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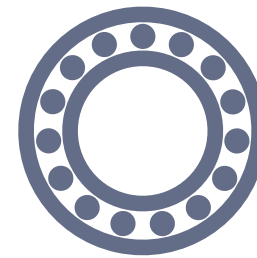
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work

graphic design services ●

Scott W. Santoro is a tenured professor at Pratt Institute in Brooklyn, NY and author/designer of *Guide to Graphic Design*, a 360-page textbook for Pearson Education. He has served as a Fulbright design judge, vice-president of the New York chapter of the American Institute of Design, and has held international workshops and lectures throughout the world.

Scott holds a BFA from Pratt Institute and an MFA from Cranbrook Academy of Art. His studio Worksight specializes in visual branding, print collateral, signage, and website design.



A+D Circle | The Museum of Modern Art

OVPR • OFFICE OF THE VICE PRESIDENT
FOR RESEARCH: *Fostering Ideas,
Integrity and Innovation*



GOTHAM FINE ARTS



New York City Alliance
Against Sexual Assault



GRAND|S|SETTLEMENT
FOUNDED 1916

SHERP



SCIENCE, HEALTH & ENVIRONMENTAL
REPORTING PROGRAM SINCE 1982
AT NEW YORK UNIVERSITY

Trademark designs.

WORKSIGHT





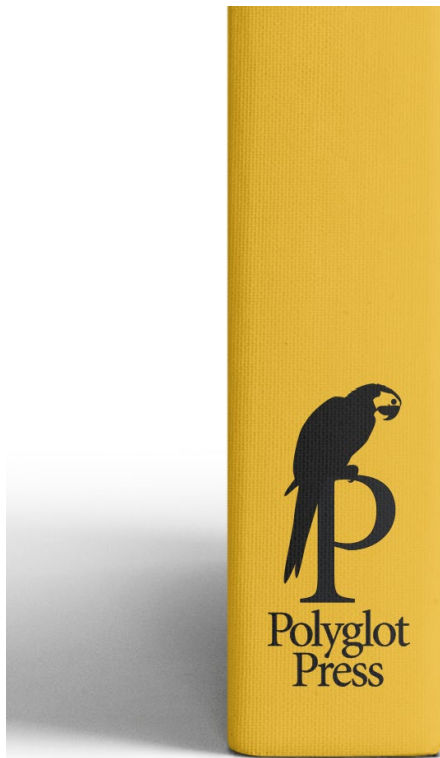
L A P H I L

L I V I N G M U S I C



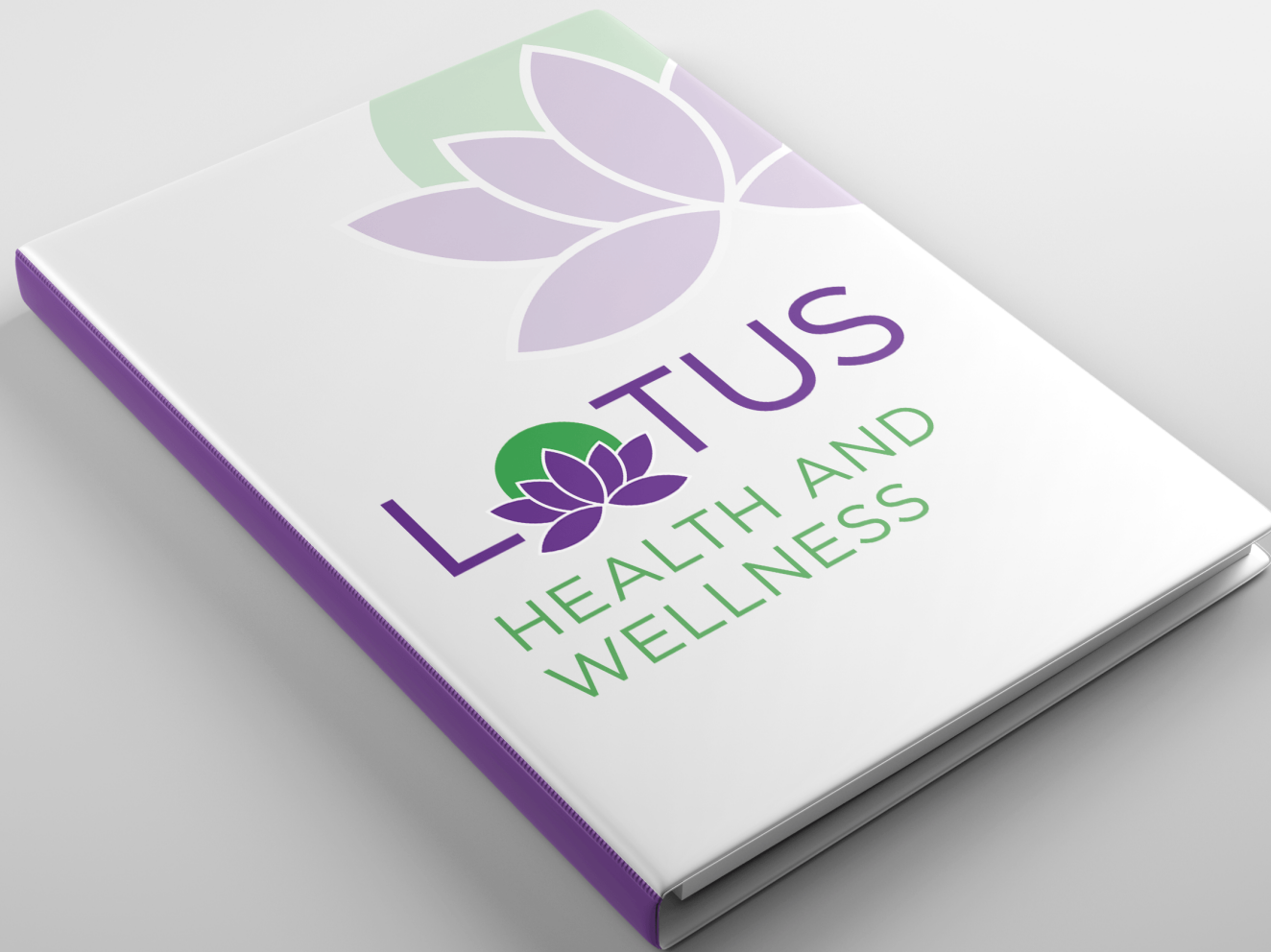
Gotham Fine Arts Gallery trademark referencing the gallery's
collection of classical sculpture and fine art prints.

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Logo design for the Polyglot Press, a publisher of multi-language books
and the republisher of out-of-print classics.

WORKSIGHT  .com



Logotype for Harlem-based wellness center that combines traditional
Western medicine with alternative Eastern therapies.

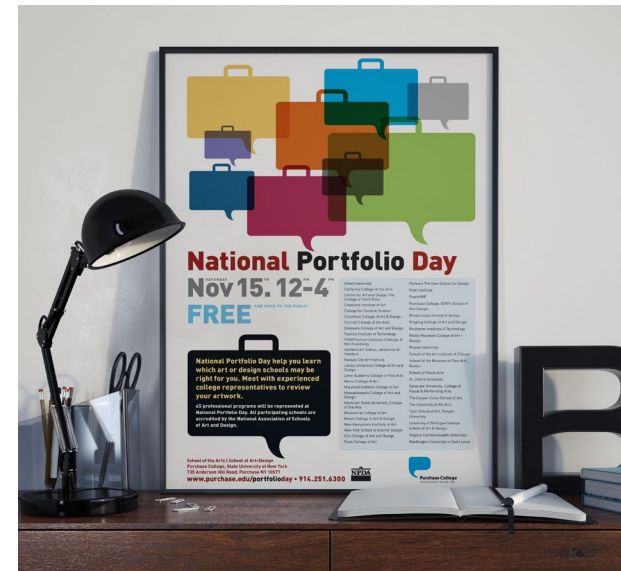
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Logotype for Starr Collective that involves resin-based floral preservation
for bridal bouquets and the like.



Worksight created this identity by using a well known phrase "getting it done" along with an oversized period at the end of the name "Gershburg" to create a full concept for this attorney. The application included full correspondence and electronic letterhead.



Worklight re-energized the Purchase Collage magazine's pages by editorializing its stories in a graphic and expressive way. Design work for Purchase College also includes posters, campaign logos, and advertising campaigns.

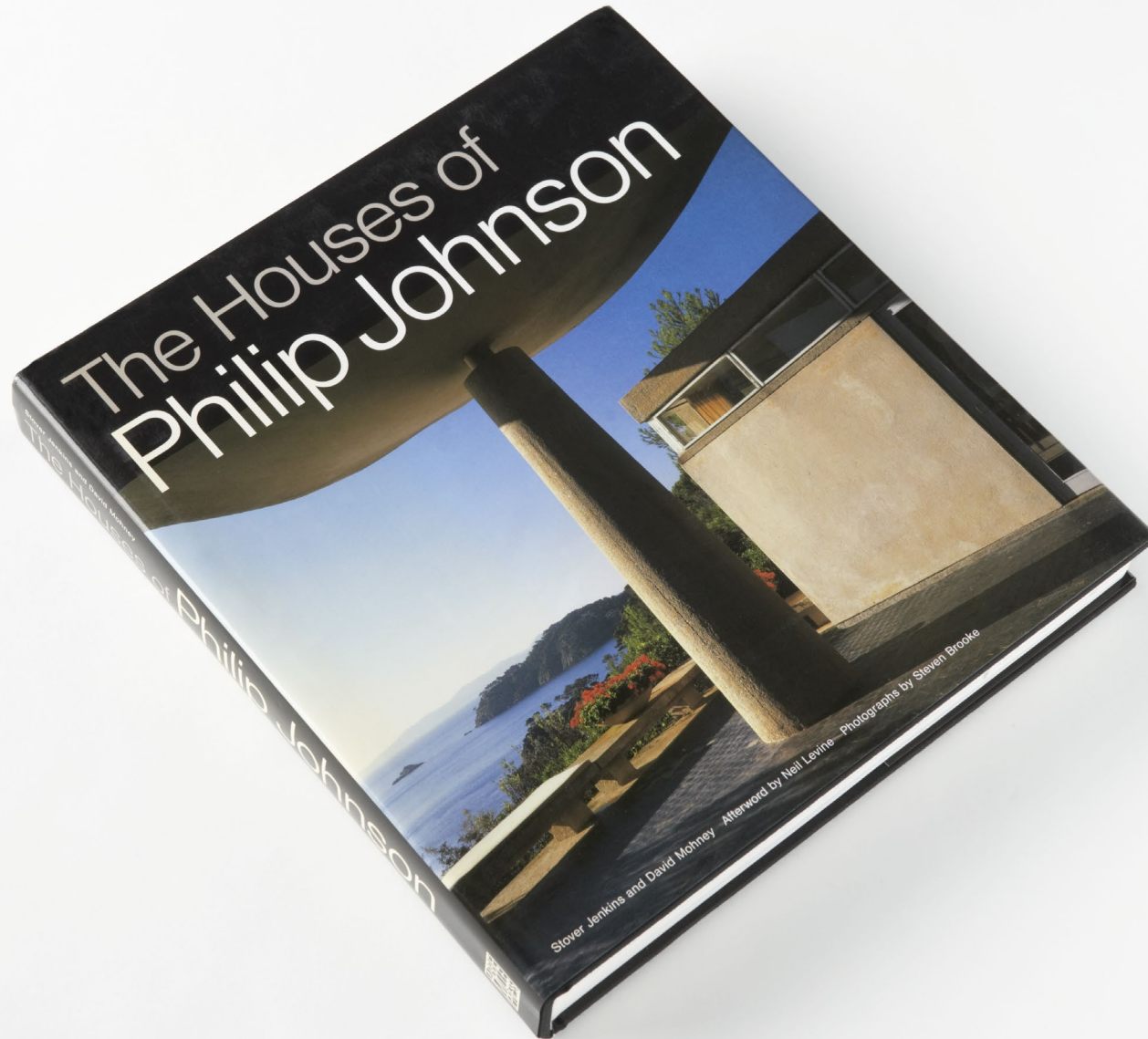
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A+D Circle: The Museum of Modern Art: full identity and membership brochure

