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A-eye



DESIGN TRENDS

EVOLUTION OF THE PEPSI LOGO

SAY WHAT?

WHAT IS AN ARTIST'S SOCIAL RESPONSIBILITY

ROAD TRIP

THE GUGGENHEIM AND FRANK LLOYD WRIGHT



THE DISTRICT TABLE

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BARNINGER & COUCH



Barninger & Couch is a furniture and product design studio bringing a hand-crafted modern contemporary aesthetic to the Mid-Atlantic region. Combining old-world skill with cutting edge design is the company's calling card.

Whether you are looking for a one-of-a-kind commissioned piece that no one else in the world has, or you would like a beautiful hand-crafted production piece for your home, restaurant, or

office, this is the company you're looking for. We offer a full range of services from ideation and concept all the way through to final implementation.



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FREE

DETACHABLE
CENTERFOLD



editors letter

Hello, welcome to the first issue of the A-eye Magazine.

The Art Institute of Washington has been established for nine years now, and yet it does not possess a student magazine. Quite strange really! We started this magazine because there was nothing out there for us. We have a simple design for a well-written art college magazine that speaks to Ai students. This type of magazine just doesn't exist, so we made our own.

So here we go, launching the first edition of *A-eye Magazine*. The basic concept behind the name of this magazine really has a dual meaning, regardless of what it was to be named, people naturally will just call it the Ai magazine. Instead of trying to market it as something different, why not just call it what it is *A-eye Magazine*; spelling out the word “eye” creates a new meaning. Artists are supposed to have an eye for things, that what differentiates us from the rest of the world, we are able to see art in everything, doesn't matter where we see it.

The concept of the content is to, network, network, network; by sharing information among students that will be beneficial to their collegial years as well as provide helpful hints on how to become successful in our area of study.

This magazine is specific to the Washington, DC area, and incorporates local events, artists, best kept secrets and people in passing. Being based near the nation's capital provides all of the necessities for a career driven student to become a successful professional.

The plan is to continue the “What is an Artist's Social Responsibility” article in every issue interviewing any artist with an opinion on whether or not artists should

consider their audience when creating. Also, to continue with the Local Artist's Ads, as artists we are constantly meeting new artists, instead of just saying “oh that's neat,” we need to promote each other, by sharing contacts and marketing each other by word of mouth. Being a creative person is a gift and we need to be friendly to each other and our talents.

Considering that this is the first issue, if anyone wants to join the team, or has any suggestions, it is open for discussion. We want all kinds of artists to participate, audio, culinary, fashion, GD, IMD, gamers, interior, etc.. All are welcome!

It was important to me that this letter from the editor focus solely on being aware of our surroundings and gaining as much knowledge from people and things we interact with on a daily basis. Success is all around us, no question is a stupid one if you don't know the answer to it. Have the confidence to learn and truly absorb information that surrounds you.

One last thing to our readers—we won't make it without you. We need your feedback and willingness to contribute your thoughts, concerns and any information that would be pertinent to our success.

Ready, set, blast off!
— Toni Shandel
Director of Content

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Jeffrey Barninger

After beginning his studies in sculpture at Kutztown University, Jeffrey discovered furniture making and transferred to Thaddeus Stevens College in Lancaster, PA to study under Steve Latta and learn the techniques of century furniture production. Steve instilled the time-honored ideals of sweating every detail of a piece and also the confidence to produce a piece without fear. Steve instilled the time-honored ideals of sweating every detail of a piece and also the confidence to produce a piece without fear.

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sydney garth

Your career begins the first day of school, not when you complete your degree.

As students we often wonder, why is our college tuition so pricey? Unlike other colleges, The Art Institutes have multiple services available and a friendly staff to aide in job placement. Unfortunately, students do not take advantage of these benefits. Ai across the country has a department that is actively involved in placing graduates and seniors into a position in their field, whether it is a full/part-time position, or an internship. The staff of Career Services knows which corporations are interested in hiring new team members, and what they are looking for in an ideal employee. A perfect job is not going to fall into your lap, you must seek out and follow up with opportunities.

A-eye has compiled a list of questions that most students are probably curious about and spoke with Sydney Garth looking for answers. Here is quality advice and helpful hints from Mr. Garth.

A-eye: *What impact has the economy fluctuation had on the opportunities of graduates in finding a job?*

Sydney Garth: The recession is affecting everyone, as a student you must be more diligent. You have to work harder and follow through on possible leads, even if it is not exactly what you are looking for, it is a step on your career path. And when applying for your first job, be OK with the fact of having a wide range of positions you would be willing to take.

