



Aug. 4

August is a big month for campus art installations

There are no summer doldrums for the staff in University Museums. They'll coordinate nearly a dozen art installations at new or renovated buildings this summer into early fall.

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Iowa State fair exhibit hits home

A life-sized streetscape, including Main Street skyline, will help visitors to ISU's state fair booth count the ways Iowa State is contributing to bioeconomy advances and communities.



July 29

50 nominations for ISU presidency, so far

More than 50 people had been nominated for the ISU presidency when search firm executive Daniel Parker gave his report to the search committee during its July 28 teleconference meeting.

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FAQ for a photo-hungry community

The search is on for lots of photos to feed our websites, newsletters and brochures. In an FAQ, ISU experts offer guidelines on ensuring that the photos you post in various media are really yours to use.



Announcements

- Aug. 27 dinner will fund artist proposals
- Be included in the schedule of events for Family Weekend
- Regents universities earn state's top environmental award
- Lane closures planned on Union Drive for road work
- Golf benefit by Dance Marathon is Aug. 29

Receptions & open houses

Retirement

- Lynn Franco, Aug. 5

Arts & events



For Frida, created by Janet Pittman

Quilted art

The 2nd annual Garden Quilt Show at Reiman Gardens is Aug. 5-7.

Honors & awards

- Michael Bugeja

Around campus

- Undergraduate research poster session is Aug. 5
- Hawthorn Market and Cafe reopening delayed to Aug. 25
- Battelle report: Agriculture is key to

economic growth

- Another adventure: Gold mining in Alaska

Inside tools

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Aug. 4, 2011



This mural and eight others are sure to keep the patients patient in the waiting area of Veterinary Medicine's small animal hospital. The murals are by Sarah Grant and an artist team at Sticks Inc., Des Moines. *Photo by Bob Elbert.*

August is a big month for campus art installations

by Anne Krapfl

Some campus offices may experience July and August as the calm before the storm. For the staff in University Museums, the latter half of this summer will be the storm before the next storm. They'll coordinate nearly a dozen art installations at new or renovated buildings this summer and early fall.

Most are part of the Iowa Art in State Buildings program which, since 1978, designates 0.5 percent of new construction or remodeling funds for public art purchases. Some -- including an 18-piece series of neon words and phrases for the State Gym addition -- are new. Others, such as past artist in residence Christian Petersen's original (1938) terra cotta statue, *The Gentle Doctor*, are university classics receiving new homes. They all join one of the largest campus public art programs in the country.

University Museums director Lynette Pohlman said this summer's installations also are about "continuing traditions," such as those that are tied to an artist -- or to a specific medium. For example, the university's art collection features about 30 major murals, and that number will grow this summer with a set of nine animal murals in

"Iowa State loves representational art - it tells a story."

-- Lynette Pohlman

the College of Veterinary Medicine's new animal hospital and a wall-size tile mural in the natatorium of the new recreation services facility.

Lynette Pohlman

"Iowa State loves representational art -- it tells a story," Pohlman said.

Many of the installations will occur, or at least begin on Aug. 8, what Pohlman has dubbed her "D Day." Following is a brief summary of what's going where:

Small animal hospital, Veterinary Medicine campus

- Three bronze sculptures of pets (dogs and a cat) by Gwynn Murrill of Los Angeles, will be installed throughout the yard outside the hospital entrance.
- Nine wood murals of animals, from companion pets to wildlife, by Sarah Grant and an artist team at Sticks Inc., Des Moines, were installed in July in the patient waiting area.
- Two wood totems depicting male and female veterinarians, also by Grant and Sticks artists, will be installed in alcoves adjacent to the entrance.
- The original terra cotta sculpture of *The Gentle Doctor* by Christian Petersen, will be reinstalled just inside the entrance. For nearly four decades, it was outdoors in front of Petersen's veterinary medicine mural at the college's former Lagomarcino Hall location. In 1976, when the college moved to its current location, the original was refurbished and moved indoors to the Scheman Building. A bronze cast was created for the main Vet Med entrance.

