



**kHyal**  
DESIGNER IN RESIDENCE



## PROJECT

kHyal, Designer in Residence, USC Roski

The USC Roski School of Art and Design two-year MFA in Design program focuses on experimental design, social practices and teaching methods and is housed in the new At Mateo complex in downtown Los Angeles' Arts District.

The Designer in Residence Forum provides a deep-dive for students and select audiences into the creative processes of leading designers from around the world and is run by professor April Greiman.



## DESIGNER / EDUCATOR

My residency began at the beginning of March, during which time USC went from in-person classes and programs to testing larger classes as online-only gatherings to mandatory online classes for all but studio work and one-on-one meetings due to the COVID-19 pandemic.

My class, which focused on the theme of color via a semester-long notebook project, was among the first at the university to switch from in-person teaching to Zoom.

During my tenure, I implemented experimental teaching processes with 32 MFA Design students. Simultaneously, I explored independent design projects in the studio, maker lab and Arts District focusing primarily on wearable art and character design.

My partner, fellow creative activator and educator Karl Heine joined me during week two and collaborated on student reviews and interactive performance stills of my wearable works in off-site locations. With his deep expertise in materials and bookbinding, he was invited to teach a follow-up class via Zoom to help students ideate and complete their journals.



A warm welcome from Professor Laurie Burruss.





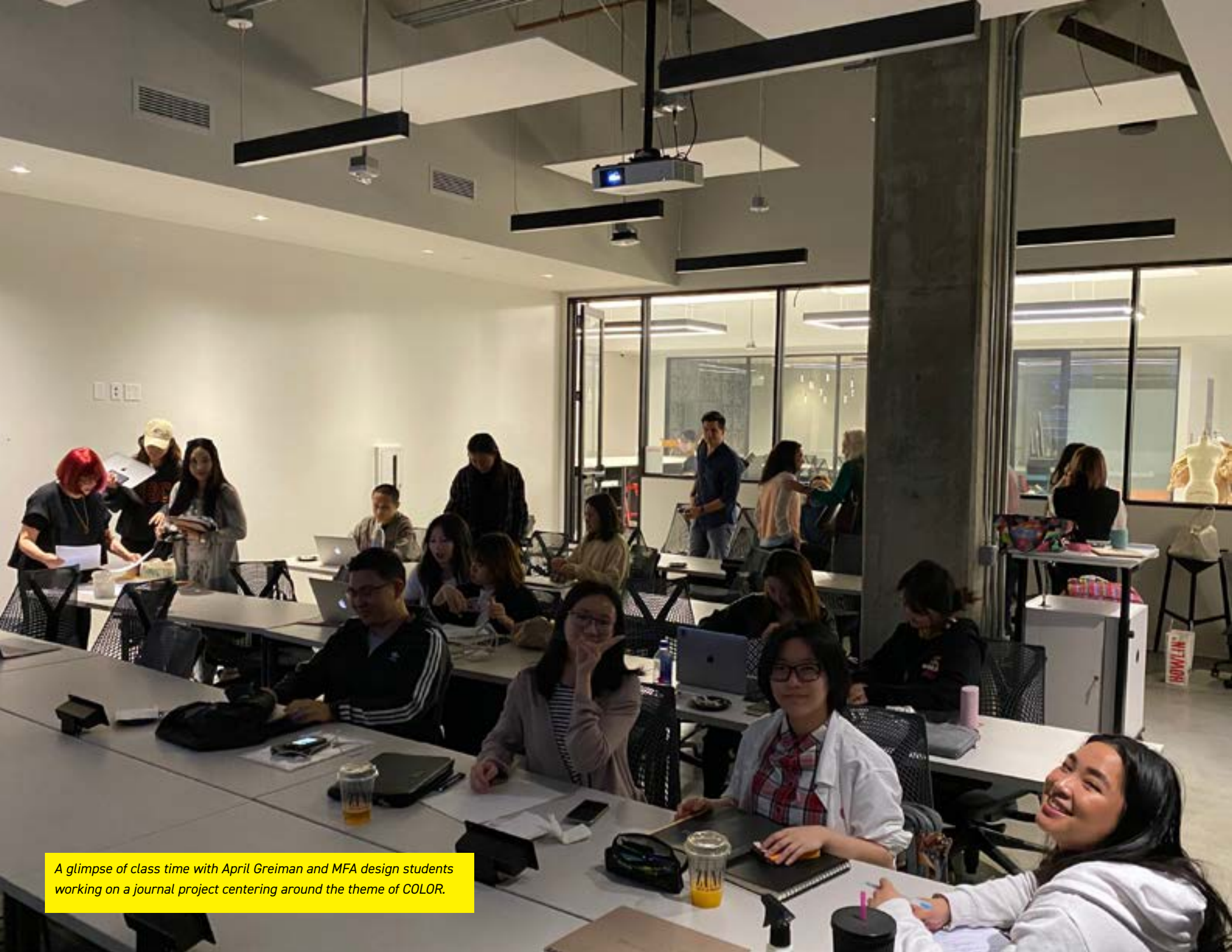
*The residency kicked-off with a public design talk featuring core areas of my practice: graphic design, character design, and art-as-fashion and surface design, including many collaborations with Karl Heine.*





Photos: (Left to right) 1, 8, 9, 12 ©Karl Heine; 7 ©NBC News; 10 ©Shutterstock; 11 ©Getty Images





*A glimpse of class time with April Greiman and MFA design students working on a journal project centering around the theme of COLOR.*



Joined by Karl Heine during week two. We bolstered the group review team while I continued to meet with students one-on-one in person, then via Zoom. Our class was chosen as a test for what quickly became protocol university-wide as COVID-19 began to take center stage in the news.