A-eye: *What can students do while they are still in school to help guarantee job placement after graduation?*

SG: Do anything and everything that pertains to your field that you can get your hands on. Go to networking functions and make contacts, volunteer your skills, join organizations, do an internship, pro bono work,



©Robert Burke Photography

Professionalism, is very important in fact extremely important. It is essential to being able to relate to clients and co-workers.

you must be willing to sacrifice making a profit to get yourself out there, experience is a key. Network, network, network! It's not what you know it's who you know.

A-eye: *How should students write their résumé? Should they include GPA, and involvements in extra-curricular activities?*

SG: First and foremost, make sure the grammar is perfect, and for GD students, make it stylish. Companies don't look at GPAs, if you want to include it make sure it is above 3.0. Employers are looking for experience and consistency. Having the passion to be involved in your field outside of school shows dedication to your future, that you are not just completing projects.

A-eye: *What is the importance of researching and familiarizing yourself on a company that is a prospective employer?*

SG: Knowing something about the company shows that you are serious in becoming a member of their team. Companies want future employees to truly be interested in being a good fit and a positive addition to their staff, not just someone that needs a job. Take the time, do the research and educate yourself about the company before attending any interview.

A-eye: *Do you have any helpful hints or guidance for when you are actually in an interview?*

SG: Definitely practice before hand. Present yourself as a professional, don't get too comfortable, no lounging, make eye contact, and relate to people, researching the company will help to relate. First impressions are very important. Listen to the questions and answer with an educated response, and don't be surprised if there is more than one person at the interview.

THE SOLOMON R.

