

Thursday, February 15, 1973—Van Nuys (CA) 1

THE NEWS

East-17-A West-17-A North-17-A No. West-17-A Burbank-17-A Central-17-A

GM Donates \$600,000 for Art School's New Campus

A grant of \$600,000 by General Motors toward the establishment of the planned new campus for Art Center College of Design of Los Angeles has been announced by Don Kubly, president, on behalf of the College's board of regents.

The new campus, for which ground breaking is set to begin early next year, will be located on a 175-acre site in the San Gabriel Hills above the Rose Bowl in Pasadena.

According to Kubly,

Much Metal

Aluminum is said to be among the most abundant of all the metal elements in the earth's crust.

GM's grant will actually provide \$1.3 million toward Art Center's \$9 million capital funds goal; since a further \$600,000 will now be released to the college under the terms of a recent \$200,000 matching commitment by the Fairchild Foundation of New York.

William L. Mitchell, GM's director of design, charge of design staff, who serves as a member of the college's advisory committee, has pointed out that the GM grant "recognizes the position of leadership which Art Center College of Design has maintained in professional design education."

The college has enjoyed a long and close association with General Motors as it has with the other major automotive corporations.

GM has already contributed substantial scholarship support for Art Center's industrial design students, and its senior executives regularly visit the campus to work with the faculty in proposing guiding and criticizing realistic transportation design projects.

In the field of transportation design, Art Center College enjoys a unique worldwide reputation.

Art Center College of Design, founded 42 years ago, attracts students from every state and 20 countries. In addition to undergraduate and master degrees in the industrial design department, a series of transportation design, product design, environmental studies as well as in the major fields of advertising design, illustration, photography, film making and the fine arts.

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