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Gaby Sigler, SUVA Alumna working at Disney
Read our interview with Gaby on page 5.
Food for Thought Article

A victory for the “peepers” or the people? By Joel Cowdry, Marketing Dept. and SUVA Grad

A New York judge rules photographs secretly taken of unsuspecting, everyday people in their homes a form of art protected by the First Amendment. Does this action define the line between art and voyeurism, or does it ask more questions than it answers?

A number of months ago Arne Svenson, a photographer who lives in the Tribeca area of New York City, attached a telephoto lens to his camera, peered past the open windows in an adjacent building, and proceeded to photograph his neighbors without their knowledge or consent. The resulting images, some of which include young children, were showcased in an exhibit called “The Neighbors.” The exhibit received extensive print and television news coverage, furthering the extent to which the public was exposed to the images.

Two of “The Neighbors,” upon learning that photographs of themselves and their children were made public, took immediate legal action against Svenson, claiming an invasion of their right to privacy under New York Civil Rights Law. The couple sought a preliminary injunction which would prohibit the display and dissemination of the photographs, alleging that the photographs were being used for commercial purposes as they were for sale on a public website. Furthermore, the couple alleged that the security and safety of their children had been compromised because extensive news coverage revealed the location of their home.

State Supreme Court Judge Eileen Rakower referred to many past cases as legal precedent in her August 1, 2013 decision. While the case was noted “It is understood that the images taken by Defendant were taken without consent,” the ruling goes on to say that “Art is considered free speech and is therefore protected by the First Amendment.” Regarding any profit Svenson may gain from selling the photographs, Rakower wrote “The value of artistic expression outweighs any sale that stems from the published photos.” Judge Rakower went on to write “Further, “The Neighbors” exhibition is a legitimate news item because cultural attractions are matters of public and consumer interest.”

Judge Rakower wrote in summary “Simply, an individual’s right to privacy under the New York Civil Rights Law sections 50 and 51 yield to an artist’s protections under the First Amendment under the circumstances presented here.”

Well, there are always two (or more) sides to a story, and now that you’ve heard the “the neighbors” claims and the legal verdict, there is the artist’s perspective to consider.

While Arne Svenson has refrained from discussing too many details of the project, he is quoted as saying the case’s verdict is “a great victory for the rights of all artists” and stresses that his motivation was only to observe the nuances of human existence.

Upon examination of the work in question (which can be found at http://arnesvenson.com/theneighbors.html), it’s apparent the artist’s subjects aren’t easily identifiable. Svenson uses this fact to defend the work, stating “I am not photographing the residents as specific, identifiable individuals, but as representations of humanity.”

So, considering that Arne Svenson’s work “The Neighbors” is deemed legal, the question remains as to whether or not the manner in which the photographs were captured is right.

Most people would probably agree that taking photos of someone in their home without their knowledge or consent and making those photos public is morally wrong or at least an invasion of privacy. Conversely, most would probably agree that anything someone does in front of an open floor-to-ceiling window could be viewed or even photographed by the outside public.

Consider two extremes at either end of this situation. If Arne Svenson had photographed a person or persons conducting distasteful acts in front of their open window which faced a school crosswalk, and those photos could indict the residents of lewd behavior despite the fact that the acts took place on “private property,” would we not side with Svenson? Of course we would. Conversely, if Arne Svenson had secretly taken and sold clearly identifiable photos of his neighbors to a company who profited from pharoucher the images on billboards and across the internet, would we not side with the residents? Of course we would. In both hypothetical situations, the photographs were taken without the residents’ knowledge or consent and have the potential to be considered art. It’s the circumstance surrounding the photographs that changes our perception of right and wrong. —Continued on page 7

Upcoming Events

Make Friends, Network, Socialize. Get Involved with Campus Events.

September 6th - October 11th
Back And Forth: The Art Of Postcard Exchange
Florence Quater Gallery at SUVA’s Tucson Campus

This exhibition features work by members of The Postcard Collective, a network of individuals who share their artwork with each other in the form of postcards. Since 2010, the Collective has grown into an international collaboration involving over 100 artists and is responsible for the distribution of 3,600 postcards through the postal system each year. The exhibit will feature the Collective’s permanent collection of over 300 postcards, along with the work of five Collective members whose creative work has been influenced by their participation in the project.

October 4th - October 29th
Momentary: The Art of Jill Christian and Ana Medina
William Platz Gallery at SUVA’s Albuquerque Campus

Inspired by rhythms and patterns in the landscape, Jill’s current work is about the expressive potential of repeated handmade marks, which, like meditation or rhythmic music, provide a conduit to the transcendent. Shown Left: A detail from Nocturne, oil on panel by Jill Christian

Ana’s work offers a dialogue about how and why we care and interact with each other in the way that we do. Her images are of people that she loves, captured in moments that are honest, sincere, comfortable, fun, and vulnerable. They are the moments that draw us to one another.