State Gym renovation and addition

- Iowa State's first neon public art, by Terry Allen of Sante Fe, will be installed inside and outside the facility. Allen's art is 18 words, sentences and phrases from the intersection where physical movement meets intellectual inquiry, for example "fate" with a blinking "e," or "Heaven Now What?" strategically placed at the top of a climbing wall.
- Ceramic tile mural of a female swimmer, approximately 75 feet long by 12 feet high, by alumnus Eric Sealine of Boston, will be installed in 18-inch by 18-inch sections in the new pool area.

Horticulture Hall greenhouse replacement

- Wood mural of plants and landscape design, also by Grant, that wraps across several walls, will be installed in the main (southwest) foyer.
- A 5-foot aluminum sculpture, *Yellow Tulip*, by alumna Karen Strohbeen and William Luchsinger, which has been at two other campus sites, will be reinstalled outside the southwest entrance.

Anderson Sculpture Garden

- *Reclining Nudes*, a 1936 terra cotta wall fountain by Petersen, will be reinstalled on a new brick wall between the Hub and Morrill Hall. Originally it was installed on the front of an exterior staircase at Roberts Hall in the Richardson Court residence neighborhood. About 10 years ago, it was removed and conserved, awaiting another location.
- *Alcove*, an environmental installation (featuring limestone bench and engraved pavers, bronze book stacks) by Harriet Bart of Minneapolis, will be reinstalled in this area. Completed in 1995 for the area under the front stairs in the renovated Catt Hall, it was removed in 2008.

Hach Hall

- The second phase of the environmental exhibit *elemental* by Norie Sato of Seattle was installed in a glass presentation case in the lobby.

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Aug. 4, 2011



ISU fair exhibit hits home

by Erin Rosacker

Visitors are invited to take an (air-conditioned) walk down Main Street at this year's State Fair, Aug. 11-21. A life-sized streetscape, including a Main Street skyline, will be constructed in Iowa State's exhibit to illustrate this year's theme, "From Biorenewables to Main Street, Iowa State is Making Your Life Better."



University Marketing director Carole Custer said multiple campus units contributed to the display, which will focus primarily on ISU's contributions to bioeconomy advances and Iowa communities.

"The exhibit demonstrates how Iowa State is a part of the fabric of the citizenry of Iowa," Custer said. "It will be demonstrated in many different ways, but they all are focused on Iowa State's value to the state."

In the neighborhood

While strolling through the streetscape, visitors will discover several displays worth a long look. Highlights include:

- A farmers' market, showcasing ways ISU helps growers extend their growing seasons and increase yields
- A spotlight on Iowa's booming wine industry, which benefits from ISU viticulture experts
- A mammoth-sized square bale of corn stover, just one example of cutting-edge biorenewables research and products being developed by ISU's Bioeconomy Institute
- A hands-on interactive display showing the Small Business Development Center's work, including an aquatic feature about flood disaster recovery
- Iowa State temporary tattoo applications at the "tattoo parlor"
- ISU brag points and alumni features in the latest edition posted at the newspaper office
- Subtle Iowa State references in unexpected areas (hint: check out the graffiti in Cyclone alley)

ISU State Fair exhibit

Aug. 11-21

Varied Industries Building

9 a.m.-9 p.m.

Proof in the pictures

A video display will show before-and-after photos of Iowa communities that participated in visioning projects. And, with the help of Iowans, another monitor will feature **photographic evidence** of how Iowa State is making a difference in communities.

Iowans are encouraged to submit their photos to the project in the days leading up to and during the state fair. Photos can feature ISU-related people or projects that have made an impact locally. Submissions can be uploaded to the [ISU Extension website](#) or by using "Main Street Engaging ISU,"

a free iTunes application ISU Extension developed for mobile devices.

