Vignelli Center for Design Studies
Anniversary
Ten Years
Vignelli Center
Rochester Institute of Technology
Massimo Vignelli in 1973 when he first met Roger Remington
Lella Vignelli as she looked in 2000
Massimo meets Remington at AGI Conference in Toronto in 1980
Keynote speech by Massimo at historic RIT conference in 1983
Conference organizers Dr. Barbara Hodik and Roger Remington
Designer Rudolph de Harak and Massimo at conference
Meeting with Bradbury Thompson in 1987 at Yale University
This book represents an answer to the pressure that has been building up over the last ten years for critical documentation on the work of the pioneers of graphic design in the United States. It addresses the desire to find roots, the desire to have ancestors to whom to refer our ideas, the need to measure our intuitions against a larger history.

We need to see what motivated these pioneers so that we can enrich our theoretical understanding and articulate it in our work. We need to know in order to be. Without history, without theory and criticism, our profession will never come to define itself. Graphic design history can reveal to us not only events but their meanings as well; it can relate the individual artifact to its political, economic, and cultural environment. Design theory can elaborate the ideas and intuitions generated by the issues of the times and relate them to the specifics of design and communication. And, finally, criticism is the instrument that sharpens our tools.

The lives of the designers who shaped our way of seeing and our way of solving problems are lives full of discoveries and personal engagement in their times. Their responses to clients' needs were statements of clear will, uncompromising but appropriate to the task. The moral engagement of Will Burtin, to name one, is an example for us all. We must recognize—and teach those who follow us to recognize—the best works of our profession as the products of an ethical commitment and not merely as a chain of pretty visual feats.

This book advances not only our knowledge of important masters of American graphic design but also our consciousness of the significant place our profession has acquired in contemporary society. Design in general, not only graphic design, is a vital component of the production process, just as essential as economics or manufacturing technology. It is a force that the world has at last come to reckon with.

Roger Remington and Barbara Hodik have been among the primary forces behind the new wave of interest in the history of graphic design. Their Rochester conferences have brought together historians, designers, students, and teachers. For their work in fostering this interest and in advancing the process of documentation, we owe them a debt of gratitude.
Massimo keynoting RIT conference in the 1980s
RIT begins archiving pioneer American graphic designers in 1984
By 2019 RIT has archived 45 pioneering American designers
design:Vignelli exhibit in RIT’s Bevier Gallery in 2003
design: Vignelli exhibit in RIT's Bevier Gallery in 2003
Lella receives RIT Presidential Medal and Massimo an RIT Doctorate
Proposal for a Vignelli Study Center in Design at Rochester Institute of Technology

Massimo and Lella Vignelli are world class designers who have, throughout their unified careers spanning 50 years, made education a high priority. Together they have a special history with RIT. They have lectured here, exhibited here, donated works to our Graphic Design Archive, contributed to our publications, supported development initiatives and provided guidance for the School of Design Professional Advisory Board. In 2001 Massimo was given an Honorary Doctorate Degree by CIAS and Lella was honored with the President’s Medal. From this close collaboration has emerged a proposal for an endowed Vignelli Professorship in Design in the School of Design.

Most recently the Vignellis have been seeking a repository for the archive of their professional career accomplishments. Trained as architects, the list of their design work is long: lighting fixtures, interiors, glassware, silverware, dinnerware, furniture, street signage, maps, corporate identities, packaging, magazines, exhibitions, posters, calendars, publication design, book design, type fonts, clothing, jewelry and watches. Theirs is an extensive collection of original source materials. Importantly the range of their professional accomplishments mirrors many of the educational programs of the College of Imaging Arts and Sciences (i.e. Graphic Design, Industrial Design, Interior Design, Metals, Ceramics, Woodworking, etc.)

