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FOR IMMEDIATE RELEASE

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Cal Poly Architecture Department Students
To Compete In 7th Annual Vellum Furniture Design Exhibition

SAN LUIS OBISPO – Vellum Design Build, a San Luis Obispo design and build firm, is partnering with the College of Architecture and Environmental Design at Cal Poly to host the Seventh Annual Vellum/CAED Furniture Design Exhibition, competition and silent auction to benefit the students of Cal Poly in San Luis Obispo. The main event will take place on the 29th thru 30th of October, 2010, with the artist’s reception happening from 6:30 to 10:00 pm on Friday the 29th of October. The results of the judging will be announced at the reception on Friday Night in the nine o’clock hour. There will be a preview of the show during Farmer’s Market on the 28th of October, and the show will continue by day on Saturday the 30th of October. The exhibition will double as a reception for the publication Vellum_5: Five Years of the Vellum Furniture Competition available for purchase ordering on Friday and Saturday. The Copelands have generously offered the use of their new space at 848 Monterey Street in Downtown San Luis Obispo, between Chorro and Morro Streets next to Mission Plaza, to house the main event. The event is free and open to the public. Refreshments will be served.

Mark Horton (www.mh-a.com), an established architect in San Francisco will showcase the top winning entries at a reception in winter at his South Park showroom, the 3A Gallery, downtown San Francisco at 101 South Park Street in SoMA. In addition, the winning entries will be exhibited locally at Kreuzberg, CA Book Bar and Coffee Lounge at 878 Monterey Street (The Old Muzio’s Building). This new coffeehouse is co-owned by Architecture Department Alumnus and Past Vellum Participant, Chris Tarcon. Additional sponsorship has been generously pledged by platinum sponsors garcia architecture + design for the ga+d: modern master award and GJ Gardener for the GJ_G: cradle to cradle award.

The panel of judges is comprised of furniture designers, architects, pedagogues and furniture/cabinet makers from all over California: Tim Kobe (founder and principal of Eight Inc.); Collin Sprenkle (founder and principal of Vulpine Design Works); Whitney Moon (professor in architecture at University of San Diego and Ph.D candidate at UCLA); TJ Esser (principal of Esser Studios) and Jory Brigham (a local designer/fabricator of unique custom furniture).

Tim Kobe is founder and principal of Eight Inc. His studio designs for some of the most successful and best loved brands in the world. Tim, who will also lecture as part of the Hearst Lecture Series immediately before the competition on the 29th of October (at the Cal Poly Rotunda 03-213 at 4:00 pm), directs projects in architecture, interiors, furniture, events and architectural products. Eight Inc makes extraordinary things that change the way people think, feel and do. The company works with global brand giants defining strategies, innovating and designing branded experiences that engage the consumer in relevant, dynamic and meaningful ways. Eight Inc. work crosses traditional disciplines and includes environments, products and communications. This work consistently results in award-winning projects and long-term client relationships such as Apple, Nokia, Citibank and Virgin Atlantic Airways. 8 has offices in New York, San Francisco, London, Honolulu, Tokyo, Beijing and Singapore. For additional information, visit http://www.eightinc.com/
Collin Sprenkle, of Vulpine designwork, is rearranging how you think about furniture: making sure that the way you live controls your furniture, rather than letting your furniture control the way you live. Vulpine Designworks offers multifunctional designs that adapt to your changing needs. Collin Sprenkle is a past winner of the Vellum Furniture Competition, winning “Best of Show” at the 5th Annual competition in 2008. Check out their website at: http://www.twitter.com/vulpinedesign

Whitney Moon is a licensed architect in California who teaches Architecture + Art History at the University of San Diego. She is currently working on her doctorate at UCLA. Moon’s research interests resides in 20th century art and architecture, with an emphasis on theatricality, performance, and ephemeral works. Tracing the history, development and legacy of conceptualism in art and architecture, her research investigates the architectural happening—conceptually inspired architectural installations, performed and produced by architects since the 1960s. The recipient of several fellowships and scholarships for her research on conceptual and postmodern architecture, Moon’s dissertation will examine the early works of New York City based architects Elizabeth Diller and Ricardo Scofidio.

TJ Esser, Associate AIA is a local design professional working for studio_2g and M:oME in San Luis Obispo and the founder and principal of Esser Studios. His work focuses on architecture, furniture, industrial design, model-making and photography. He exhibits regularly in San Luis Obispo, Paso Robles and Pleasanton in the Bay Area. TJ Esser is a past winner of the Vellum Furniture competition, take Second Place honours in the First ever Vellum Competition in 2004. His piece also took the “People’s Choice” as it garnered the highest sale price of all the auctioned pieces.

