

CURRICULUM VITAE

JIMMY VAN LUU

EDUCATION

- 2004-2006 The University of Texas at Austin
Master of Fine Arts, Design
- Thesis: "Expanding Graphic Design: Form, Method, Place"
Advisor: David Shields
- Participant, Land Art of the American West field study program.
- 1999-2003 The University of Texas at Austin
Bachelor of Science, Advertising
Creative Sequence

EXPERIENCE

ACADEMIC APPOINTMENTS

- 2014-Present Assistant Professor, Graphic Design
St. Edward's University
Austin, Texas
- 2013-2014 Visiting Assistant Professor, Graphic Design
St. Edward's University
Austin, Texas
- 2007-2013 Assistant Professor, Graphic Design
The University of Illinois at Urbana-Champaign
Champaign, Illinois
- 2006 Adjunct Professor, Graphic Design
St. Edward's University
Austin, Texas

PROFESSIONAL POSITIONS

- 2015-present Course Director, CULF 1319: Understanding and Appreciating the Arts
St. Edward's University
Austin, Texas

CULF 1319: Understanding and Appreciating the Arts is a general education requirement for all students at St. Edward's University. As Course Director, I oversee curriculum for 16 sections of the course each semester, hire and evaluate adjuncts, and organize scheduling.

2010-2013 Director, Figure One Exhibition Space
 The University of Illinois School of Art + Design
 Champaign, Illinois

Figure One is the University of Illinois School of Art + Design's off-campus laboratory for creative research. I was the inaugural director of the space, and led the development of the conceptual focus its first three years. In my tenure, I developed an ongoing national artist residency for the space, in addition to community-focused initiatives that sought to connect the ideas and resources of the University to the broader local community. In addition, I also managed operations, hired and trained staff, oversaw installation, and produced design and marketing for all exhibitions.

2003-present Independent Project Lab
 Graphic Designer
 Austin, Texas

Independent Project Lab is my professional multi-disciplinary design practice. I mainly produce work for clients in the arts and culture sector, as well as frequently collaborate with others on larger projects.

AWARDS & GRANTS

2016

City of Austin Art In Public Places, Rehabilitation and Redesign of "Letterscape," a large-scale permanent earthwork consisting of 30-foot inhabitable letterforms, Austin, Texas. (\$20,000)

2015

Open Book Project Catalogue featured in PRINT Regional Design Annual.

Summer Innovation Fellow, St. Edward's University, Austin, Texas. (\$1000)

Professional Development Travel Grant, School of Humanities, St. Edward's University, Austin, Texas (\$1000).

2014

Summer Curriculum Development Grant, School of Humanities, St. Edward's University (\$1000).

Professional Development Travel Grant, School of Humanities, St. Edward's University, Austin, Texas (\$1000).

2013

Summer Curriculum Development Grant, School of Humanities, St. Edward's University (\$1000).

2012

Nominee, City of Champaign Arts Council's annual ACE Award for work with education and Figure One. Nominees "demonstrated a unique and creative approach to merging the arts and education."

2011

Ninth Letter Vol. 7, Issue 2 featured in PRINT Regional Design Annual.

Ninth Letter Vol. 8, Issue 1 featured in PRINT Regional Design Annual.

College of Fine and Applied Arts Creative Research Grant, University of Illinois (\$4000).

2010

Ninth Letter Vol. 6, Issue 1 awarded Graphis Gold Award for Design.

Ninth Letter Vol. 6, Issue 1 featured in PRINT Regional Design Annual.

"You Are Here...and Here" chosen as finalist for Chicago's largest art prize: Make Believe: Reactivating Vacant Spaces in Wicker Park/Bucktown.

2009

Ninth Letter Vol. 6, Issue 1 award Red Dot International Design Award: Communication Design (6,000+ entries from 42 countries, 471 works awarded).

"Dimension + Typography: A Survey of Letterforms in Space and Time" named "Top 5 Design Shows" of 2009 by Newcity Art Chicago.

"Letterscape" named "Top 40 Public Art Projects of 2008" nationally by Americans for the Arts/PAN, as selected by public artist Janet Echelman.

2008

Scholar's Travel Fund, University of Illinois (\$425).

College of Fine and Applied Arts Creative Research Grant, University of Illinois (\$2000).