Giveaways and special guests

In addition to the 30,000-plus Iowa State tattoos and football posters, daily prize drawings will be held. A pair of Cyclone football tickets to the Sept. 3 season opener vs. Northern Iowa, two tickets to the Sept. 21 ISU volleyball match vs. Missouri, and an ISU state fair commemorative T-shirt (marking the 100th anniversary of the famous Butter Cow) will be awarded each day during the fair.

Cy is scheduled to make appearances. He will be perched in the University Book Store's retail area from 10 a.m. to noon on Aug. 12 and 19. ISU senior administrators also are scheduled to stop by the booth.

4-H: More than just livestock

You can't have a fair without 4-H. The 4-H Exhibits Building will be packed with projects, displays and interactive learning presentations. This year's team competitions include:

- Film Festival, Aug. 12
- Robotics challenge, Aug. 13-14
- Cook This! culinary challenge, Aug. 15-17
- Stitch This! design challenge, Aug. 19-20

Flat Duffy the Cow -- on tour

ISU Extension and Outreach will be represented with a painted, concrete cow at the Iowa State Fair, one of a herd that will be scattered throughout the fairgrounds in honor of the butter cow's 100th anniversary. Thanks to suggestions through Facebook and Twitter, the Extension and Outreach team named their cow Duffy in memory of ISU alumna and legendary Iowa State Fair butter cow sculptor Norma "Duffy" Lyon. A flat, paper version of Duffy is going on tour, wherever you decide to take her. Download, print and cut out a Flat Duffy, take her photo in interesting places, and then upload the photos to [Facebook](#).

Doctors making house calls

Dr. Bruce Leuschen, a clinician in diagnostic and production animal medicine, once again will serve as the state fair's veterinarian. Fellow clinician Dr. Brian Vanderley and four ISU vet med students will assist him. They are responsible for the health of the thousands of animals being exhibited, as well as those participating in competitions such as the rodeo and harness racing.

Dr. Giuseppe Dell'Anna, a vet in Laboratory Animal Resources, will work with children taking part in the popular Vet Camp programs. Participants get hands-on learning experiences with animal health and welfare. A new advanced vet camp also is being offered this year, which gives camp alumni a look at topics such as surgery, wellness and reproduction.

Aug. 4, 2011



To use [Photostream](#) photos, like this one shot by an ISU graduate student, you'll need to ask the photographer's permission. *Photo by Sam Von Gillern.*

FAQ for a photo-hungry community

by Diana Pounds

With numerous websites, Facebook pages, newsletters and brochures to feed, we've become a photo-hungry community. In the quest for photos, a common refrain is "Can I use it?"

In the FAQ below, [university experts*](#) offer some answers to that question.

Do I need permission to use photos taken at public events?

If you're planning to use the photos as news (that is, for the purpose of reporting on what happened at your event in newspapers, newsletters, magazines or websites), permission isn't necessary. However, if you intend to use photos in promotional or commercial materials, you need written permission from all individuals who can be identified in the photos.

What about permissions for group shots and crowd shots?

If individuals aren't easily identified, you don't need to obtain individual permissions.

We don't always know how a photo will be used later. And getting permissions can be difficult or time-consuming. Any advice?

Get signed permissions if:

- You're shooting for promotional or commercial purposes
- There's a good chance the photo later may be used in additional materials
- There's a chance you may later loan out the photos for use by other departments or third parties

What do I need to include on the permission form?

A sample authorization and release form is available as a [Word document](#) or [PDF](#) file on the [university marketing](#) website. Be sure to maintain a file of the signed authorizations you collected for reference.

Are there special rules for using the Art on Campus Collection on the website or in publications?

Even though the public art collection belongs to Iowa State, public work of art or object copyright may be retained by artists. Publishing the art of a living artist on a web page, newsletter or brochure requires the artist and University Museums' permission. To get permission, contact University Museums' [Lynette Pohlman](#) or [Allison Sheridan](#).

