Week. This case study book will be generated and self-published which chronicles the process and products produced during the course, shedding light on the design process. This item will be used strategically to simultaneously present and promote student work and the mission of the program. In addition, various related industry publications and platforms will be targeted as ancillary venues for communicating the student research. The "Design is One" philosophy espoused by the Vignelli Center for Design Studies is overlaid into the conversation of the Metaproject studio in order to both make use of and challenge modernist ideological foundations in practice, learning from archival resources.

Introduction

Brett Teper

Co-Founder, Modkat

We introduced the original Modkat Litter Box at the 2009 International Contemporary Furniture Fair (ICFF) in New York City. It was an incredible experience, but one of the most memorable moments for me was when Lella and Massimo Vignelli strolled up to our booth. They were likely drawn by the “Where modern cats do their business” emblazoned on the booths backdrop in massive Helvetica type. I have been inspired by their work since I was an industrial design student at Rochester Institute of Technology (RIT), and I was starstruck. Serendipitously, the Vignelli’s later endowed their legacy to RIT. When the director of RIT’s Vignelli Center for Design Studies, my good friend Josh Owen, invited Modkat to participate in Metaproject 12, I was thrilled to accept.

In the second year of the COVID-19 pandemic, a getaway was welcome. My business partner Rich Williams and I made our initial trip up to RIT for the kickoff of Metaproject 12. Josh greeted us warmly and took us directly to the RIT campus. It felt like coming home.

At the Vignelli Center, we congregated in the conference room with the masked industrial design seniors. Following tradition, the students had been kept unaware of who the Metaproject 12 partner would be since having signed up for the program, so they must have been anxious for the reveal. Knowing of the caliber of previous Metaproject partners, I was a bit concerned they might feel let down

about the announcement. But when Josh introduced us and displayed the Modkat logo on the presentation screen, I heard a few audible gasps. It turned out that much of the class had cats and were familiar with the Modkat brand. We were off to a great start!

Rich and I presented the class with several potential challenges: a cat climbing tree, an automatic litter box, liner redesign, scoop caddy, cat scratcher, or an open project of their creation. Their criteria was to conceive and present a product that complemented the Modkat brand, appealed to its target market, offered a sustainably conscious approach, and could feasibly be mass produced.

Over the next few months, Rich and I made several trips back to RIT. We held in-person critiques, one-on-one conversations, and occasional remote correspondence. It was compelling to see what the students came up with, how feverishly they worked, and the passion they had in sharing their ideas. I could relate to the pressure and fatigue they felt and was glad to be on the other side of it this time.

Before I knew it, we were heading back up to RIT for the final presentation. A meticulously crafted gallery of prototypes greeted us at the Vignelli Center. Each student had two minutes to walk us through their creations. Many of them seemed nervous, but

Rich and I were delighted with the results. It was a wonderful body of work. Ultimately we selected a clear winner, two runners-up, and an honorable mention, which we we're excited to showcase at the spring ICFF/Wanted Design in New York City as part of Design Week.

After the final review, we hosted a celebratory dinner at (RIT ID alumni-owned) Good Luck restaurant where for the first time we were able to see each other's unmasked faces, and really get to know these wonderful future designers. They were passionate, intelligent, and, perhaps unsurprisingly, had amazing appetites. It was a truly special way to culminate this wonderful experience.

I couldn't have been more humbled and proud to have participated in Metaproject 12. I want to thank Leslie Wilson and Lisa Vasaturo for making us feel so welcome and Elizabeth Lamark for capturing every moment with her beautiful photography. Most of all, I want to thank Josh Owen for organizing such a wonderful program, being a great host and friend, and especially for delivering on the chicken wings (a nostalgic and delicious piece of my Western-NY memories)!

Additionally, I'd like to give a shout out to my cohort and Modkat co-founder Rich Williams for accompanying me and indulging me on my trip down memory lane.

