

## **Ashley John Pigford / Curriculum Vitae**

404 Radcliffe Drive / Newark, DE 19711 / 302.299.8923

studio art portfolio: [www.ashleyjohnpigford.com](http://www.ashleyjohnpigford.com)

graphic design portfolio: [www.designisgoodforyou.com](http://www.designisgoodforyou.com)

email: [ashley@designisgoodforyou.com](mailto:ashley@designisgoodforyou.com)

### **CREATIVE RESEARCH AND STUDIO PRACTICE**

Inter-disciplinary Design Methodology & Pedagogy, Interaction Design, Typography, Letterpress, Video, Installation, Performance, Sound Art, Physical Computing, Kinetic Sculpture, Electro-Acoustics.

### **PRIMARY EDUCATION**

2006 **Master of Fine Arts: Graphic Design** (*with honors*)  
Rhode Island School of Design, Providence, Rhode Island

1996 **Bachelor of Science: Visual Communications**  
University of Delaware, Newark, Delaware

### **ADDITIONAL EDUCATION**

2005 **Brown University** Providence, RI  
mentor: Todd Winkler (*Electronic Music & Multimedia Department*)

1994-5 **Massachusetts College of Art** Boston, MA  
mentors: Marc English and Gunta Kaza

1994-5 **University of Massachusetts** Boston, MA  
mentor: John Gianvito

## EXHIBITIONS AND INSTALLATIONS

- 2010 **Spin, Click, Knock** Solo Exhibition  
Urban Institute of Contemporary Art, Grand Rapids, MI.
- Urban Research** Curated Film/Video Festival  
Directors Lounge, Berlin, Germany.
- SoundPlay** Temporary Solo Exhibition/Installation (Visiting Artist)  
Delaware Center of Contemporary Art, Wilmington, DE.
- Process Festival: Sound from Systems** Curated Film/Video Festival  
Ausland, Berlin, Germany.
- 2009 **I Don't Watch the Internet** Curated Group Exhibition  
Fleisher/Ollman Gallery, Philadelphia, PA.
- International Juried Exhibition** Curated Group Exhibition  
Punch Gallery, Seattle, WA.
- Pandora's Box** Curated Group Exhibition  
Target Gallery @ The Torpedo Art Center, Alexandria, VA.
- Shift: Kinetic Sculptures** Curated Group Exhibition  
Delaware Center of Contemporary Art, Wilmington, DE.
- Information Translated** Curated Group Exhibition  
Crane Arts Center, Philadelphia, PA.
- Visual Fringe** Curated Group Exhibition  
Fringe Wilmington Festival, Wilmington, DE.
- Sight of Sound: Experiments in Audio-Visual Translation** Solo Video Installation  
InLiquid Video Lounge, International House, Philadelphia, PA.
- P'unk Avenue Active Intersection** Solo Interactive Audio-Visual Installation  
P'unk Avenue, Philadelphia, PA.
- 2008 **Transcendence: Object, Culture and Technology** 2-Person Exhibition  
New Wilmington Arts Association, Wilmington, DE.
- Pixilerations v.5: Fragments and (W)holes** Juried Group Exhibition  
Sol Koffler Gallery, Providence RI.
- RISD Philadelphia Alumni Exhibition** Juried Group Exhibition  
Brett Webber Architects, Philadelphia, PA.

**Sound & Image** 2-Person Exhibition

London College of Communication (University of the Arts), London, England.

2007 **3rd Annual Sound Experimental Film Festival** Juried Group Exhibition

Sound Alternative Space for Contemporary Art, Laredo, TX.

**Current Concerns** Group Faculty Exhibition

University Gallery, University of Delaware, Newark, DE.

2006 **Composing Design Experience** Solo Faculty Exhibition

Recitation Gallery, University of Delaware, Newark, DE.

**RISD Graduate Student Exhibition** Juried Group Exhibition

Rhode Island School of Design Museum, Providence, RI.

2005 **Loosely Bound** Juried Group Exhibition

Sol Koffler Gallery, Providence, RI.

PERFORMANCES

2010 **Society of Electro-Acoustic in the United States** 2-Person Audio-Visual Performance

(with Marianne Gythfeldt), St. Cloud, MN

2009 **Electronics and Musical Images** 2-Person Audio-Visual Performance

(with Marianne Gythfeldt), Roselle Center for the Arts, Newark, DE.

2008 **Typographic Sequencer** Solo Audio-Visual Performance

New Wilmington Art Association, Wilmington, DE.

2005 **Phenomenon of Form** 3-Person Audio-Visual Performance

(with Brian Knoth & Michael Hersrud), Brown University, Providence, RI.

**Audio-vision in 5 Acts** Solo Audio-Visual Performance

Tap Room Theater, RISD, Providence, RI.

