


The Art Institute of Portland *Presents*



DESIGN & CULINARY UNITE

INTERVIEW WITH KEN RUBIN: PORTLAND'S NEW CULINARY ARTS DEPARTMENT DIRECTOR

- **DESIGNING FOR THE COMMON GOOD**
- **ALUMNI IN THE NEWS**
- **HIGHLIGHTS FROM THE BEST TEEN CHEF COMPETITION**

Photo: Kimberliransom.net

Created identity for the quarterly newsletter. Design needed to be elegant. The identity needed to be flexible to blend with any theme of the Newsletter.

12 x 9 Newsletter

Portland, Oregon

is an exciting place to live, work and also to be a student – especially a design student. There is a great deal going on in the world of education these days, and many of the new ideas that people are talking about are happening right here in Portland. Here are a few notes about what's happening now in the Rose City.

One strain of recent thinking about education has to do with analogies from the biological sciences. Healthy living things readily adapt to the changing environments in which they live – so do healthy minds. Portland is a leader in the Green Revolution and educational institutions in Portland, such as the Art Institute, are trying to bring new ideas from biology into thinking about all subjects – for example, into the world of design. One of the basic metaphors at work here is that a diverse ecosystem has a better chance of adapting to environmental change than a "monoculture." Creative thinking opens up into the diversity of world experience and finds all kinds of tools for building solutions. There is never just one way. To model a flexible approach in facing a changing world, you emphasize open-ended qualities like conviviality and curiosity. It's about building community and adopting an inquisitive position in the world. None of us has all the answers. It's great to bring people together to brainstorm on solutions. It's also great to be open-minded and find a willingness in yourself that lets you change your mind. These are qualities that designers try to develop and practice every day.

Another important theme in recent thinking about education has to do with being a social animal – it's about community – it's about bringing people together. In a word: learn to connect. This means being vulnerable sometimes – you are acknowledging to another person that you don't have the whole thing figured out. You've got some questions, you've got some raw feelings when you open up in society and show people some of your uncertainties, you also change the learning situation. You become more receptive as a listener and you become more present as a participant, because you have become more engaged in the conversation. It means more to you, and you become more alive in it.

Education is always about many things – learning skills that help us make our way in the world – also learning about what it means to be a human being – professional development and personal development – making a good living and living a good life. They are equally important. At the Art Institute of Portland, faculty are working on both problems. Design education in Portland is about professionalism, personal responsibility, the Green Ethic, the expanding social network – and much else. Come join us in Portland and help us take the next step in design thinking!

Art Institute of Portland Gives Back to the Community

April 2009 saw Art Institute students, staff and faculty giving back to the community through multiple service projects. Nearly 100 hours of service was donated to the Children's Healing Art Project. Graphic and Web Design students and faculty partnered with Art Hill West to redesign the Virginia Garcia Memorial Health Center Web site, during Web Raising.

Degree Programs & Department Directors

Advertising Graphic Design
Norton Young

Apparel Accessory Design
Apparel Design
Fashion Marketing
Sue Bonde

Baking & Pastry
Culinary Arts
Culinary Management
Ken Rubin

Design Management
Design Studies
Design Visualization
Industrial Design
Jamie Hurd

Digital Film & Video
Photography & Design
Visual Effects & Motion Graphics
Janet McIntyre

Game Art & Design
Media Arts & Animation
Visual & Game Programming
Liz Holzman

Interior Design
Molly Deas

Web Design & Interactive Media
Bill Siebold

First Annual Best Teen Chef Competition

Five high school seniors were selected as semi-finalists and competed in the Portland Best Teen Chef Competition in March 2009. The aspiring chefs prepared a menu of shrimp cocktail, sautéed chicken breast, steamed broccoli and rice pilaf. They were also required to demonstrate their knife skills. Judges included: Chef Director Ken Rubin; local cookbook author Diane Morgan (featured in the December issue of *OT Magazine* and on the cover of *Cooking Light Magazine*); and award-winning Chef Patti Curfman from Stayton, Oregon.



Chef Rubin's Signature Recipe:

Shrimp in Oaxacan Chile Pasilla Salsa

Serves 4

1 lb. large shrimp, cleaned & de-veined	1/4 white onion
Juice from 1 lime	1 tsp. honey
1/2 lb. tomatoes, husks removed	1 Tbsp. canola oil
1 small pasilla de Oaxaca chile, seeds and stem removed (substitute chipotle)	2-3 Tbs. cilantro, chopped
2-3 cloves garlic, peeled	Salt (to taste)

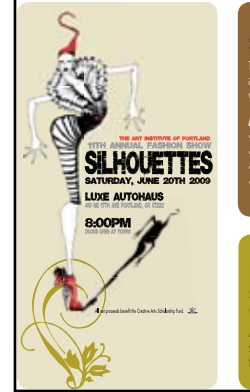
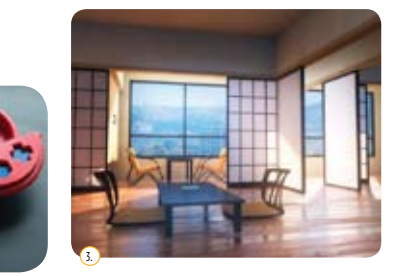
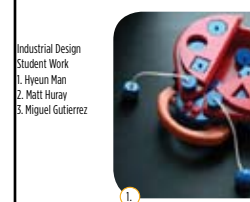
Carefully rinse and dry the shrimp and set aside in a non-reactive bowl. Stir in lime juice. In a medium sauté pan, simmer tomatoes, pasilla de Oaxaca chile, garlic, and onion for 10-12 minutes or until the tender. Drain liquid and set aside to cool. Add the cooked tomatoes, chile, onion, and garlic to a blender and pulse gently until smooth, but not pureed. Stir in honey and a generous pinch of salt.