GUGGENHEIM

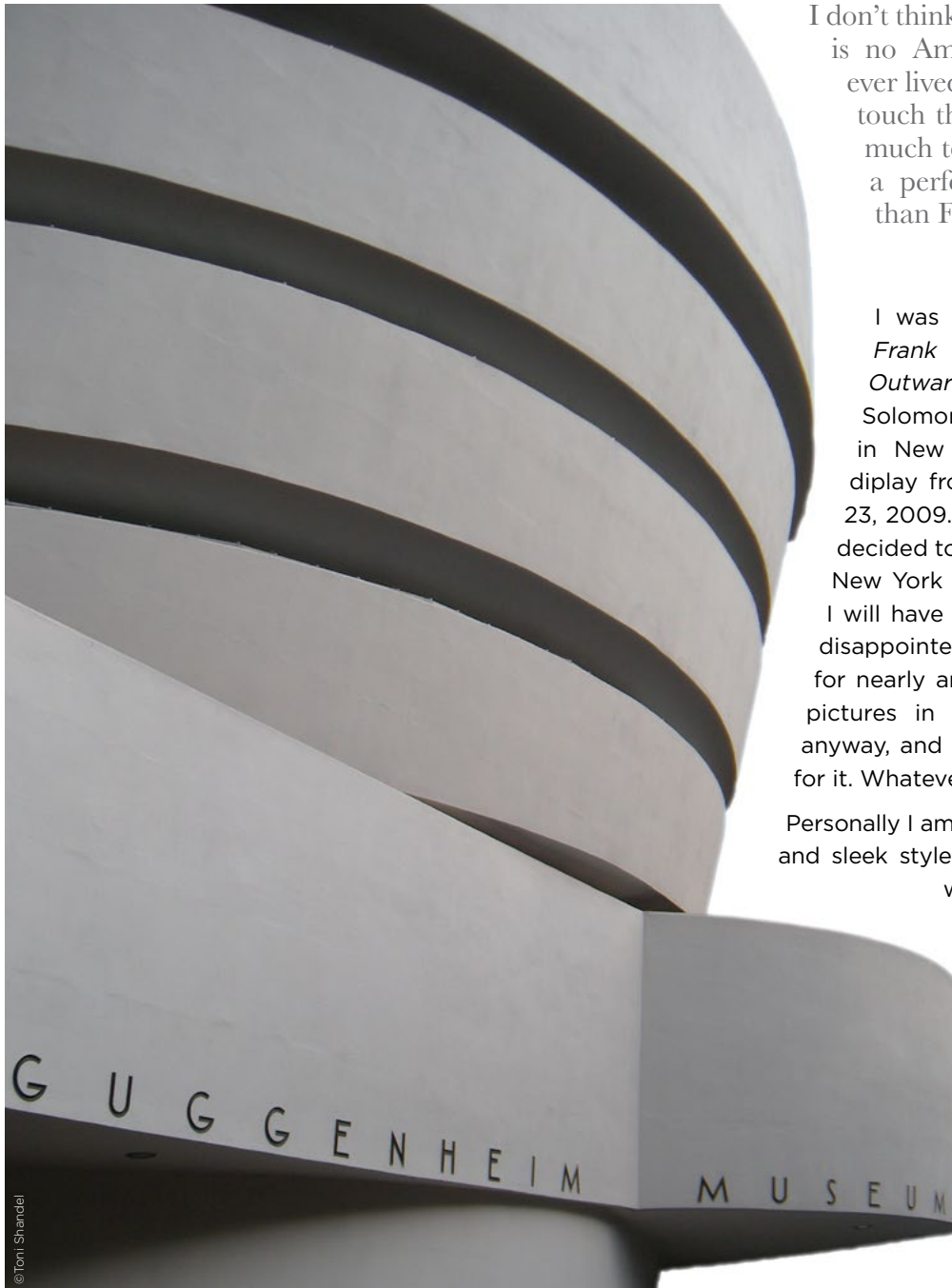
MUSEUM

I don't think it's unfair to say that there is no American architect who has ever lived who has done as much to touch the world, who has done as much to realize his vision of what a perfect architecture might be than Frank Lloyd Wright.

—William Cronon

I was lucky enough to catch the *Frank Lloyd Wright: From Within Outward* exhibit, showing at The Solomon R. Guggenheim Museum in New York. The exhibit was on display from May 15, 2009 to August 23, 2009. Living in Northern Virginia I decided to make a road trip, driving to New York was definitely an adventure. I will have to say though I was slightly disappointed that after I waited in line for nearly an hour, I was unable to take pictures in the museum. I took them anyway, and was yelled at on every floor for it. Whatever!

Personally I am drawn to geometric, simple, and sleek styles. I, like FLW, am fascinated with life and nature, and am constantly striving to merge both worlds into my thought processes, and conceptual designs. FLW mastered this technique and influenced all forms of art. His attention to detail in every building he designed is extraordinary. I don't think that there is anything he has created that I do not like.

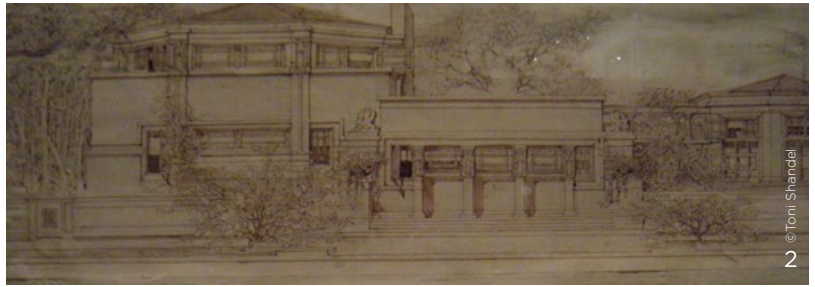




The Solomon R. Guggenheim Museum opened on October 21, 1959. It is one of the best-known museums in New York City and one of the twentieth century's most important architectural landmarks. Designed by Frank Lloyd Wright, the museum—is often called simply *The Guggenheim*. This special showing of Wright's work was to mark the golden anniversary of the landmark building and celebrated for the first time within the walls of this architectural masterwork the innovative and poetic work of its legendary creator.

Frank Lloyd Wright was one of the world's most famous architects; he had a major impact on Western architecture. His career lasted about 70 years, starting with the restoration of past styles and continued through the start of the modern architecture, he was a major influence on this movement. During his career he was strongly influenced by life and nature. The style of architecture he created was always far advanced compared to other architects.

"He was an extremely creative innovator and experimented throughout his long career with structure, using great steel and concrete cantilevers and poured concrete. He was one of the original architects to envision the design capability of concrete blocks, designing



buildings of custom-cast blocks with patterns. He also introduced open planning in buildings, letting spaces flow into each other rather than enclosing them with walls. He was interested in machines and was an early advocate of factory-manufactured products in his buildings."