Recent conversations with the Vignellis, Dean Joan Stone, Professor Roger Remington, and others have led to proposing that the Institute should consider initiating plans for a Vignelli Study Center in Design to be built and facilitated on the RIT campus. This center would be similar in purpose to the Herb Lubalin Study Center at Cooper Union in New York and, in many ways, the existing Cary Library at RIT. With development efforts currently underway for the Vignelli Professorship, the study center is a logical extension and would provide
Another Vignelli lecture at RIT in 2008

Armando Milani

Monday
September 29
2008

1 pm
to
2 pm

School of Design
Booth Building 7A
Room 3310

Sponsored by the
Vignelli Center
for Design Studies

"I was born in Milan and studied with Albe Steiner at the
Società Umanitaria in Milan. I joined my professional skills while
working with some of Italy’s most important design studios,
including Antonio Citterio and Paolo Rizzattini, before
opening my own office in Milan in 1970.

From the outset, I have kept my studio small, with an average
of five people, some clients and students. I have never believed
in big studios because the designer becomes more of a
businessman than an artist and can easily lose control of the
quality and creative processes.

Seven years later, I took a bold step in my career by moving
to New York City, where I collaborated with Massimo Vignelli
for two years before opening my own studio and eventually
returning to Milan, Italy."

Armando Milani

Massimo and Lella Vignelli

Tuesday
October 7
2008

1 pm
to
2 pm

School of Design
Booth Building 7A
Room 3310

Sponsored by the
Vignelli Center
for Design Studies

Please request interpreting services
“Since the 1980s we have been in preparation for creating a Vignelli Center for Design Studies at Rochester Institute of Technology.”

Massimo and Lella Vignelli
Architect rendering of proposed RIT Vignelli Center for Design Studies
Rendering of proposed RIT Vignelli Center for Design Studies in 2009
Groundbreaking for Vignelli Center with the Vignelli and RIT dignitaries
Lella and Massimo at groundbreaking ceremony for Vignelli Center
The Vignelli and RIT dignitaries at Center groundbreaking
Construction of the Vignelli Center for Design Studies in 2009
Construction of the Vignelli Center for Design Studies in 2009
The first look by Massimo and Lella of the nearly completed Center
Massimo and Lella Vignelli in front of new RIT Vignelli Center
Massimo and Lella’s happy first visit inside Center’s archive
The Vignelli inspecting the unfinished Hamlyn Trust Study Room
Massimo inspecting the movable storage system in the Center archive
“From our work we hope that students take away more responsibility.”
Massimo and Lella Vignelli
Facade of the new RIT Vignelli Center for Design Studies in 2010
Massimo and Lella preparing exhibit for Benetton Gallery
Entrance to Vignelli Center’s new Benetton Gallery in 2010
Vignelli posters signal entryway to Center’s Benetton Gallery
Exhibit of Vignelli graphic design in Benetton Gallery
Exhibit of Vignelli furniture in Benetton Gallery’s second level
Program brochure for formal dedication of Vignelli Center in 2010
Massimo and Lella speaking at Center’s dedication ceremony
Massimo Vignelli commenting. “We did it!”
The Vignellis, Lady Helen Hamlyn and other guests at dedication
Roger Remington signing V for Vignelli
Audience responds to the V for Vignelli sign
RIT President Destler, Lady Hamlyn and Vignelli cutting the ribbon
A happy moment between Roger Remington and Massimo Vignelli
A big Massimo hug for designer Michael Bierut
Lella enjoying happy moment with RIT student Alexia Georgeio
Lella Vignelli with former RIT administrator Stanley Witmernet
The Vignelli Center for Design Studies is dedicated to design excellence through education, preservation, advocacy, collaboration, public good and globalism.
Master Designer workshop near Nice at Armando Milani’s studio
Massimo lecturing at Summer workshop in Nice on French Riviera
Workshop critique with the Vignelli and Armando Milani
Summer Master Designer workshop at RIT Vignelli Center in 2013

Massimo Vignelli

July 21–27
2013

Typography
and
Graphic Design

Vignelli Center
for
Design Studies

Rochester Institute
of Technology
Rochester, New York

For more information please email
katie.nix@mail.rit.edu

vignellicenter.rit.edu/workshop2013/

Make your last week in July a rich learning experience. Spend one week with the Master.

