

“

RUMORS

2

Toilet Training

Lately a considerable amount of San Francisco Campus funds have, unfortunately, had to be handed over to various members of the San Francisco plumbing fraternity for their numerous efforts to unplug all sorts of toilet fixtures in both the men's and women's restrooms. It seems that some student or students on the Design and Architecture campus have taken up a form of conceptual art that involves stuffing toilets and urinals with copious amounts of toilet paper and then attempting to flush while reading from the "Dada Chronicles." While a broadening of interest into the more esoteric areas of contemporary art is admirable, the proponents of this activity should be reminded that there is often a thin line between conceptual art and vandalism—particularly regarding waste facilities.

Unfortunately, money that could be devoted to library books, computers, keeping the campus open longer hours, etc., flows into the plumbers' "Early Retirement Fund" each time a toilet is uncorked.

If you think this kind of activity is a stupid waste of resources and happen to witness one of these outbursts of vandalism or creativity, depending on your point of view, let someone in authority know, or, again depending on your point of view, walk up to the perpetrator/artist and say: "That's interesting conceptual art, but it would be GREAT conceptual art if there was more personal involvement on the part of the artist. Here! Let me help you stuff some of this wet gooey mess you've mixed up...." Those captured for this activity will at the

least be turned over to the Design Police for toilet training, and at the worst will witness their college careers being flushed.

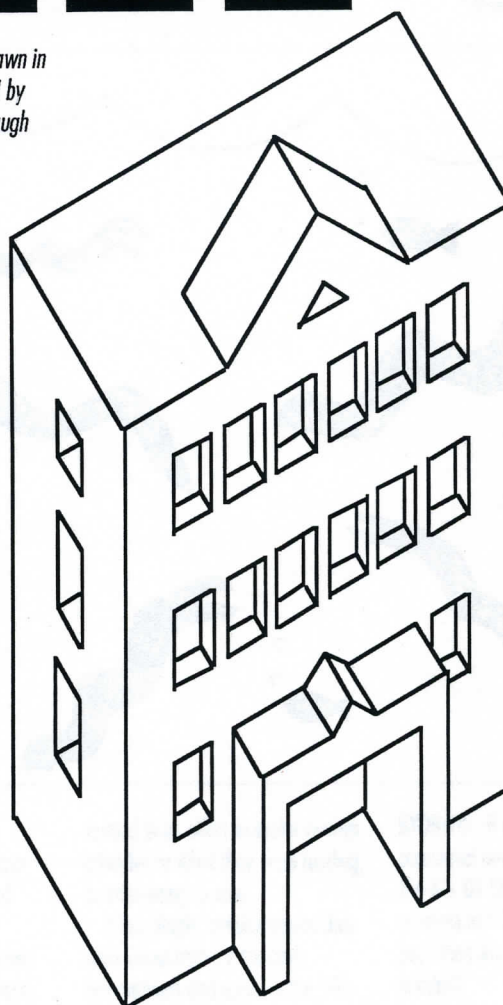
Resignations

John Stein, Vice President of Administration, and John Gordon, Vice President for Academic Affairs, have resigned from the College. Stein is credited with bringing the business practices of the CCAC a long way in his four years' tenure. Neil Hoffman, President of the College, says he hopes to replace Stein's position at the Directors level rather than that of Vice President by the first of the year.

Hoffman says he will assume Gordon's responsibilities until a review of the Vice President for Academic Affairs position is completed and a search undertaken. Gordon will be returning to his position at USC, from where he was on leave.

Officially, Hoffman has also announced that he will be spending one day a week at the San Francisco campus in an effort to enhance his understanding of its activities and needs. Unofficially, it is understood that the actual reason for this sudden presence on campus is to gather intelligence for a grudge rematch after the humiliating defeat the faculty and administrators recently suffered at the hand of the San Francisco campus student softball team. Hoffman was recently overheard saying, "We're going to whip their asses—I hope?"

Building drawn in MacDraw II by Max Seabaugh



Postmodernists Beware

"The modern architect is a scientist and a psychologist and an artist, but most contemporary architects are not modern. Every great past age has had its own style of building, a natural expression of its time, but ninety-nine per cent of the buildings built today are not modern. For unlike the scientists, most architects of the last hundred years have not sought the most direct solutions of their problems, but have borrowed past styles from their libraries; their minds have all too often been like magpies' nests

full of stolen trimmings; their buildings ape the work of times and places not our own."

What is Modern Architecture? NY: Museum of Modern Art, Simon and Schuster, Introductory Series to the Modern Arts 1, 1946, p.5.

”

The official, unofficial, and irregular newsletter of the San Francisco Campus of the California College of Arts and Crafts

Volume 1,
Number 2

December 12,
1988

**Rumor of
the
Week:
There are
precious
few
rumors
floating
around
this place
for an
art
school!**

Campus Hours

The San Francisco campus will be open 24 hours per day starting December 2nd and ending Friday, December 16th, which happens to be the last day of Fall classes. Spring semester classes start January 23rd, 1989.