Prologue: Pedagogical Context

Josh Owen

Faculty and Metaproject Author

Course Description

This course introduces industrial design students to a working relationship with a client using a combination of seminar and workshop formats. The first half of each session presents aspects of history, theory or the practice of industrial design as it relates to the Modkat's project agenda. Guest lecturers and critics engage at regular intervals throughout the course to share their insights. The goal of the course is to inspire innovation in product and systems development with regard to the typology in question, balanced by real-world parameters. By capitalizing on industrial design theory and process, which encourages the integration of material exploration, engineering, marketing and business concerns along with the experience of human interaction, cultural context, environmental and emotive qualities, students will be encouraged to create solutions to the brief which deliver original and meaningful results.

Project Goals

Taking care of the litter box is a big part of everyday life for our furry family members. At Modkat, designers are on a mission to make the litter box experience more enjoyable for cats and their human parents alike. Winner of the Editor's Choice Award for Best Accessory at their debut showing at the 2009 International Contemporary Furniture Fair and recipient of the Red Dot Design Award in 2010 and 2014, Modkat has designed a thoughtful, elegant and

functional product that consistently incorporates user feedback and sustainability. Manufactured in Taiwan, Modkat products and accessories are sold online in the United States, Europe, Canada, Hong Kong, Korea, Taiwan, Australia and Japan. In collaboration with Modkat, students will have to design a product that fits within the companies values and procedures while considering the RIT Vignelli 'Design is One' ethos.

Procedures

This project functions as a competition. Final results will be reviewed by a team of Modkat representatives. At the time of the final presentation, the jury will decide how many of the projects will be further developed for presentation in New York City in May. Modkat requires that to properly answer the brief the projects must be well crafted, functional prototypes and be completed by the time of the agreed upon date of the final judging. Unfinished projects may be disqualified. Special awards may be given to selected students. The finalist's project(s) will be brought to New York City by Modkat and displayed at the 2022 International Contemporary Furniture Fair (ICFF) as part of Design Week in New York City. Students from the course should plan to be present at the ICFF during the major press days - (TBD for press days), 2022. Modkat will make no concept ownership claim during the course of the proposed time frame of the collaboration. If Modkat is interested in pursuing an output resulting from the collaboration they will engage in a separate conversation after the completion of the semester. In absence of such conversation ideas are assumed to be wholly owned by the student.

Modkat appreciates the students' hard work and recognizes the importance of such a project to a student's future career. In consideration, Modkat will grant the right to students to include visuals illustrating their work in their portfolios, in any advertisement, broadcast media or promotional materials, and reference their collaboration with Modkat. Use of trademarked logos of Modkat must conform to corporate guidelines, which will be supplied upon request. Students and Rochester Institute of Technology may not distribute information or photographs which disclose proprietary processes or methods of Modkat.

Project Deliverables

Students will each design and produce a high-quality, finished functional prototype from actual materials understanding and utilizing Modkat's in-house prototyping capabilities. They will be expected to carefully archive their process and document their final product with design-control drawings, graphically compelling use-scenarios and the written word to convey their overall concept. Students will be given the opportunity to art-direct the final documentation of their product using a professional product photographer to deliver press-quality communication materials.

Outcomes

In addition to the considerable media exposure given to the projects selected as winners, the projects are brought to New York City and exhibited in the context of Design Week. Several may be earmarked for potential further development in order to explore their feasibility as products suitable for manufacturing. Each student retains the ownership of the intellectual property of their design.

Institutional Value

The furtherance of a strategic course plan

As demonstrated by the twelfth generation of the course, Metaproject is a repeatable template to be used as a thematic umbrella. The program of study can be used as a model for other courses to follow the strategic plan of the institute which addresses innovation and globalization. Metaproject 12 successfully fit into a single semester and works well with the rapid output needs of professional collaborators.

A partnership with the industry

In the case of Metaproject 12, the partnership was with Modkat. In this project, the company donated materials and services, and provided educational feedback sessions from their members and partners.

An exhibition of RIT student work

Together with students from the course and a support team, which included a graduate teaching assistant and members of the sponsors' groups, an exhibit was designed to showcase the course output in a consolidated vision in the Vignelli Center in Rochester, New York.