Additionally, the photo must credit the artist. On a web page, it's sufficient to identify the art by title and artist, like this: "*Bravo III* by Bill Barrett." If space is limited, the credit and other details about the art can be in rollover text or asterisked elsewhere on the page.

On a brochure, the credit must include title, artist, collection and institution. It should resemble this: "*Bravo III* by Bill Barrett. In the Art on Campus Collection, Iowa State University, Ames, Iowa."

If I want to use one of the photos from the ISU [Photostream](#) site on a website or publication, is email permission from the photographer sufficient to use his or her photographic image?

Yes, an email permission can suffice as long as the email communication sufficiently identifies:

- The photographic image that you desire to use,
- The purpose for which you intend to use it and
- That the permission is provided by the owner of the photographic image

Any advice about posting or obtaining photos from websites like [Flickr](#)?

If you're the poster, be sure the photo belongs to you and that you have the necessary permission from your subject. If you're using a photo, read the photographer's [Creative Commons license](#) to ensure that you're allowed to use the photo.

Any advice on how to avoid being sued?

Get permissions from subjects whenever possible. Don't use photos that embarrass or ridicule people.

Does this photo help me communicate my message?

When you're looking for art, this might not be the first question that comes to mind. But director of university marketing Carole Custer says it should be. Every time you pick a photo, she advises you to ask if it will help you reinforce your key message.

Where can I find more information on using photos in my materials?

Check the [guidelines](#) on the university marketing site.

*Sources for this article were Keith Bystrom, associate counsel in the office of university counsel; University Museums' director Lynette Pohlman and program coordinator Allison Sheridan; and Carole Custer, director of university marketing.

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July 29, 2011



50 nominations for ISU presidency, so far

by Diana Pounds

More than 50 people have been nominated for the ISU presidency over the past few weeks, search firm executive Daniel Parker told the search committee during its July 28 conference call meeting.

Only a few weeks into the search process, it's already a very good pool, said Parker, of Parker Executive Search, Atlanta. He added that during the next five to six weeks of recruiting, nominations could increase by 50 to 100 percent.

More on the search

[News, updates on the presidential search.](#)

Market feedback on Iowa State

Parker assured the committee that "market feedback on Iowa State continues to be very strong."

People know president Gregory Geoffroy and Iowa State and are very complimentary, he said. The Iowa economy is in better shape than many other states. And everyone knows that Iowa State is a leading land-grant institution.

Search committee co-chair Roger Underwood reminded the search committee that all candidates for the position have requested that their names be kept confidential during the early part of the search.

The candidates know that if they become finalists for the position, their names will be released, he added.

The state Board of Regents asked the search committee to identify three to five finalists, who will visit campus in the fall.

Future meetings

The search committee will meet by teleconference on Aug. 16 (1:30 p.m.). In a Sept. 9 meeting, the committee will undertake a detailed review of candidates.

Recruitment ads

Recruitment ads for the ISU position are scheduled to run soon in the *Chronicle of Higher Education*, *Diverse Issues in Higher Education*, *Women in Higher Education* and *Hispanic Outlook*.

In March, Geoffroy announced his intention to leave his post no later than July 31, 2012. He will remain president of Iowa State until a successor is named.

Aug. 4, 2011



Garden Quilt Show is back

Back by demand, Reiman Gardens' [Garden Quilt Show](#) returns Aug. 5-7: Friday and Saturday (9 a.m.-6 p.m.) and Sunday (11 a.m.-4 p.m.). The event includes a Friday afternoon lecture and two Saturday classes with Minnesota quilter and quilting author Susan Stein, a vendors marketplace and a juried quilt show with entries by artists from across the Midwest. Pictured is "Butterfly Garden" by Janet Pittman of West Des Moines.

Regular gardens admission (\$8 adults, \$7 seniors, \$4 youth, free for members and ISU students) gets

you into the quilt show; lectures and classes require preregistration and prepayment. Beverages, popcorn, ice cream and cookies will be available for purchase and proceeds directly benefit the gardens. *Submitted photo.*

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