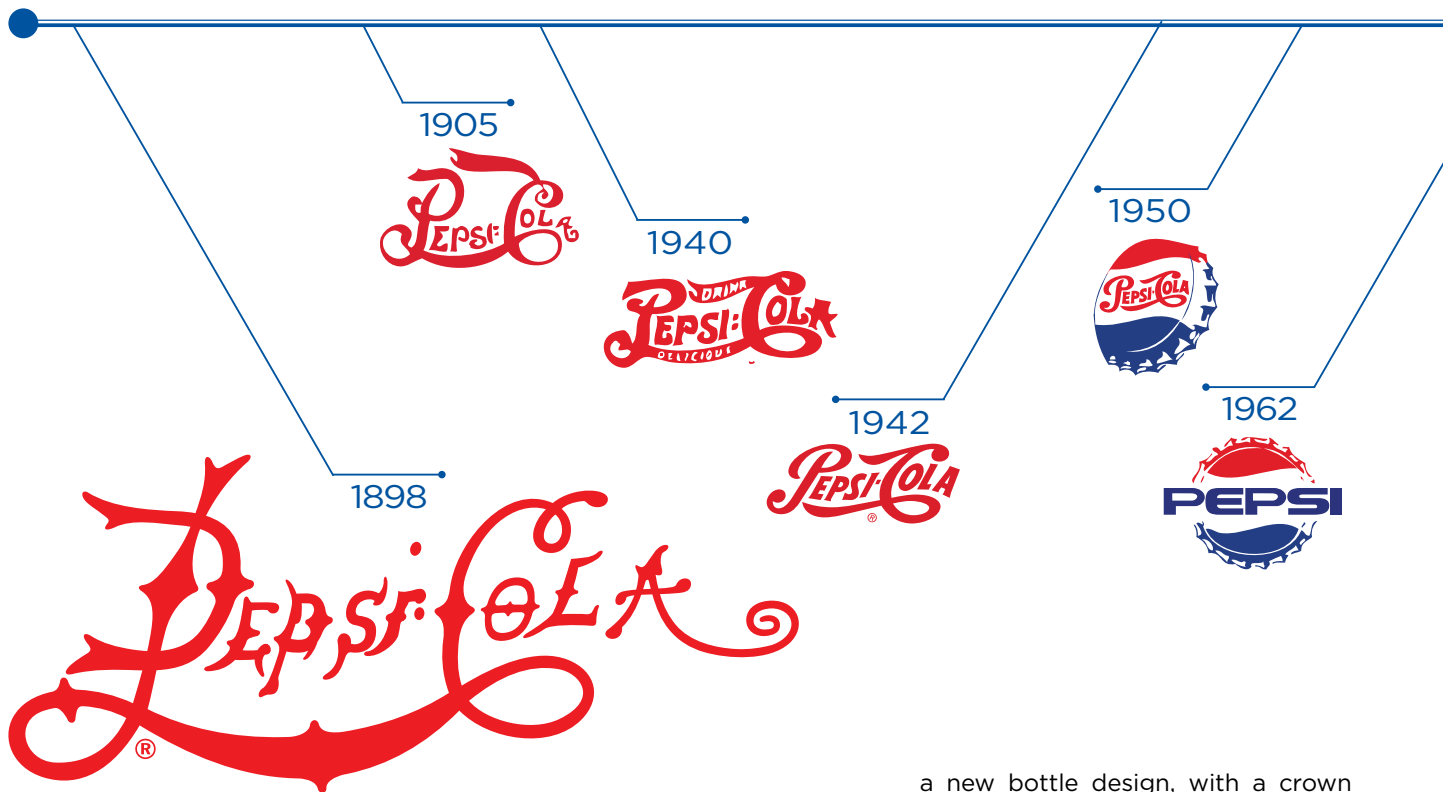
Wright has had an enormous effect on architecture and will forever be considered one of the greatest. Frank Lloyd Wright left behind a rich legacy of beautiful houses and buildings—a truly American style of architecture, and an example of what it means to live life based on your own convictions.

As I mentioned before The Guggenheim Museum has a rule that does not allow visitors to take any pictures inside, but I just couldn't help myself. Above are a few of the images I was able to capture. Images 1, Model of Frank Lloyd Wright's Herbert Jacobs House #1, Madison, Wisconsin, 1936-37, images 2 and 3, Model of Crystal City, Virginia (not constructed).