A double accordion fold referenced the Architecture and Design duality of this membership. The piece was printed in black and metallic silver, the logo foil-stamped, and a belly-band to hold the panels together and helped contain the membership card and return envelope inside.



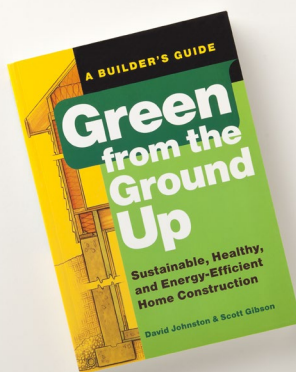
Progeny of the Glass House

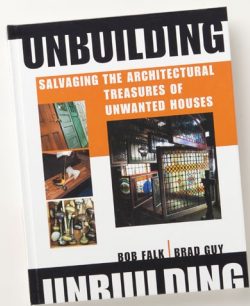
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- House of Glass, The Museum of Modern Art, New York City (project) **1948**
 Mrs. John D. Rockefeller III Pool Pavilion and Art Gallery,
 Tarrytown, New York City (project) **1948**
 Mrs. John D. Rockefeller III Guest House, New York City (project) **1949-50**
 Mr. and Mrs. Henry Ford II House, Southampton, Connecticut (project) **1950**
 John L. Senior Jr. House, New Canaan, Connecticut (project) **1950-51**
 Kortz Gallery Exhibit House, New York City (project) **1950-51**
 Mr. and Mrs. George J. Oneto House, Irvington-on-Hudson, Connecticut **1951-55**
 Mr. and Mrs. Richard Hodgson House, New Canaan, Connecticut (project) **1952**
 Mr. and Mrs. Burton Tremaine Jr. Estate additions, Madison, Connecticut (project) **1952**
 Mr. and Mrs. Burton Tremaine III House, Farmington, Connecticut (project) **1952**
 Walter P. Chrysler Jr. House, Florida (project) **1952**
 Ruth Young House, Ridgefield, Connecticut (project) **1952-53**
 District Manager's House, Scheme 2, Maracaibo, Venezuela (project) **1953-54**
 Mr. and Mrs. Richard S. Davis House, Wayzata, Minnesota **1953**
 Alice Ball House, New Canaan, Connecticut **1952-53**
 Mr. and Mrs. Robert C. Willey House, New Canaan, Connecticut **1954-55**
 Willey Development Company House, New Canaan, Connecticut **1954-55**
 Mr. and Mrs. Joseph H. Hirschhorn Guest House, Blind River, Ontario **1955**
 Mr. and Mrs. Robert C. Leonhardt House, Lloyd's Neck, New York **1954-56**

Robert C. Willey House
 117 View of the house and living interior.







UNBUILDING OPPORTUNITIES

Chapter 1

Opportunity is missed by most people because it is dressed in overalls and looks like work.

—Thomas A. Edison

- 14 Redevelopment
- 16 Rural Property
- 16 Military Bases
- 19 Urban Renewal
- 20 Remodeling and Renovation
- 21 Building Auctions
- 22 Habitat for Humanity ReStore
- 22 What to Unbuild

The opportunity to unbuild can present itself in a variety of ways and forms. Although many of these opportunities are obvious, others are not; and we offer here some suggestions on finding a deconstruction project that meets your needs. In addition, we talk about building variety, material types, and construction practices and how they can affect your decision to unbuild.

Redevelopment

Certain areas of the country are in a frenzy of old house demolition to make way for new buildings. Studies show that land reuse is the most common reason for demolitions. Usually in these cases, the land has become more valuable than the building that sits on it and a decision has been made to remove the building to put up another, either residential or commercial, that is larger, more functional, of greater value, or of more appropriate use. Redevelopment is providing many opportunities for deconstruction. Older homes often have architectural treasures covered by years of renovations. And newer homes that are torn down, though lacking

Many architectural items were salvaged from this two-of-the-century Madison, Wisconsin, house before it was demolished.



Teardowns are increasingly common in older neighborhoods.



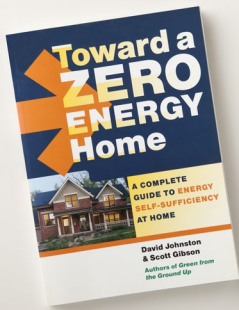
A common result of a teardown is a rebuild that is out of scale and out of place with the existing older-style homes in the community.

in period architectural elements, are often in better shape and are unlikely to have hazardous materials, such as lead-based paint and asbestos.

Unfortunately, there is an increasing trend in older, often historic neighborhoods to demolish smaller, older homes to construct a larger one

on the same lot, a trend referred to as "teardown." This trend has gotten so extreme that homes less than 10 years old have been torn down to make way for bigger ones.





The Good Life in Vermont

Simple forms, sophisticated systems,
and net zero energy consumption

David Pill and Hillary Maharam's home just south of Burlington, Vermont, is an appealing blend of simple architectural forms and unpretentious materials that fits right into its rural setting. More to the point, the Leadership in Energy and Environmental Design (LEED) Platinum building won the couple a \$10,000 prize from the Northeast Sustainable Energy Association in 2009 for documented net zero energy performance.

→ SPECIFICATIONS

House size: 2,800 sq. ft.

Average heating degree days at site: 7,900

Wall and roof construction: Stick-built 2×6 and 2×10, respectively

Insulation type: Above-grade walls and roof, closed-cell spray foam full thickness of cavity; basement, 4 in. EPS rigid foam under slab; foundation walls, 2 in. EPS on inside of foundation walls plus 2×4 framed wall with blown-in cellulose; basement ceiling, 6 in. denim batt

R-values: R-16 under slab; R-21 basement walls; R-21 basement ceiling; R-40 walls above grade; R-58 roof

Windows: Thermotech triple-glazed fiberglass; U-0.15 on north, east, and west elevations; U-0.17 on south elevation

Wind/photovoltaic capacity: 10kW net-metered Bergy wind turbine

Heating source: 3-ton ground-source heat pump

Air-conditioning: None

Cost per square foot: \$200

Designer: David Pill, Pill-Maharam Architects

Energy consultant: Andy Shapiro, Energy Balance

General contractor: Jim Huntington, New England Housewrights



A house designed by architect David Pill for his family in Vermont blends traditional architectural elements with state-of-the-art energy performance. Documented net zero performance won Pill a \$10,000 prize from the Northeast Sustainable Energy Association.

Pill, an architect, designed the house for the 44-acre site after he and Hillary decided to leave the Boston suburbs with their two children for life in the country. Their goal was an affordable house with low environmental impact and no carbon emissions.

The result is an all-electric house, completed in 2007, that uses no fossil fuels and

produces all the electricity it needs with a net-metered 10kW Bergy wind generator. It keeps everyone warm and comfortable on sunny winter days even with the heat turned off. Construction costs were about \$200 per square foot—not exactly cheap, but less than what many custom homes cost these days, zero energy or not.





Fifth Avenue

Fifth Avenue, the all-important dividing line between the East Side and the West Side of Manhattan, is an international symbol of fashion and wealth.

At the same time, it is essential New York in its startling contrasts, beginning with a marble arch in an old patrician square and ending six and a half miles north in abandoned buildings. But the glamour is stronger than ever, a stroll on the Avenue is as tonic as ever it had been, and, for millions, Fifth Avenue is the finest street and the best address in the world.

•



2,870-8700

Patterson

Fifth Avenue The Best Address

R

Fifth Avenue

The Best Address

Jerry E. Patterson

Cover and interior design for *Fifth Avenue; The Best Address*.

WORKSIGHT  .com





Visual identity and collateral material including binders, brochures
and website for Absecon textile mill.

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Visual identity and cafeteria super-graphic
for Absecon textile mill.

WORKSIGHT  .com



Brooklyn Public Library Annual Report using a textured, tactile uncoated paper throughout.

The square format and graphics mimic the geometry of the BPL logo.



Joseph Beuys: jacket and interior: Abbeville Press

WORKSIGHT  .com

Beuys's materials and processes were translated into abstract elements that dot the book's layout: Felt and fat, edgy chopped metal sheets, and chalkboard sketches, all transformed into bold chopped shapes, indented quotes, and hand-drawn textures. Because Beuys was a founding member of the Greens party, a heavily recycled paper was specified throughout: For the cover, an opaque white ink was printed as a base to brighten the yellow and red colors printed on top.

BEFORE

New York City
Alliance Against
Sexual Assault
Advocacy | Education | Research

AFTER



New York City Alliance
Against Sexual Assault

Before and after visual identity: New York City Alliance Against Sexual Assault.
The logo is based on a circle (considered a symbol of unity) with five lines representing
the five boroughs that focus in and also reach out.

WORKSIGHT  .com

BEFORE

www.nycagainsttrape.org
New York City Alliance Against Sexual Assault
Advocacy | Education | Research

theTorch

A NEWSLETTER FOR THE ANTI-SEXUAL VIOLENCE COMMUNITY • SUMMER 2005 ISSUE

Boys will be Men: The Pause Button Campaign

The Alliance created the Pause Button campaign to assist in preventing sexual violence by reducing perpetration. Its goal is to change attitudes among boys 11 to 13 years old that could contribute to sexual assault perpetration as boys mature. The campaign aims to reinforce boys' positive masculinity, respect boys' own moral compasses, and show boys how to not cross the line and sexually assault a peer.

