

Art/English major honored in Shanghai World Expo poster competition

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A poster designed for the Shanghai World Expo 2010 by a fine arts/English major at Alfred University has been selected for a monetary award, posting on the expo's Web site, and inclusion in a traveling exhibit. Kalie Stiffler of Erie, PA, created the poster as an assignment in last semester's design class taught by Michelle Lockwood, assistant professor of design. "The students' posters were sent to China and submitted with entries from all over the world," said Lockwood. The competition theme was "Harmonious City" and entrants were asked to focus on the city's cultural diversification, economic prosperity, science and technological innovation, re-creating harmony in urban communities, and interaction between urban and rural areas. They were also to interpret the Expo theme, "Better City, Better Life." Lockwood said Stiffler's "poster is a tribute to the past, present, and future of innovation in China. This is illustrated by [her use of] the train in the tunnel and the physical evolution that occurs as it passes." Lockwood notes, "There are also references to location, histories, traditions, and new technologies within the poster. These occur in both the train and the architectural imagery, as they show the traditional and the contemporary. "Stiffler's use of texture, in the background, is a reference to the strength of the paper industry in Shanghai, which is currently experiencing a notable period of growth," explained Lockwood. "This balance of traditional vs. contemporary symbolism is also communicated in the color and typographic shifts that occur. From the warm browns on the left, to the cool grays and white on the right, there is an emphasis of movement, from left to right, that supports the direction of the train as it pushes into the future. The typography, as it shifts from a serif font to a more modern san-serif font, continues to support this directional transition. "This is a very intelligent and sensitive poster," commented Lockwood. "Kalie did a great job communicating the many aspects the city of Shanghai will be celebrating in the upcoming World Expo 2010." The posters were judged on originality, effect, aesthetic value, artistic concept and skill. The judges included Alexander Gelman, president of the United States chapter of Alliance Graphique Internationale (AGI) and a guest professor with Yale and the MIT Media Lab; Lise Vejse Klint, president of Danish Designers, member of the executive committee of International Design Alliance, and board member of the Danish Art Foundation; Haopeng Shen, initiator of Shanghai Graphic Designers Association, member of Shanghai Artists Society, member of China Industrial Designers Society, and image consultant for Shanghai Grand Theatre; Hon Bing-way, director of Hong Kong HS Art & Design, vice president of Hong Kong Artists' Association, a co-founder of Hong Kong Institute of Visual Arts; Shin Matsunaga, initiator of Shin Matsunaga Design Inc., member of AGI and Tokyo ADC, a member of the JAGDA Board of Directors; Min Wang, a member of AGI, professor and dean of the School of Design at the Central Academy of Fine Arts; and Yue Fei Wang, a member of the New York Art Direction Club, a member of AGI, scholarship commissioner of Shenzhen Graphic Designers Association; and a member of Shenzhen Culture Fund art Evaluation Committee. Stiffler is a daughter of Gregory and Denise Stiffler of Erie, PA, and a graduate of Northwest PA Collegiate Academy.