

emdash

EMILY CARR
COMMUNITY BULLETIN
mar 09

Inside

A New Identity for
Emily Carr /How
Green is Emily? /
SSHRC Grants /
Exhibits + Events

Our New Identity – Unveiled!

Students, staff and faculty were welcomed back from Reading Week with the launch of Emily Carr's newly revamped identity. The morning event included a showcase of our new stationery and business cards, a demo of the light animation version of our logo, new banners on the exterior of the buildings, swag, and some tasty treats!

CONT'D ON PAGE 3



How Green is Emily?

Susan Stewart

Our first Emily Green social was held on Feb 18 to share good food, prizes and the many substantial green initiatives underway throughout Emily Carr. Facilities, tech services, administration, as well as curriculum and course planning, are all leading initiatives in energy savings and paper reductions.



One of our first goals at Emily Carr to measure and reduce the gap between what we are doing and what we need to be doing to meet BC's Climate Change Mandate. The mandate is asking public institutions to report on carbon emissions from energy use, natural gas, transportation and paper use.

Another goal is for Emily Carr to bring in experts to help us put the right emphasis on sustainability, and help identify the most important practices for us, beyond the government's mandate.

We all know what's at stake and we recognize that everything we do can be improved, so we want to think big and identify what Martin Rose described as some *pan-institute goals*. Building on the initiatives already underway in each area, we also hope that areas can identify vision challenges that integrate with curriculum and learning. We hope that our material practices can be seen as opportunities for abundance and social sustainability.

As a context for thinking big on climate change and putting the right emphasis on sustainable practices, below are the top five world-wide carbon sources:

- 1 Deforestation is the single largest source of greenhouse gases in the world, producing 20% of human-made emissions. Canadians cut down 6 times more trees than we plant.
- 2 Meat production for food creates the 2nd largest source of green house gases around the world. Although it is recommended that we should eat no more than 15 lbs of meat per year, Canadians actually eat more than 60 lbs of meat per year each, and are among the largest meat eaters in the world.
- 3 Most of the energy used to heat and power our houses is wasted. Inefficient energy use from poor construction is the 3rd largest source of green house gases around the world, and the easiest to stop. 80% of the energy Canadians use to heat and power our buildings is wasted by poor and inefficient construction.
- 4 Flying already accounts for 10% of greenhouse gases world wide, and air travel is predicted to double in Canada in the next 20 years. Flying the most damaging activity an individual can do, and is the only activity for which there is currently no energy substitute.
- 5 As long as they are plugged in, our electrical appliances, gadgets and chargers use more power when they are off than they do when they are actually being used. In our daily activities Canadians use 80% more power than we actually need.

Watch for our next Emily Green social!

Created by in-house designer, Cari Bird, the new identity celebrates Emily Carr's vision, energy and innovation. In developing the new logo, Cari adhered to a strict design brief and consulted with a number of internal and external community members. One of the key guidelines was to remain true to the name of Emily Carr, and the creative and innovative roots of the school.

The logo's animated graphic and the graphic itself are organic in nature allowing it to grow with the University itself as we move, transition and respond to the inherent nature of artists and designers who desire a variety of interpretations and visual stimuli. Our creative history is also reflected by emphasizing the name of Emily Carr, while the silver graphic element connects to the former industrial nature of Granville Island, and in particular the University's north building, a former wire factory. The new identity provides opportunities for all of us to shape and bend in innovative ways as we move further into the 21st century.

As part of Emily Carr's commitment to sustainability, we strive to work with vendors who advocate ethical/sustainable practices. Letterhead and envelopes are printed by Mohawk on their Options line. Options paper is a completely acid free, made from 100% post-consumer waste fibres and certified by Green Seal – a not-for-profit organization devoted to environmental standard setting, product certification and environmental education. Mohawk also employs non-polluting, wind-generated electricity and is Green-e certified.

Printed by Suppi Paper, on LOE paper (Lustro Offset Environmental), the business cards contain 30% post-consumer waste fibres. 100% of the energy used to create this paper is Green-e certified renewable energy. Suppi Paper takes additional initiatives to support the environment, such as the sponsorship of Living Lands & Waters, an organization whose goal is the protection, preservation and restoration of America's major rivers and watersheds.

