

**Winter 2014 Faculty Conference  
Trustees Theater  
Friday, January 10, 2014 – 9am  
MASTER SCRIPT**

[X comes to podium.]

Good morning!

Winter faculty conference is my favorite as I get to say: HAPPY NEW YEAR!

It's hard to believe it's been a year since we came together here to welcome the winter 2013 quarter. Time flies at X ... and for evidence of that, consider that **all** of this happened in the fall 2013 quarter alone:

We celebrated our 35<sup>th</sup> year by welcoming # new students in September, walked # steps in our university-wide Healthy by Design challenge, hosted # guests, # screenings, and more than # guests at the 16<sup>th</sup> annual X Film Festival, engaged in # sponsored projects and CLC projects, welcomed two new academic buildings, a new student residence, and new dining facilities, and congratulated # fall graduates in our first-ever fall commencement ceremony.

For an unprecedented **third** year in a row X interior design programs have been ranked #1 in the nation by DesignIntelligence! Would all interior design faculty and staff please stand?

DesignIntelligence also named X's undergraduate and graduate industrial design programs the region's best in its 2014 rankings! Would all industrial design faculty and staff please stand?

Also this fall, X animation alumnus X's film Baxter won the Best Animation award at the Los Angeles International Underground Film Festival.

[Baxter video plays and ends]

X film and television M.A. alumnus X was recently honored with an International Cinematographers Guild Emerging Cinematographers Award for his work as director of photography on his X thesis film "The Secret Number." X was the director of photography for 'The Secret Number' and is a member of the International

Cinematographers Guild, which represents the most talented camera professionals and publicists in the world.

The director of the Secret Number was another X graduate, X. X works for Pixar and is credited for his camera and staging work on Monsters University. He is currently working on the next Pixar feature “The Good Dinosaur” and the 22-minute TV Special “Toy Story of Terror.” Colin is [regularly back on campus here at X as] the alumni mentor for film and television, [giving our students a clear-cut image of what lies ahead in their professional careers.]

I’m sure by now you’ve all heard about Beyonce’s surprise visual album, which broke music industry rules by skipping the traditional marketing route altogether. Instead, she released all 14 songs and 17 music videos overnight through iTunes. Well, what you might **not** know is that X film and television M.F.A. alumnus X is the editor of some of those videos that are keeping everyone watching, listening, and talking right now. Since graduating in 2006, Alex has earned several awards and nominations for his work as an editor on music videos, films and commercials.

And though Beyonce is certainly a tough act to follow, there’s one media event that wins more fans by a landslide. Throughout fall 2013, a group of graphic design, animation, and motion media students in CLC Studio 408 collaborated with FoxSports on a top-secret trailer for none other than the most watched television event of the year – that’s right, the Superbowl. While we won’t be able to see their work until [February 2](#), the group is blogging for [FoxSports.com](#), and here’s a little video they put together to introduce themselves.

Would all animation, motion media, and film and television faculty and staff please stand and be recognized for your students’ extraordinary accomplishments?

We’re not even two weeks into 2014, and I already have some new accolades to share: nine X School of Fashion students have been awarded prestigious scholarships from the 2014 YMA Fashion Scholarship Fund. The award ceremony took place in New York City this Wednesday, and X became the first university to have this many students recognized with YMA scholarships in a single year! Would all School of Fashion faculty and staff please stand?

The November 2013 Student Awards issue of *Applied Arts Magazine* 19 illustration and three graphic design students. This was by far the highest number of entries accepted into this competition among the 44 colleges and universities in North America and X came in first with a total of 29 winning entries. X Hong Kong illustration student Alfred Lee was among the top ten winning students in the worldwide competition and received the Applied Arts Creative Excellence (AACE) award.

When I visited X Hong Kong this fall, we hosted a reception during Siggraph Asia. The top designers and gamers in Asia not only toured our facilities and met our students and faculty, then got to business, which as hard-core gamers, meant they testing our students' games to the limit. They loved the games, and told us that visiting X Hong Kong was the best event of Siggraph Asia.

While I was in Hong Kong, I also saw X Hong Kong students preparing for the Disney Imagineering Design competition. From over 70 entries, Disney selected ten finalist teams, and of these ten teams, **four** were from X. In the final round of competition, X took first and third place honors. The winners will be flown to Glendale, CA to tour and visit the Disney headquarters this coming year, and will also complete a summer internship with Disney.

In addition, Walt Disney Imagineering has selected the top six finalist teams of its 23rd Imaginations Competition in the U.S. I am proud to announce that one of the six finalist teams is from X. Their project is a concept for Disney's Living Library, a one-of-a-kind experience that blends storytelling, gameplay and learning in a real, interactive and fully immersive, themed environment. This X team will travel to Glendale, CA in just a few weeks to compete in the final round.

