

# VICTOR MARGOLIN

1307 S. Wabash #702  
Chicago, IL 60605

Dept. of Art History  
University of Illinois  
935 W. Harrison St  
Chicago, IL. 60607-7039  
tel./312-413-2463  
fax/312-413-2460

## Education

- 1979–1981 Union Institute, Cincinnati, Ohio. Ph.D. in Design History. Dissertation: "The Transformation of Vision: Alexander Rodchenko, El Lissitzky, and László Moholy-Nagy as Graphic Designers, 1917-1933."
- 1963–1964 Fulbright Scholar, Institute of Higher Cinema Studies, Paris, France
- 1959–1963 Columbia University, New York. Bachelor of Arts. Majored in English. Film history and production courses at the Center for Mass Communication

## Current Position

- 1982–present University of Illinois at Chicago, History of Architecture and Art Department. Professor of Art and Design History (Department Chair, 1990-1993); Director of Graduate Studies, 2000-2001

## University Honors

- Fellow of the Institute for the Humanities, 1985 - 1986
- Fellow of the Institute for Research on Race and Public Policy, 1998--2000
- UIC Teaching Recognition Program Award, 1997
- Silver Circle Award for Excellence in Teaching, 1991, 1997; nominated three additional times for the award
- UIC Excellence in Teaching Award, 2000
- Featured as Outstanding Teacher in the UIC Annual Report, 2001
- University Scholar, 2000-2001

## Publications

### Books

- Culture is Everywhere: Selections from the Museum of Contemporary Art* (Munich; Prestel Verlag, 2002).
- The Politics of the Artificial: Essays on Design and Design Studies* (Chicago: University of Chicago Press, 2002).
- The Struggle for Utopia: Rodchenko, Lissitzky, Moholy-Nagy, 1917-1946* (Chicago: University of Chicago Press, 1997).
- The Idea of Design*, (Cambridge, MA: MIT Press, 1996). Co-editor.
- Discovering Design: Explorations in Design Studies* (Chicago: University of Chicago Press, 1995). Co-editor.
- Design Discourse: History Theory Criticism* (Chicago: University of Chicago Press, 1989). Editor and author of introductory and closing essays.

*The Promise and the Product: 200 Years of American Advertising Posters* (New York: Macmillan, 1979). Co-author.

*Propaganda: The Art of Persuasion, WW II* (New York: Chelsea House, 1976). AIGA Fifty Books of the Year. Editor.

*American Poster Renaissance: The Great Age of Poster Design, 1890-1900* (New York: Watson-Guptill, 1975). Author.

## Articles and Essays

"Healing the World: A Challenge to Designers" Chicago: Archeworks, 2004.

"Design Research and its Challenges," *The Design Journal* 4 no. 2 (2001).

"Building a Design Research Community," *Design Plus Research: Proceedings of the Politecnico di Milano Conference, May 18-20, 2000*, edited by Silvia Pizzocaro, Amilton Arruda and Dijon De Moraes (Milan: Politecnico di Milano, 2000).

"History, Theory, and Criticism in Doctoral Design Education," *form/work* (Sydney, Australia) 4 (March 2000); also included in *Doctoral Education in Design: Proceedings of the Ohio Conference, October 8-11, 1998*, edited by Richard Buchanan, Dennis Doordan, Lorraine Justice, and Victor Margolin (Pittsburgh: School of Design, Carnegie-Mellon University, 1999). Portuguese translation in *Arcos* 3 no. 1 (2000/2001).

"Chicago Under Wraps: Dust Jackets from 1920 to 1950," essay for the catalogue of the same name (Chicago: Caxton Club, 1999).

"The Future of Design," *md* (Stuttgart, Germany), April 1999. Spanish translation in *DX* 2 no. 7 (November-December 1999). "

"Che and Nike in Havana," *Print* v. 53 no. 1 (Jan-Feb. 1999).

"Situated Consumption: A Basis for Policy Development, *Arttu* 6-6 (1998).

"Design for a Sustainable World" *Design Issues* v. 14 no 2 (Summer 1998); also published in Internationales Forum fur Gestaltung Ulm, *Globalisierung/Regionalisierung, kritisches Potential zwischen zwei Polen* (Frankfurt-am-Main: Anabas Verlag, 1998); Portuguese translation in *Arcos* v. 1 no 1 (October 1998); Spanish in *tipoGráfica* no. 38 (1998).

"The Multiple Tasks of Design Research" *No Guru No Method? Discussion on Art and Design Research* (Helsinki: University of Art and Design, 1998).

"Beyond Consumerism: The Future of Design Practice" *ICSID News* 5/97

"Getting to Know the User," *Design Studies* vol. 18 no. 3 (July 1997).

"Teaching Design History," *Statements* vol. 11 no. 2 (1996); Spanish translation in *TipoGrafica* vol. 11 no. 32 (1997) (Buenos Aires).

"Ken Isaacs: Matrix Designer" *On:Detail.3.2* (1996).

"Global Equilibrium or Global Expansion: Design and the World Situation" *Design Issues* v. 12 no. 2 (Summer 1996). Shortened Spanish version in *tipoGráfica* v. 10 no 29 (1996); shortened Italian version in *Stileindustria* v 1 no. 4 (December 1995); shortened German version *inform* 157/1(1997); republished as "Design and the World Situation," in Tevfik Balcioglu, ed. *The Role of Product Design in Post-Industrial Society* (METU Faculty of Architecture Press and Kent Institute of Art & Design, 1998).