The branding launch which took place on February 23, was the culmination of many hours of work by Cari – no small feat when you consider most design firms have a dedicated team working full-tilt on a particular brand! Primary feedback from the Emily Carr and external communities has been extremely positive. We take our hats off to Cari Bird for rising to this difficult challenge and for achieving our objectives!

The light animation was produced under the art direction of Cari Bird, with the assistance of Associate professor Martin Rose and Animation Technician Stephen Wichuk, 3rd year Emily Carr students Chelsea Ker and Hsiao-Chuang (Chloe) Liu. The final light animation was produced by alumnus Ryan Schwitzer.

New Faces + Goodbyes

Please welcome Julie Eng, permanent Accounting Clerk 3, Financial Services.

Carylann Loeppky, Graphic Designer, in the University Advancement Office, worked her last day on Friday, February 27. Carylann looked after design duties for Cari Bird who was working to create Emily's new identity.

LEFT TO RIGHT: CARI BIRD, CARYLANN LOEPPKY



SSHRC Grants

Dr. Ron Burnett + Dr. Robert Inkster

Emily Carr has been very successful in securing four SSHRC grants out of a total of six applications. Congratulations to:

- Ruth Beer and Jim Budd
- Maria Lantin, Joy James and Ron Burnett
- Rita Wong, Kelly Phillips, Karole Wall and others
- Maria Lantin again for a SSHRC grant outside of the Creation category

The total value of these grants is close to \$500,000. In addition, the two remaining applications were recommended but not supported for lack of funds. These were from Julie Andreyev and Kelly Phillips. This is a wonderful result for a small institution.

Congratulations to everyone.



Water Cooler Hygiene

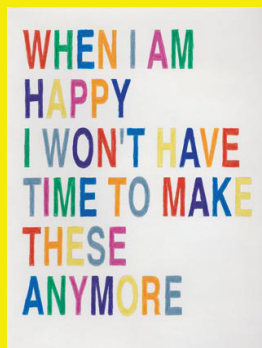
Did you know that studies have shown more bacteria can be found on office-type water cooler spigots than public water fountains?

If you have a water cooler in your office, make a habit of regularly cleaning the following:

- The spigot – often times, people touch the outside of the spigot with unclean hands, or cups and bottle rims that have come into contact with bacteria, i.e., hands and mouths.
- The surface surrounding the spigot – again, bottles and cups brush up against this surface. Repeated contact means you are moving bacteria from this surface to your mouth, and then back again.
- The drip-tray – when your cup runneth over, bacteria from your hands and mouth is collected in the drip tray. Puddles that form can cause mold, which can provoke allergic or asthmatic symptoms.

Emily Carr's supplier, Canadian Springs, performs an annual maintenance on our water coolers. But YOU can help cut the spread of bacteria by cleaning these three areas monthly with a simple disposable disinfectant wipe!

Upcoming Exhibits, Events + Lectures



Alejandro Cesarco: Now and Then

March 18 to April 24
Opening March 17 at 7:30pm

Cesarco is an artist from Uruguay who is currently based in New York. The show will include a number of works including a film installation, drawings and text works.

Writing/Art: The Emily Carr University Student Symposium

Emily Carr presents the inaugural symposium for student writing in Vancouver. Structured as a platform for the exchange of knowledge and ideas, the symposium will explore a variety of approaches to writing critically about visual culture.



March 5 and 6 in the Lecture Theatre, Room 301, Keynote Address: March 5 at 5:30pm.

For complete details and a list of speakers, visit <http://writingart.ecuad.ca>.

KEYNOTE ADDRESS:

Markus Miessen, "The Nightmare of Participation: thoughts on post-romantic practices"

Something's Happening Here

Presented by Presentation House Gallery

A year-long public poster project mounted as part of the 2009 Cultural Olympiad that memorializes and celebrates the legacies of past civic events, notably those of Expo '86. These images are



used to create street-style posters that will be distributed across the city of Vancouver, beginning in late February 2009 and continuing during the run-up to, and through to the beginning of the 2010 Olympic Games.

Jeremy Shaw, *Something's Happening Here*, 1986, 2009 Offset Lithograph 18" x 24"