October 28th - 31st
SUVA’s Student Halloween Pumpkin Carving Contest - Both Campuses

We provide the pumpkins. You provide the creativity. Pumpkins can be picked up at the front desk of the main office on Thursday and Friday October 24th through 25th. Carved pumpkins will be submitted to the Student Lounge for voting on Tuesday October 29th. Be on the lookout for further details.

October 31st
SUVA’s Student Halloween Costume Contest - Both Campuses

All day Thursday October 31st come to the front desk in the main office to have your photo taken in your costume. The photos will be displayed in the Student Lounge where voting will take place Friday November 1st through Tuesday November 5th. Winners will be announced on Wednesday November 6th.

Free Figure Drawing Fridays - Both Campuses

Open to SUVA students and the public. (Please bring your own drawing supplies.)

Fridays 4-6pm on the Albuquerque Campus in room 221.
Fridays 6-8pm on the Tucson Campus in room EAP 1.
Club News

Ten reasons to join a club by Nancy Story, SUVA’s ASID chapter President

Hello fellow students! The beginning of the new academic year is an exciting time. For new students, it is the beginning of their educational career. For those of us that have been at SUVA longer, it means that we are one step closer to our goal of graduating. One thing that makes college so exhilarating is that you are meeting new people and experiencing new things. If you are nervous about this or feel that you’re missing out on this involvement I may have a remedy for you. Join a club! One of the first things I did when I came to SUVA was connect to a club. As an Interior Design major, I joined ASID (American Society of Interior Designers). I will admit that my primary motivation was to network within the design community, but as I continue to participate I realize that I have gained so much more. Here are my top ten reasons to join a club.

10. Socialize – Joining a club is a great way to meet new people and forge new friendships. Students have a knack of hanging out with people with similar interests anyway, so why not make it official? Invite a new student to join with you and share your experiences with one another.

9. Camaraderie – It is a great way to form a family or studio group. Whatever your club is about, you now share it with the others in your tribe. As you work together toward your goal you will forge bonds, the type of bonds that are not easily broken. Having friends at your side as you labor through your assignments makes even homework fun (well, sometimes).

8. Awareness – Belonging to a student organization will expose you to the latest things happening in your field of study. In the field of design it is especially hard to keep up with the trends unless you are exposing yourself to what is going on outside the classroom.

7. Community – Your association can reach out to the community and work on projects to the public’s benefit. Don’t worry about being overwhelmed by the cause, every little bit helps. Just make a plan and stick with it. There is strength in numbers.

6. Money – If your group has a professional counterpart, even better. Your parent group can suggest scholastic contests that group members can enter. Many times the winners walk away with cash prizes. The student club may even be in a position to help with entry fees.

5. Fun – Going to events or on trips as a group is plain fun. Doing things together is always more entertaining than going it alone.

4. Recognition – Being a member of a student organization will look great on your resume. In addition you can list the offices you held, the community service you were involved in and anything else that may be relevant to the job you are seeking. Potential employers often say in their advertisements that they are looking for a team player…well!

3. Learning – Join a club that isn’t in your field of study if for no other reason than to explore something new. Shake up the status quo and move a bit out of your comfort zone.

2. Leadership – No matter what group you affiliate yourself with, you will learn through experience and by watching others. You will grow confidence and learn how to be a leader. The saying “you get out of it what you put into it” is true, except you get twice as much out compared to what you put in.

1. Networking – This is my favorite. As a member of ASID, I have access to many professionals who will be important to my career. Some people confuse networking with socializing. There is a big difference. While socializing is fun, networking is a type of socialization done with a purpose in mind. Networking may be the thing that leads you to your dream job. Even if you decide that you are going to be self-employed, your ability to network will help you land contracts. I love being a member of ASID. I have had so much fun and experienced a lot of personal growth. I know that when I leave SUVA I will be a much better prepared candidate for a career in Interior Design. I will also have access to a broad spectrum of design jobs thanks to the job bank that is available to me as an ASID member.

Alumni Interview

SUVA Alumna and Graphic Designer Gaby Sigler: Designing for Disney.

C.O. – What do you love about working at Disney?

G.S. – Disney places a lot of importance in training for all its cast members ("employees") across all levels. They want you to understand your role well enough to make a difference and to be a leader, and to not be afraid to take risks.

My work ethic has always been to do the best level of work possible while always exceeding expectations and learning something new in the process and to then share this knowledge. I am glad that this work ethic fits with Disney, as they are very enthusiastic about cast member recognition and will always let you know your hard work is appreciated.