"Understanding the Total Environment," *World Architecture* (London), no. 44 (March 1996).

"The Politics of the Artificial" *Leonardo* v. 28 no. 5 (1995): 349-356. "The Politics of the Artificial" reprinted in Richard Roth and Susan King Roth, eds. *Beauty is Nowhere: Ethical Issues in Art and Design* (Amsterdam: G + B Arts International, 1998); Portuguese translation in *Estudos em Design* (Brazil), 5 no 1 (August 1997): 69-88.

"Narrative Problems of Graphic Design History," *Visible Language* (Fall 1994).

- "Construction Work," *Print Magazine* (May/June 1994). Reprinted in Steven Heller and Georgette Balance, eds. *Graphic Design History* (New York: Allworth, 2001).
- "The Age of Communication: A Challenge to Designers," *Design Issues* 10, no. 1 (Spring 1994). Spanish translation in *tipoGráfica* 22 [Buenos Aires] (1994).
- "A Necessidade de Estudos de Design," (The Necessity for Design Studies) *Estudos em Design* no. 1 [Rio de Janeiro] (1994). In Portuguese. Spanish translation in *DeDiseño* 15 (1998) (Mexico City)
- "Design at the Crossroads," *Revue Sciences et Techniques de la Conception* 1 no. 2 [Paris] (1992).
- "Thinking About Design at the End of the Millennium," *Design Studies* 13 no. 4 (October 1992).
- "Design History or Design Studies: Problems and Methods" *Design Studies* 13 no. 2 (April 1992). Reprinted in *Arttu* 5/92 [Helsinki]; and *Design Issues*, 11/1 (Spring 1995).
- "Sister Serpent: A Radical Feminist Art Collective," *AIGA Journal of Graphic Design* vol. 10 no. 2 (1992).
- "Metodo e Storia," (Method and History) *Area* 6 [Milan] (June 1991). In Italian.
- "Escudos de Design e o Ensino dos Designers," (Design Studies and the Education of Designers) *T2D Textos de Design* 1 [Florianoópolis] (1991). In Portuguese. Also published in Spanish and Catalan in *Temas de Disseny* [Barcelona] 6 (December 1991); a slightly different version was published in Russian in *Technishiskaya Estetica* no. 12 [Moscow] (1990).
- "Design Studies and the Graphic Designer," *Proceedings. Graphic Design Education Association National Symposium, 1989/1990* (1991).
- "Jan Tschichold 'uj tipografija" es a konstruktivista avantgard," (JanTschichold and the New Typography) *Magyar Grafica* vol. 34 no. 5 [Budapest] (1990). In Hungarian.
- "Critic de Disney: notes preliminaries" (Design Criticism: Some Preliminary Notes) *Teems de Disney* 4 [Barcelona] (1990). In Spanish and Catalan.
- "Rebellion, Reform, and Revolution: American Graphic Design for Social Change," *Design Issues* vol. 5 no. 1 (Fall 1988). Reprinted in *Communicating Design: Essays in Visual Communication* (London: B.T. Batsford, 1995), ed. Teal Triggs.
- "Expanding the Boundaries of Design: The Product Environment and the New User," *Design Issues* 5 nos. 1 - 2 (1988).
- "A Decade of Design History in the United States, 1977-1987," *Journal of Design History* vol. 1 no. 1 (1988).
- "Alexander Rodchenko, El Lissitzky, and the Russian Avant-Garde," *Tradizione e Modernismo, Design 1918-1940: Atti del Convegno* (Milan: l'Arca, 1988).
- "Paul Theobald: Publisher with a New Vision," *Printing History* vol. 9 no. 2 (1987).
- "A Brief History of Chicago Design," *AIGA Journal of Graphic Design* vol. 5 no. 1 (1987).
- "Corporate Interests Dominate Worldesign '85 Congress in D.C.," *New Art Examiner* (March 1986).
- "From the History of Decorative Arts to the History of Design: Some Problems of Documentation," *Art Libraries Journal* vol. 10 no. 4 (Winter 1985).
- "Constructivism and the Modern Poster," *Art Journal* vol. 44 no. 1 (Spring 1984).
- "Community and the Graphic Designer," *Icographic* vol. 2 no. 4 (March 1984).
- "Graphic Design in Chicago, 1880-1930s," *STA Journal* vol. 1 no. 2 (Winter 1980).
- "Corporate Logotypes, Minimalist Art," *New Art Examiner* (March 1980).
- "The Visual Rhetoric of Propaganda," *Information Design Journal* 1/2 (1979). French translation in *ICOGRADA Seminar Report* [Paris](1979). German translation in *Format* (November 1982).

"Made in Chicago: Posters from the Chap Book to the Container Corporation," *Chicago Magazine* (October 1978).