A global venue

The venue for further dissemination of the results of the student research in this project was the May, 2022 “Design Week” in New York City, the most visible design-related event in the United States. Central to New York’s Design Week is the International Contemporary Furniture Fair (ICFF). During the Fair’s four days, 145,000 net square feet of the Javits Center are filled with more than 23,000 designers, architects, retailers, manufacturers, representatives, distributors, developers, students, educators, curators and media. More than 550 exhibitors display contemporary furniture, seating, carpet and flooring, lighting, outdoor furniture, materials, wall coverings, accessories, textiles, and kitchen and bath fixtures for residential and commercial interiors. Selected projects from universities and design schools are also showcased. Together with the many lectures and presentations held on site during the fair, and the hundreds of off-site events held throughout New York City and Brooklyn as part of Design Week, this assemblage of national and international exhibitors and visitors affords the chance to experience the most selective scope of the globe’s finest, most creative, individual, and original avant-garde home and contract products showcased in one venue.

A case study book & a project identity

This book chronicles the methodology and output from the course, shedding light on the project results. The design of the book itself reflects the “Design is One” philosophy espoused by the Vignelli Center for Design Studies which is overlaid into the project, linking the student work and the print collateral thematically to the Vignelli Center. Together with a press-kit of images and information, this book is printed in edition of 1,000 and used as collateral to accurately communicate the course and its representatives to the scholarly world as well as to the media and to the professional sector when it is disseminated during the ICFF. Extra copies are used by the Vignelli Center and the ID department to seed future projects and by the School of Design to promote further, trans-disciplinary collaboration as well as by the Dean’s office and the Advancement office for their purposes.

**A trans-disciplinary team to focus
& communicate course output**

Industrial Design MFA student and course Graduate Assistant Thomas Roberti and Graphic design student Brittany Reyes, a third year undergraduate student from RIT's Graphic Design program took the lead this year in developing the graphic materials for this course. Elizabeth Lamark, Photography Services Supervisor, RIT Production Services photographed and processed the student projects together with her team of photography students under the art direction of myself and the students in order to provide press-ready high quality documentation of the work for use in all communications. The Vignelli Center hosted the project's final on-campus event and displayed the student work for the university community and award ceremony. Rich Kiley from RIT's University News Services Kelly Sorensen, Marketing Communications Director for CAD, and Aaron Garland, Web Content Manager, made sure that the University's interests in promoting the project were well represented working in concert with the sponsor's outreach efforts.

A process-oriented support website

The Metaproject global website was created in 2012. It consolidates the work from all Metaprojects and creates a platform for future iterations of the project. The current website serves as an online portal for the project, however it does not duplicate the efforts of the book. Where the book focuses on project results, the website focuses on the project back-story and linkages to the institution. This site is also used for dissemination to media and other interested parties. Over the past few years, Graduate Assistant Tatiana Ferruccio rebuilt the site for the course to comport with current technological standards that link it to the University's platform.

Bringing in industry luminaries

The Modkat team are leaders from industry and acted as judges for the project. Outside perspectives of this nature are invaluable in selecting the most promising projects to be evaluated for further interest.

Brett Teper
Co-Founder
Modkat

Rich Williams
Co-Founder
Modkat

Building the future

Efforts like this project require extensive planning and the coordination of many resources beyond the classroom. It is our hope that the above methods of documentation, dissemination and exhibition initiatives will facilitate the generation of more such projects in the future.

Student Designers

Raphe Abel
Coco Cao
Zachary Coots
Ayah Elfayoumi
Avril Griessbach
Ari Lee
Ari McMahon
Ariel Meltser
Hannah Ni
Anna Rothenberger
Julia Stam
Yongqi Tang
Shu Wang
Mandy Wang
Xi Yang
Richard Yu

Coco Cao

Scratch Tower



Context

The Scratch Tower is suitable for cat owners who are looking for cat climbing towers with multiple privacy spaces and scratch-able places. This product combines the features of cat climbing tower and scratcher. Easy to assemble without use of any glue, and the disassemble function makes it easy for transportation.