When talking to boys about sexual assault, it is best to provide a positive message about masculinity, one that reinforces the boys' own morality and puts them in control of their actions. While boys generally believe that violence toward girls is unacceptable - even reprehensible - behavior, they do not necessarily make a clear connection between violence and sexual assault. We have to make that message clear: sexual assault is an act of violence against women.

At the same time, punitive messages about the future consequences of their behavior are not as effective for boys. This is largely because adolescents view their 'future' and adulthood in a very distanced, abstract way. While they are aware that their current behaviors might affect their lives down the road (high school, college and beyond), their acute sense of the future usually does not extend beyond anticipation for tomorrow's game or the party on Saturday night.

After a long, careful development process working with experts in teen and 'tween' research and marketing, the Pause Button

Campaign is the best poster we've seen for this audience. The final poster was designed by Craig Yoe and Yoe! Studio. Craig is the former Creative Director and VP/General Manager of the Muppets, and has worked on everything from TV shows to theme parks. The team at Yoe! are experts in crafting effective messages that young people notice and identify with.

Focus-testing found that boys clearly recognized that this poster was intended for them, and that if they came across an ad like this, no matter the location, they would stop and check it out. All boys immediately and readily understood the message. As a 9th grade

boy participating in a focus group said: 'It's not a game. You get points in playing games, but you don't get points for rape.'

The Alliance determined that a toolkit for program staff was needed in order to encourage buy-in for the campaign, assist with proper implementation, and help safeguard against any negative effects. The toolkit also guides and encourages youth workers, generates additional activities, and points to outside materials. It offers advice on what to do if a survivor or an abuser comes forward, and how to talk to a group of young people about sexual violence. A crucial part of the toolkit is a 'Myths and Facts' section that can be used in a classroom discussion, and also serves to educate staff.

To inform our future work, the Pause Button campaign distribution is integrated with an evaluative research study to ascertain its efficacy, in 25 after-school and beacon programs. This will help the Alliance evaluate the poster campaign's effect on adolescents' social norms around sexual violence; their preparedness to deal with the issue; and their response to the poster.

The evaluation is being conducted by The Michael Cohen Group (MCG), the Alliance's research partner throughout the development of this campaign. MCG is a research-based consulting firm with a strong specialization in research with youth and children, and a particular focus in researching educational and media products and programs for children.

continued on pg. 2

AFTER

theTorch

New York City Alliance Against Sexual Assault

NYCAGAINSTRAPE.ORG • A NEWSLETTER FOR THE ANTI-SEXUAL VIOLENCE COMMUNITY • SUMMER 2007

➔ In April the Alliance released its groundbreaking findings on hospital services for sexual assault victims. Our research provides the most comprehensive data to date on such services, as well as the first citywide report from survivors themselves. Here are highlights from the press conference covered by the *New York Daily News* and two television channels, among others.

On the Findings:
Alliance Executive Director Harriet Lessel

"Our research found that for rape victims, getting help in New York City depends on two factors: misfortune and luck. *Misfortune* because what services you get depend on where the rape happened. And *luck* because if you are lucky, you might go to a hospital with specialized treatment."

On the Data:
Research Director Deborah Fry

"It is alarming to note that a sexual assault victim who is brought to 75% of the hospitals in New York City will go without specialized care. Currently, there are only 17 emergency departments in NYC that have SAFE programs. Most of these are located in Manhattan."

On the Implications:
Education and Training Director Tamara Pollak

"We know that it doesn't make sense logistically to try to develop a SAFE program in every hospital in New York City. It does make sense to planfully design a SAFE program infrastructure that guarantees access to all victims."

Survivor Cheryl Wheeler

On What It Means:
Survivor Cheryl Wheeler

"I suspect more people in my situation would have a very difficult time explaining [what they need] without a victim's advocate."

➔ The Alliance is the only organization of its kind in the country that conducts original, primary research. You can find the complete reports, *How SAFE is New York City? Sexual Assault Services in Emergency Rooms* and *A Room of Our Own: Sexual Assault Survivors Evaluate Services*, as well as links to the news coverage at:

www.nycagainsttrape.org/research.html

Pictured from left to right: Harriet Lessel, Deborah Fry, and Tamara Pollak

Newsletter redesign for the New York City

Alliance Against Sexual Assault.

WORKSIGHT .com

BEFORE



YES! I AM COMMITTED TO ENDING SEXUAL VIOLENCE IN NYC

☐ I want to donate: ☐ \$25 ☐ \$50 ☐ \$100
☐ \$250 ☐ \$500 ☐ \$1,000 ☐ Other
☐ I want to receive email announcements
☐ I want to volunteer
☐ I want to be an activist

Name _____

Address _____

City/State _____

Zip _____

Phone _____

Email _____

▶ Donate online: nycagainstrape.org/support.html
 ▶ Send a check or money order payable to: The NYC Alliance Against Sexual Assault
 ▶ Pay by credit card:
☐ MasterCard ☐ Visa ☐ Amex ☐ Discover

Name _____

Card Number _____

Exp. Date _____

Credit Card Security Code (CCS) _____

I would like my contribution to be in honor of _____

I would like my contribution to be in memory of _____

Fax your completed form to: 212.229.0676
 Or mail it to:
 New York City Alliance Against Sexual Assault
 27 Christopher Street, 3rd Floor
 New York, NY 10014

to CHANGE the WORLD?

Silence is what our culture gives victims.
They have to heal on their own.
The media does not tell the truth about sexual violence.

Why? **Good question.**

TO LEARN MORE
DONATE
GET INVOLVED
GO TO

www.nycAgainstrape.org

New York City Alliance Against Sexual Assault
 NYC Alliance Against Sexual Assault
 27 Christopher Street
 3rd Floor
 New York, NY 10014
 212.229.0345 phone
 212.229.0676 fax
contact-us@nycagainstrape.org

photos: Sharon Zoller
design: Workshop

CARE

Let's start with New York City.
Last year 29 thousand people were sexually assaulted in New York City.
But less than five thousand sought help.*

WHY?

Silence.
People don't know about the special, free services for victims of sexual assault.

*NYC figures based on a survey by rape victimization data

CARE

The NYC Alliance Against Sexual Assault breaks the silence around sexual violence.

We listen to victims and those who care for them.

We fight for change so every victim has a chance to heal.

We conduct original research.

We bring our findings to the public, to decision makers, to the media and to the community.

Our research serves as a catalyst for action.

Our leadership will result in specialized trauma centers for victims of sexual violence.

Our multi-site, multi-year pilot project will find how to prevent sexual violence on the ground level.

CHANGE

The NYC Alliance Against Sexual Assault is at the forefront of research, advocacy, training, and community organizing on sexual violence.

Our research is critical to documenting the scope and nature of sexual violence in NYC.

The Alliance envisions true social change growing from a citywide strategy to prevent sexual violence.

The NYC Alliance Against Sexual Assault develops and advances strategies, policies and responses that prevent sexual violence and limit its destabilizing effects on victims, families and communities. As the only sexual violence organization in the country conducting citywide primary research, we are in a unique position to raise public awareness and create sustainable change.
 Our work is made possible by the generous contributions of people like you—people who share the commitment of engaging all communities in the prevention of sexual violence. With your help, survivors will have a chance for full recovery. With your help, a world without sexual violence is possible.
 Please join us, today.

“I felt in control again. Like I was doing everything I could.” —Survivor

We amplify the unheard voices of all victims including youth and immigrants.



SAY SO!

Sexual Assault Yearly Speak Out

APRIL 21-22, 2006 ■ NOON TO NOON ■ UNION SQUARE ■ NYCAGAINSTRAPE.ORG/SAYSO

BREAK THE TOLERANCE • BREAK THE TABOOS
BREAK THE MYTHS **AND** TELL THE TRUTH



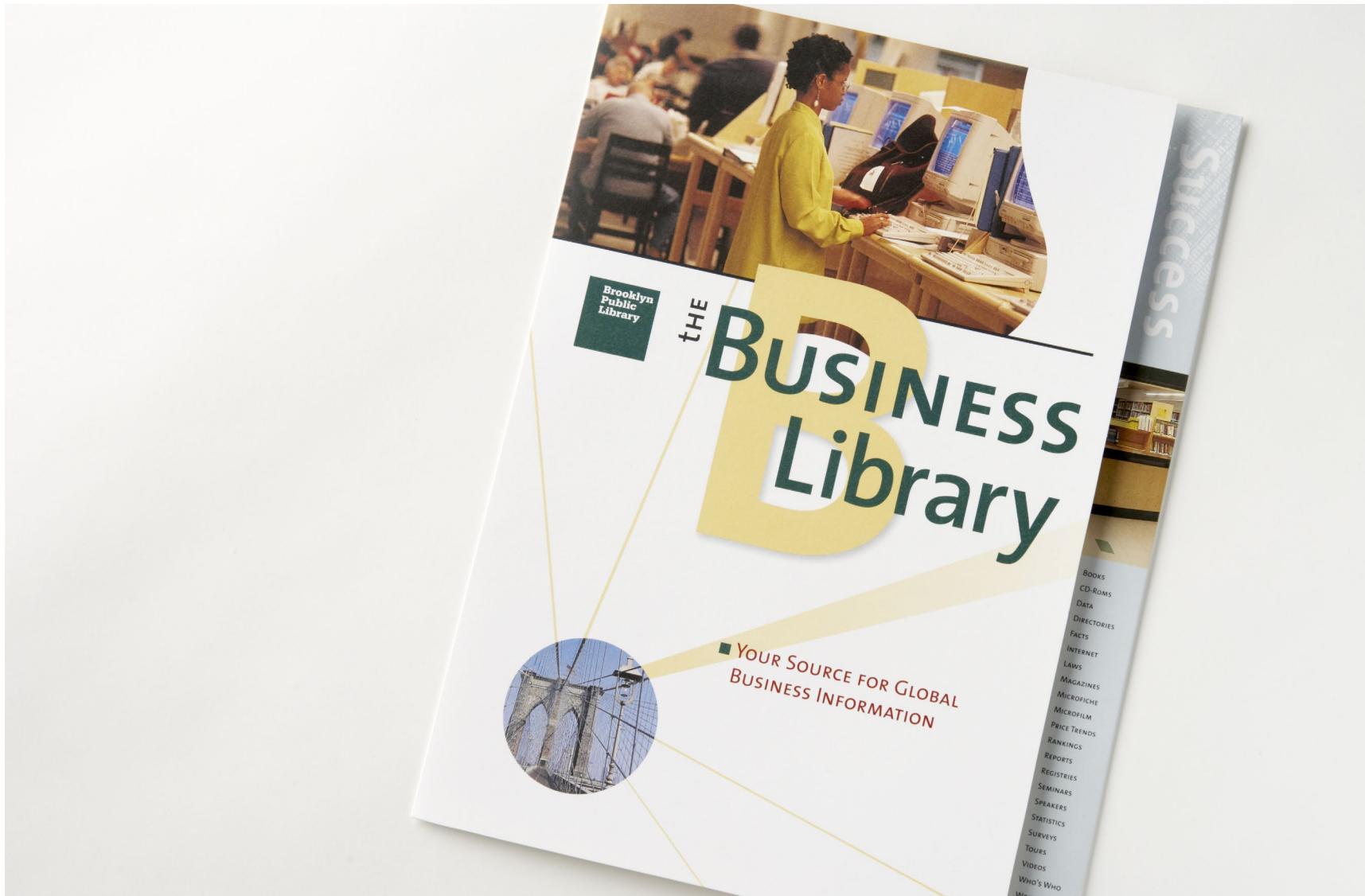
A magazine advert for the New York City Alliance Against Sexual Assault presenting a pocket-sized map for high school students listing rape centers that they can go to during a crisis. Also, various logos for campaigns within the organization.