College of Fine and Applied Arts Creative Research Grant, University of Illinois (\$5000).

Laredo Taft Lectureship on Art Fund, University of Illinois (\$500).

2007

Laredo Taft Lectureship on Art Fund, University of Illinois (\$500).

2006

City of Austin Art In Public Places, Public Art Commission for "Letterscape," a large-scale permanent earthwork consisting of 30-foot inhabitable letterforms, Austin, Texas (\$14,000).

ACADEMIC ACTIVITY & DISCIPLINARY SERVICE

2015

"Speculative Pedagogy" SPACES OF LEARNING: AIGA Educator's Conference, Toronto, Canada. CONFERENCE PRESENTATION

Resident, Radgdale Ring Competition, Ragdale Foundation. Lake Forest, Illinois. INVITED ARTIST RESIDENCY

Selection Panelist, University Hills Library Project, Austin Art In Public Places,

Austin, Texas. INVITED JUROR.

Reviewer, University of Texas School of Architecture, "Advanced Studio: Nichole Weidemann."

INVITED REVIEWER

2014

FATE/TASA Project Share, St. Edward's University, Austin, Texas. CONFERENCE PRESENTATION

Reviewer, Texas Tech University School of Architecture, "Land Art of the American West:

Chris Taylor." INVITED REVIEWER

2012

"Graphic Design and Public Engagement" Iowa State University, Ames, Iowa. PUBLIC LECTURE

OPEN BOOK Workshop, Eastern Michigan University, Lake Ann, Michigan. INVITED WORKSHOP PARTICIPANT

2011

"Designing Design" Eastern Michigan University Art Department Lecture Series, Eastern Michigan University, Ypsilanti, Michigan. PUBLIC LECTURE

2010

"Ceci Tuera Cela/The Book Will Kill the Building/The Computer Will Kill the Book/The Program Will Kill the Program," The University of Illinois, Department of Architecture, Champaign, Illinois. GUEST LECTURE
"Dilemmas in Interdisciplinarity," AIGA Design Educator's Conference: New Contexts/New Practices, Raleigh, North Carolina CONFERENCE CO-AUTHOR

"Change is Not Pretty," Typecon Educator's Forum, Los Angeles, California. CONFERENCE PRESENTATION
"Space, Information and Media," Conference On Design Principles And Practices, Chicago, Illinois. CONFERENCE PRESENTATION

2009

"Between Graphic Design and Architecture," Local Intelligence Symposium, The University of Illinois, Champaign, Illinois. CONFERENCE PRESENTATION

"(Im)Material World, or The Idea of Typography in the Age of Digital Simulation," St. Edward's University, Austin, Texas. PUBLIC LECTURE

"PDF as an expansive medium," St. Edward's University Department of Graphic Design, Austin, Texas. WORKSHOP

"(Im)Material World, or The Idea of Typography in the Age of Digital Simulation," The University of Texas at Austin, Austin, Texas. PUBLIC LECTURE

"Typography as Material," The University of Illinois, Department of Material Science and Engineering, Champaign, Illinois. GUEST LECTURE

"Design and Material Resistance," The University of Illinois, Department of Architecture, Champaign, Illinois. GUEST LECTURE

2008

"Printed and Digital Ephemera: Towards Reconciling Print and Digital Media," DesignInquiry, Vinalhaven, Maine. CONFERENCE PRESENTATION

SELECTED PRESS

2015

Kunkel, Patrick, "Design With Company + Arup Create 'Shaw Town' Theatre in Chicago" ArchDailey, July 11, 2015. archdaily.com/770043/design-with-company-plus-arup-create-shaw-town-theatre-in-chicago

2011

McNally, James, "SGCI Friday Night Highlights" Temporary Art Review, March 31, 2011.

temporaryartreview.com/sgci-friday-night-highlights-part-ii/

Urban, Jason, "With Without Words," Printeresting.org, March 25, 2011. printeresting.org/2011/03/25/with-without-words

Rabinowitz, Simba, "Ninth Letter" Newpaages, March 15, 2011. newpages.com/literary-magazine-reviews/2011-03-15/#Ninth-Letter-v7-n2-Fall-Winter-2010-11

2010

Hill, John, "Book Review: thawed," A Daily Dose of Architecture, July 2010 archidose.blogspot.com/2010/07/book-review-thawed.html