Zachary Coots

Eco-Friendly Liner



Context

I aim to create an inexpensive and eco-friendly liner. This new liner will efficiently and aesthetically resolve several underlying issues surrounding the current design. The product will be made from (TPU) a thermoplastic polyurethane, making it durable, flexible, and biodegradable.





Ayah Elfayoumi

Câteau



Context

Welcome to the Câteau,
a contemporary take on play
that satisfies your feline's
need for power and comfort.
Câteau parallels with your
home's natural interior
and allows for compacted
storage and easy stow
away when needed.





Ari Lee

Stacking Litter Box



Context

Stacking Litter Box is an innovative, space-maximizing solution for multi-cat households in small living environments. Top rim and extruded bottom of the outer box provides the stable stacking, allowing the user to place two litter boxes in the space for one. Cleaning is designed to be easier for both top and bottom litter boxes with the slide-out inner litter tray and opening lid of the outer box.





Ari McMahon

Sifting Litter Box



Context

Using the traditional scooping method to clean litter boxes takes time, effort, and wastes litter. With 1/8 of the market being new pet parents, consumers are willing to look for a change that makes this process easier. By using gravity to sift through litter, parents can use a simpler, more efficient process to clean their litter box that's as easy as 1-2-3, A-B-C.





Scarlett Tang

Hourglass Cat Scratcher



Context

A double-sided hourglass cat scratcher allows cats to scratch on the side and the inner spaces. Cats could also sleep in the scratcher when they scratch the inner walls. Cat parents could flip it over when one side of the interior or exterior is broken.



Julia Stam

ModCarrier



Context

ModCarrier is a cat carrier and bed for a 2-in-1 space saving option. By having the carrier also be a bed, the cat will naturally be more comfortable with this object since there is a visual familiarity and recognizable scent with sleeping in it, causing less negative association and anxiety when going to the vet or other destinations. It is also convenient as it is airport regulation size, making it easy to use in all travel situations while staying cozy for the cat.





Shu Wang

Cat Feeder Set



Context

A pair of food and water bowls make up this modern-looking cat feeder set, designed to prevent neck strain and promote a smoother digestion when feeding. Its shallow foodbowl provides a comfortable eating experience focused on whisker relief and its deep water bowl reduces the amount of daily refills needed. The water bowl can be flipped and used as an extra food bowl while the rounded angle makes it easy to clean.





Mandy Wang

Litter Scoop Set



Context

The combination of the dust tray, litter brush and scoop makes daily litter cleaning easier and more accessible. A scoop holder that helps keep the area around the litter box organized and prevents the bacteria, viruses, and dust that come off the litter scoop from accumulating. Having a litter brush will be more convenient for users to clean the litter that drops out on the floor after scooping.





Xi Yang

Dtree



Context

Dtree is a hanging cat tree that can be adjusted to fit doors of different sizes. It consists of four jumping boards, four mainboards, and two adjustable boards. It can save space as much as possible and bring joy and enough activity for cats. Installing Dtree does not require any tools, all users need to do is insert the board into the groove. The movable structure allows users to adjust Dtree to any form to convenience their cat and their life.





Project of Distinction

Cat Exerciser

Hannah Ni

Cat Exerciser



Context

The Cat Exerciser is a cat running wheel composed of modular cat scratching boards, that is sustainable, easy to assemble and has replaceable parts. We have designed a new product for cats which can release their natural instincts and safely let them exercise freely in a small space.





Winner
The Haven

Exhibited at NY Design Week

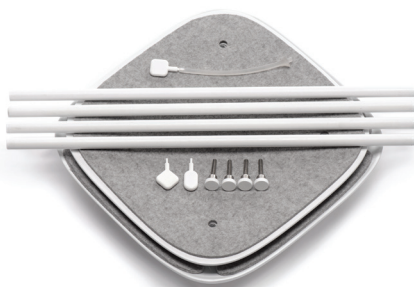
Ariel Meltser

The Haven



Context

The Haven is a 3-in-1 structure meant to give your cat the freedom to play, chill, and perch in their own space. To accommodate a multicat household, Haven consists of a 2 tier bed structure with a hanging interchangeable toy. The design takes both owners and cats into account with its versatility, small apartment footprint, and modern design.