### Chapters in Books

- "Human and Machine: Issues of Collaborative Action," in Massimo Negrotti, ed. *Yearbook of the Artificial: Nature, Culture & Technology, v. 1 Methodological and Cultural Aspects* (Berne et al.: Peter Lang, 2002). An Italian version, "Le Macchine come Attori Sociali" was published in *Technology Review (Italian edition)*, (Sept.-Oct. 2001).
- "Urban Artifacts; Towards a Theory of Types" *Urban Studies Yearbook* 8 (2002).
- "La Construcción de una Comunidad de Investigación de Diseño" *Anthología de Diseño 1* (Mexico City: Designio, 2001). In Spanish.
- "El Lissitzky's Berlin Graphics, 1921-1923" in *El Lissitzky's 'For the Voice'*, ed. Patricia Railing (London: British Library, 2000).
- "The Future of Design," in Winifred Scheuer, ed. *Lesebuch für Designer: Zweiundzwanzig Design-Erkundungen*. Stuttgart-Leipzig, Hohenheim Verlag, 2000.
- "László Moholy-Nagy's Odyssey: Von Hungarn nach Chicago," *Bauhaus: Dessau Chicago New York*, eds. Georg W. Költzsch and Margarita Tupitsyn. Essen: Museum Folkwang, 2000. (Moholy-Nagy's Odyssey from Hungary to Chicago).
- "Storia del design o studi sul design?" Vanni Pasca and Francesco Trabucco, eds. *Design: Storia e Storiografia*. Bologna: Progetto Leonardo, 1995.
- "Products and Experience," in *Design - Pleasure or Responsibility?*, eds. Päivi Tahkokallio and Sussan Vihma (Helsinki: University of Art and Design, 1995).
- "The Product Milieu and Social Action," in *Discovering Design: Explorations in Design Studies*, ed. Richard Buchanan and Victor Margolin (University of Chicago Press, 1995).
- "Graphic Design in Chicago," in *Chicago Architecture and Design, 1922-1993* (Munich: Prestel Verlag, 1993)
- "Product Appeal and the Aura of Art" in *Objects and Images*, ed. Susan Vihma (Helsinki: University of Industrial Arts, 1992).
- "Consumers and Users: Two Publics for Design" in *Phoenix: New Attitudes in Design*, ed. Christina Ritchie and Loris Calzolari (Toronto: Phoenix, 1984). Spanish translation in *ADG* [Barcelona] Sept. 1986.
- "The Scope and Methodology of Design History" in *Coming of Age: The First Symposium on the History of Graphic Design* (Rochester: Rochester Institute of Technology, 1984).

### Conference Proceedings

- "Building a Design Research Community," *Design Plus Research: Proceedings of the Politecnico di Milano Conference, May 18-20, 2000*, edited by Silvia Pizzocarò, Amilton Arruda and Dijon De Moraes (Milan: Politecnico di Milano, 2000).

### Miscellaneous Writings and Published Projects

- "The Designer as Producer" *ICSID News* (February 2002); also published in a Polish translation in *2+3D* (Warsaw).
- "Che cose ce ne facciamo dei computer" (What do we do with the computer?), *Nuova Secondaria* 19 no. 2 (October 15, 2001): 39-41.
- 'Needed: An Inclusive History of Chicago Graphic Design' *inForm* 13 no. 3 (2001).
- "The Cultural Sign," *Journal of Irreproducible Results* 46 no. 1 (2001).
- "Commentary on El Lissitzky, Had Gadya Suite, 1919" in *Major Intersections* (New York: Yeshiva University, 2000).

"African-American Designers in Chicago: Some Preliminary Findings," *AIGA Journal of Graphic Design* 10 no. 1 (2000).

"The Future of Futurism," *The Journal of Irreproducible Results*, v.44 no. 3 (1999).

"Chicago: Mexicanidad in Pilsen," *AIGA Journal of Graphic Design* v. 17 no. 1 (1999).

"Walk on the Mild Side," *Print* v 52 no 4 (July-August 1998)(A Cold Eye) An essay on Downtown Disney in Orlando, FL.

"The Bionic Computer" *AIGA Journal* v. 16 no 2 (1988).

"Suggestioni della Luce/The Drama of Light," in Amnon, Barzel, *Luce: Il Mezzo e il Messaggio/Light: The Media and the Message* (Giunti Gruppo Editoriale, 1998).

Foreward to *Moonlight in Duneland: The Illustrated History of the South Shore Railroad*, eds. Ronald D. Cohen and Stephen G. McShane (Bloomington: Indiana University Press, 1998).

A Cold Eye, "Siren's Song" *Print* (May/June 1997).

A Cold Eye, "The Enforcers" *Print*(July/August 1997).

"Letters to Christine," *Emigre* #32 (1994).

"László Moholy-Nagy: Photographer" in *Contemporary Photographers* (New York: St. Martin's Press, 1983).

## Interviews

Félix Beltrán, "Hacia una historia del diseño grafico: entrevista con Victor Margolin," *DX* 2 no. 3 (2000) (Mexico City).

Michael James, "Dialects in Design" (Interview with Victor Margolin), *Prodesign: The Magazine for Professional Designers and Their Clients* (Auckland, New Zealand), August-September 2000: 60-63.

## Reviews

Julie Lasky, *Some People Can't Surf: The Graphic Design of Art Chantry* in *Print* magazine (May/June 2001).

Jeremy Aynsley, *Graphic Design in Germany, 1890-1945* in *Journal of Design History* 14 no 3 (2001).

Milton Glaser, *Art is Work*, *Print* (Jan.-Feb. 2001).

*Utility Reassessed: The Role of Ethics in the Practice of Design*, ed. Judy Attfield. *Studies in the Decorative Arts* 8 no. 2 (Spring-Summer 2001).

Margret Kentgens-Craig, *The Bauhaus and America: First Contacts 1919-1936*. *Journal of Design History* v. 13 no. 4 (2000).

*Pentagram Book Five*, *Print* (July-August) 1999.

*Creating the Corporate Soul: The Rise of Public Relations and Corporate Imagery in American Big Business* by Roland Marchand, *Journal of Design History* 12 no. 3 (1999): 304-306.