WORKSIGHT  .com



Rainforest Foundation calendar emphasizing a raw and 100% recycled quality—the jacket was glued and trimmed to binder board. This simple approach correlates with collective indigenous ancestral groups, their lands, and the natural resources they occupy or from which they have been displaced.





Brooklyn Business Library capabilities brochure that also functions as a pocket folder.





The Gilbert Paper mill became the backdrop for a tactile paper promotion for the company that documents the manufacturing site and presents in actual form, the durability of the paper and how four-color offset prints on it.



Coney Island made for a tactile paper promotion in this series for Gilbert Paper. Inside front and back cover holds perforated postcards. Why does Coney still exist and why do we still find it so interesting? Answer: It's one of the last real places left in New York... "gritty, tough and real, no Disneyland."

Frost Valley

ENVIRONMENTAL EDUCATION PROGRAM

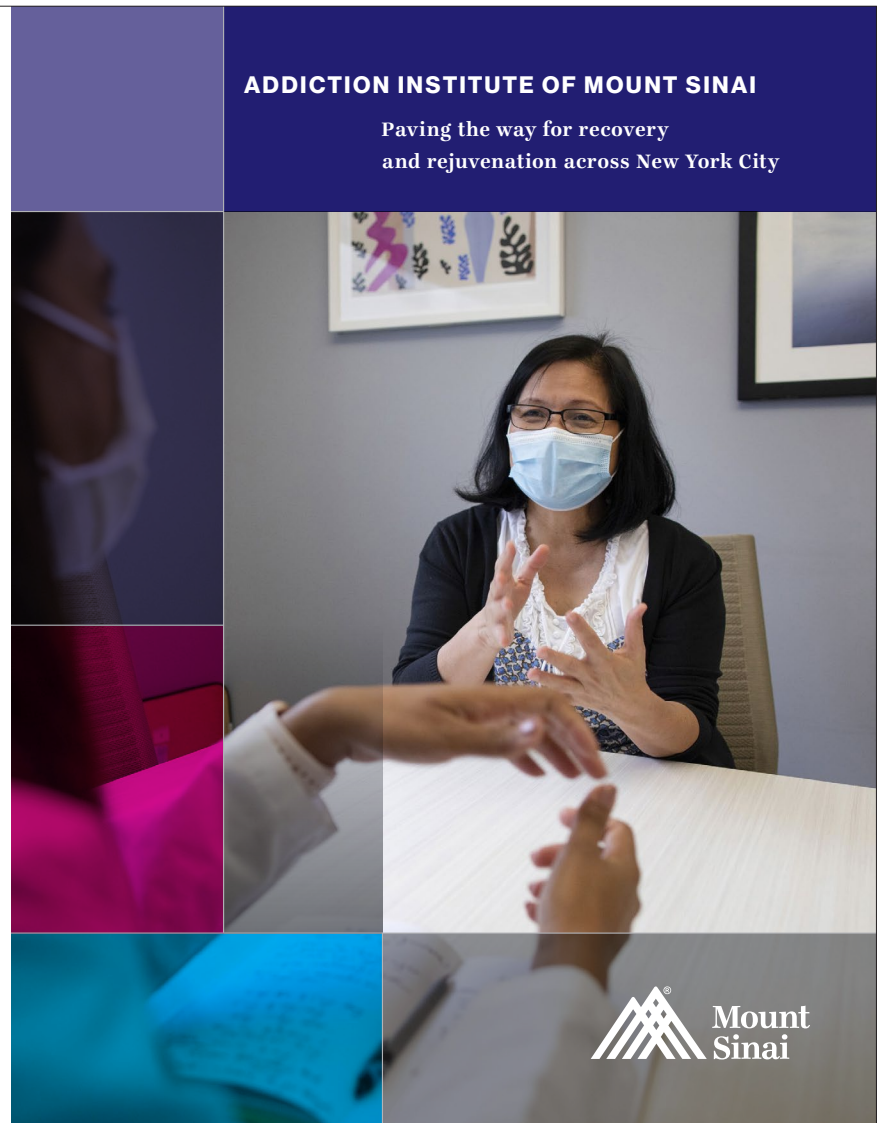
Frost Valley is an educational and recreational facility deep in the heart of the Catskill mountains. From September through June, Frost Valley offers a unique Environmental Education program to schools from the Tri-State metropolitan area and from elsewhere in the Northeast. Environmental Education introduces students to the wealth and splendor of the natural world—epitomized by our 4,900 acres of forests, lakes, tumbling streams and scenic trails—and teaches them respect for its inherent fragility. The program is designed to complement a scholastic curriculum, to provide students with hands-on experience of the natural sciences, and to challenge their physical, social and cognitive skills. The program is for all grades **K-12**. It runs throughout the school year (including winter) and comprises three, four or five-day **resident courses**. Frost Valley can cater to groups of any size from 10 to 400 and welcomes students of all backgrounds and physical abilities. An average of 12,000 students and their teachers visit every year.

Environmental Education focuses on

education, and environmental or ecological issues are only one part of a multifaceted program. We offer over **50** individual courses, many of which will dovetail neatly with class work. Academic learning, however, is always placed in a clearly practical context. Students can learn (or apply) basic **geometry** by taking orienteering classes. Or comparative **anatomy** by studying regional fauna. Or **geology** by discussing the origins of the Catskill mountains themselves. Courses on **history and culture** range from study of Native American lore to field trips to local sites of historical interest. We also offer living history experiences, such as the **Lumberjack Campfire** in which students interact with costumed characters and explore the tanning and logging industries of the nineteenth-century Catskill region. Students can study current issues of land, forest and water management, which cover subjects from the taxonomy of trees to exploration of the New York City watershed. They can take part in a scientific program established on our grounds by the United States Geological Survey, which evaluates the impact of acid rain in the Neversink Watershed (part of the NYC system). Students observe for themselves how scientists **gather and interpret field data**.

The “**environment**” extends from heavenly bodies down to the human body itself. At Frost Valley, we have always stressed the importance of developing **physical and social skills** alongside the intellectual. We offer a range of challenging and **physically demanding** courses from rock climbing to traversing cable bridges, all designed to improve coordination skills and raise a student's confidence and self-esteem. The emphasis is on perceived risk only—our trained and experienced staff ensure the highest levels of safety at all times. Depending on the season, students can also enjoy testing their endurance by hiking, cross-country skiing, boating or canoeing. To develop **intrapersonal relationships**, the Environmental Education program includes group activities that extend communication skills and help **build mutual trust** through teamwork. Students can put their heads together to design a working catapult, encourage each other on a “Trust Trip” along Frost Valley trails, or cooperate in creating an ideal town plan. Important skills developed during these few days at Frost Valley can bear fruit for the rest of the school year.

The new Hayden observatory takes advantage of Frost Valley's exceptionally low light pollution to extend the classroom to the universe above. Whether directly through our own **12" MEADE LX200 SCHMIDT-CASSEGRAIN TELESCOPE** study the planets and moons of the solar system—or even the sun itself and its chromosphere, using specialized solar filters.



GROWTH. INNOVATION. INTEGRATION. INSIGHT.

The Mount Sinai Health System is growing rapidly. We are swiftly adding new partnerships with health care organizations and providers throughout New York and across the United States--and with them, come the challenges of integrating disparate systems and understanding the data behind them.

Today, it only takes us weeks to accomplish what used to take years. Our speed to market is built upon the expertise of our team in creating the gateways for systems to communicate with each other.

Our goal: critical intelligence on demand for better medical decisions and a superior customer experience.



A Message From Our CIO

"The Mount Sinai Health System is a fast-growing network of clinical and academic partners, providing outstanding care for over four million patient visits each year. Our interoperability solutions provide access to clinical data whenever and wherever it is needed. We offer a diverse portfolio of edge data services to integrate our providers and community partners. This is a critical resource that Mount Sinai Health System uses to provide excellent care to our extended community."

Kumar Chaitani

Executive Vice President
Chief Information Officer
Mount Sinai Health System
Dean for Information Technology
Icahn School of Medicine at Mount Sinai



Mount Sinai Health System
Information Technology
110 East 61st Street
Third Floor
New York, NY 10022
Interoperability@MountSinai.org
(212) 241-3282

©2020

Wired Health Care



We're advancing patient care through data-driven insights.

At the Mount Sinai Health System in New York, the interoperability and Data Analytics team is bringing knowledge, tools, and expertise to accelerate connectivity across the health care information ecosystem.

As part of the greater digital transformation happening nationwide, as well as within Mount Sinai, we are building channels of communication between legacy, competing, and future-forward systems. In fact, Mount Sinai was named "Most Wired™" four years in a row by the American Hospital Association.

The result: seamless exchange of data instantaneously, on demand, providing greater insight to improve patient care.

INSTANTANEOUS INTELLIGENCE AND DATA AS A SERVICE

All the data in the world is meaningless unless it's actionable. Through analytics, API development, and strategic advisory services, Mount Sinai puts information and insights at the service of the health system--from physicians to researchers to administrators--in real time. We create tools to mine the wealth of data acquired across the health care landscape and bring actionable insights to the forefront. Our team provides a platform to develop advanced analytics models within a secure and HIPAA-compliant environment to encourage innovation.