— Toni Shandel

FRANK LLOYD WRIGHT FROM WITHIN OUTWARD

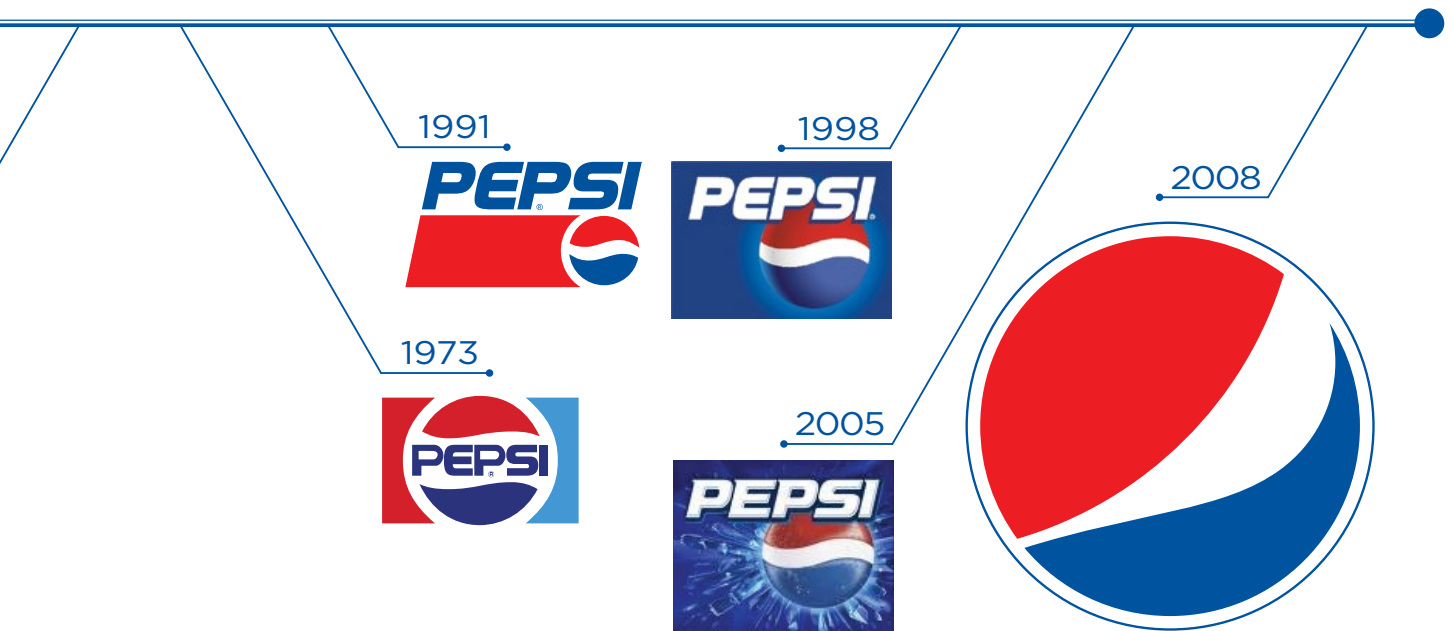
Evolution of the pepsi Logo



Today, Pepsi is one of the biggest soft drink company. Started by Caleb Bradham in 1890's. Initially he called is product Brad's drink, which was quickly changed to Pepsi-Cola, visible in the first 1898 logo. In 1903, the name was trademarked and hasn't changed. In the early

years Brad made custom logos for the brand as it became more famous. In 1933, the company was bought by Loft, Inc. The company changed the bottle size from 6 to 12 oz. and came up with the "Refreshing and Healthful" logo. However, the major breakthrough in the Pepsi logo design came in 1940s. Walter Mack, the CEO of Pepsi came up with the idea of

a new bottle design, with a crown having the Pepsi logo. The "Pepsi Globe" emerged during WWII when, to support the country's war efforts, Pepsi had a blue, red and white logo. This logo became hugely popular, and went on to be the identifier for the company. As a result, in 1950 and 1962, the bottle cap with the swirling blue and red became prominent in the company logo. During the 1960s when it became even more popular,



the script was changed from the curly red, and the main attraction was on the bottle cap in the logo. The first appearance of the Pepsi Globe instead of the bottle cap was in 1973. The typeface was made smaller so as to fit in the globe. The Pepsi Globe was boxed in, with a red bar coming in from the left and a light-blue bar coming in from the right. In 1991, the typeface was moved from inside the globe. The red bar

was lengthened and the typeface came on the top of the globe. In 1998, the white background in the logo was replaced by the blue color, which also resulted in dropping the red horizontal band. The globe now had a 3-D graphic and was larger than earlier versions. It might be that since, Pepsi and the globe touch each other for the first time in the

logo, the name 'the Pepsi Globe' was given to the logo. After 1998, it seems that Pepsi had decided to give the globe more prominence than the script itself. So, the globe came on top of the script in 2003, and in their current logo they have done away with the script altogether.

alison friedman

Culinaire serves as a laboratory where students work in a real world setting.



Did you know that our own *Culinaire* was rated Rosslyn's best kept secret by *Express*? *Culinaire* is a 44-seat dining room that provides an open kitchen for guests to be mesmerized by our kitchen staff preparing their meals. Unless you have a class in the awkward room on the 12th floor you might not know that AiW has its own restaurant, open to students and the public. If you don't know anything about it, then you will want to read this article. A-eye interviewed Alison Friedman, Chef Instructor.

A-eye: *How would you describe Culinaire?*

AF: A fine dining restaurant that creates an elegant and casual atmosphere with a "foodies edge," while making our guests a part of an experience while dining with us. And, our open kitchen adds to our uniqueness.

A-eye: *What type of food does Culinaire serve?*

AF: Well, it really depends on the chef for that quarter. This quarter we have been preparing west coast style food, organic, American-Indian food. Last quarter the food had a New England flavor. We have Chefs from all over the country for our students' benefit.

A-eye: *Are there any seasonal dishes?*

AF: The chefs definitely take into consideration what fruits and vegetables are in season to ensure the freshest, most flavorful tastes. We actually just put in our own herb garden.

A-eye: *What can students do while still in school to help guarantee job placement after graduation?*

AF: Get a job in a restaurant.

A-eye: *Do you think that the economy is affecting the hospitality business?*

AF: There has been a huge decline in openings at the mid-level within a kitchen. Mid-range restaurants are suffering, hotels are cutting back. We are in a recession so the entertainment side of people's life styles is what is sacrificed first.

