



image courtesy of Saatchi & Saatchi Design Worldwide

Whitecliffe Graduates Collaborate on Designs for New Billy Apple Cider

Leah Surynt and **Michael Bevin** recently worked on the branding and design of Billy Apple Cider. The cider was launched to coincide with the artist's current retrospective at the Auckland Art Gallery entitled *Billy Apple@: The Artist Has to Live Like Everybody Else*.

Leah graduated from Whitecliffe in 2013 and has worked full time at Saatchi & Saatchi Design Worldwide in Parnell for nearly two years. Michael is a paid intern at the company since graduating last year. Along with other team members, Leah and Michael were able to collaborate on the Billy Apple Cider project. Leah says "Saatchi & Saatchi Design Worldwide has had a great working relationship with Billy for over ten years, and as a company that champions the arts, we love working with Billy. She continues "Billy Apple

Cider came about as a perfect marriage between art and product. Billy is a 'brand looking for a product'. Saatchi's Worldwide Director of Design, Derek Lockwood led and funded the project, allowing the studio to design and market the product and launch the cider to coincide with the artist's retrospective exhibition."

Talking about the design process, Michael comments, "I first met with Billy in the initial briefing for the Billy Apple Cider website. Billy was excited by the idea that a web page could have an aesthetic similar to a piece of print or artwork and still be highly functional. It has been one of my favourite projects to work on alongside the social media campaign. I had the chance to discuss his design rules and restrictions, as with all of Billy's work every element is critically measured

out and placed according to the golden ratio (a formula closely followed throughout his work). I have become fascinated with this design style, every negative space is questioned with all elements accurately measured out."

Michael continues: "with the knowledge that this astonishing body of work all began in New York with the 1964 exhibition *The American Supermarket* in which Billy and contemporaries like Andy Warhol took the supermarket to the art gallery, we wanted to help close the loop by identifying and launching a product which took the art gallery back to the supermarket."

When asked about working with Billy Apple, Leah says "the opportunity to work alongside an artist as he prepares for his retrospective show is something very special. To be involved in a project that allows Billy to take the art gallery to the supermarket, creating work that isn't only sold as a consumable product, but also as art, has been incredibly exciting and fulfilling as a designer."

In terms of gaining valuable work experience Michael has found that "transitioning out of Whitecliffe into the industry working on the Billy Apple Cider brand, has personally pushed my skills with the combination of technical and conceptual design. It has been very challenging and rewarding."

billyapplecider.com

Whitecliffe students selected for 2015 New Zealand-Vietnam Fashion Students' Collaboration



Benjamin Farry and Jessica Greetham

Year Four Fashion Design students Jessica Greetham and Benjamin Farry are participating in the 2015 New Zealand-Viet Nam Fashion Students' Collaboration sponsored by the New Zealand Embassy in Viet Nam. The project marks forty years of bilateral relations between New Zealand and Viet Nam and also encourages opportunities and cultural ties between younger generations.

Ten teams of two fashion design students (one from New Zealand, the other from Viet Nam) will be paired up to collaborate, combine their skills and create a collection of four outfits using the theme of "fusion" which represents the friendship and links between the two countries. The judging panel will include high profile fashion professionals from both New Zealand and Viet Nam. The judges will critique the collection, the interpretation of the theme "fusion", design and construction of the garments and the overall presentation at the final fashion show. The winning team is awarded NZ \$2,000, while second prize wins NZ \$1,000.

Head of Fashion Department Belinda Watt comments, "we are delighted to be participating in the 2015 NZ-Viet Nam Fashion Students' Collaboration. It is an innovative and challenging design project and an exciting opportunity for our fashion students to partner with students from a different culture

to create a collection together. The students are currently sharing design boards to draw inspiration from and gain an understanding of each other's design aesthetics. Our students are also absolutely thrilled to be traveling to Viet Nam to meet their design partners, experience Ho Chi Minh City and participate in the fashion show."

Jessica and Benjamin will travel to Viet Nam at the end of July to work with their teammates. The Fashion Show will take place in Ho Chi Minh City on 6 August at the Caravelle Saigon Hotel. Year Four Fashion Design student Jessica Greetham says, "this will be a unique learning experience in discovering ways to share and develop ideas, learn about each other's cultures and traditions and reflect this in our final body of work."



Whitecliffe MA in Arts Management 2015 July Intake

Announcing a second intake for 2015 for the Whitecliffe Master of Arts - Arts Management degree. If you are keen to apply for a place on this programme, and were late with your application for February, or the time is now right, there are places still available for our mid year intake starting on July 25.

The enormous growth of arts companies and organisations in New Zealand over the last 20 years, has brought about a culture of arts management personnel; a growing number having a qualification in Arts Management. These specially trained and qualified Arts Managers are well placed to lead New Zealand's arts industry into a very promising future, and it is certain that those now in training as Arts Managers will be in great demand in the years to come.