Winner
Slatted Cat Tower

Exhibited at NY Design Week

Avril Griessbach

Slatted Cat Tower



Context

Slatted Cat Tower is a modular, inobtrusive cat tower for a modern home. Slidable feet and detachable components allow for a multitude of configurations depending on cat and user needs, and the space they have available. A combination of modern and natural materials creates a visually engaging piece of furniture for the home while creating a stimulating environment for cats.





Winner

Gateau

Exhibited at NY Design Week

Raphe Abel

Gateau



Context

Gateau is a minimal cat tree designed for a contemporary home. The felt covered perches provide areas for cats to lounge, scratch, and observe comfortably. The construction allows for both an airy silhouette and flat pack shipping.



First Place Winner

Idle

Exhibited at NY Design Week

Richard Yu

Idle



Context

Idle is a leaning cat scratcher/ climbing tree that aims to delight both the cat and cat owner, by transforming the cat tree into a sculptural element that fits within the modern home. Leaning supports are joined by modular climbing and lounging areas that engage, while also providing areas of privacy.





Where
modern
cats
do their
business.

www.modkat.com



Brett Teper with
Massimo Vignelli
in Modkat's Booth
at ICFF NYC 2009























Student Designers' Statement

Raphe Abel & Ariel Meltser

Since 2011, Metaproject has gained the reputation of being an experience of self-actualization for its participants. Students entering the course have seen the hundreds of stellar results from previous years, so naturally excitement ensued over the chance to be a part of that legacy. Josh told us on the first day that although it would be hard work, it would also be the most gratifying experience we would have in our undergraduate careers, and he couldn't have been more correct.

We started our journey on the fourth floor of the Vignelli Center anticipating the reveal of our industry sponsor. There was collective excitement when we were told it was Modkat. We were immediately allowed to interact with Modkat's products, taking them apart and analyzing their forms to get a hands-on understanding of their design philosophy. Our design brief was simple: design the next addition to Modkat's product line. We spent the next few weeks learning about the Vignelli's "Design is One" philosophy and how we could apply it to our process. Combining this philosophy with understanding Modkat's ethos showed us the complexity of finding simplicity.

Many of us felt intimidated bringing our ideas to life in such fidelity for the first time. However, this never stopped Josh from wanting our very best. We were able to expand our understanding of our own worth and being aware of what we can bring to the table as designers. It became apparent to us that Metaproject is not just about designing products, but a lesson in the importance of communication within design. Through our time with Brett and Rich we were treated as colleagues instead of students, giving us a glimpse into the next steps of our careers as designers.

On behalf of the members of Metaproject 12, we would like to thank our friends and family, members of local industries, our fellow classmates, and ID faculty for your support. Thank you Elizabeth Torgerson-Lamark and her team for capturing our entire journey. A special thanks goes out to Modkat's Brett Teper and Rich Williams for collaborating with RIT for this year's challenge and providing invaluable feedback. Finally, thank you to our Teaching Assistant, Thomas Roberti, and most of all, to Josh Owen for believing in us.

Project Team

Industry Collaborator

This year, the Metaproject partnership is with Modkat who's mission is: Taking care of the litter box is a big part of everyday life with our furry family members. At Modkat, we're on a mission to make the litter box experience more enjoyable for cats and their human parents alike.

Judges

**Co-Founder
Modkat**
Brett Teper

**Co-Founder
Modkat**
Rich Williams

**ICFF Exhibition
Concept / Art Direction
Product Photography**

Josh Owen
Elizabeth Torgerson-Lamark
RIT Production Services

Process Photography

Elizabeth Torgerson-Lamark
RIT Production Services

Portrait Photography

Elizabeth Torgerson-Lamark
RIT Production Services

Graphic Design

Thomas Roberti and Brittany Reyes

**Exhibition Implementation
Primary Author
Contributing Writers**

Josh Owen
Brett Teper and Rich Williams



Project Leaders

Faculty, a Graduate Assistant and leadership from our industry partner guide the students in their project development.