PUBLISHED ARTICLES

**“Visual Communications at the University of Delaware.”**

Baseline Magazine, Issue 57.

**“Raven Press: An Education in the Making.”**

Matrix: A Review for Printers and Bibliophiles, Issue 28.

## PRESS

- 2010 **“Shhhh!”** by Edith Newhall  
The Philadelphia Inquirer, Arts & Entertainment, Sun, Dec. 27, 2009.
- 2009 **“Electric Feel”** Interview by Holly Otterbein  
Philadelphia City Paper, Issue #1257, June 25 - July 2, 2009.
- “Shop Talk: P’unk Avenue Active Intersection”** Interview by Brian James Kirk  
<http://technicallyphilly.com>, April 2009.
- 2007 **“Artist Spotlight”** Interview by Gabriel Blanco Pilonieta, ed.  
El Tiempo Hispano, Jan. 26, 2007.
- 2006 **“Intelligent Snowboard Fashion Design”**  
Creativity Magazine, Feb 2006.
- 2005 **“Artist Spotlight”** Interview by Brad Sterling  
2005 Bonfire Snowboarding Catalog.
- 1999 **“Typositive.com”**  
Web Works Typography, Rockport Publishers.

## AWARDS

- 2009 **PUNCH Choice Award for “Radio Silence”**  
Punch Gallery, Seattle, WA
- 2003 **Print Magazine Regional Design Annual:** Art Direction for *Zoic Studios* identity  
Zoic Studios is a digital production studio in Los Angeles, CA ([www.zoicstudios.com](http://www.zoicstudios.com)).
- 2002 **Horizon Interactive Awards Gold Award:** Abandoned Pools Entertainment Website  
Abandoned Pools is an indie-rock band ([www.abandonedpools.com](http://www.abandonedpools.com) / recently re-designed).
- MTV Video Music Awards Nominations:** *“Breakthrough Video”* + *“Best Rap Video”*  
DMX *“Who We Be”* ([www.defjam.com](http://www.defjam.com)) ([www.josephkahn.com](http://www.josephkahn.com)).
- HOW Magazine Self-Promo Contest Finalist**  
Meat and Potatoes Self Promotion Book
- 2001 **Sept. 29, Macromedia Flash Site of the Day**  
Meat and Potatoes website
- 2000 **PDN’s PIX Sixth Annual Digital Imaging Contest:** Best Photography Website  
Sharpe Associates

#### GRANTS AND FELLOWSHIPS

- 2010 **Established Artist Fellowship in Sculpture** State of Delaware Division of the Arts  
**Faculty Research Grant** University of Delaware
- 2009 **“Faculty Scholars” Research Grant** University of Delaware  
**General University Research Grant** University of Delaware
- 2008 **Research Fund for Arts and Humanities** University of Delaware  
**Faculty Enrichment Grant** University of Delaware
- 2007 **Faculty Enrichment Grant** University of Delaware
- 2005 **Creative Arts Council Grant** Brown University  
**Graduate Teaching Fellowship** Rhode Island School of Design
- 2004 **Graduate Teaching Fellowship** Rhode Island School of Design

#### ACADEMIC EXPERIENCE

- 2008+ **Assistant Professor, Visual Communications Program**  
**Co-Director, Raven Press at the University of Delaware**  
Department of Art, University of Delaware, Newark, Delaware
- 2006-8 **Assistant Professor & Coordinator, Visual Communications Program**  
**Co-Director, Raven Press at the University of Delaware**  
**Co-Director, Visual Communications London Study Abroad Program**  
Department of Art, University of Delaware, Newark, Delaware
- 2006 **Adjunct Instructor**  
Rhode Island School of Design, Providence, Rhode Island
- 2005-6 **Workshop Instructor**  
Rhode Island School of Design, Providence, Rhode Island
- 2005 **Adjunct Instructor**  
Community College of Rhode Island, Providence, Rhode Island
- 1998 **Assistant Instructor**  
Otis College of Art and Design, Los Angeles, California

## ACADEMIC HONORS

- 2008 **Summer Faculty Fellow**  
University of Delaware, Newark, DE.
- 2007 **Excellence in Teaching Award Nomination**  
University of Delaware Faculty Senate, University of Delaware, Newark, DE.