Would all illustration, graphic design, interactive design and game development, themed entertainment design and production design faculty and staff please stand?

As faculty, you encourage your students toward their dream careers. In Fall 2013 alone, our students were hired by Blizzard Entertainment, Blue Sky Studios, DreamWorks Animation, PixelPool, Nissan USA, Atlanta Falcons, Big Block, Dell, Framestore, Pixar Animation Studios, Microsoft Studios, SK+G Advertising, Alibaba Cloud Computing Company in China, Industrial Light & Magic, Saatchi & Saatchi in London, Amazon's photography studios, Harper's BAZAAR, Lilly Pulitzer, Marc Jacobs, Fossil, just to name a few...

The quarter ahead holds so much in store ... the X Scholarship Gala, aTVfest, deFINE ART, and more. Your students will study, learn, present, fine-tune, adventure, and collaborate ... they'll attend lectures and exhibitions, network with alumni and professional partners, and make connections that will form the foundations of their creative careers. And they'll do all of this because you encourage and support them in their academic and creative endeavors, across every major and discipline, every day.

It is now my honor to invite to the stage the person that has encouraged and supported X for 35 years: X President and Cofounder X.

[President X comes to podium.]

PRESIDENT X

Thank you, X.

Well, 2014 is upon us, and in honor of Grumpy Cat, one of the top memes of 2013, I posted an artful homage to my own fierce Frenchie.

[Molly video plays and ends.]

It's difficult to predict what wild adventures the new year will bring, but X's ability to innovate has distinguished us in art and design education for 35 years. Innovation is sparked by more than likes or followers. It's initiated by people ... and more specifically, the connections between people. In 2014, our quantitative success as a university will be determined by the strength of your qualitative relationships ... by your connectedness with one another and with your students ... and by the intentionality of the work you do in your classrooms ... every day.

As faculty and masters of your disciplines, your influence endures ... and your students go on to live the lives you inspired them to imagine.

[Audra Noyes video plays and ends.]

[Michael Mack video plays and ends.]

Students like Audra and Michael succeed because X's abundant resources, academic departments, and faculty are the best of the best. Clearly. As we discovered this fall, the journey to the top is sometimes a bit ... mysterious.

In October, Managing Director of the X Museum of Art **Kimberly Shreve** received a **confidential email** informing her that the museum was a **finalist** for a **very** prestigious **national award**. An **anonymous juror** would soon be conducting a **covert visit**. In order to complete his mission, the mysterious visitor would require a **top-secret tour** of all **public spaces** at the museum, as well as behind-the-scenes **staff offices**, **collections storage**, **classrooms**, even the **loading dock** ... And **here's** the catch – she wasn't allowed to breathe a **word** of the finalist status or impending interrogation to **anyone**, least of all the museum's design team.

**Four weeks** ... and a few more highly **hush-hush**, confidential emails later ... a **van** pulled up to the curb on Turner Boulevard, and a **shrouded figure** emerged.

[Danny comes on stage.]

He examined the site with an **architect's precision** (there's your clue) and left that very same afternoon. For months, we heard ... **nothing**. It was all very **007** ... or was it **Professor Plum** with the **candlestick**?

Well, just this week, the **mystery was solved**: the **X Museum of Art** has been selected to receive a **2014 AIA Institute Honor Award for Architecture** – **YES**, the highest award in the **nation** for a new building.

[The rest of the group comes on stage]

**Bravo** to the museum's design architect **X**, and many thanks to **X, X, and X**, for ensuring that students **have** the X Museum of Art and that this **top-secret operation** resulted in an important award that reflects **so favorably** upon the university as a whole. **Mission accomplished!**

[PSW leads applause.]

The 2014 AIA Institute Honor Award **underscores** the **quality** of a X education for prospective students and parents ... **increases** the **value** of a X degree for graduates across every major and discipline ... and **elevates** X's visibility on an **international** stage. Professional partners may discover X through our important accolades ... and when they look closer they see a global family of students, faculty, and staff who are **proud** to come **together**, **collaborate**, and **innovate**.

The museum is **more** than a **thing of beauty**, **more** than a **work of art**. It's a **living**

community, a place where foundations professor X holds his beloved Gesture Jam sessions for quick-sketch practice ... where the award-winning Mobb Line improv group rehearses under the direction of performing arts professor X ... and where, in just a few weeks, we'll host the fifth annual X.