*Chairman Rolf Fehlbaum* by Tibor Kalman, *Eye* 28 vol. 7 (Summer 1998).

*Marks of Excellence: The History and Taxonomy of Trademarks* by Per Mollerup, *Print* v. 52 no. 2 (May-June 1998).

*The Origins of Graphic Design in America, 1870-1920* by Ellen Mazur Thomson, *Journal of Design History* 11 no. 2 (1998).

*The Soviet Photograph, 1924-1937* by Margaret Tupitsyn, *Print* (July/August 1997).

*Graphic Design: Reproduction and Representation* by Paul Jobling and David Crowley, *Eye* 25 vol. 7 (Summer 1997).

*Our Creative Diversity: Report of the UNESCO Commission on Culture and Development in The Journal of Developing Areas*, v. 31, no. 1, fall 1996. Reprinted in the U.S. Congressional Record (May 19, 1997).

"Micky Wolfson's Cabinet of Wonders: From Private Passion to Public Purpose" *Design Issues* vol. 13 no 1 (Spring 1997). Review essay on Wendy Kaplan, ed. *Designing Modernity: The Arts of Reform and Persuasion, 1995-1945*.

*Rodchenko Photography, 1924-1954* .New York Times Book Review (December 15, 1996).

Alan Fletcher, *Beware Wet Paint: Designs* , Eye 21 (Summer 1996).

Jan Tschichold, *The New Typography*. Print Magazine (May/June 1996).

*Looking Closer: Critical Writings on Graphic Design* . Print Magazine (May-June 1995).

*DanFriedman: Radical Modernism* , Emigre 34 (1995).

*Mutant Materials in Design*, (MOMA), *Stileindustria* v. 1 no. 4 (December 1995), exhibition.

John Chris Jones, *designing designing in Information Design Journal* vol. 7 no. 2 (1994).

Paul Rand, *Design, Form and Chaos* in *New York Times Book Review* (May 9, 1993).

Scott Minick and Jiao Ping, *Chinese Graphic Design in the Twentieth Century* in *Design Issues* vol. 8 no. 2 (Spring 1992).

Peter Dormer, *The Meaning of Modern Design: Towards the Twenty-First Century* in *Design Issues* vol. 8 no. 1 (Fall 1991).

*El Lissitzky: 1890-1941 and Soviet Commercial Design of the Twenties* in *Slavic and East European Review* (Summer 1989).

Cecile Whiting, *Antifascism and American Art* in *In These Times* (October 1989).

John A. Walker, *Cross-Overs: Art into Pop, Pop into Art* in *In These Times* (November 1988).

SelimKhan-Magomedov, *Alexander Vesnin and Russian Constructivism* in *Slavic and East European Review* (Fall 1988).

Christopher De Noon, *Posters of the WPA* in *In These Times* (January 1988).

Selim Khan-Magomedov, *Rodchenko*, and David Elliott, *New Worlds: Russian Art and Society, 1900-1937* in *Slavic and East European Review* (Winter 1987).

Exhibition review: "Art of the Avant-Garde in Russia: Selections from the George Costakis Collection" in *New Art Examiner* (February 1983).

Andreas Haus, *Moholy-Nagy: Photographs and Photograms* in *History of Photography* (October 1981).

Exhibition review: "Klaus Staeck: Poster Art" in *New Art Examiner* (June 1981).

Exhibition review: "The Avant-Garde in Russia, 1910-1930: New Perspectives" in *New Art Examiner* (February 1981).

John Berger, *About Looking* in *New Art Examiner* (January 1981).

*Journey into Non-Objectivity: The Graphic Work of Kasimir Malevich and Other Members of the Russian Avant-Garde and Ilya Chashnik* in *New Art Examiner* (December 1980).

German Karginov, *Rodchenko*, and David Elliott, ed., *Rodchenko and the Arts of Revolutionary Russia* in *New Art Examiner* (February 1980).

Numerous reviews of fiction and non-fiction books in the *Chicago Daily News*, *Chicago Tribune*, *Chicago Sun-Times*, *Chicago Magazine* and *Chicago History*.

## Media

Produced and directed *African American Designers in Chicago: A Conversation with the Pioneers*, a one hour and ten minute video

## Editorial Activities

Co-founder and Editor, *Design Issues: A Journal of History, Theory, and Criticism*, 1983 - 1987; Editorial Board Member, 1987 - 1993, Co-editor, 1993 – Present.

Co-editor, *Doctoral Education in Design: Proceedings of the Ohio Conference, October 8-11, 1998* (Pittsburgh: School of Design, Carnegie-Mellon University, 1999).

International Advisory Board, *Journal of Design History* [London] 1985 – Present.

International Advisory Board, *Information Design Journal* [London], 1979 – Present.

International Advisory Board, *tipoGráfica* [Buenos Aires], 1990 – Present.

International Advisory Board, *Estudos em Design* [Rio de Janeiro], 1994 – Present.

International Advisory Board, *Revue Sciences et Techniques de la Conception* [Paris], 1991 – 1994.

International Advisory Board, *formdiskurs* [Frankfurt-am-Main], 1995 – Present.

International Advisory Board of *Arcos*, (Rio de Janeiro), 1997 – Present.

Co-editor, *Design at the Crossroads: Report of an Interdisciplinary Conference* (Northwestern University, Center for Interdisciplinary Research in the Arts, 1989). The entire report was published in French in *Informel* vol. 3 no. 1 [Montreal] (Winter 1989) and the conference summary was published in *Design Studies* [London] (July 1991).