Jory Brigham is a local designer/fabricator of unique custom furniture. Jory began woodworking with his father, Tim Brigham, at a very early age. Many skills were passed down to him allowing Jory to hone in on his unique style without compromising the process of a true artist. Learning to build everything by hand, Jory has devised numerous avenues to fabricate one-of-a-kind designs. Although this diversity helps Jory learn and grow as an artist, an aspect of his labor he would never compromise, some basic elements are forever present in each of his creations.

This juried exhibition will feature design-build furniture by students of the College of Architecture and Environmental Design. Work may include but is not limited to tables, chairs, light fixtures, and other furniture design solutions. The designs must be original and fabricated by the students by themselves or in a team. Entries will be judged on function, individuality, beauty and production characteristics. Again, the two additional special awards continue. The third annual GJ_G: “Cradle to Cradle” Award will again honour the piece that exhibits the characteristics of function, individuality and beauty while also carving a small eco-logical footprint on the planet. Secondly, the GA+D: Modern Master Award is awarded to the piece that most aligns with the ideals of the Modern Masters.

This has been a very successful event in years past and seeks to not only celebrate the work of the students but also unite the Cal Poly student community within the larger community context of San Luis Obispo. With around 170 entrants, this will be the largest Vellum/CAED furniture exhibit yet. There are many wonderful benefits derived from the Vellum/CAED furniture exhibit. "The Vellum Furniture competition affords our students the opportunity to legitimize their work at the scale of a small scale object. There is a long and storied tradition of architectural masters' refining their design language in the context of furniture and industrial design. In the Vitra Design Museum Collection in Germany, over one third of their top 224 furniture pieces are actually designed by architects rather than furniture designers", notes co-organizer Tom di Santo, an associate professor in the Architecture Department. “Vellum expands the notion of "Total Design" described by Mark Wigley as simultaneously "the implosion of design, the focusing of design inward on a single intense point" and "the explosion of design, the expansion of design out to touch every possible point in the world." Tom di Santo adds, “In addition, one of the many fortunate by-products of the event has been the bridge built between the College and the Community. It is amazing to see so many members of the San Luis Obispo
community coming out to support our students and the brilliant design work that they achieve."

“Our motivation for this competition is to inspire creative thought and practice and to challenge students and faculty to the boundaries of material and design,” said Paul Abbott, principal of Vellum Design Build and an alumnus of the Construction Management Department in the CAED. “We at Vellum Design Build believe good design engages life and facilitates better living, and what better medium to explore the human interface with design than a chair, lamp or a table? All potential entrants seem very excited about the opportunity to reinvent the mundane and reveal their individual style and talents.”

The winning entries will be displayed, and the public will have an opportunity to silently bid on the entries at the reception and through the weekend showing of pieces. Each piece will have an opening bid and a reserve bid. All bids that exceed the reserve bid will automatically be honoured by the student selling the piece. The auction will end at 5 p.m. on the 30th of October. All proceeds will go directly to the designer.

Cal Poly Architecture Department Head Henri T. de Hahn and architecture professor Laura Joines-Novotny are helping Tom Di Santo and Erica Jacobson of Vellum Design Build to organize the event. “The work of Frank Lloyd Wright, Le Corbusier, Mario Botta, Michael Graves and Frank Gehry among many others, confirm the rule that architects need to seek legitimacy in their work through the design of smaller scale objects,” says Henri de Hahn. “Each of them paved the way to show architects and in particular architectural students in an academic environment, the need for an integrative response to the built environment where the act of creating a building finds no disassociation between the interior furnishings and its overall form.” Continues de Hahn, “The act of creation is a place where beauty and use become inseparable. Students participating in the Vellum/Architecture competition understand that they are heir to this tradition and that the design of everyday objects of domesticity helps them broaden their design, scale and process sensitivities.”

Professor Laura Joines-Novotny adds that “students find a remarkable similarity between their design decisions at the scale of furniture and spatial decisions involving materials and structure at a larger building scale.”

About Vellum Design Build:

Vellum Design Build is a custom home builder and interior design firm that explores modern living through innovative design. For more information on the design competition, exhibit and silent auction, call Vellum Design Build at 805-784-0487. Vellum Design Build is located at 811 El Capitan Way, Suite 230 in San Luis Obispo.

For information on the Vellum/CAED Furniture Design Exhibition, contact Erica Jacobson at ejacobson2@charterinternet.com, or Tom di Santo at tdisanto@calpoly.edu

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(Note to editors: if you would like photos from last year’s event emailed to you, please contact tdisanto@calpoly.edu.)

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