Summer Menu

starters

Gazpacho Andaluz

Chilled tomato soup

Summer Corn and Blue Crab Soup

Finished with a splash of Spanish sherry

Salad de Haricots Verts

French beans, mache, almonds, nicoise olives and lemon

Panzanella

Italian tomato, fennel, and bread salad with fresh mozzarella

Baked Stuffed Mushrooms

Gorgonzola, Italian sausage, bread crumbs and vermouth

entrées

Chicken Monterrey

Pan-seared peppers and rosemary Chardonnay jus

Rockfish en Papillote

Lightly spiced, pan-seared and finished in parchment with porcini mushroom, peppers and Marsala wine

Farro Risotto with Scallops, Shrimp and Saffron Jus

Ancient Roman grain in rich saffron broth

New York Strip Steak

Grilled and finished with your choice of shallots herb butter or chipotle lime butter

desserts

Ricotta Fritters with Gold Raisins and Chocolate

White chocolate crème anglaise

Strawberry Shortcake

A summer classic

Gelato

Seasonal assortment

hours:

Monday: 7:30am–9pm, Tuesday and Wednesday: 7am–9pm

Next quarters hours:

Monday, Tuesday and Wednesday: 8:30am–3:30pm

Culinaire is a fine dining restaurant with a foodies edge. We make our guests part of an experience, while maintaining an elegant casual atmosphere.



BARNINGER & COUCH

Barninger & Couch is a furniture and product design studio bringing a hand-crafted modern contemporary aesthetic to the Mid-Atlantic region. Combining old-world skill with cutting edge design is the company's calling card.

Justin Couch earned a BS in Industrial Design from Georgia Tech in 2003. He has lived in several cities

calling home Waycross, Georgia, Atlanta, San Francisco, and now Washington DC. Justin's *Profile* series brought him to the attention of the DC scene, garnering several press pieces and shows. Creating 3-D pieces using 2-D shapes continues to fascinate Justin and will surely continue to have an influence on his work.

Justin
Couch



susan cole

The academic support center is specifically designed to assist students with study skills.

Hey! Who knows what going on in the Academic Support room, or even for that matter do you know where it is? It's on the 12th floor, its not a secret, go check it out, esp. if you like quiet time. A-eye has compiled a list of questions that most students are probably curious about and made an appointment with Susan Cole looking for answers. Here is what she had to say.

A-eye: *What does Academic Support do for the Ai student?*

Susan Cole: We provide peer tutoring in all subjects, except audio, there are opportunities to get tutoring from General Education teachers. We provide an open computer lab always offering help with any program.

A-eye: *What can students do while we are in our still in school to help guarantee job placement after graduation?*

SC: Take advantage of help being offered while you can, Academic Support is free help. In school is the only place you will find free mentoring.

A-eye: *Are there any upcoming events that are supported by Academic Services?*

SC: Not currently, but we are working on getting some workshops started that are geared toward the entry level classes, to help students transition into successful college students. We are also looking into to have someone available for assisting people with Adobe Flash.

A-eye: *What is your favorite thing about AiW?*

SC: I would definitely have to say that my number one favorite thing would have to be the staff and students. The type of students that attend an art college have such a creative energy, in turn presents an artistic atmosphere that keeps me up on the cutting edge styles. No two days are ever alike.

A-eye: *What are the hours of operation for the Academic Support Center?*

SC: Monday: 8am-6pm Tuesday: 8:30am-8:30pm, Wednesday 8am-6pm, Thursday 8:30am-8:30pm, Friday 8am-5pm, and Saturday 9am-12pm. We are also offering an art foundations tutoring day, every Wednesday 11am-6pm. If you are looking for additional advice and instructions from the art foundations faculty on how to improve your artwork, take advantage of these opportunities while you are in school.



an ARTIST'S SOCIAL RESPONSIBILITY

—Toni Sharpe
In this crazy world we live in today, society seems to be confused with the meaning of an artist's freedom of expression. Beliefs are individual, and fortunately we have been given the opportunity to live in a country with multiple beliefs because we have freedom. I feel individuals who create have been blessed with a gift. New is not new unless the current boundaries are broken-social morality is lacking when individuals act irresponsible. Regardless of the production, his/her creation is the artist's responsibility; perception is the audiences'.