Participants

Cynzia Alvino
Peter Barrett
Mary Bayer
Michael Gagliano
Dianne Hodak
Rob King
Paulina Garces Reid
Eileen Riestra
Peter Rossetti
Ava Salazar
Jeremy Sie
Jenny Taylor
Arturo Toledo
Tom Weaver
Sean Wolcott

Marco Zannini
Maya Zimmer

Summer Master Designer workshop at RIT Vignelli Center in 2013
Massimo and guest George Lois teaching at RIT Summer workshop
Iconic designer George Lois, guest at 2013 RIT workshop
Faculty and young designers at RIT workshop in summer, 2013
Promotional & Informational Materials

Branding designs from summer workshop participant
Branding designs from summer workshop participant
Branding designs from summer workshop participant

Peter Rossetti
Designer

Project
Rochester International Jazz Festival

Master Designer Workshop
with Massimo Vignelli

Vignelli Center for Design Studies
Rochester Institute of Technology
July 21–27, 2015

Xerox Rochester International Jazz Festival June 21–29, 2014 585 454-2060 rochesterjazz.com

1,200 Musicians
300+ Concerts
Live in Rochester
Massimo presenting at summer workshop community event
Over 70 speakers have presented at the monthly speaker series.
Designer Alan Heller presented in 2011.
Michael Bierut studied graphic design at the University of Cincinnati’s College of Design, Architecture, Art and Planning, graduating summa cum laude in 1980. Prior to joining Pentagram in 1990 as a partner in the firm’s New York office, he worked for ten years at Vignelli Associates, ultimately as vice president of graphic design.


He has won hundreds of design awards and his work is represented in the permanent collections of the Museum of Modern Art and the Metropolitan Museum of Art in New York, and the Musée des Arts Décoratifs in Montréal. He served as president of the New York Chapter of the American Institute of Graphic Arts (AIGA) from 1988 to 1990 and is president emeritus of AIGA National. He was elected to the Alliance Graphique Internationale in 1989, to the Art Directors Club Hall of Fame in 2003, and was awarded the profession’s highest honor, the AIGA Medal, in 2006. He was named winner in the 2008 Design Mind category of the Cooper-Hewitt National Design Awards.

In the world of design, every job, every project, every conversation, every fight, every heartbreak, every victory is a chance to learn something. Michael Bierut talks about his life in design and what he’s learned from his teachers, bosses, partners, and clients.

Former Vignelli Associate designer Michael Bierut presented in 2014
Lesson five: If you want to be a problem-solver, you have to love problems.
Swiss designer Bruno Monguzzi spoke about his posters in 2011
Monguzzi’s posters were shown in Bevier and University Galleries
Canadian designer Burton Kramer exhibited his paintings in 2012.
Bob Cato

Exhibition
6 April – 26 June 2015
University Gallery
Booth Hall

Reception
Thursday 16 April 2015
5 – 7pm
University Gallery
Booth Hall

Born in 1923, Cato was an award-winning art director and graphic designer at CBS Records. As a designer and photographer, his work advanced the development of design, music and popular culture for five decades. He passed away in 1999. His career papers are in the Cary Graphic Design Archive at RIT.

This exhibition is a collection of photographic portraits of prominent musicians taken by Bob Cato.

Musicians: Photographs by Bob Cato

A 2015 exhibit of Bob Cato’s photography in University Gallery
Bevier Gallery
August 25 – September 27
Booth Hall

Opening Reception
Thursday, September 4
5–7pm

University Gallery
August 25 – October
Booth Hall

Pierre Mendell was one of the world’s leading graphic designers. For almost 30 years he played a role in creating the visual identity of Neue Sammlung—the International Design Museum in Munich.

Over a period spanning more than 40 years Mendell’s posters became a prominent feature in advertising columns and billboards around Munich, including posters for the Neue Sammlung and advertisements for the Bavarian State Opera. Mendell died on 19 December, 2008.

Pierre Mendell, Massimo’s friend, exhibited many posters in 2014
Laundy studied at Princeton University and the Yale School of Art.

From 1978–1985 Laundy designed corporate identities and architectural graphics at Vignelli Associates, and then until 1995 at his firm Laundy Rogers Design, he co-designed with Massimo the books *Graphic Design for Non-Profit Organizations*, and *About Time* for Champion Papers. He also did work for the launch of the IBM PC.

