



l-r: Leah Surynt 'Online/Offline', Michelle So 'The New Universal Code'

WHITECLIFFE GRADUATES WIN 2014 BEST AWARDS

Whitecliffe Graphic Design graduates Michelle So and Leah Surynt are winners in the Student Category of the acclaimed 2014 Best Awards. Michelle was awarded a Gold Pin for The New Universal Code and Leah was awarded a Silver Pin for Online/Offline. Graduates Tommy Chin and Luke Jenkins were also awarded as finalists in the Student Category for their designs.

The Designers Institute of New Zealand first pioneered The Best Design Awards in the mid 1970s. It is a yearly showcase in all aspects of design - graphic, spatial, product and interactive - to honour the best in graphic design in New Zealand. The awards event took place on Friday evening, 10 October at the Viaduct Events Centre

on Auckland's waterfront. The judging process was undertaken by renowned industry professionals.

Speaking about how it felt to win the top student award, Michelle says "it was definitely an amazing feeling to see my name up there as a Gold Pin winner at the Best Awards, quite surreal really. It is great to know that my hard work is still continuing to pay off almost a year after graduation." Silver Pin winner Leah says, "being named as a finalist for Best Awards was an achievement in itself, so when my project won Silver, I was equally shocked and over the moon. It is incredible to have a project you poured your heart into recognised on a national level. It is also an incredible thing to add to my CV. Having my work included on the Best website

and in the printed Annual means my work is sitting alongside some of the best design work in New Zealand. It really is quite bizarre and wonderful!"

Leah was also involved in two projects while working for Saatchi & Saatchi Design Worldwide that received Bronze awards in the Small Brand Identity and Graphic Design Arts categories.

Whitecliffe would like to congratulate Leah and Michelle on their achievement.

For more information about the awards, please visit their website: bestawards.co.nz/search/?q=whitecliffe+college+of+arts+and+design

KOREA CONNECTION

Jieun (Jennifer) Yang is a former Whitecliffe Korean international student who is now back living in Seoul, working as a designer and book illustrator. In 1996 Jennifer enrolled in the Whitecliffe Foundation Certificate of Arts and Design, after having been first introduced to New Zealand and our education system in Year 12 at Rangitoto College.

Jennifer is part of a long-standing connection Whitecliffe has with a number of high-achieving Korean students who have made a significant contribution to Whitecliffe, and to the creative arts sector in New Zealand and overseas. She was a student at Whitecliffe for 3 ½ years completing her Diploma of Arts and Design, and then returning to Kookmin University where she graduated with a Bachelor of Visual Communication Design in 2000. After graduation Jennifer worked as an in-house designer. She is now working as a freelance illustrator for children's books and is currently extending her product line.

We reconnected with Jennifer recently at the Education New Zealand Alumni event in Seoul and at the Education Fairs in Seoul, where she was both an interpreter and a graduate speaking of her experiences at Whitecliffe. Having the perspective of a former student was very helpful to Korean students



considering Whitecliffe for their tertiary study and we are very appreciative of Jennifer's assistance.

On reflecting on her time in New Zealand and at Whitecliffe Jennifer went on to say "I really enjoyed the painting and design classes, and remember all the tutors as being kind and supportive. The cultural

influence of New Zealand and of Whitecliffe meant that my work had a point of difference when I returned to Korea and I feel that influence is still visible in my work. Studying at Whitecliffe was a most valuable time in my life and I hope to return for a visit one day." For more information about Jennifer's work, please visit her website: <http://yangjieun.com>

INTERVIEW: NICOLE WESSELING AT NEW ZEALAND FASHION MUSEUM

Year Four Fashion Design student Nicole Wesseling was recently selected as part of the New Zealand Fashion Museum's Elle and the Youthquake exhibition Pop-Up Shop, alongside other new designers. Original designs from Nicole's collections Zen and Vincent were on display and available for purchase at Nathan Gallery in Britomart from 27 September until 19 October.