**Industrial Design Professor
Josh Owen**

Josh Owen is an industrial designer, author and educator. His work has been featured at the Venice Biennale and is in the permanent design collections of the Centre Georges Pompidou, Chicago Athenaeum, Musée des Beaux-Arts de Montreal, and the Taiwan Design Museum, among others. He teaches at the Rochester Institute of Technology in New York where he is the Chair of the Industrial Design Program and an Associate in the Vignelli Center for Design Studies. He is the author of the book "Lenses for Design".



**Teaching Assistant
Thomas Roberti**

Thomas holds a BS in Mechanical Engineering and he is currently pursuing his MFA in Industrial Design from Rochester Institute of Technology. His graduate thesis seeks to help people with executive dysfunction to manage tasks.



Modkat Co-Founders Brett Teper & Rich Williams

Brett earned his BFA in industrial design (I.D.) from R.I.T. He began his career at the inception of the “dot-com” era, taking a slight detour from I.D. to work in interface, website, and print design. Brett was instrumental in the design and development of the Nasdaq MarketSite in Times Square and the first Nasdaq website.

Rich earned his BFA in visual communication from F.I.T. in New York City. He has worked with diverse clients such as McGraw-Hill, Oppenheimer Funds, and Morgan Stanley on various projects from integrated marketing systems to complete web applications. He helped Cap Gemini Ernst & Young create their e-commerce division, which bridged the gap between interface design and backend e-commerce technology. Rich has built strong relationships with corporate firms and in-house design departments by constantly pushing creative boundaries.

Brett and Rich first crossed paths in the creative department of a PR agency, where they collaborated on projects for brands like Hershey, Gillette, and HP. In 2003 they joined forces to form Fulton Street Design, an industry-leading design studio. They designed printed and digital financial marketing collateral for brands like Morgan Stanley and Oppenheimer Funds. Rich and Brett helped HBO build websites for original series like the Sopranos. And they partnered with Colin Cowie to formulate a branded line of home products for Walmart.

In 2009 the duo partnered up to form a new company called Modkat with a mission to make the litter box experience more enjoyable for cats and their human parents alike. Rich and Brett introduced their first product, the Modkat Litter Box, at the International Contemporary Furniture Fair (ICFF) and received the Editor’s Choice Award for Best Accessory. They now have a line of modern litter boxes and accessories and have been awarded two Red Dot Design Awards.

Advocates and Influencers

Various invited lecturers and advocates inspire and help to create the context for our students to develop their ideas during the calendar of the course.