Use Case: Predictive medicine for proactive care

People tend to see a doctor only when something is wrong. By leveraging analytics, artificial intelligence (AI), and natural language processing, we proactively identify high-risk patients. This at-risk cohort of patients is surfaced to care coordinators who contact patients directly and triage issues. The care coordinator digs deeper to find out why, and intervenes to find a solution for them. Actionable intelligence such as this saves money, because the sickest 20% of the population generates 80% of health care costs.* Most importantly, these tools improve outcomes for our patients. Patient deterioration algorithms proactively detect conditions like sepsis by leveraging real-time data from medical devices and machine learning (ML).

*U.S. Department of Health & Human Services Agency for Healthcare Research and Quality

SYSTEM- AND SOFTWARE-AGNOSTIC INTEGRATIONS

There are a host of competing health care technologies in the market. We strive to be system- and software-agnostic, enabling both legacy and cutting-edge technologies to interoperate. We use industry-leading integration platforms along with the expertise of the Mount Sinai Interoperability team to ensure data is formatted for maximum visibility. From digital devices to insurance payments to clinical data, we make sure that information flows effortlessly across systems and geographic regions.

Use Case: A Mount Sinai cardiology patient has a heart attack

One of our cardiology patients has a heart attack and is admitted to an ER at another hospital in the tri-state area. Within minutes, the patient's cardiologist at Mount Sinai is notified of the event through our care coordination and population health platforms. The Mount Sinai team is then able to share and receive vital medical information concerning the patient's medical history, lab results, medications, and allergies. **The result: all of the patient's providers have access to critical information and are able to coordinate care.**



PLUGGED INTO THE HEALTH CARE DATA ECOSYSTEM

As a technology-forward health system, Mount Sinai is plugged into the national health data ecosystem. We bring world-class technological expertise to health care delivery. The ability for our Electronic Medical Record (EMR) systems to access national clinical data exchange networks like eHealth Exchange™ and CommonWell Health Alliance enables us to deliver patient care quickly and effectively.

Use Case: A visitor from California gets injured in New York

If a visitor from California has an accident in New York and arrives at one of our Mount Sinai emergency rooms, they may be unconscious or unable to speak. We may only know their name from their ID. If their clinical data has been shared across the national health data grid, we can easily gain access to their critical medical information in order to deliver safe and timely treatment.

ONE PATIENT, ONE RECORD

Health care is moving toward "one patient, one record." Mount Sinai is in the forefront of this endeavor--plugging into health information exchanges (HIE), and creating our system-wide electronic master patient index (EMPI). Connectivity to HIEs allow doctors, nurses, pharmacists, and other health care providers to appropriately access and securely share a patient's vital medical information electronically--improving the speed, quality, safety, and cost of patient care. Real-time alerts built into the system can tell us when a patient presents for emergency care elsewhere, and get their medical history into the hands of the attending physician immediately. In addition, we can share this data with our patients and their loved ones so they can take command of their own care.

Use Case: Mount Sinai digital experiences for patients

Today, we're building new consumer apps to empower Mount Sinai patients. These patient-facing digital experiences enable patients to navigate our health system. From getting in the door to finding a specialist, Mount Sinai's "digital sherpa" provides wayfinding capabilities at every step of the patient's journey. While health care systems present themselves as a unified brand entity, the patient experience is often like traversing a mall, with a variety of choices. Our platform pulls data from a catalog of services--scheduling, patient medical information, and billing--to filter the patient's experience so choices are more manageable and less intimidating.

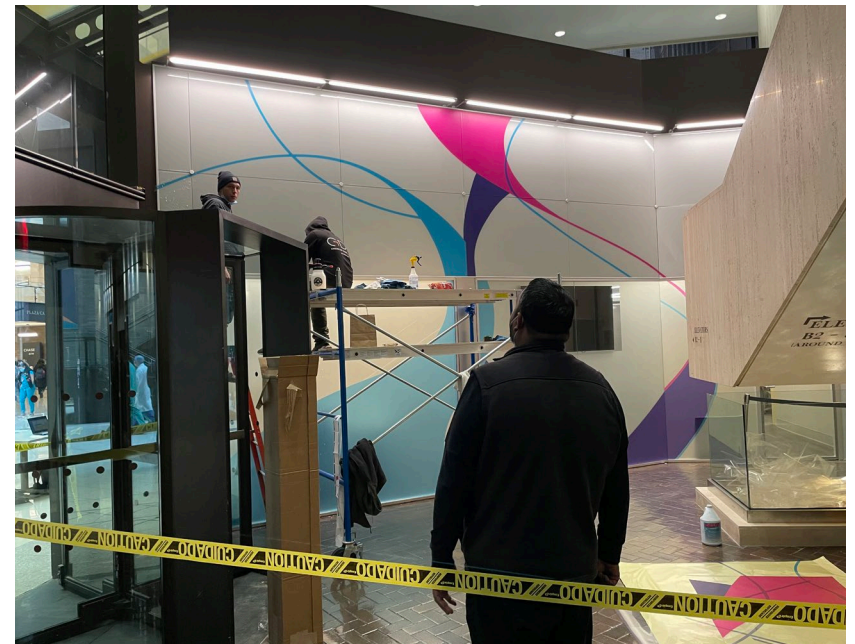
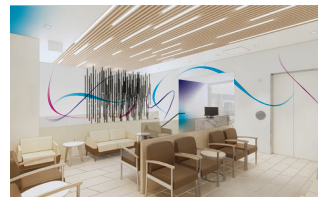
FHIR and HL7 are the registered trademarks of Health Level Seven International.

Mount Sinai IT department die-cut 8-page, 4-panel gate-fold brochure presenting their service capabilities.

WORKSIGHT  .com



Two shirts in a series since 2022 for Mount Sinai Hospital's annual heart run .



Top, a Mount Sinai super-graphic mission statement that stretches down a Icahn School of Medicine hallway; below, graphics for an alumni lounge area at the school.



Cover of a promotional report for American Friends of Rabin Medical Center
that supports the hospital facility in Tel Aviv, Israel.



BRONX-LEBANON HOSPITAL CENTER
HEALTH CARE SYSTEM

YEAR OF TECHNOLOGY

YEAR OF TECH

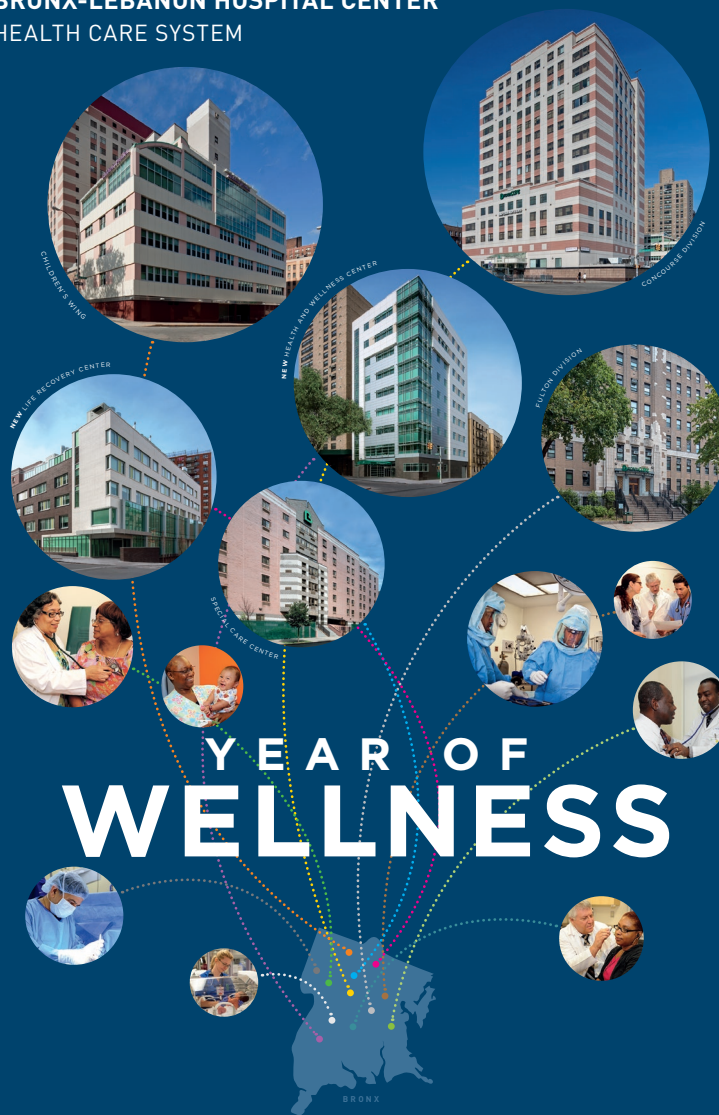
COMMEMORATING BRONX-LEBANON'S
LEADERSHIP IN SUCCESSFULLY ADVANCING
HEALTH INFORMATION SYSTEMS
TO BENEFIT OUR PATIENTS, STAFF,
AND THE COMMUNITY.

BRONX-LEBANON HOSPITAL CENTER
HEALTH CARE SYSTEM

BRONX-LEBANON HOSPITAL CENTER HEALTH CARE SYSTEM • YEAR OF WELLNESS

OCTOBER 23, 2014

YEAR OF WELLNESS



Bronx-Lebanon hospital gala booklets (each 96 pages) that function as yearly reports as well. The Year of The Women's Health was another theme with booklet and supporting gala materials.

WORKSIGHT  .com

HIGHLIGHTS

BRONX-LEBANON LIFE RECOVERY CENTER

Bronx-Lebanon's Life Recovery Center is one of only a few facilities in New York State to combine inpatient, outpatient, and residential treatment services for individuals suffering from chemical dependency. It offers modern patient, counseling, and group meeting rooms, as well as new dining, recreational, and registration areas. This 56,000 square foot, state-of-the-art facility represents an important addition to the comprehensive services now offered by Bronx-Lebanon's Department of Psychiatry.



GROUP MEETING ROOM



INDIVIDUAL COUNSELING ROOM



PATIENT ROOM

COMPLETED AND NOW OPEN



FRONT ENTRANCE LOBBY AREA



PARTIAL VIEW OF NEW DINING AREA AND CORRIDOR



Bronx-Lebanon hospital's invitation for their Year of Technology gala. The invite folded out accordion-style with the type gloss-laminated against a matte finish.

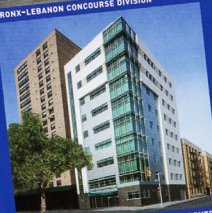
Guidelines for Enhancing and Ensuring a Positive Patient Experience



BRONX-LEBANON CONCOURSE DIVISION



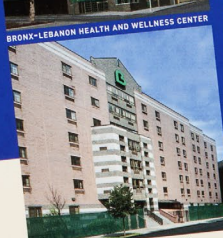
BRONX-LEBANON CHILDREN'S PAVILION



BRONX-LEBANON HEALTH AND WELLNESS CENTER



BRONX-LEBANON LIFE RECOVERY CENTER



BRONX-LEBANON SPECIAL CARE CENTER



BRONX-LEBANON FULTON DIVISION

At Bronx-Lebanon, We've Earned Our A.
Our three consecutive A-Ratings for patient safety from the Leapfrog Group*
places Bronx-Lebanon in the upper echelon of the safest hospitals in the nation.