A Chicago firm, founded by Jay Doblin, brought Vignelli Associates and Laundy Rogers Design to help clients such as Xerox, Aetna and Steelcase to invent their futures. Laundy joined Doblin and focused on user experience concepts. He taught graphic design at the Institute of Design, IIT, and in 2014 he left Doblin to concentrate his efforts supporting restorative agriculture, writing, and designing websites and dynamic diagram design.
Norman Ives exhibit and events in RIT Galleries in 2016

Celebration and Retrospective
Constructions and Reconstructions

Exhibition
18 November 2016 through
8 January 2017

Opening and Panel Discussion
18 November 2016
4pm-7:30pm

Vignelli Center for Design Studies
Rochester Institute of Technology
Dinner at Norman Ives event between Albers murals at RIT
Archive visit by former Yale alumni as part of Norman Ives event
The Vignelli Legacy

Vignelli Center exhibit at Italian Embassy in Washington DC in 2018

An Exhibition of Two
Modernist Design Masters
Massimo and Lella Vignelli

March 15 – April 15
2018

Sponsors:
Italian Cultural Institute
Embassy of Italy

Vignelli Center for Design Studies
College of Imaging Arts and Sciences
Rochester Institute of Technology

L'eredità del Vignelli

Un'esibizione di due
Maestri del design modernista
Massimo e Lella Vignelli

15 marzo – 15 aprile
2018

Sponsor:
Istituto Italiano Cultura
Ambasciata d'Italia

Centro Vignelli per gli studi di design
College of Imaging Arts and Sciences
Rochester Institute of Technology
Kenneth Hiebert will begin his presentation with images of design work throughout his life, and his photography work. It will close with a video which is a personal meditation on juxtaposition of form in subjects photographed during his various travels.

Professor Hiebert is founding chairman of the graphic design program of the University of the Arts in Philadelphia, and retired as Professor Emeritus in 1999. He is author of Graphic Design Processes and Graphic Design Sources, both supported by grants from the National Endowment for the Arts.

He has taught at Yale University, and the Basel School of Design. In 2001, he was the Nierenberg Chair Visiting Professor at Carnegie Mellon University. He also taught several short-term workshops internationally. He was awarded the Master Teacher Award by the Graphic Design Education Association, and received honorary doctorates from Maine College of Art and the University of the Arts.

He is a founding member and Fellow of the Philadelphia Chapter of AIGA and has received multiple awards from the AIGA and other professional associations for his work in book, poster, promotional, website and corporate image design.

Art, design, and technology integration is the underlying theme of his continuing work as designer and educator, and in his exploration with new possibilities in mixed media.
Reception honoring pioneering design educator Kenneth Hiebert
Roundtable speaker Carolyn Bauman from Cooper-Hewitt Museum
Guests Jonathon Wajskol and Rocco Piscatello at post-roundtable
Roundtable speakers from Antenna Design, New York in 2015
RIT Press publishes *Vignelli Transit Maps* book in 2012
Vignelli Drawings book published in 2017
The Vignelli Archive has over 3000 linear feet of artifacts
The Vignelli Archive houses over a half a million artifacts
An artifact from the Vignelli Archive-model for 712 Fifth Avenue facade
Since 2013 Archivist Jennifer Whitlock has helped over 5000 students
Vignelli Center Archivist Jennifer Whitlock has given over 175 tours
Metaproject showing with the Vignellis, Josh Owen and ID students
Vignelli Center sponsors Metaproject
Wendell Castle showing his Molar chair Project Timecapsule
Eric Avar, designer at NIKE, and Kobe Bryant with the KOBE 9 sneaker
Metaproject display in New York during Design Week
Ten years of Metaproject documentation
“Design is the byproduct of intellectual elegance. In design it is not what you do that counts, but how you do it that is relevant.

Metaproject is a live demonstration of this principle.”

Massimo Vignelli
Vignelli Center travel award sponsored by ID Sign Systems in 2016

2016
ID SignSystems
Design Travel Award
Vignelli Center for Design Studies
at Rochester Institute of Technology
proudly announces the second
Design Travel Award sponsored by
Paul Dudley and Katrina Beatty,
principals at ID SignSystems in
Rochester, New York.

Candidates
The award is intended for a junior or senior student
in graphic, industrial or interior design with a
strong orientation for a career in wayfinding design.
Students must have a 3.0 GPA. The award is available
Spring semester 2016 for use this coming summer.