In a large sauté pan, heat canola oil until almost smoking and add shrimp. Cook 60 seconds on each side, until just pink, and then add blended salsa. Bring to a simmer and promptly remove from heat. Stir in cilantro. Taste and adjust seasoning as necessary.

Industrial Design Ranked as One of 10 Best Jobs for 2009

As published in the Wall Street Journal in January 2009, CareerCast.com gave Industrial Design a rank of 9th in overall best jobs for 2009. To determine the rankings a variety of criteria were taken into consideration. Researchers evaluated careers using five criteria inherent to every job: environment, income, employment outlook, physical demands and stress.

For more information, and to read the full article: www.careerast.com/jobs/content



Blossom This Spring At Open House Saturday, May 30, 2009

The Art Institute of Portland will help you cultivate your natural talents, and prepare you to use them in achieving a better future! Come to our Open House and get a firsthand look at how we can help you realize your creative aspirations.

At The Art Institute of Portland Open House, you'll be able to:

- Tour our facilities and get a feel for our environment.
- Speak with students, faculty, and Admissions staff.
- Learn more about our programs.
- Learn about student services and housing, scholarships, grants, and financial aid (available to those who qualify).

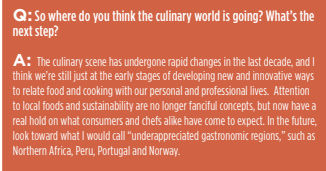
The Art Institute of Portland's High School Summer Design Workshop

Saturday, June 27th 10am to 5pm
Cost: \$25

Are you creative? Experience what life is like as a student at The Art Institute of Portland. High School students are invited to get creative at our Summer Studio. Expand your design skills and see what's in store for your future. Reserve your place today at 503.228.6528 and see if a creative education is right for you.

Where Design & Food Come Together:

An interview with Department Director Chef Ken Rubin



Q: So where do you think the culinary world is going? What's the next step?

A: The culinary scene has undergone rapid changes in the last decade, and I think we're still just at the early stages of developing new and innovative ways to relate food and cooking with our personal and professional lives. Attention to local foods and sustainability are no longer fanciful concepts, but now have a real hold on what consumers and chefs alike have come to expect. In the future, look toward what I would call "underappreciated gastronomic regions," such as Northern Africa, Peru, Portugal and Norway.

Q: Why is it important for a culinary professional to have a bachelor's degree?

A: I think that education is valuable regardless of the degree attained. However, more advanced degrees offer a level of training and educational insight that lower-level offerings simply can not. I think this is especially true in the area of management, business operations, service and other advance topics of study. Through an academically challenging and engaging experience, students transform theory into practice and ideas into meaningful action. That is what learning is all about. It ultimately needs to be practical, applicable and relevant. An education in itself doesn't necessarily

provide a clear pathway to success as a chef or culinary professional. Individuals must show an unwavering commitment to their passion and stay focused on their field of study to get the most value from any school or program.

Q: How does your background in Culinary Anthropology help support the mission of the International Culinary School at The Art Institute of Portland?

A: My studies in this field help give me a very holistic perspective on food and cooking around the world. I have extensive experience working hands on with global ingredients, equipment and techniques. A deep understanding of the flavor profiles that help define different cuisines has been invaluable. I also believe that a focus on international cuisine is both liberating and democratizing. No longer do we need to look to Europe as the sole source of inspiration and tradition.

From the perspective of education, I know that my background in social anthropology has given me the communication and leadership skills to work effectively across cultures and with individuals from very diverse backgrounds. This is uniquely valuable in the world of culinary and hospitality, where we need to work with and serve all types of people.

Q: What are your favorite restaurants in Portland?

A: I always have a tough time answering questions like this. What I crave depends on who I'm with, how I feel and how much cash I have in my wallet. I really love Nostrana. Cathy Whims is a brilliant chef. The margarita at Apizza Schools made me cry the first time I ate there. Their pizza has a texture and flavor that I remembered from growing up on the East Coast in the shadow of New York's best pizza joints. The food at Navare is wonderfully delicious and approachable. Ten O' is a standout, and their Power Lunch is the best deal in town for fine dining. I also love the Portland food carts. Garden State and Kiko's Taqueria in Sellwood are regular favorites. Other places I love include Clyde Common, Park Kitchen, Nuestra Cocina, Pink Pig, La Bonita, Screen Door and A Cesa. Now that I'm working in the Pearl, I crave the dumplings at Good Taste.

The International Culinary School at The Art Institute of Portland introduces its three exciting new Culinary programs:

Culinary Management (BS)
This program prepares graduates for entry-level positions, including assistant front-of-the-house manager, assistant kitchen manager, management trainee, assistant department manager, restaurant chef and sous chef.

Culinary Arts (AA)
This program prepares graduates for entry-level positions such as baking and pastry cook, garde manger cook and station chef.

Baking & Pastry (D)
Students develop skills in the art of baking, desserts, and cake decoration focusing on culinary skills, core baking and pastry courses and business courses.