Letters to Rumor Control

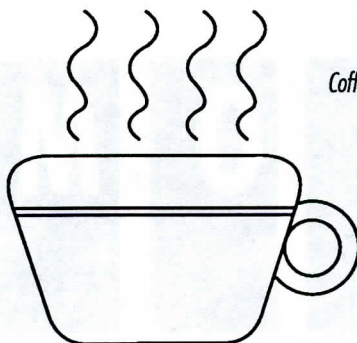
"Dear Rumor Control, BORING—Put some meat into the fire! Let's hear some scandalous scuttlebutt like, how about those..."—unsigned.

Dear Unsigned, Glad to oblige, just send in some "scuttlebutt" and we'll run it. Also, we take questions, comments, articles, jokes, drawings, typography experiments, design and architecture sketches, and design chatskas (they must be reproducible on a copy machine). But please, sign them and give us a phone number where you can be contacted.



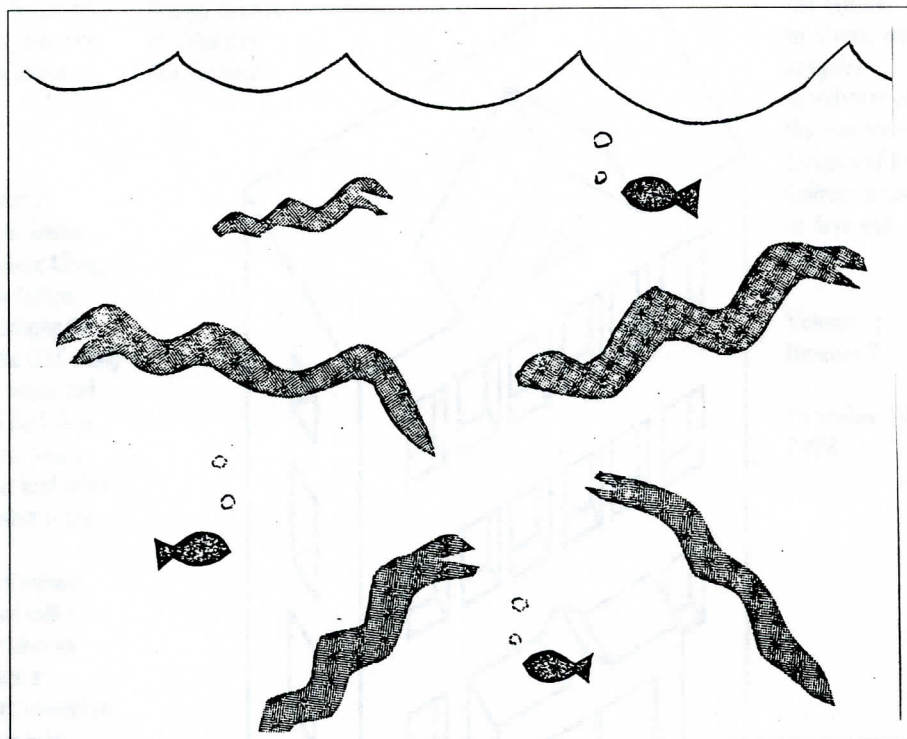
Quotable Quotes

"We feel the greatest essential is the ability to draw, and draw well, get proportions quickly and with feeling. When the student reaches this point the mastery of the many phases of the art are comparatively easy"—From *Sign Painting Up to Now*, 1909, Frank Atkinson.
—This gem was sent to Rumor Control by Anonymous.



Coffee Cup by Chuck Byrne

"Moiré Eels" by Gary Mond



CCAC Concept 88

The ninth CCAC design symposium took place at the Oakland campus on November 5th. Participants were Robert Appleton, Laurie Haycock, and Rick Valicenti. While each of the speakers from different parts of the country did not personally know one another, and the work they showed varied widely, each spoke of remarkably similar interests in their graphic design work. Both in their presentations and in the questions following they expressed a growing concern that viewers may be lulled into not actually seeing or reading what is before them if the page is too clean, too easy to read. Valicenti stated that in his recent work he has purposely made typography harder

to read in an effort to make viewers attentive to what they were reading, or attempting to read.

Interestingly, similar approaches were taken both by the Dada typographers and again in the 50's and 60's by the Concrete Poets.

The event, orchestrated by Lucille Tenazas of the CCAC Graphic Design faculty, may have permitted those lucky enough to attend the rare opportunity to witness one of the first coherent public discussions of this new direction some designers are taking.

Library Announcements

For that finals rush the Architecture and Design Studies Library has acquired two electric typewriters for student use. They are located under the library's fish bowl window. Sorry, they are not correcting.

BYOBottle of correction fluid for that occasional error.

The A + DS Library has also finally received its VCR and monitor. Oh boy! Plan those projects with video in mind!

San Francisco Museum of Modern Art

- American Landscape Video Pt. I through 1 January 1989
- American Landscape Video Pt. II 17 January through 19 February 1989
- Garry Winogrand Photographs 9 December 1988 through 5 February 1989
- Siegel, Josephson and Jachna: Chicago Experimentalist Photographers, through 8 January 1989