At Bronx-Lebanon, We've Earned Our A-Ratings

Our three consecutive A-Ratings for patient safety from the Leapfrog Group* places Bronx-Lebanon in the upper echelon of the safest hospitals in the nation.

Fall 2015
Spring 2015
Fall 2014

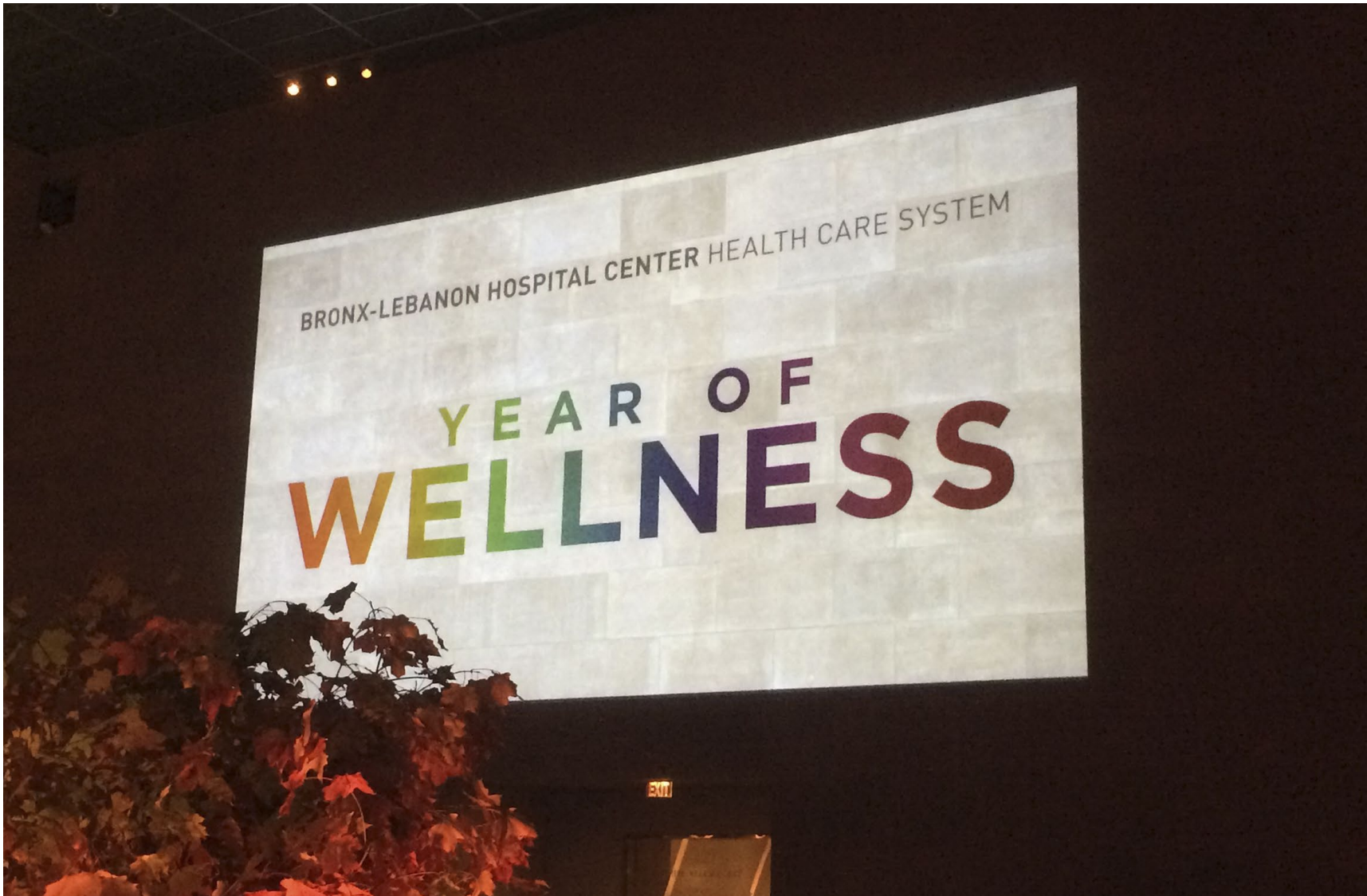
We commend our medical, nursing, and administrative staff, as well as Board of Trustees and employees, for their continuing efforts and dedication to providing high quality and compassionate care, with patient safety and satisfaction the highest priority.

John R. Colón
John R. Colón
Chairman, Board of Trustees
Bronx-Lebanon Hospital Center

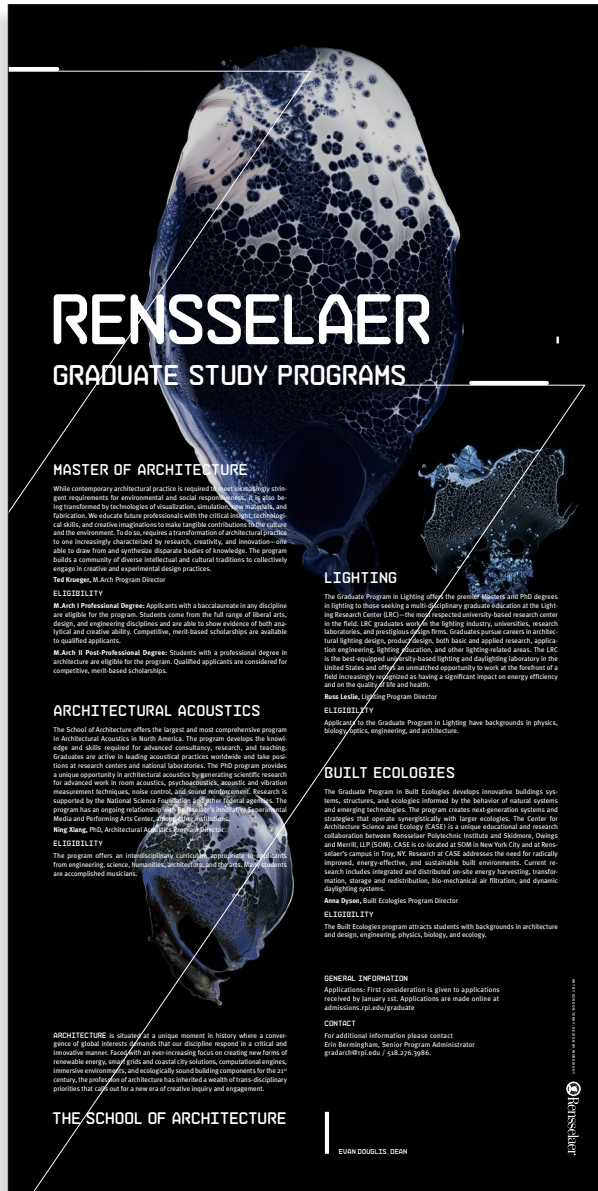

Miguel A. Fuentes, Jr.
President and Chief Executive Officer
Bronx-Lebanon Hospital Center

For more information
on Bronx-Lebanon visit
www.bronxcare.org

*Bronx-Lebanon A-Rating was received from the Leapfrog Group, a national, independent nonprofit which compiles its results under the guidance of the nation's leading patient safety experts. Note: The grades used in the Leapfrog Hospital Safety Score® program are derived from an expert analysis of publicly available data on national evidence-based measures of patient safety. The Leapfrog Hospital Safety Score program grades hospitals on their overall performance in keeping patients safe from preventable harm and medical errors. For more information, visit www.hospital.safetyscore.org



Bronx-Lebanon hospital's gala wall projection at the Metropolitan
Museum of Art's Temple of Dendur,



RENSSELAER

GRADUATE STUDY PROGRAMS

MASTER OF ARCHITECTURE

While contemporary architectural practice is required to meet technologically stringent requirements for environmental and social responsibility, it is also being transformed by technologies of visualization, simulation, and fabrication, and fabrication. We educate future professionals with the critical design, technological skills, and creative imaginations to make tangible contributions to the culture and the environment. To do so, requires a transformation of architectural practice to one increasingly characterized by research, creativity, and innovation—able to draw from and synthesize disparate bodies of knowledge. The program builds a community of diverse architectural and cultural traditions to collectively engage in creative and experimental design practices.

Ted Kueper, M.Arch Program Director

ELIGIBILITY

M.Arch I Professional Degree: Applicants with a baccalaureate in any discipline are eligible for the program. Students come from the full range of liberal arts, design, and engineering disciplines and are able to show evidence of both analytical and creative ability. Competitive, merit-based scholarships are available to qualified applicants.

M.Arch II Post-Professional Degree: Students with a professional degree in architecture are eligible for the program. Qualified applicants are considered for competitive, merit-based scholarships.

ARCHITECTURAL ACOUSTICS

The School of Architecture offers the largest and most comprehensive program in Architectural Acoustics in North America. The program develops the knowledge and skills required for advanced consultancy, research, and teaching. Graduates are active in leading acoustical practices worldwide and take positions at research centers and national laboratories. The PhD program provides a unique opportunity in architectural acoustics by generating scientific research for advanced work in room acoustics, psychoacoustics, acoustic and vibration measurement techniques, noise control, and sound energy control. Research is supported by the National Science Foundation, the National Endowment for the Arts, and the Performing Arts Center.

Wing Kiang, PhD, Architectural Acoustics Program Director

ELIGIBILITY

The program offers an interdisciplinary curriculum open to students from engineering, science, humanities, architecture, and the arts. Students are accomplished musicians.

GENERAL INFORMATION

Applications: First consideration is given to applications received by January 1st. Applications are made online at admissions.soa.rpi.edu.