Manuscript and proposal reviewer for Yale University Press, University of Chicago Press, University of California Press, Oxford University Press, Van Nostrand Reinhold, Getty Grant Program, Routledge, Basil Blackwell, Cambridge University Press, Northwestern University Press, MIT Press, National Endowment for the Humanities Social Sciences and Humanities Research Council of Canada; Nordic Publications Committee for Humanistic Periodicals.

Compiler, *Design History Bibliography* (London: International Council of Graphic Design Associations, 1987).

Contributing Editor, *New Art Examiner*, 1981 – 1985.

Consulting Editor, *Contemporary Designers* (Detroit: Gale Research, 1984).

Guest Editor, *Icographic*, March 1984 (Special issue on Persuasive Communication).

## Lectures and Conferences

"It's a Small World: Cultural Identity in Contemporary Advertising," Keynote speech at a conference on "Unprincipled Passions: Emotion and Modernity" University of Southampton University/Southampton Institute, Southampton, England, February 2002.

"African-American Designers in Chicago: Themes and Issues" Design History Society Conference, "Representing Design – 1400 to the Present," London, September 21, 2001.

"Design Research and Its Challenges," Keynote speech at the First Seminar on Theory and Practice in Design, 20th Anniversary of the Postgraduate Program in Design, National University of Mexico, Mexico City, August 29, 2001.

"Humans and Machines: Issues of Collaborative Action" Lecture at the 4th Conference on the Artificial," University of Urbino, Italy, May 26, 2001.

"Design Research and Its Challenges," Keynote speech at the Fourth European Academy of Design Conference, Aveiro, Portugal, April 10, 2001 (Original paper prepared for this conference).

- "Teaching Design History," lecture and workshop at the conference, "Usable Design History: Its Practical Applicability to Design Education and Professional Practice," University of Michigan, Ann Arbor, October 6-7. 2000.
- "Design and the Russian Avant-Garde, 1909-1930," Chicago Cultural Center, September 2000. In conjunction with the exhibition, "Painting Revolution: Kandinsky, Malevich, and the Russian Avant-Garde.
- "Urban Artifacts in the City," Design Institute of Australia, Western Australia chapter, Perth, July 2000.
- "Getting to Know the User," Hong Kong Productivity Council, March 2000.
- "African American Designers in Chicago" African American Designers: The Chicago Experience Then and Now, Symposium, DuSable Museum of African American History, February 2000.
- "Design History: Themes and Issues," Nova Scotia College of Art and Design, Halifax, February 2000.
- "American Book Jackets: Influences and Innovation," Caxton Club, Chicago, December 1999.
- "Dissecting Cities: A Critical Analysis of Design Components" School of the Art Institute of Chicago, November, 1999;. Design Institute of Australia, Western Australia chapter, Perth, July 2000.
- "Research in Graphic Design: Creating a Conceptual Map," X Encuentro Nacional de Escuelas de Diseño Gráfico, UAM Xochimilco, Mexico, October 1999.
- "The American Century: One Hundred Years of Product Design." Presented at the symposium "Craft and Design in America: The Twentieth Century," Yale University Art Gallery, May, 1999.
- "Cuba Si: Buildings, Goods, and Images in Contemporary Havana," School of Architecture, University of Illinois at Chicago, March 1999.
- "A History of African-American Designers in Chicago: Some Preliminary Findings," St. Clair Drake Center for African and African-American Studies, Roosevelt University, Chicago, February 1999; also presented at UIC Institute for Research on Race and Public Policy," April 1999 and Bard Graduate Center for Studies in the Decorative Arts, New York City, October, 1999.
- "*Representations of Ethnicity in USSR in Construction*," "Changing Boundaries: National, Ethnic, and International Themes in Soviet and Russian Art," College Art Association, February 1999.
- "Design Studies and Graphic Design Education," "Contactovisual: Conference on Graphic Design," Universidad de las Americas, Puebla, Mexico, February 1999.
- "The Current State of Design History Research," Bard Graduate Center for Studies in the Decorative Arts, New York, December 1998.
- "History, Theory, and Criticism in Doctoral Design Education," Conference on Doctoral Education in Design, Ohio State University, October 1998.
- "Emigré Graphic Designers in the United States" symposium "Coming to America: Graphic Designer Emigrants and Exiles", Williams College Art Museum, Williamstown, MA, October 1998.
- "The Multiple Tasks of Design Research," 3<sup>rd</sup> Brazilian Conference on Research and Development in Design, October 1998 (Rio de Janeiro).
- "Reading El Lissitzky: From Avant-Garde Artist to State Designer," Midwest Art History Society, Chicago, IL, April 1998.
- "Viva Mexico: The Expression of Mexican Graphic Identity in Chicago," Third Conference on the Americas, Puebla, Mexico, March 1998. A version also presented at conference on "Mapping Latino/Latin American Chicago: Theoretical and Cultural Dimensions in the Age of Globalization" University of Illinois at Chicago, September 1998.