This year's honoree and keynote speaker is internationally acclaimed artist Alfredo Jaar, who will debut his large-scale installation, *Shadows*, which was underwritten by a generous grant from the Ford Foundation – a major accomplishment in and of itself. We'll also host X exhibitions and lectures by more than thirty international artists.

The spirit of the museum is the spirit of X – a commitment to champion art and design for our students and audiences around the world. To that end, in early December, X traveled south to Miami to host an exhibition of work by X painting alumna X during Art Basel Miami Beach. Wendy's work is absolutely brilliant, and her exhibition perfectly complemented a week of X panel discussions, community art workshops, alumni networking, and X admission events.

After we'd packed up the X bus and headed north to X, I received this email from a Miami educator who visited the X exhibition with her students. She said:

"I just wanted to thank you and everyone at X for the wonderful experience we all had in Wynwood. My students told me it was the best field trip we'd ever been on. They want to go to X and live in Wynwood. They loved the gallery in M building, the yummy box dinner, the X bus and masks, the tee shirts, moustache chapstick...it was a visual arts Disneyland. Thank you again soooooooooooooo much for inviting us to be a part of this great experience."

That's a lot of o's.

In early February, we'll hold the second annual X in X, a three-day celebration of small-screen storytelling at its best ... and this year, we'll host X events in the former 14<sup>th</sup> Street Playhouse, which X added to our Atlanta-based resources in late December. This venue contains 3 theaters with 635 total seats, a prime venue for X students to present their work in film, animation, sound, writing, and other disciplines to the ninth-largest media market in the country. In the weeks and months ahead, share with me your ideas to create our own TED-like X talks, memorable storytelling jam sessions, or screenings. The floor is open, and the stage belongs to you and to your students.

Speaking of **stages**, quite a few boldface names took to **this one** in October during the 16<sup>th</sup> annual **X Film Festival**, so I thought I'd end with a very **museum-inspired** commendation from 2013 X Film Festival Lifetime Achievement winner **Jeremy Irons**.

[Jeremy Irons video plays and ends.]

Welcome to 2014, **men** and **women** of **arts** and **letters** ... **academic standard-bearers** of X. **You** are **the beacon**. Thank you.

[X sits. X comes to podium.]

X

Good morning everyone. I hope your winter quarter is off to a great start.

Since I came to X 5 years ago, I've observed the **many** ways our leadership encourages **excellence**, both at the **departmental** and **university** level. In interior design, we're certainly **proud** of our #1 rankings, and we also know that our accomplishment **wasn't built in a vacuum**. **We** succeed – and our **students** succeed – when we recognize our role in an **integrated system** of **collaboration** and **cooperative learning**. Today it's my pleasure to introduce our **newest** collaborative project, which brings X faculty and students together to address one of our **most pressing urban design concerns** – **housing**.

The world is changing more rapidly **now** than at **any time in human history**, and this revolution can be tied to **two major trends** - global **population increase**, and **rates of urban migration** not seen since the **Industrial Revolution**. What does this mean for **urban housing**? **Too many people, not enough space**.

As a **pioneer** in art and design education, it is **critical** that X lead the way in developing a way to **address** this world challenge. Beginning last summer, X led **collaborative**

design charrettes involving urban design, historic preservation, furniture design, industrial design and interactive design and game development students and faculty, and what soon emerged was a set of criteria for an unprecedented residential community.

**First**, a bit about our process. Time and time again the question came up - how do we provide more housing in an already dense urban setting? We knew we needed to repurpose an uninhabited yet centrally located structure that was engineered for flexible use. Hmm....does any particular structure spring to mind?

As a bonus, the X Atlanta parking deck has some pretty great city views!

These microhousing units are being designed and constructed by X students, built here in X, and shipped to X for installation bookended by landscaped green spaces. Our microhousing initiative is incredibly timely and relevant, and not only to our students and the Atlanta community. It can be replicated in rapidly growing, densely populated cities all over the world.

Most importantly, this project showcases the strength of X's academic programs. As with X, these will be intentional art communities, outfitted with X student and alumni art, textiles, housewares, and fixtures, and come April, officially zoned and ready for 90-day occupancy. This is artful living at its best.

[Xpad video plays and ends]

In the first 24 hours the Xpad site went live, that video received more hits than any video we produced last year, so clearly, people are interested. Now it's up to you to spread the word. Throughout January, please encourage your eligible students to apply for one of up



to **nine two-week residencies** in Xpad micro housing units. You can visit **Xpad.com** for a full listing of contest rules.

Welcome back to winter quarter, and happy 2014!!

[X sits. X comes to podium.]

[X introduces X.]

[X comes to podium.]

[X delivers remarks.]

[X returns to podium for closing remarks.]

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