CONTACT

For additional information please contact
Lisa Bernier, Senior Program Administrator
lbernier@rpi.edu / 518.237.3686

THE SCHOOL OF ARCHITECTURE

EVAN DOUGLAS DEAN



RENSSELAER

LECTURE SERIES

FALL 2010

WED OCT 13TH

PHILIP BEESLEY

ABJECT FERTILITY: LIMINAL RESPONSIVE ARCHITECTURES

MON OCT 18TH

TOM WISCOMBE / EMERGENT

COMPOSITE ASSEMBLIES

MON OCT 25TH

JOSE OUBRERIE

ARCHITECTURE WITH AND WITHOUT LE CORBUSIER

WED OCT 27TH

BRIGETTE SHIM / SHIM-SUTCLIFFE

ARCHITECTS TESTING IDEAS

MON NOV 1ST

WEISS / MANFREDI

SEQUENCE / SECTIONS

MON NOV 8TH

THOM MAYNE / MORPHOSIS

QUESTIONS: ON THE CONTINUITY OF CONTRADICTION
PROFESSOR KENNETH L. HARRINER MEMORIAL LECTURE SERIES

EXHIBITION OPENING, RECEPTION + GALLERY TALK SEPT 13TH @ 6 PM - OCT 18TH

RARE BREEDS + EXTINCT SPECIES

PERRY KULPER
LOCATION: GREENE GALLERY, GREENE BUILDING

EXHIBITION OPENING, RECEPTION AND GALLERY TALK - SEPT 28TH @ 6 PM - OCT 28TH

REMANUFACTURED VEILSCAPES

PRATT INSTITUTE / HUNTER DOUGLAS LIGHT
RESEARCH STUDIO / INSTRUCTORS: LOU COMOS AND MARK PARSONS
WITH KYLE STEINFELD DIGITAL CONSULTANT
LOCATION: BLACK BOX GALLERY, GREENE BUILDING

SOUNDSCAPE INSTALLATION - SEPT 14TH - SEPT 16TH - 9 AM TO 5 PM

BLINDFIELD*

FRANCISCO LOPEZ, IN COLLABORATION WITH RENSSELAER ARTS + ARCHITECTURE STUDENTS
LOCATION: EMPAC / STUDIO I

* THE MATERIALS AND FORMS OF ARCHITECTURE AND THE ART DEPARTMENT AT RENSSELAER COLLABORATED BY THE CHAIR AND MARCHA JAFFE FOUNDATION ESTABLISHED BY CHAIR JAFFE CLASS OF '99 TO SUPPORT STUDENT PROJECTS AT RENSSELAER AND THE JAFFE FOUND FOR EXPERIMENTAL MEDIA AND PERFORMANCE ARTS

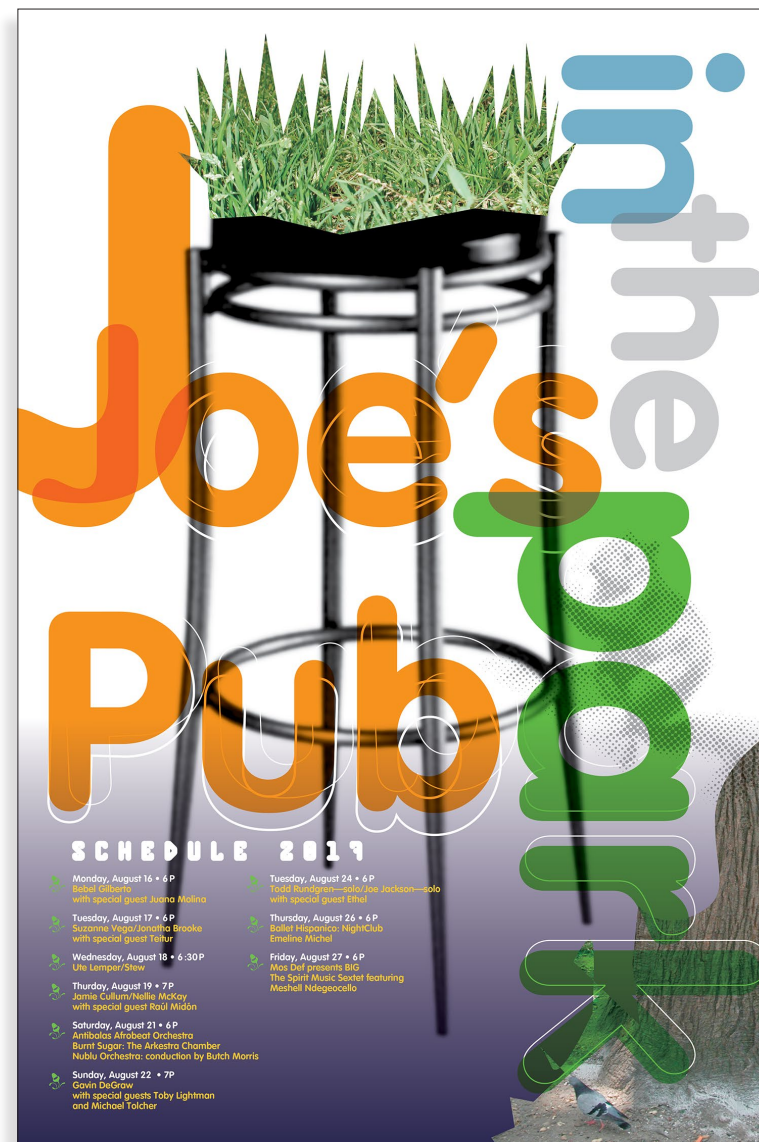
THE SCHOOL OF ARCHITECTURE

EVAN DOUGLAS DEAN

ADMISSION TO ALL LECTURES IS FREE AND WILL BEGIN AT 6PM IN THE CONCERT HALL AT EMPAC
LOCATION FOR ALL LECTURES: EMPAC / THE CURTIS R. PRIZER EXPERIMENTAL HEDOR + PERFORMING ARTS CENTER / 138 8TH STREET / TROY, NY 12180
THE SCHOOL OF ARCHITECTURE, RENSSELAER POLYTECHNIC INSTITUTE / 110 8TH STREET, GREENE BUILDING / TROY, NY / 12180 / 518.237.6666 / OPEN TO THE PUBLIC DAILY FROM 9 AM TO 5 PM

Poster series for Rensselaer Graduate Architecture Program
conveying the technologically-driven premise of the department.

WORKSIGHT  .com



Posters: Maya Land Registry, Belize, and Joe's Pub at the Public Theater NYC.

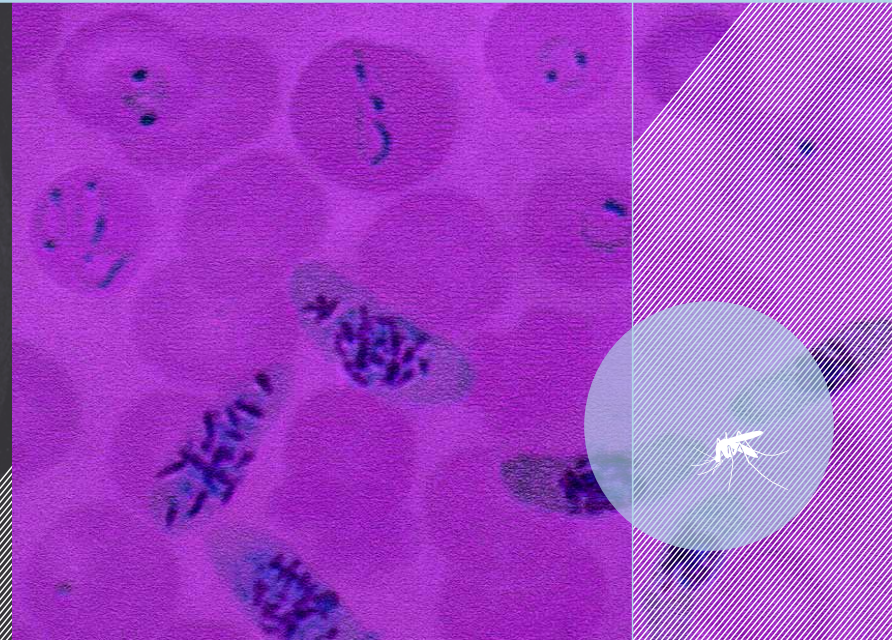
New York University School of Medicine Parasitologists are striving to improve global health through basic scientific research on malaria and other neglected parasitic diseases. The faculty and their global research teams focus on the parasites that cause malaria, sleeping sickness, leishmaniasis, Chagas Disease, amoebiasis, schistosomiasis, as well as fungi associated with AIDS and employs cutting edge research in genomics, cell biology, immunology, epidemiology, entomology and biochemistry to develop novel ways to combat parasitic diseases. Faculty focused on parasitology are part of joint training programs for PhD students, MD-PhDs and postdoctoral fellows as well as undergraduates. Faculty are also involved in the epidemiology concentration of the Master's Program in Global Public Health training the global health workforce of the future and has a dedicated disease surveillance epidemiology unit. Parasitology at NYU has a distinguished history in malaria research, particularly in vaccine development. It has been a world leader in both research and training of medical parasitologists from the USA as well as overseas. This tradition continues with staff from more than 32 countries.

NYU Langone Medical Center



MALARIA AND NEGLECTED TROPICAL DISEASES RESEARCH REPORT 2010

NYU Langone Medical Center



80-page report for NYU's Parasitology Department using micro-biological photographs and case studies on the researchers involved.

WORKSIGHT  .com

“Learn from yesterday. Live for today. Hope for tomorrow.
The important thing is not to stop questioning.”

—Albert Einstein



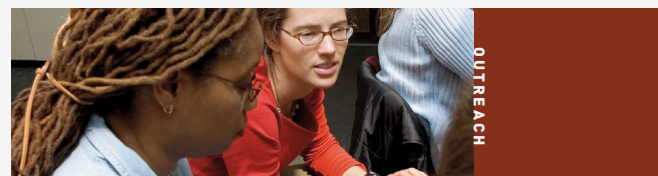
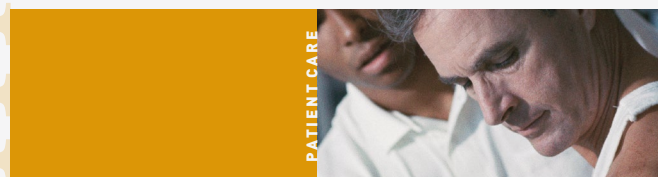
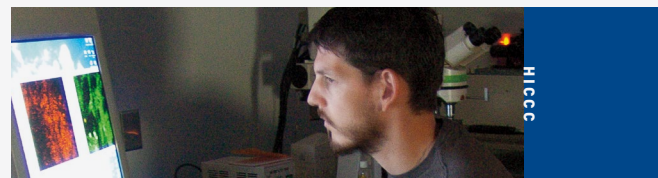
COLUMBIA UNIVERSITY
MEDICAL CENTER

Herbert Irving Comprehensive Cancer Center
1130 St. Nicholas Avenue
New York, NY 10032

www.hiccc.columbia.edu

HERBERT IRVING COMPREHENSIVE CANCER CENTER **SCIENTIFIC REPORT**

HERBERT IRVING COMPREHENSIVE CANCER CENTER **SCIENTIFIC REPORT**



COLUMBIA UNIVERSITY
MEDICAL CENTER

80-page report for Columbia University Medical Center detailing the work of research scientists.