Artist and Author
Michelle Oka Doner



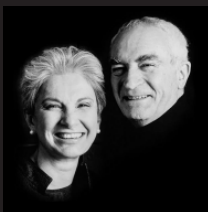
Artist/Arhitect
Reza Aliabadi



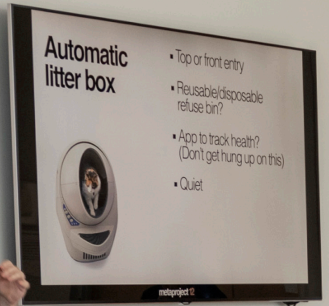
Designer
Stephanie Howard



Vignelli Archivist
Jennifer Whitlock



Designers
Lella and Massimo Vignelli















Raphe Abel
Gateau

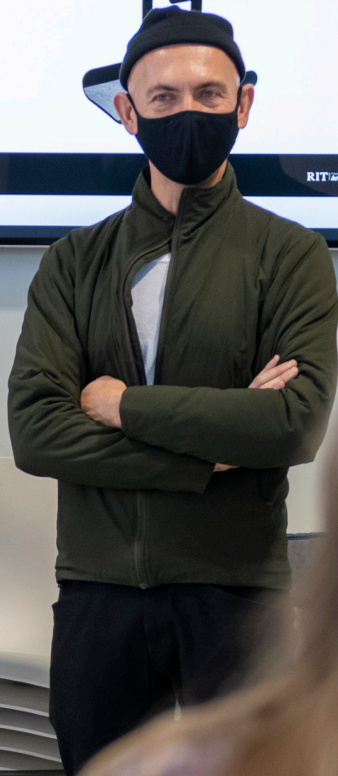
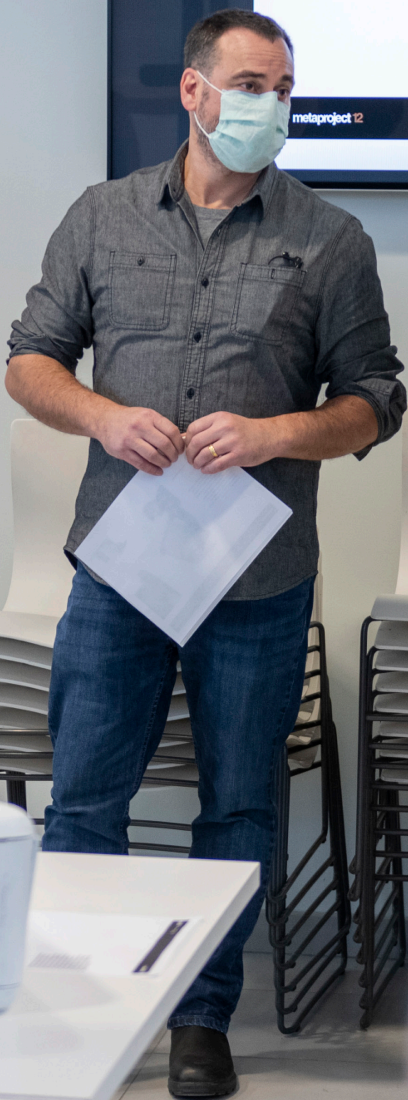
Gateau is a minimal cat tree designed for a contemporary home. The felt covered perches provide areas for cats to lounge, scratch, and observe comfortably. The construction allows for both an airy silhouette and flat pack shipping.



metaproject12

RIT | Art and Design

modkat





HELEN HAMLYN TRUST STUDY ROOM

EXIT







Harper's Illustrated Handbook of

Cats

Health Care Section by
Edited by Roger
Ever

Cats

Edited by R



Joan Owen



cat breed
recognized in America
Robert W. Kirk, DVM
eger Caras

Lenses
for
Design

Acknowledgments

We offer our most sincere thanks to the following individuals for their contributions to this year's project:

R. Roger Remington:
Vignelli Distinguished
Professor Emeritus

Jennifer Whitlock
Archivist
Vignelli Center for Design Studies

Peter Byrne
Director
School of Design

Todd Jokl
Dean
College of Art and Design

Tatiana Ferruccio
Graduate Assistant
Metaproject 11

Thomas Roberti
Graduate Assistant
Metaproject 12

Brittany Reyes
Graphic Designer

Fabiano Sarra
Instructional Support Specialist -

Will Tracey
Operations Manager

Elizabeth Lamark
University Photographer

Kat Bassney
Director of Advancement

Lisa Vasaturo
Director of Alumni Relations

Leslie Wilson
Associate Director of Advancement

Rich Kiley
Senior Communication Specialist

Aaron Garland
Web Content Manager

Kelly Sorensen
Marketing Communications Director

Wendy Marks
Director Shop One

Ella von Holtum
Assistant Archivist

All of the
industrial design faculty

Our fellow
students and colleagues
across RIT

Our friends
in industry

Our friends
and families

Metaproject

Meta

from Greek: μετά= “after,” “beyond,” “with,” “adjacent,” “self” is a prefix used in English (and other Greek-owing languages) to indicate a concept which is an abstraction from another concept, used to complete or add to the latter.

Word Origin & History

Prefix meaning

“after, behind”

1 “changed, altered”

2 “higher, beyond”

3

from Gk. meta (prep.)

“in the midst of, in common with, by means of, in pursuit or quest of,” from PIE *me- “in the middle” (cf. Goth. miþ, O.E. mið “with, together with, among;” see mid). Notion of “changing places with” probably led to senses “change of place, order, or nature,” which was a principal meaning of the Gk. word when used as a prefix (but also denoting “community, participation; in common with; pursuing”). Third sense, “higher than, transcending, over arching, dealing with the most fundamental matters of.”

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