Nicole was in primary school when she first learned to use her Dutch "Oma's" (grandmother) sewing machine. She and her two older sisters would frequent their grandparents' home in South Auckland and go through the "craft cupboard" which was full of crafty objects and supplies her grandmother gathered from garage sales. Nicole remembers particularly being fond of fabric paint and "was taught to knit before she could sew." Her interest carried on throughout high school. During this time, she won the 2009 Newmarket Young Fashion Designer Award, which included a one-year scholarship to Whitecliffe and a trip to New York City to work with Karen Walker. She tells us further about her life experience:

Her fashion beginnings

"I studied Soft Textiles Technology from the age of 11 until I left high school. Marist College was where I was introduced to pattern making which is still an aspect of design that I am particularly interested in. My teacher, Ms. Roy, allowed me to explore creative possibilities within fashion. It was in my final year of high school

when I became interested in the environmental impact of clothing production and the importance of knowing all steps of production, right down to the growing of a cottonseed. I remember creating clothing made from recycled ties and tea towels."

On studying at Whitecliffe

"There's a lot to learn during four years of study at a Fine Arts college. The diversity of subjects including Art History, Sustainability and Photography has helped me to develop as a creative. Fashion-based subjects have provided me with practical knowledge of business structure and technical skills required for the industry. I have particularly been interested in exploring alternatives to traditional pattern making. Our HOD Belinda Watt has been a major influence on my own work and has encouraged me to be experimental and to explore sustainability."

Pop-Up Shop experience

"I'm very privileged to have the opportunity to showcase and sell my work in the Youthquake Exhibition and to be alongside so many other young creatives. I think as a young designer, it is important to maintain a point of difference, to excite viewers and customers and to challenge their views on sustainability within the fashion industry."

To see more of Nicole's designs, please visit her [Facebook](#) page.



JESSICA JAY WINS 2014 NEWMARKET YOUNG FASHION DESIGNER AWARD

Jessica Jay, a retail assistant from Wanaka, won Supreme Senior Winner at the 2014 Newmarket Young Fashion Designer Awards for her black and gold evening gown inspired by 1920s Italian designer Elsa Schiaparelli. The Supreme Senior Prize is a two-year scholarship to study at Whitecliffe College of Arts and Design. The young designer also received a two-week internship with NZ designer taylor and a trip to Sydney to attend Australian Fashion Week.

Commenting on her win, Jessica says “it feels incredible to have been named Supreme Winner of the Newmarket Young Designer Awards. I think I'm still slightly in shock about the outcome because I really didn't expect to win, especially when I saw how tough the rest of the competition was. I feel so excited and lucky to have been given all the opportunities, which winning the competition has provided, and I'm really keen to make the most of it all.” She said “after speaking with Belinda Watt about studying fine arts at Whitecliffe majoring in fashion design, I've been left with no doubts that Whitecliffe is the perfect place for me to develop my personal aesthetic as an artist

and extend my skillset as a designer. It seems like a fantastic and nurturing learning environment and I love the fact that industry experience through internships are available to give students a foot in the door and a taste of what it's really like to work in fashion. It's going to be great working with other like-minded art students and challenging myself.”

Whitecliffe has been principal sponsor of the Newmarket Young Fashion Designer Competition since 2009. Whitecliffe President Michèle Whitecliffe says that “all scholarship winners have proven themselves to be worthy recipients of the award, achieving at the highest level and making a valuable contribution to Whitecliffe and to the fashion industry.”

We would like to congratulate Jessica on her achievement and welcome her to Whitecliffe in the near future.



image: Jeffery Chan, Studio81

WHITECLIFFE EDUCATED

The Student Experience

International student Momo Xie is currently in her third year studying Graphic Design at Whitecliffe. Growing up in Shanghai, China she recalls “my dad was studying fine arts when I was young. He always brought home paintings and drawings that he had done. It made me think that studying art must be a cool thing.” Although she was initially inspired to pursue studying fine arts to follow in her father's footsteps, Momo chose Graphic Design as her major. She explains, “I love fine arts. I still do a lot of drawing and incorporate them into my designs, but I find graphic design more useful.”

After researching various options to study arts and design in New Zealand, Momo decided that Whitecliffe would be her best choice. She then began her studies at Whitecliffe with the Certificate of Arts and Design (Foundation) programme. Momo was attracted to studying at Whitecliffe because of its small, intimate class sizes, meaning lots of one on one time with tutors and classmates to form strong and lasting relationships and possible collaborations.