Proposal
Applicants must research and produce a proposal
in which they will travel to visit leading designers and
manufacturers of signs and wayfinding systems.
Proposals must include designers and names of firms
to be visited, with dates and locations.
Proposal writing advise is available from
Professor Bruce Ian Meader at bimi@rit.edu.

Travel Award
A cash award of $5,000 must be used for travel, lodging
and meals in the United States or abroad.

Judges
The judges reviewing proposals will be Mr. Paul Dudley,
Ms. Katrina Beatty, Professor Bruce Ian Meader,
Vignelli Professor R. Roger Remington, and Professor
Josh Owen.

Deadline for Proposals
Monday, 28 March 2016

Travel Report
Following the travel experience, the award recipient
is required to submit a final travel report within 6 weeks
of the last day of travel in early September 2016.
The final report should document the travel experience,
the firms and places visited, and what was learned.
The report should be a minimum of 1,000 words.
Vignelli Center “T” shirt designs featuring Massimo quotes in 2017
Yes, Here! Now, Fight Against Labor Trafficking

Modern Slavery: Labor Trafficking is Everywhere and Nowhere
The Christian Science Monitor
October 26, 2015

There are humans who have been tricked or forced into working for meager wages, often in dreadful conditions, in almost every sector of the economy, from agriculture and domestic work to computer programming and carnivals.

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To learn more go to rrcaht.org

Vignelli Center community design project in 2015
Vignelli Center designs branding for RIT Photonics Initiative in 2016
Professor Bruce Ian Meader used Vignelli Unigrid for poster project
Professor Michael Burke from London is Center guest lecturer
RIT Honorary Degree awarded to Center supporter Lady Helen Hamlyn

Lady Hamlyn
London, England

Vignelli Center for Design Studies
School of Design
College of Imaging Arts and Sciences
Rochester Institute of Technology
RIT Honorary Degree awarded to Center supporter Lady Helen Hamlyn
Educational program interaction with Fabrica and Benetton in Italy
Visitation with RIT President Destler and Luciano Benetton in Treviso
Vignelli Center sponsors 2017 international conference on Healthcare
Interactive RIT Participants at Med Design Conference
Demonstration poster from MED DESIGN conference
Professor Bruce Ian Meader published *Human Health* book
Center’s 5th anniversary party in New York at Partners & Napier
A New Academic Offering - Design Studies

Response from the Vignellis:

“RIT’s Design Studies area of the VCD Graduate Program is a monumental event of historical significance. This is the first time that an official emphasis on history, theory and criticism will be given to scholars. For us this is a life-time dream come true, 25 years in the making.”
Promotional poster for new Design Studies program

Learn Design Studies from These Masters

MFA Visual Communication Design

Consider the New Graduate Option in Design Studies

Rochester Institute of Technology
Design Studies students in class analyzing archive artifact
“If students study history, theory and criticism, they will get to a design that is deeper than shallow design.

Massimo Vignelli
Design Studies students in class analyzing archive artifact
Graduate Design Studies student interface project using archive
Design Studies student project of archival exhibition
Design Studies augmented reality program from archival content
Podcast session with guests from Hope for Honduras project
Developing Vignelli Center programming at weekly planning meeting
Massimo and students following a lecture in 2011
Gary Hustwit delivering his Design Conversations presentation in 2020
The Vignelli during a pleasing visit to the completed Vignelli Center.
“We hope our legacy is to make better professionals, more qualified designers.”

Massimo and Lella Vignelli
Massimo before the completed Vignelli Center for Design Studies
“Design is a marvelous mission. Go out, spread the word. It is your turn now.”
Massimo Vignelli
Ten years of accomplishments...

500,000 artifacts in collection
31000 followers on Instagram
21000 artifacts digitized
5000 designers, students, scholars used archive
3000 linear feet of artifacts
200 demonstration sessions with RIT classes
70 speakers at monthly lectures series
40 different collections added to archive
25 former Vignelli Associates designers involved
25 collaborative design projects realized
8 visiting lecturers from Europe on campus
Celebrate in the beautiful Vignelli-designed Saint Peter’s Church