C.O. – What do you do there?

G.S. – I am a contractor at Disney Institute, which is the professional development arm of The Walt Disney Company. DI teaches other companies how to implement practices and methodologies to improve parts of your business such as leadership excellence, quality service, and brand loyalty. I am a graphic designer here, and I work on materials used for the courses DI teaches.

C.O. – Tell us about a project you are working on?

G.S. – I created a bi-fold for a traveler’s kit that is distributed to all traveling members of The Walt Disney Company. It has safety and traveling information for everyone that goes abroad, and other essentials, such as a first aid kit. Originally this was going to be internal for Disney Institute members, but the company liked the idea so much they decided to implement it across the entire company. It’s an ego booster to know that something I contributed to is being used across all of The Walt Disney Company.

C.O. – How did your experiences at SUVA prepare you for your career?

G.S. – When I arrived at SUVA, I did not know how to use InDesign or Illustrator and didn’t know the difference between CMYK and RGB. I didn’t know what kerning, tracking, leading, bleeds, gutters, spot colors and process colors were. Because I came in with virtually no knowledge, I use literally everything I learned at SUVA.

C.O. – How do you use the skills you learned at SUVA on a daily basis?

G.S. – I use the basics every day. They become the most important things to remember. Specifically, something that always stuck with me was the creative thinking class, and the idea of cross-pollination. The concept of getting people in completely different fields to come together to collaborate and come up with new ideas resonated with me. I was happily surprised to learn that Walt Disney employed this method of thinking in his parks too, with great success.

C.O. – Do you have advice for current SUVA students?

G.S. – Find your focus. You’re a graphic designer, but what do you do, exactly? Try to combine your skills with your passion to find your niche in the graphic design world. Build your social network. Keep your options open and be willing to learn. It is better to over communicate than to have no communication. Spend the time preparing for your project, instead of spending time fixing errors later on.
What Really Matters in Life? – Author Unknown

A vacationing American businessman was standing on the pier of a quaint coastal fishing village in southern Mexico when a small boat with just one young fisherman pulled into the dock. Inside the small boat were several large yellowfin tuna. The American complemented the Mexican on the quality of his fish.

"How long did it take you to catch them?" the American casually asked.

"Oh, a few hours," the Mexican replied.

"Why don't you stay out longer and catch more fish?" the American businessman then asked.

The Mexican warmly replied, "With this I have more than enough to support my family's needs."

The businessman then became serious, "But what do you do with the rest of your time?"

Responding with a smile, the Mexican fisherman answered, "I sleep late, play with my children, watch ballgames, and take siestas with my wife. Sometimes in the evenings I take a stroll into the village to see my friends. play the guitar, sing a few songs...

The American businessman impulsively interrupted. "Look, I have an MBA from Harvard, and I can help you to be more profitable. You can start by fishing several hours longer every day. You can then sell the extra fish you catch. With the extra money, you can buy a bigger boat. With the additional income that larger boat will bring, you can then buy a second boat, a third one, and so on, until you have an entire fleet of fishing boats.

"Then, instead of selling your catch to a middleman you'll be able to sell your fish directly to the processor, or even open your own cannery. Eventually, you could control the product, processing and distribution. You could leave this tiny coastal village and move to Mexico City, or possibly even LA or New York City, where you could even further expand your enterprise.

Having never thought of such things, the Mexican fisherman asked, "But how long will all this take?"

After a rapid mental calculation, the businessman pronounced, "Probably about 15-20 years, maybe less if you work really hard."

"And then what, senor?" asked the fisherman.

"Why, that's the best part!" answered the businessman with a laugh. "When the time is right, you would sell your company stock to the public and become very rich. You would make millions."

"Millions? Really? What could I do with it all?" asked the young fisherman in disbelief.

The businessman boasted, "Then you could happily retire with all the money you've made. You could move to a quaint coastal fishing village where you could sleep late, play with your grandchildren, watch ballgames, take siestas with your wife, and stroll to the village in the evenings where you could play the guitar and sing with your friends all you want."

The moral of the story is: Know what really matters in life, and you may find that it is already much closer than you think.

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Food for Thought ARTicle continued from page 7
But Arne Svenson’s project “The Neighbors” is somewhere between these two extremes – it’s somewhere in the middle – and so the fine line is blurred.

What do you think? Do you consider “The Neighbors” a work of art or an act of voyeurism? Do you think the verdict in the case opens the door for more artistic expression or further invasion of privacy? How is art created under such circumstances diminished or enhanced?

Let us know your opinion by visiting facebook.com/SUVAedu and commenting on the link to the article.

Resources for this article:
http://www.thenewsreview.com/art/design/photographyslide/2013/08/19/330/peeping-photography-privacy-arne-svenson

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