Being an American as many privileges. The founders of this country, in case society has forgotten, created a document to protect the rights of Americans, The Bill of Rights. In this signed affidavit the very first amendment states, "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or

abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances." This means the freedom to express in any form of medium and hindering this freedom should be unlawful. Someone's personal preference is not the law and unfortunately logics are impossible to teach. Obviously, the writers of the Bill of Rights had enough sense to appreciate the true meaning of freedom and forever wanted their logics to be abided. The American society has really lived up to the title of a "melting pot," but even worse the color of the stew is gray. Adding spice will only change the flavor; this is what seems to challenge people. Change, they are afraid of it, but yet, they constantly crave new experiences. Damn, it's simple logic that is missing. Get off the fence, regardless if others agree or not. Have an opinion of your own and stand by your thoughts, is that really too much to ask? That's all us artist's do, stand by our opinions, we just relay our message with visual speech; read it as you will with or without the commas. This example really fries my ass. Like most, I consider music to be Art, just audio art. A few months ago a banded named Panic! At The Disco

released a new song called "I Write Sins Not Tragedies," which contains a verse that states "haven't you people ever heard of closing the God damn door." When it was initially released it was played in its original form, then one day, I went to work and heard it through satellite radio and the words "God damn" had been deleted. Ironically not replaced, these words can't be replaced because there isn't a combination that portrays the power like "God damn." To me, this phrase depicts severe frustration and has no disrespect towards any God. Not having these two words diminishes the message the band is trying to get across. This song, for no other reason as been altered because someone, somewhere said it wasn't acceptable, I say that's malarkey! This is a prime example of Uncle Sam enforcing an acceptable phrase of "parental controls" to cover our ears to what he thinks we should

hear. As far as I knew, humans were given two ears, two eyes but only one mouth, logically we should see and listen more than we speak, so when we do communicate, make it worth the words. On the flip side, by the phrase being deleted it only makes listeners think whatever was said in the absence of sound must have been extraordinarily offensive to be removed and may shun away listeners from talented musicians, whom prior to the deletion would not have thought twice about the phrasing. Here is what really baffles me. The same individuals that want to control what adolescents hear are the same parents that control the planning of situations such as Spring Break. Where, in some cases, teenagers travel so far away to be able to uncontrollably consume alcohol underage that they end up on ridiculous soft porn videos like *Girls Gone Wild*. Where are the morals in these actions? Who allowed this to be acceptable and not the phrasing in a song? Twisted, really?

As I stated before, being artistic is a gift as well as a virtue. In an article I read *The Responsibility of the Artist* by the Jacques Maritain Center, the author put together a definition of Art that I feel should be shared. It states “Art in the artist, in the soul and creative dynamism of the artist, or as a particular energy, or vital power, which we have to consider in itself or to disengage in its nature, but which exists within man and which man uses to achieve good work. He uses not only his hands, but that inner, specific principle of activity which develops in his own soul. According to Aristotle and Thomas Aquinas, Art is a virtue—that is, an inner

developed, undeviating strength —Art is a virtue of the Practical Intellect, that particular virtue of the Practical Intellect which deals with the creation of objects to be made.”

To many, my opinion is probably offensive. Conflicting, to many others it probably isn't. As one of my colleagues stated, “art is meant to open closed eyes to controversial topics.” So you ask me, what is an artist's role truly in society? Well, it would be my pleasure to tell you. My social responsibility to society is to share my virtue by creating visual expressions for anyone to reflect upon. Anyone that is going to hinder this process, I say to them, f**k off!



george sordoni

Get a job directly out of college, waiting can definitely hurt your career!

A-eye: *What impact has the economy fluctuation affected the opportunity of graduates to find a position with a company?*

George Sordoni: The recession is affecting everyone, as a student you must be more diligent. As a graphic designer you are more likely to get a job if you are well-rounded with print and web.

A-eye: *What can students do while we are in our still in school to help guarantee job placement after graduation?*

GS: Do anything and everything that pertains to your field that you can get your hand on. Be apart of AIGA, do as many internships as possible, field experience will really boost your resume.

A-eye: *How should students gear their resume? Should they include GPA, and involvements in outside activities?*

GS: First and foremost, make sure the grammar is perfect, and for GD students, make it stylish. Companies don't look at GPA's, if you want to include it make sure it is above a 3.0. Being able to be in the Honors class means that you were referred by an instructor and you have a 3.0 GPA or better.

A-eye: *What is the importance of researching a company that is a prospect employer?*

GS: Knowing something about the company shows that you are serious in becoming a member of their team. Companies want future employees to truly be interested in being a good fit and a positive addition to their staff, not just someone that needs a job. Take the time, do the research and educate yourself about the company before any interview.

A-eye: *What is exactly involved in being in the honors class?*

SG: Well the class is based to give you an example of what it is like to work with a real client. Currently the class is working on a job for the Alexandria Department of Transportation.