*Transforming the resident studio into an installation space featuring my alter ego, and key character, The Weather sKwirl™.*



**WEATHER:  
MONDAY, MARCH 9TH**

**You're  
Welcome!**



**THE WEATHER SKWIRL™  
@WEATHERSKWIRL**

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@WEATHERSKWIRL**

*Each morning I provided the weather report as told through The Weather sKwirl™ as posters installed on interior walls and the exterior windows that faced a busy courtyard.*

*The daily audience included USC students and staff, employees and visitors to next-door neighbor Spotify, construction crews, arts district inhabitants, and tourists from near and far.*





The daily sign-up sheets were quickly filled by students.



Designer-in-Residence Forum  
Sign up to meet with kHyal!

FRIDAY, MARCH 4th	2:30 PM	<u>Chuxi</u>
10:00 AM	3:00 PM	<u>Yao</u>
10:30 AM	<del>4:00 PM</del>	<u>Kyle Davis</u>
11:00 AM	<del>2:30 PM</del>	<u>Laura</u>
11:30 AM	4:30 PM	<u>Sam Dewey</u>
12:00 PM	5:00 PM	<u>Sun Xiang</u>

PICK A TIME!

A small version of the pink cartoon squirrel character from the sign, located at the bottom right of the sign-up sheet.



Studio views.



# WHAT ARE YOU MAKING?

HOW CAN I HELP YOU?



*My work space became a giant photo booth, video recording studio and public art project. Each day I took selfies in the public-facing studio wearing apparel I designed. The byproduct spread color (our project theme), joy and humor to students and random passersby during what became a stressful time of lockdown and uncertainty for many.*



Self portraits. #ArtAsFashionAsArt by ©kHyal A/K/A MegaGlam®



Self portraits. #ArtAsFashionAsArt by ©kHyal A/K/A MegaGlam®





Self portrait. #ArtAsFashionAsArt by ©kHyal A/K/A MegaGlam®





Self portrait. #ArtAsFashionAsArt  
by ©kHyal A/K/A MegaGlam®



*After Karl arrived, we adventured to other locations to shoot collaborative performance stills of my art-as-fashion-as-art.*

*Photo: ©Karl Heine, Ace Hotel DTLA*





*Flying through cherry blossoms.*

*Photo: ©Karl Heine, DTLA Arts District*



*Under the Santa Monica Pier.*

*Photo: ©Karl Heine*





*Captured by a street photographer while on a quick coffee break just outside USC Roski in the DTLA Arts District.*

*This type of interaction embodies the third prong of my wearable work:*

- 1) Self-portraits;*
- 2) Collaborations;*
- 3) Random encounters that result in interaction and often documentation via user generated content and media attention*

*Photo: ©David Choi*



*Karl and kHyal at Greiman's studio,  
Made in Space, Los Angeles*

*Photo: ©April Greiman*





April Greiman's studio, Made in Space.  
Photos: ©Karl Heine





A fond farewell at the end of final student presentations via Zoom.





A LITTLE MORE CONTEXT: Our townhouse view at USC Village faculty condos. And, signs of the times — empty freezers at the campus Trader Joe's, and Daily Trojan news about half way through the residency.



## ABOUT APRIL GREIMAN

### ***April Greiman Roski Appointment***

*Excerpt from <https://roski.usc.edu/news/april-greiman-roski-appointment>*

USC Roski School of Art and Design is proud to welcome renowned artist, designer and author April Greiman to its faculty. Greiman will begin her tenure January 2019 as Professor of Design, focusing her responsibilities on teaching and lecturing in USC Roski's burgeoning design program. As one of the most important designers working today, Greiman's arrival at USC Roski cements the institution's commitment to interdisciplinary education in design. She joins USC Roski just as the school launched a new MFA Design program that is housed in a recently opened, state-of-the-art campus in the Los Angeles Arts District and just months after Niche named USC the #1 College for Design in America.

"To have one of the most renowned women designers of our time is an honor, particularly as she is credited for being one of the first early adopters of computers and digital technology in graphic design," stated USC Roski Dean Haven Lin-Kirk. "Greiman defines contemporary design in the digital era and that she will be joining the school is truly exciting for us and will be of tremendous value to our students."

Greiman joins a rigorous and dynamic, studio-based program at Roski where students work closely with internationally acclaimed art, design and critical studies faculty, as well as renowned creative professionals. The MFA Design program focuses on experimental design, social practices, and teaching methodologies from a global perspective. The newly opened graduate design facility is located in the Los Angeles Arts District, one of the country's most creative, innovative and influential neighborhoods. Within the district are historical industrial warehouses and manufacturing plants—many covered in street art—that house dozens of internationally influential design studios, boutiques, restaurants, creative industries, tech companies, startups, museums and galleries, including Hauser and Wirth, The Geffen Contemporary at MOCA, Spotify, A+D Museum and more. The space boasts an open concept design studio, makerspace, classrooms, conference and collaboration spaces—all outfitted with state-of-the-art equipment and technologies—as well as a Designer-in-Residence studio for leading designers visiting from around the world.





**USC Roski**  
School of Art and Design

Dear KHyal,

On behalf of USC Roski School of Art and Design, MFA Design Director, Ewa Wojciak, and Professor, April Greiman, we thank you for your participation in our Spring 2020 Designer in Residence Forum.

Your unique contributions in design and applied art are very appreciated, incredibly rewarding for our students to have access to, and to further the understanding of the fields that they will pursue.

The impact of your body of work, through process and wide-ranging reach into the practical world, is forever influential and memorable to all.

We hope that you and your loved ones are staying safe and healthy during this tumultuous time.

Best Regards,

Ewa Wojciak  
MFA Design Director  
USC Roski School of Art and Design

April Greiman  
Visiting Professor