- "The New Typography in Europe," Wolfsonian, Miami Beach, November 1997.
- "The Wider Sphere of Architecture," at "Shifting Disciplines: Creative Challenges to Architectural Education," Chicago, Graham Foundation, November 1997
- "Design for a Sustainable World" Internationales Forum für Gestaltung, Ulm Germany, "Globalisierung und Regionalisierung": September 1997; also presented at 5th Encuentro de Diseño Industrial, Havana, Cuba, June 1998.
- "European Modernism and its Alternatives, 1945-1968" "Modern Graphic Design Symposium," Denver Art Museum, September 1997.
- "Low to High: The Case of Leonardo da Vinci" (art history parody) at "Doings in Art History" panel, College Art Association, February 13, 1997.
- "Design Research and Design Studies: Why We Need Both" "No Guru? No Method," conference on Design research at University of Art and Design, Helsinki, September 1996; a somewhat different version presented as "Design and the World Situation," "International Conference on Product Design," London, England, July 7, 1995; presented to the Industrial Designers Society of America (Boston chapter), February 21, 1996; presented in Spanish to the Fifth International Design Symposium, University of Nuevo Leon, Monterrey, Mexico, March 4, 1996.
- "The Inexhaustible Wonder of Life": László Moholy-Nagy's Utopian Legacy" Symposium, "Laszlo Moholy-Nagy: Translating Utopia into Action" University of Delaware Art Gallery, October 20, 1995.
- "Ken Isaacs: Matrix Designer" Graham Foundation for Advanced Studies in the Fine Arts, November 29, 1995; Cooper-Hewitt National Design Museum, New York, October 1996.
- "Experience, Use, and the Design of Products," Conference on 'Revision of Use,' Bonn, Germany, October 1994.
- "Products and Experience," Conference on 'Design: Pleasure or Responsibility' University of Art and Design, Helsinki, Finland, June 1994
- Invited speaker, "The Dialogues of Milan" Milan, Italy, April 1994.
- "Representing the Regime: Lissitzky, Rodchenko, and the Magazine *USSR in Construction*," Chicago Art History Colloquium, January 1994.
- "Hello Brazil: Architecture and Design," American Institute of Graphic Arts, Chicago Chapter, October 1993.
- "Postwar American Graphic Design," Museum of Fine Arts, Rio de Janeiro, June 1993.
- "Design at the Crossroads Revisited," Conference on Technological Renovation in Design, Curitiba, Brazil, June 1992.
- "The History of Graphic Design in Chicago," Illinois Art Association Annual Conference, Chicago, October 1992; presented at the "Modernism and Eclecticism" Symposium, New York, NY, February 25, 1996.
- "Milan: The Design Scene," American Center for Design, Chicago, October 1991.
- "Product Appeal and the Aura of Art: Images of Art and Artists in Advertising" Third Conference on Product Semantics, University of Art and Design, Helsinki, Finland, June 1991; also presented at Notre Dame University and at Modernism and Eclecticism: Annual Symposium on the History of Graphic Design, New York.
- "The Politics of the Artificial," California College of Arts and Crafts, San Francisco, April 1991; also presented at the Cooper-Hewitt National Museum of Design, Ohio State University, and the University of Texas at Austin.
- "Design History in America: Issues and Prospects," Hagley Museum and Library, Wilmington, May 1991.

- "Typography and Advertising Design at the Bauhaus," Symposium on the Bauhaus and Design Culture: Legacies of Modernism, Cooper Union, New York, April 1991.
- "Design History or Design Studies: Problems and Methods" Conference on Design History and Historiography, Politecnico di Milano, Milan, Italy, April 1991.
- "The Visual Archeology of Moscow: Reflections on Glasnost Culture," St. Louis Museum of Art, September 1990, and American Center for Design, Chicago, October 1990.
- "Design at the Crossroads" Industrial Designers Society of America, Chicago chapter, November 1989.
- "Jan Tschichold and the New Typography" Word and Image: The Annual Conference of the Design History Society, London, England, Sept. 1989; also presented at the Design Forum, College Art Association, New York, February 1990, and Modernism and Eclecticism 3: The Third Annual Symposium on the History of American Graphic Design, New York, February 1990
- "Its a Matter of Style: Selling World War II," Modernism and Eclecticism 2: The Second Annual Symposium on the History of American Graphic Design, New York, October 1988.
- "Design History: An International Perspective" American Studies Association, New York, November 1987.
- "Rebellion, Reform, and Revolution: American Graphic Design for Social Change," Modernism and Eclecticism: The First Annual Symposium on the History of American Graphic Design, New York, October 1987; also presented to the Norwegian Society of Graphic Designers, Oslo, Sept. 1989.
- "Contemporary American Graphic Design," Society of Soviet Designers, Moscow, Soviet Union, April, 1989.
- "A Decade of Design History in the United States, 1977-1987," 10th Anniversary Conference of the Design History Society, Brighton, England, September 1987.
- "El Lissitzky, Alexander Rodchenko, and the Russian Avant-Garde," Symposium on 'Tradition and Modernism Between the World Wars,' Milan, Italy, May 1987.
- "Design at the Bauhaus," Symposium on 'The Bauhaus: Myth and Reality,' University of Illinois at Chicago, May 1987.
- "The Design of Propaganda in World War II," Symposium on Graphic Design in the 1940s, Yale University, February 1987.
- "Why Design History?" Industrial Designers Society of America National Conference, Chicago, August 1987.
- "American Social Posters of the 1960s," 12th Brno Biennale of Graphic Design Symposium, 'Graphic Design in the Service of Society,' Brno, Czechoslovakia, June 1986.
- "Issues of Modernism: Alexander Rodchenko, El Lissitzky, László Moholy-Nagy and the European Avant-Garde," Swiss Institute for Art Research, Zurich, Switzerland, June 1986.
- "Fifty Years of Graphic Design," 1st International Conference on Visual Communication, Haifa, Israel, December 1985.
- "Postwar Trends in Industrial Design" Graham Foundation for Advanced Studies of the Fine Arts, Chicago, October 1985.
- "From the History of Decorative Arts to the History of Design: Some Problems of Documentation," Art Section, International Federation of Library Associations and Institutions, Chicago, August, 1985.
- "Towards a Critical History of Design," 2nd Symposium on the History of Graphic Design, Rochester Institute of Technology, April 1985.
- "Commodity Advertising: A Natural Discourse," Conference on 'Image and Meaning' Michigan State University, April 1984.