## LECTURES AND PRESENTATIONS

- 2010 **University of Pennsylvania Penn Design** Invited Lecturer  
Philadelphia, PA
- College Art Association** Paper Accepted (*unable to attend due to weather*)  
“A Case for Letterpress”, Chicago, IL.
- 4th International Conf. on Design Principles and Practices** Paper Presentation  
“A Design Methodology for Contemporary Cultural Production”, Chicago, IL.
- 2009 **Southeastern College Art Conference** Paper Presentation & Panelist  
“Thinking Outside The Box”, Mobile, AL.
- The Hybrid Book International Book Arts Conference** Invited Panelist  
“The Future of Letterpress” University of the Arts, Philadelphia, PA.
- University of Texas at Austin** Invited Lecturer  
Department of Art and Art History, Austin, TX.
- Delaware Center of Contemporary Art** Invited Lecturer  
Wilmington, DE.
- Chester College of New England** Visiting Artist  
Chester, NH.
- 2008 **Typecon 2009: Punkt** Paper Presentation  
“Letter/Form: A Kinesthetic Approach to Type & Design Education”  
Society of Typographic Aficionados, Buffalo, NY.
- Rhode Island School of Design** Invited Lecturer  
Department of Graphic Design, Providence, RI.

**International Conference on Technology, Knowledge and Society** Paper Accepted  
“Teaching Graphic Design with 19th Century Technology”  
Northeastern University, Boston, MA.

**Continuities and Innovations: Popular Print Cultures** Paper Accepted  
“Teaching Graphic Design with 19th Century Technology”  
University of Alberta, Canada.

2007 **Oak Knoll Festival XIV** Invited Panelist  
“The Renaissance of Letterpress Printing” New Castle, DE.

**National Nursing Centers Consortium** Paper Presentation  
“Building a Best Practice for Tobacco Cessation Through Visual Arts”  
Washington DC.

**Michigan State University** Invited Lecturer  
Department of Art and Art History, East Lansing, MI.

2006 **University of Delaware** Invited Lecturer  
Department of Fine Arts and Visual Communications, Newark, DE.

**Georgia State University** Invited Lecturer  
Ernest G. Welch School of Art and Design, Atlanta, GA.

**St. Cloud State University** Invited Lecturer  
Department of Art, St. Cloud, MN.

**University of Illinois Springfield** Invited Lecturer  
Visual Arts Department, Springfield, IL.

**Drake University** Invited Lecturer  
Department of Art and Design, Des Moines, IA.

#### AFFILIATIONS

**Vox Populi Gallery, Philadelphia, PA** (Board of Directors)

**inLiquid.com, Philadelphia, PA** (Artist Member)

**New Wilmington Arts Association, Wilmington, DE** (Artist Member)

**Society of Typographic Aficionados, National** (Member)

**College Art Association, National** (Member)

**Southeastern College Art Conference, National** (Member)

**Society of Electro-Acoustic Music in the U.S.** (Member)

## SELECT DESIGN COMMISSIONS

- 2009 **“We’re Working On It”** Vox Populi Gallery  
Book Design for 21st Anniversary Publication, Philadelphia, PA.
- 2008 **“The House That Herman Built”** Artists Space Gallery  
Graphic Design for Exhibition Catalog, New York, NY
- Philadelphia City Guide** Philadelphia City Paper  
Photography Commissioned by Dennis Crowley, Art Director, Philadelphia, PA.

## PROFESSIONAL EXPERIENCE

- 2004+ **Proprietor of Graphic Design** Design is good for you, Newark, DE  
In addition to my teaching, creative research and studio practice, I maintain a handful of select clients. Most of this work is for philanthropic purposes.
- 2000-3 **Co-Founder / Creative Director** Meat and Potatoes, Los Angeles, CA  
A design studio rooted in full-service quality solutions and word of mouth client referrals grows from two of us to an award-winning company of seven employees and over \$0.5 million in revenues. As partner, responsibilities included: creative direction, project management, human resources, corporate compliance, accounting, information technology and all aspects of project management from new business development to final delivery. Major clients included: Mattel, Disney, MCA Records, MGM Home Entertainment, Cabo Wabo Tequila, Liberty Livewire, City of Hope, Warner Brothers Records, Hard Rock Hotel, Zoic Studios, Radium and Windells Snowboard Camp.
- 1999-0 **Senior Art Director** Think New Ideas, Los Angeles, CA  
Clients included many fortune 500 companies during the ‘dot com blitz’. Responsibilities encompassed art direction for design and technology, including the creation of a ‘New Media Department’. Major clients included: Mirage Resorts, Network Associates, and McAfee.com.
- 1998-9 **Art Director** Spinacle Design, Los Angeles, CA  
Delivered full-scale design solutions as sole proprietor. Major clients included: Pacific Ocean Post, Star Crazy Cosmetics, dog.com and The Digital Magic Company.
- 1997-8 **Freelance Designer** DNA Studio, Los Angeles, CA
- 996-7 **Design Assistant / Freelance Designer** MCA Records, Los Angeles, CA  
Assisted Tim Stedman (Vice President / Creative Director)