On Line: Recent Drawings exhibition opened at Sanderson Gallery in Newmarket including Whitecliffe MFA Graduate **Lea-Anne Sheather** alongside other artists. The exhibition is on until 24 May.



LAY OF THE LAND

Road show

Eleven emerging and established photographers explore Auckland's sprawling outskirts in *Lay of the Land*, an exhibition curated by Anita Totha. Works reference the New Topographics movement of the 1970s, which stripped landscape photography back to basics, eschewing beauty in favour of 'unimportant' moments, obsolete structures, and the bare facts of the land.

May 2–June 13, Papakura Art Gallery, Auckland

Marketing Coordinator **Anita Totha** has curated a photography and moving image exhibition at the Papakura Art Gallery featuring Whitecliffe BFA and MFA Lecturer **David Cowlard**, Derek Henderson, Dieneke Jansen, Allan McDonald and others. The show is on until 13 June.



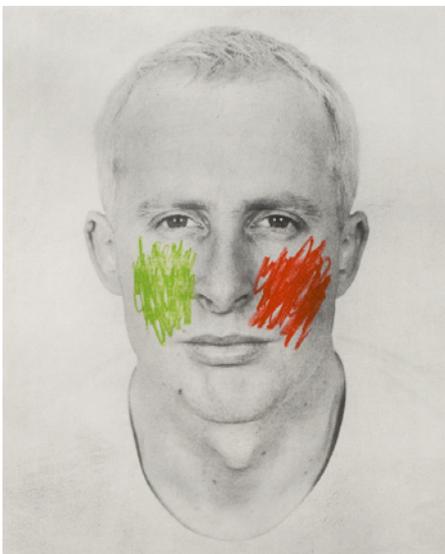
Greg Whitecliffe Memorial Charitable Trust Exhibition opens May 25th

Since 2006, The Greg Whitecliffe Memorial Charitable Trust has devoted its energy to passionately supporting young and emerging artists in the form of "life experiences" through scholarships and awards. The aim is to encourage creative students into the arts as a lifetime pursuit and support those with talent at an early stage to keep them captivated in the arts field.

Previous recipients of the scholarship have included Whitecliffe graduates Samantha Chapman, who attended a 3-week workshop at the Fashion Institute of Technology in New York City and Grace Kim, who traveled to Australia to compete for the 2013 AgIdeas New Star Award. Numerous awards have also been given to Year 8 students at both Remuera Intermediate and King's School since 2006.

"This is the first solo show of Greg's work since he passed away in 2001. As Co-Founder of Whitecliffe College, Greg has given thousands of international and domestic students in New Zealand the chance to go out and work in the field of arts. He has inspired my children and me to continue to support other young artists. The works on paper included in the exhibition are monoprints, screenprints and etchings in a price range from \$90-\$500. This is wonderful affordable art – come and support the Trust and help us make a difference," states Whitecliffe President Michele Whitecliffe.

The exhibition opens Monday, May 25th from 5.30-7.30pm and will be open Tuesday 26/5 and Wednesday 27/5 from 10am-5pm at Pearce Gallery located at 130 St. Georges Bay Road in Parnell. All funds from the sales support the Trust's awards and scholarships. For more information, please visit the Greg Whitecliffe website.



Whitecliffe Lecturer **Anthony Byrt's** latest write-up is in this month's issue of Metro Magazine "The Immortal Artist" on Billy Apple.



Whitecliffe Educated The Student Experience

Studying on the Whitecliffe Foundation course was the beginning of Year Four Fine Arts student **Christina Pataialii** student years at Whitecliffe. Christina attended Mt. Albert Grammar and studied towards her BA at Auckland University before the birth of her daughter and a brief time in hairdressing before applying to study at Whitecliffe. She says she was raised “in various central and western suburbs of Auckland, generally in the lower socio-economic areas. I was raised bi-culturally, Samoan and NZ European, which definitely inspired a lot of my thoughts and interests in creativity.”

Her reason for selecting Whitecliffe: “I had heard it was one of New Zealand’s top art schools by numerous people and it offered a Foundation course, which I needed to get into a BFA as I had never taken any visual arts in high school and therefore didn’t have a portfolio. I was always creative, mostly drawing. I naturally gravitated to creative areas in school, drawing, writing and music. During my Foundation course, I realized painting was my biggest drive and I knew it was what I wanted to continue with as a career path.”

Christina’s inspiration for her practice comes from “the places I grew up and the people I grew up around. A lot of my inspiration comes from my background and it drives a lot of my work in the studio. The themes I engage are mostly socio-political, socio-economics, cultural politics (particularly low socio-economics), location, relocation, dislocation, nostalgia, traces, left overs. Most of my work will be on a large scale in general- I prefer to work in this way whether I’m painting or working on an installation. I also try to integrate aspects of my cultural background while still having an awareness of much wider conversations.”