- "Paul Theobald and Co.: Publisher with a New Vision," College Art Association, Toronto, Canada, February 1984.
- "The Responsive Environment" Congress of the International Council of Societies of Industrial Design (ICSID), Milan, Italy, October 1983.
- "Chicago Graphic Design: A Local Case History," Congress of the International Council of Graphic Design Associations (ICOGRADA), Dublin, August 1983. Also organized and chaired a session on design history.
- "The Scope and Methodology of Design History," 1st Symposium on the History of Graphic Design, Rochester Institute of Technology, April 1983. Also moderated a panel on "Teaching Design History".
- "Constructivism and the Modern Poster," College Art Association, Philadelphia, February 1983.
- "Avant-Garde European Typography of the 1920s," Northwestern University, Library Council, May 1982.
- "Design and Values: Towards a New Paradigm," Society of Typographic Arts 'Sparks' Conference, March 1982.
- "Constructivism: Ideology and Evolution," Northern Illinois University, September 1981.
- "Design in Chicago, 1880s - 1930s," Society of Typographic Arts Seminar on the Influence of Chicago on International Design, Chicago, October 1979.
- "The Visual Rhetoric of Propaganda," International Council of Graphic Design Associations Seminar, Paris, France, June 1979.
- "Polish Poster Art," Milwaukee Public Library, May 1979.
- "The Poster as an Art Form" Society of Typographic Arts, Chicago, April 1979

### **Visiting Professor**

- Bezalel Academy of Art and Design, Jerusalem, Israel
- Escola Superior de Desenho Industrial, University of Rio de Janeiro Hochschule für Kunst und Design, Halle, Germany
- Instituto Superior de Diseño Industrial, Havana, Cuba
- Technion – Israel Institute of Technology, Haifa, Israel
- University of Art and Design, Helsinki, Finland
- University of Ljubljana, Slovenia
- University of Technology , Sydney,
- Università di Palermo, Istituto di Disegno Industriale
- University of Texas, Austin
- University of Barcelona, Spain

### **Visiting Lecturer**

- Domus Academy (Milan), Illinois Institute of Technology, Indiana University, Massachusetts College of Art, Nova Scotia College of Art and Design, Ohio State University, Pennsylvania State University, Ravensbourne College of Design and Communication [London], School of the Art Institute of Chicago, University of Alberta, University of the Arts, University of Illinois at Chicago and at Urbana-Champaign, University of Notre Dame, Kellogg School of Management at Northwestern University, School of Fine Arts [Sao Paulo], University of Canterbury [Christchurch NZ], University of Sydney, University of Western Sydney, Carnegie Mellon University, University of Chicago, University of Texas at Austin, University of Maryland, Autonomous University of Mexico at Azcapotzalco, University of Umeå [Sweden]; Politecnico di Milano, Milan, Italy; Swinburne Institute of Technology, Melbourne; University

of New South Wales, Sydney; Queensland University of Technology, Brisbane; Royal Melbourne Institute of Technology, Melbourne; Fachhochschule Darmstadt, Darmstadt, Germany; Fachhochschule Cologne, Cologne, Germany; Staatliche Akademie der Bildenden Künste, Stuttgart, Germany; California Institute of the Arts, Los Angeles; Stuttgart University, Stuttgart Germany; Holon Institute of Technology Arts and Sciences, Tel Aviv, Israel; Visiting Professor, Curtin University of Technology (Perth, Australia), University of Sydney, Milwaukee Institute of Art and Design, National University of Mexico; Royal College of Art, London; University of South Carolina; University of Minnesota, Duluth.

### **Conferences Organized**

- Symposium organizer, "African-American Designers: The Chicago Experience Then and Now," DuSable Museum of African American History, Chicago, February 2000.
- Co-organizer, International Conference on Doctoral Education in Design, Ohio State University, October 1998.
- Organizer of an international seminar on "The State of Design History," Center for Advanced Studies in the Visual Arts (CASVA), National Gallery of Art, Spring 1993.
- Co-organizer, "Industry and Anti-Industry," Victoria and Albert Museum, London, England, December 1990.
- Co-organizer "Discovering Design," University of Illinois at Chicago, November 1990.
- Co-organizer, "Design at the Crossroads," Center for Interdisciplinary Research in the Arts, Northwestern University, Chicago, February 1988.
- Co-organizer, Symposium on "The Bauhaus: Myth and Reality," University of Illinois at Chicago, May 1987.
- Co-organizer, Symposium on "Tradition and Modernism Between the World Wars," Milan, Italy, May 1987.
- Co-organizer, Conference on "Design, Technology, and Postindustrial Society," Northwestern University, February 1987.