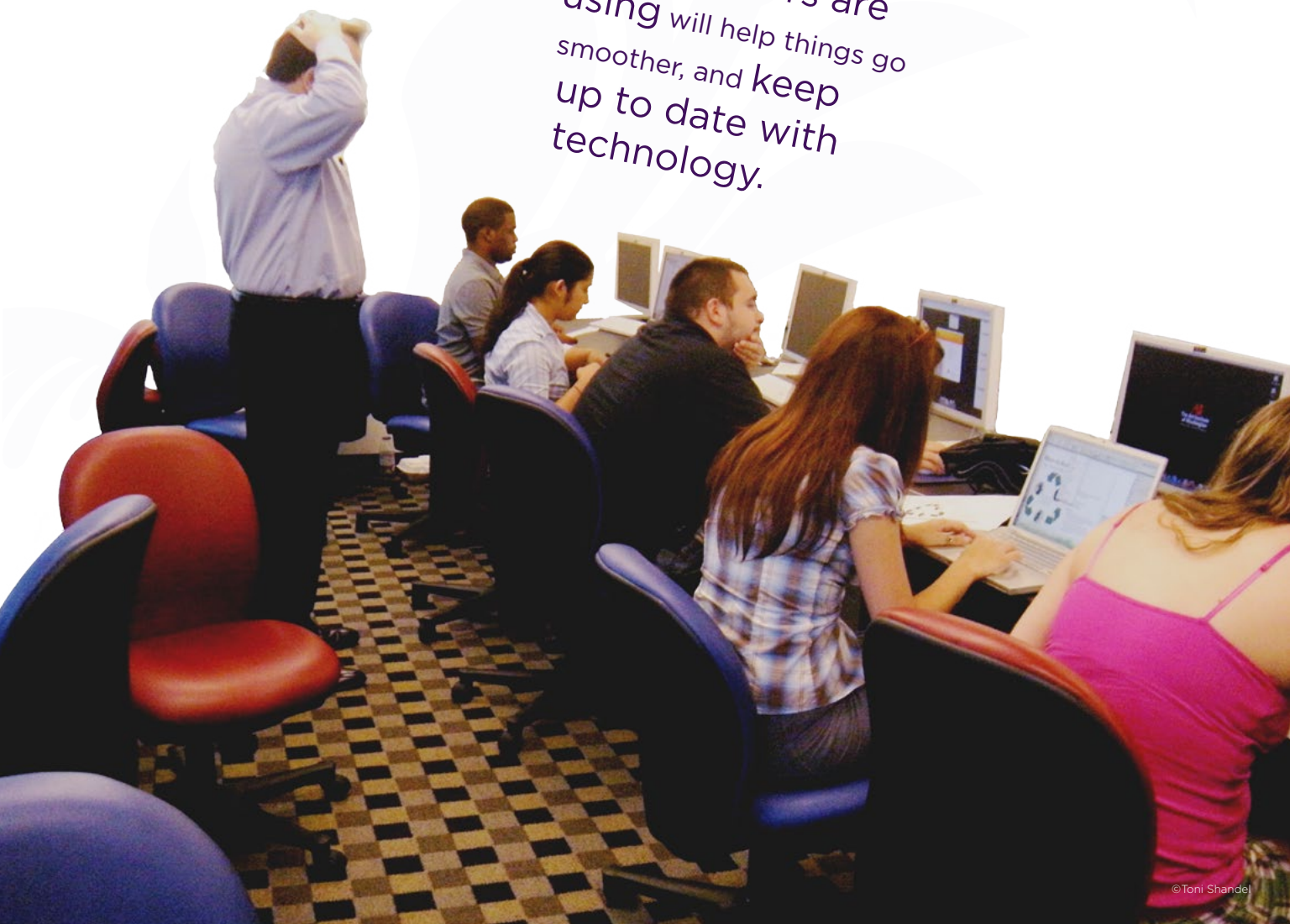
A-eye: *Compared to MICA and SCAT do you think Ai is comparable?*

GS: Yes, students who graduate have a good placement rate, and the quality, I would say is the same. The Art Institutes are building a great reputation considering that they have not been around for as long as many art colleges.



Q: Do you have any prediction on new design trends?

A: Like anything else **history repeats itself**, design trends are the same way. Have a **good background** in art history, update yourself with **technology within your field**. Having more knowledge of what **vendors are using** will help things go smoother, and **keep up to date with technology**.



credits

barninger and couch

thank you for letting me visit your shop is was educational
www.barningerandcouch.com

sydney garth

mr. garth it was a pleasure meeting you and i look forward to
seeing you in the near future

the solomon r. guggenheim museum

ha ha, I took pictures anyway-promise I didn't use a flash

alison friedman

thank you for giving me a tour of Culinaire, can't wait
to come in for a meal

design trends

thanks brands of the world

susan cole

I now know where to send students when they are
having any program problems

george sordoni

thank you mr. sordoni

robert burke photography

THE SOLOMON R.

GUGGENHEIM

MUSEUM



Solomon R. Guggenheim Museum

1071 Fifth Avenue (at 89th Street)

New York, NY 10128-0173



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