Now that Christina is in her final year of studying Fine Arts at Whitecliffe, she says, “I think what I’ve enjoyed the most about Whitecliffe is the people around me. Students and lecturers alike have been very patient and supportive of my endeavors, my ideas and my general temperamental perspectives. There is always someone around to bounce ideas off of or keep you in check when you need it.” Her final word of advice to prospective students is to “take time to understand what you are about. What

motivates you or inspires you, it saves a lot of confusion when trying to find your feet during the degree.”

As for plans for the future, she hopes “to be a practicing artist! I am driven by the idea of working with others as a teacher or mentoring, ideally working with local communities. Heading overseas to experience the wider art world is definitely next.”

Events & Exhibitions

ANTOINETTE GODKIN ART HOUSE

FAT yellow



Dandy 2015

Glen Snow

21 April-23 May 2015 | Opening: Saturday 18 April 2-4pm

30 YORK ST, APT 132, PARNELL AUCKLAND 1052 PHONE 09 309 9448
ANTARTN2@GMAIL.COM WWW.ANTOINETTEGODKIN.CO.NZ

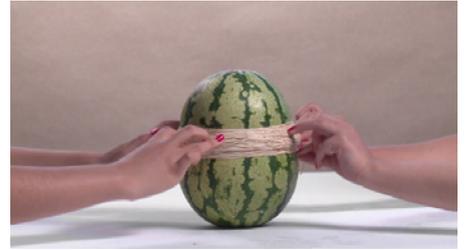
Whitecliffe Lecturer **Glen Snow** opened his latest exhibition Fat Yellow at Antoinette Godkin Gallery on 18 April. The show is on view until 23 May.



Whitecliffe Photo Media students are participating in the "Future Projections" Showcase at Studio One Toi Tu during the Auckland Festival of Photography. Works from Whitecliffe Year 2-3-4 students **Lauren Culpan, Gabrilee Kururangi, Monica Kwon, Samantha O'Brien, Mish O'Neill, Natalie Paluch, Tessa Ramsden, Carly Stevenson, Mia Tong, Kelvin Tse, Yann Ru Yang, Rainer Weston** will be included alongside works from students other other NZ and international art schools and universities.



Whitecliffe Fashion Design graduate **Wilson Ong's** latest collection "Ceramic" featured in Black Magazine.



Whitecliffe Lecturer **Steve Carr's** latest exhibition reviewed on Eye Contact by John Hurrell.

Glaister Ennor

Barristers | Solicitors | Notary Public

Whitecliffe MFA students **Elle Anderson, Riley Claxton, Alexa Mickell** and **Justine Giles** are finalists in the Glaister Ennor Graduate Art Awards. The exhibition opens on Tuesday 26 May at Sanderson Gallery in Newmarket.



Whitecliffe BFA Fashion Design alumnus **Jorge Alfaro** and **Wilson Ong** are finalists in the iD International Emerging Designer Awards at iD Dunedin Fashion Week. Jorge Alfaro's designs were featured in the Otago Daily Times.

Events & Exhibitions



Whitecliffe Open Days in June

Are you interested in learning more about Whitecliffe BFA programmes and our Certificate in Arts & Design (Foundation)? Open Days are coming up in June. Register to take your first step towards your cutting-edge career as a leader in the Creative Industries:

Photo Media: Wednesday 3 June
 Fine Arts: Friday 5 June
 Fashion Design: Wednesday 17 June
 Graphic Design: Friday 19 June
 Foundation: Monday 22 June



Whitecliffe MFA alumnus Gabrielle Amodeo is exhibiting work in a group exhibition at Enjoy Public Art Gallery on until 30 May.



Graphic Design graduate Michael Bevin, current Year 4 Graphic Design students Caroline Konarkowska and Aaron Troy are included in 'Best in Show' at Objectspace featuring New Zealand's best up and coming designers. The exhibition is on until 16 May.

upstairs art gallery
 Titirangi Community Arts Council
 LOPDELL HOUSE, Level 1, 418 Titirangi Road, Titirangi, Auckland

STOLEN

Rose Meyer—Anna Sharman—Megan Jeffries





Opening 7th May (6-7:30), Daily (10-4:30) until 31st May 2015
 Open 7 days 10-4:30. FREE ENTRY. T: 817-4278,
 e: gallery@upstairs.org.nz / visit: www.upstairs.org.nz

LOPDELLWaikare Rangis Local Board

Whitecliffe Lecturer **Rose Meyer** is exhibiting works in a group show at the Upstairs Art Gallery at Lopdell House until 31 May.