### **Other Activities**

- Respondent, Session on "Design and Composition; Art and Commerce," Chicago, College Art Association, March 2001
- Presented a response to Frank Lloyd Wright's "Art and Craft of the Machine Speech" at the conference "Frank Lloyd Wright at Hull-House 1901-2001," March 2001.
- Member of the Jury, Smau Industrial Design Award, Milan, Italy (October 2000).
- Member of Assessment Team to review the School of Design, Hong Kong Polytechnic University: March 2000.
- Consultant to the Library, Art Institute of Chicago, on converting the finding aids for their architecture and design collection to an electronic form.
- "Experimenta 99," Lisbon Portugal. Invited to serve as summarizer of a three-day design conference at the Monastery of Arrabida outside Lisbon.
- Planning Committee for a conference on the future of design research at the Politecnico di Milano, 1999-2000.
- International Fellow of the Japanese Society for Science of Design Studies, 1998-Present.
- Lecture on "Twentieth-Century Japanese Design" Art Institute of Chicago, in conjunction with the exhibition "Japan 2000," April and June 1998.
- Lecture to the Design Committee at the School of the Art Institute on "New Directions in Design Education," February, 1988.

Respondent for the seminar "Industrial Design: Italy and U.S.A.", organized by the Italian Cultural Institute, Chicago, June 1997.

Member, Board of Directors, College Art Association, 1994 -; Chair, International Committee, 1996-.

Member, Frank Jewett Mather Award Committee for Excellence in Art Criticism, College Art Association, 1992-1994. Committee Chair, 1993-94.

Member, Advisory Board, Center for the Study of Art and Culture, Los Angeles Craft and Folk Art Museum, 1991 – Present.

Co-chair, Advisory Board, Department of Design, Carnegie Mellon University, 1993; Member, 1994 – Present.

Board Nominating Committee, College Art Association, 1991 and 1992. Committee Chair in 1992.

Member, International Council of Graphic Design Associations (ICOGRADA) Working Group on Graphic Design Education in Latin America, 1992 – Present.

Co-chaired a session entitled "Making Connections: Building a Broader Understanding of Visualization," College Art Association Annual Meeting, Boston, February 22.

Moderated a panel connected with the exhibition 'The East German Take-Off,' Goethe Institute, Chicago, October 1994.

Participated in panel on the Citizen Workplace, School of the Art Institute, April 1994.

Co-chaired a session on the design of op-ed pages for the Association of Opinion Page Editors, Chicago, October, 1993.

Consultant, Getty Art Information Program, 1993.

Member of Jury, Compasso d'Oro Design Award, Milan, Italy, 1991.

Member, Planning Committee for Art Institute of Chicago exhibition 'Chicago Architecture and Design: 1922 - 1992,' 1990 – 91.

Moderated a panel on 'Design Education," International Council of Fine Arts Deans Meeting, Chicago, November 1990.

Panelist, Session on Italian design at the conference, 'American Design at the Crossroads: Some Lessons from Italy,' Chicago, June 1990.

Organized and moderated a panel on 'The History of Foundation Courses,' Foundations in Art, Technology, and Education Conference, Chicago, March 1990.

Panelist at two conferences organized by the Italian Trade commission to promote the Compasso d'Oro exhibition, New York, October 1989, and Chicago, June 1990.

Consultant, Art and Architecture Thesaurus Project, J. Paul Getty Trust, 1988, 1991.

Vice-Chairman, ICOGRADA Working Group on the History of Graphic Design, 1985-1989.

Moderated panel discussion on "Design: The New Competitive Imperative," 50th Chicago World Trade Conference, May 1988.

Moderated a panel on 'Teaching Design History,' Design History Forum, College Art Association, Boston, February 1987.

Organized session on 'American Design Culture: A Diversity of Approaches,' American Studies Association, New York, November 1987.

Moderated panel discussion on 'Design in the Museum in the Year 2000,' Graham Foundation for Advanced Studies in the Fine Arts, Chicago, June 1987.

Panelist, Session on 'Why Design History?' Industrial Designers Society of America National Conference, Chicago, August 1986.

Member of Jury, 12th Brno Biennale of Graphic Design, Brno, Czechoslovakia, June 1986.

Symposium Advisory Board, The Second Symposium on the History of Graphic Design, Rochester Institute of Technology, 1985 – 86.

Co-founder, Design History Forum, College Art Association, February 1983.

Project Advisory Board, NEH-funded 'Southeast Chicago Historical Project,' Columbia College, 1981 – 83.

Steering Committee and Consultant for NEH-funded symposium, 'Images and Realities: Discovering the History of Graphic Design in Chicago,' Society of Typographic Arts, Chicago, 1979 –80.

Founding Member, Intersitas: An International Association of Experimenters in Higher Education, 1975.

### **Exhibitions Curated**

"Letters to Christine," Anna Leonowens Gallery, Nova Scotia College of Art and Design, Halifax, NS, February 1999.

"The History of Art According to H.W. Janson, Marilyn Stokstad, and Other Famous Art Historians," Anna Leonowens Gallery, Nova Scotia College of Art and Design, Halifax, NS, February 1999.

Co-curator, 'Self/Society: Posters of Paul Davis, Alain Le Querrec, Uwe Loesch, and David Tartakover,' Gallery 400, University of Illinois at Chicago, January 1990.

Co-curator, 'Polish Cultural Posters,' Columbia College Gallery, Chicago, August 1978.

### **Additional Information**

Languages: French, German, Spanish (speak and read); Italian and Portuguese (read).

Traveled in Eastern and Western Europe, Mexico, Canada, Southeast Asia, South America, Australia and New Zealand, and the Middle East.