Commenting on her experience thus far, she says that Whitecliffe has helped build her verbal presentation skills in academic and professional environments. “We have to explain our work and do a lot of presentations. It is really hard, but incredibly useful. For example, I am currently doing an internship where I have to present concepts to a client. If I didn't have to present my work a lot at school, I don't think I would be able to speak confidently to a client.”



Momo Xie, third year Graphic Design student

Momo also says that the culture in Chinese art schools is very different from studying at Whitecliffe. “Whitecliffe focuses on each individual's creativity and helps them to develop their own concepts and practice. The tutors always push you to look deeper into your work and the world around you, whereas in China, there is an emphasis on skill, so every student will be doing the same project with very similar outcomes.”

Her advice to anyone considering furthering their study in Graphic Design is to make really good use of your tutors. “The tutors have an extensive knowledge

base and are people who know very well what the industry we are facing is like. As tutors, they will always be there to help you and will also always respond to emails even after class.”

Momo sees herself as a designer in the future and might even study towards a Masters degree. For now, she says she will keep enjoying her undergraduate studies, while developing her practice and see where this will lead her in the future. She is really happy that she chose to study here in New Zealand because of the range of inspiring landscapes and the quiet places you can find to study and focus.

EVENTS & EXHIBITIONS



James Black
Year 4 Photography student James Black exhibited his digital still entitled Subliminal at Nga Taonga Sound & Vision at Auckland Central Library's window frontage on Lorne Street in Auckland from 19 Sept-9 October.



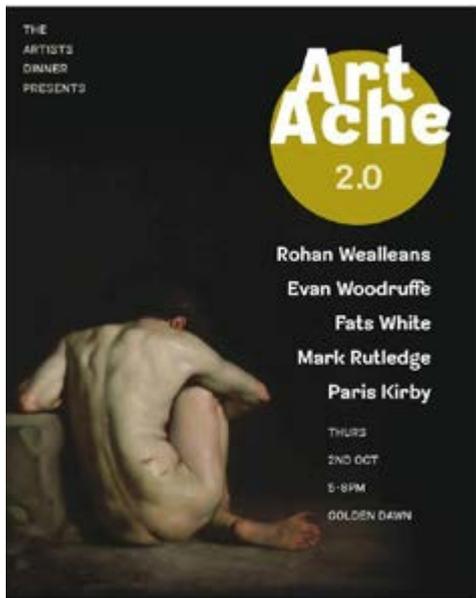
Sarah Carson and Loren Marks
2012 BFA graduates Sarah Carson and Loren Marks have launched their debut collection of contemporary textile livingware-Penney and Bennett.



Judi Bagust
2013 MFA graduate Judi Bagust recently exhibited works from her latest series Ipseity - Essence at Exhibitions Gallery of Fine Art in Newmarket. The exhibition was reviewed favourably by arts writer TJ McNamara in the NZ Herald. Judi is also finalist of the 2014 Roger Hall Waiheke Art Award and the Peters Doig Marlborough Art Award.



Ada Leung
BFA graduate Ada Leung won third prize at The Trusts Art and Sculpture Awards. The exhibition was on view from 3 October-12 October at Corban Estate in Henderson.



Paris Kirby
BFA graduate and Foundation Programme Lecturer Paris Kirby exhibited recent works alongside four other artists at Art Ache 2.0 - an arts event at Golden Dawn in Ponsonby, which took place on 2 October.

Karen Sewell / Fair Play
Fair Play, an exhibition curated by MFA student Karen Sewell is part of LOUDER, a Social Justice Week project that was on view during Artweek at Pearce Gallery.



Anthony Byrt
Whitecliffe Director of Research Anthony Byrt's latest art review of Light Show at the Auckland Art Gallery is in the current issue of Metro Magazine. Art City is a regular column where Anthony will write about visual arts and related issues in Auckland.



Louise Keen
BFA graduate Louise Keen is exhibiting recent works from the series Still Life during Artweek at Lake House Arts Centre in Takapuna. The exhibition is on view until 2 Nov.

Aaron Tindell
MA in Arts Management graduate Aaron Tindell has recently been appointed Executive Director of the Centre City Music Theatre in Auckland. The CCMT is one of NZ's premier musical theatre schools, providing an environment and support for the advancement of musical theatre, drama, dance and singing skills.