2009

Urban, Jason. "The Office of Printed Ephemera," printeresting.org, September 23, 2009.

printeresting.org/2009/09/23/the-office-of-printed-ephemera

Aztmon, Leslie. "The Unbearable Flatness of Being," *Design and Culture*, July 2009. PRINT

Born, Katherine. "A Must Read," *ArtSlant Chicago*, January 23, 2009. artslant.com/chi/articles/show/4309

Foumberg, Jason. "Cracking the Type Cast," *Newcity Chicago*, January 19, 2009, p. 15. PRINT

"Beyond 'Dimensional Typography'," *Pentagram Blog*. January 16, 2009.

pentagram.com/en/new/2009/01/dimension-and-type.php

SELECTED EXHIBITIONS

2012

"Home Knowledge Spectacular," curated by Alberto Aguilar and Jorge Lucero, North Branch Projects, Chicago, Illinois GROUP

"Reminders" curated by Suthada Wadkhien, Jamjuree Art Gallery of Chulalongkorn University, Chulalongkorn University, Thailand GROUP

2011

"W/ W/O RDS," curated by Leslie Mutchler, Snowflake/City Stock, Saint Louis, Missouri GROUP

"TIMEless," curated by SUPERFRONT, Pacific Design Center, Los Angeles, California GROUP

2010

"Copy Jam 2," Printer's Ball, Chicago, Illinois GROUP

"You Are Here...And Here," Make Believe: Reactivating Vacant Spaces in Wicker Park/Bucktown, Chicago, Illinois. GROUP

2009

"The Office of Printed Ephemera," St. Edward's University Fine Art Gallery, Austin, Texas. SOLO

"Dimension and Typography: A Survey of Letterforms in Space and Time," ISpace Gallery, Chicago, Illinois. CO-CURATOR

"Design on Stage," Red Dot Design Museum, Essen, Germany. GROUP

2008

"Letterscape," City of Austin Art in Public Places dedication ceremony, Austin, Texas. SOLO

2007

"Land Arts of the American West," Creative Research Laboratory, Austin, Texas. GROUP

2006

"Land Arts of the American West," John Sommers Gallery, Albuquerque, New Mexico. GROUP

"Fever," Creative Research Laboratory, Austin, Texas. GROUP

2005

"LightSwitch," Jesse H. Jones Communication Complex façade, Austin, Texas. GROUP

BIO

JIMMY VAN LUU

Jimmy Van Luu teaches Graphic Design in the Department of Visual Studies at St. Edward's University in Austin, Texas where he also serves as the Course Coordinator for CULF 1319 (Understanding and Appreciating the Arts). He owns and operates Independent Project Lab, a multi-disciplinary design practice.

Luu's recent projects cover a range of activity that includes producing public art, designing print publications, researching Risograph printing, and writing about the future of design education.

While teaching at the University of Illinois, he led an effort to open an off-campus experimental exhibition space, Figure One, whose goal was to connect the School of Art + Design with the broader community through redefining the public's understanding of the arts. Under his leadership as Figure One's inaugural director, the space developed extensive community-focused programming, including a residency program for local artists as well as numerous exhibitions and public initiatives that provided opportunities for students to interact with the local community.

Luu has been invited to participate in residencies at the Ragdale Foundation in Chicago and Design Inquiry in Vinalhaven, Maine. He was a former art director of *Ninth Letter* literary-arts magazine, and his publication design has been recognized in multiple venues including *PRINT* magazine and *Graphis*.

Luu is a native Texan, second-generation Vietnamese-American, and an alum of the Land Arts of the American West field study program.

STATEMENT

JIMMY VAN LUU

Design is an activity deeply embedded in the human experience.

The pioneering social scientist Herbert Simon described design as a way of “devising courses of action aimed at changing existing situations into preferred ones.” In this sense, design activity begins by posing critical questions about the subject matter at hand. The design process in turn steers the manipulation of processes, artifacts, systems, and spaces in seeking out solutions that satisfy these lines of inquiry.

My work champions the limitless realms of application that this definition of design affords. I produce work at both the traditional core of the graphic design discipline as well as at its edge, where pressing social, cultural, and environmental issues are producing a sea change in how and where graphic designers might participate.