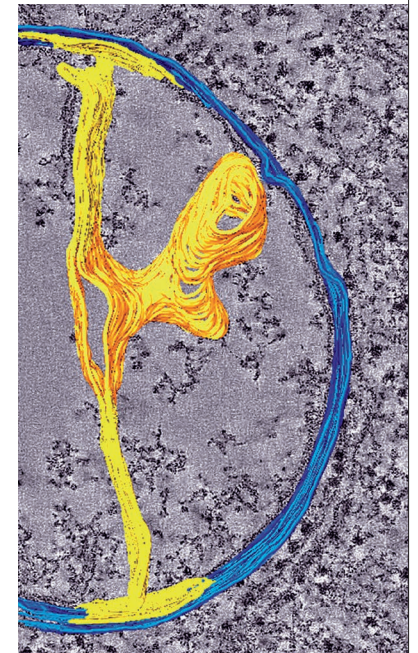
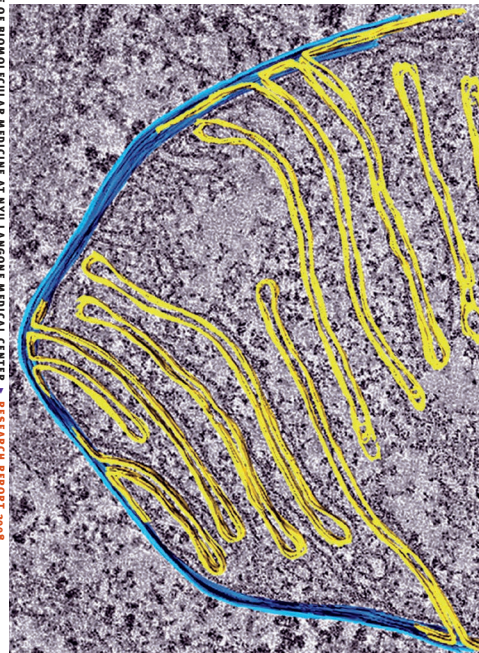
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The Helen L. and Martin S. Kimmel Center for Biology and Medicine
at the Skirball Institute of Biomolecular Medicine

NYU Langone Medical Center

Research Report 2008

SKIRBALL INSTITUTE OF BIOMOLECULAR MEDICINE AT NYU LANGONE MEDICAL CENTER • RESEARCH REPORT 2008



The Helen L. and Martin S. Kimmel Center
for Biology and Medicine
at the Skirball Institute of Biomolecular Medicine
NYU Langone Medical Center
540 First Avenue
New York, NY 10016
<http://skirball.med.nyu.edu>



GREAT MINDS

A Renowned Leader for an Innovative Partnership

An estimated 1 million to 1.5 million American adults and children live with an autism spectrum disorder, according to the U.S. Centers for Disease Control. But with the appointment of autism expert Catherine Lord, PhD, as director of the new Institute for Brain Development, autism treatment may soon be transformed. The institute is a cooperative effort among Columbia University Medical Center, NewYork-Presbyterian Hospital, Weill Cornell Medical College and the New York Center for Autism. Lord also has been appointed to the faculties of Columbia University College of Physicians and Surgeons and Weill Cornell.

Lord will lead a multidisciplinary team that includes not only physician-faculty but also specialists in speech, language, occupational and behavioral therapies. The goal is to create a center that offers research, evaluation and treatment for children and adults with autism spectrum disorders and other developmental brain disorders. Situated primarily at the hospital's division in Westchester County, NY, the institute is scheduled to open in late 2012.

"I am thrilled to have been chosen to lead the Institute

for Brain Development and help shape its development," says Lord. "My goal is nothing short of transforming the way autism is treated in the New York metro area and beyond. We intend to provide the very best environment for treating autism spectrum disorder. By integrating our services with community organizations and resources, the institute will offer a wide variety of educational treatments for families and patients of all ages and needs."

At the forefront of autism spectrum disorders, Lord led the development of diagnosis tools that have now become standard: the Autism Diagnostic Observation Schedule and the Autism Diagnostic Interview-Revised. She comes to New York from the University of Michigan, where she was director of the Autism and Communication Disorders Center, professor in the Department of Psychology, Psychiatry and Pediatrics, and senior research professor in the Center for Human Growth and Development.

"Thanks to this innovative joint program," says Lord, "we believe we can truly make a difference in the lives of children and adults with autism."

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 **COLUMBIA UNIVERSITY**
College of Physicians
and Surgeons

INSIDE P&S

RESEARCH IN THE NEWS



Welcome to P&S, a new publication from The College of Physicians and Surgeons designed to keep you updated on the remarkable work being done here at Columbia University's College of Physicians and Surgeons. I invite you to take a moment to read these short stories and trust that this quarterly publication will continue to give you a sense of what life is like on the P&S campus.

Lee Goldman
Lee Goldman, M.D.
Dean of the Faculties
of Health Sciences
and Medicine



Breaking a Barrier in Brain Cancer
The results of a small clinical trial involving a new way to deliver chemotherapy directly to a brain tumor are any indication. The trial shows that "convection enhanced delivery"—which allows chemotherapy drugs to be pumped straight into the tumor, bypassing the blood/brain barrier—has the potential to shrink brain tumors and increase survival, says the trial's principal investigator, Jeffrey Bruce, MD (pictured), Edgar M. Housheyan Professor of Neurological Surgery, and director of the Bartoli Brain Tumor Research Laboratory at Columbia University.



A New Technique to Evaluate Human Stem Cells
A team of researchers led by Gordana Vunjak-Novakovic has developed a new technique to evaluate human stem cells using cell micropatterning—a simple but powerful in vitro tool that will enable scientists to study the initiation of left-right asymmetry during tissue formation, to diagnose disease, and to study factors that could lead to certain birth defects.



Delayed Access to Care Associated with Higher Pulmonary Fibrosis Death Rate
Idiopathic pulmonary fibrosis (IPF)—scarring and thickening of the lungs from unknown causes—is the predominant condition leading to lung transplantation nationwide. Columbia University Medical Center researchers confirmed that delayed access to a tertiary care center for IPF is associated with a higher risk of death. The findings were published online in the American Journal of Respiratory and Critical Care Medicine on June 30, 2011.

INSIDE P&S

News from
Columbia University
College of Physicians
and Surgeons

FALL 2011

 **COLUMBIA UNIVERSITY**
College of Physicians
and Surgeons



Taking the Pulse of a Neighborhood



CUMC IN THE MEDIA • RESEARCH HIGHLIGHTS • UPDATES AND EVENTS • GIFTS

SEPTEMBER 2011

Message from the Chairman



I hope you are enjoying the summer. Recently, several members of the Columbia University Medical Center Board of Visitors made gifts that will have a significant impact on research, education and care at CUMC. Lynn Shostack made a commitment to advance novel research initiatives, and Loren Eng and Dinakar Singh's generous contribution toward the Darryl C. De Vivo Professorship in Pediatric Neurology provided the foundation for successful completion of that campaign.

I am delighted to also share news about our new partnership with Karolinska Institutet, a leading medical education and research center based in Sweden. This important collaboration is the first critical step toward developing simulation-based education at CUMC. Our shared commitment to excellence continues to guide CUMC on a steady path. Thank you, again, for all you do on behalf of the Medical Center.

P. Roy Vagelos, M.D.
Chairman, Board of Visitors
Chairman, Defining the Future campaign

CUMC IN THE MEDIA

Dr. Henry Lodge's Program, "Younger Next Year: The New Science of Aging" on PBS



Dr. Henry Lodge

Dr. Henry Lodge premiered his television show, "Younger Next Year: The New Science of Aging," on PBS in June. Dr. Lodge is associate clinical professor of medicine at the College of Physicians and Surgeons and co-author of the "Younger Next Year" books, which explain how to become stronger and healthier as we grow older.

According to Dr. Lodge, there is an exciting revolution taking place in our understanding of the science of aging. He makes a convincing case that we can overcome the normal problems of aging and eliminate 50 percent of serious illness and injury, with new science that proves that our bodies are constantly growing and renewing as we age.

eliminate 50 percent of serious illness and injury, with new science that proves that our bodies are constantly growing and renewing as we age.

New Partnership Lays Foundation for Simulation-Based Education at CUMC



Dr. Harriet Wallberg-Henriksson and Dr. Lee Goldman

In early August, Columbia University Medical Center made a significant step toward bringing advanced simulation-based education to its campus. CUMC will work in partnership with Karolinska Institutet. Columbia University Medical Center is making significant strides toward bringing advanced simulation-based education to its campus. CUMC, in partnership with Karolinska Institutet, a leading medical education and research center in Sweden, will work to develop and assess simulation training with the goal of improving the quality and safety of health care delivery in the United States, Sweden and beyond. [more >](#)

RESEARCH HIGHLIGHTS

Mutations Not Inherited from Parents Cause More than Half the Cases of Schizophrenia

A study led by Maria Karayiorgou, M.D., and Joseph A. Gogos, M.D., Ph.D., shows that new, or "de novo," protein-altering mutations play a role in more than 50 percent of non-hereditary schizophrenia. The findings were published online on August 7 in Nature Genetics. [Read more about this study on the CUMC website.](#)

CAMPAIGN PROGRESS

\$1,606,678,106

www.giving.columbia.edu
www.cumc.columbia.edu

UPDATES AND EVENTS

Celebrating New Appointees to the Henrik H. Bendixen Professorship of Anesthesiology



An evening to celebrate the appointment of Dr. Charles W. Emala, Sr. and Dr. J. Stephen Mercer to the Henrik H. Bendixen Professorship of Anesthesiology was held on April 14. Dr. Emala is a professor and



The Panará Project

HOPE

After twenty years' perseverance, the Panará have moved back to their ancestral lands. In 2001, they were the first Indigenous people in Brazil to win compensation from the state for material and moral damages. RF-US, in collaboration with ISA, is helping the Panará prepare for full autonomy in a 21st century reality—keeping their traditions despite encroachment by miners, loggers, and other invaders.

The ongoing struggle of the Panará people of the Brazilian Amazon is a story of hope and victory for the environmental and human rights movements worldwide.

Luiz Stawan, RF-US Director of Development,
Jeremy Nicholson, RF-US Board Member,
Alia Pereira, Community Leader,
Stephan Schwartzman,
Senior Scientist, Environmental Defense

VICTORY

When they receive the monetary award from the government in 2003, the Panará will need to be prepared to manage it for their long-term benefit. Last year, RF-US and ISA conducted capacity-building workshops for the Panará community association. We also assisted the Panará to guard their borders against illegal mining and logging on their lands.

HOPE

In ten years, the Socio-environmental Institute (ISA) has established itself as the pre-eminent expert in the defense of environmental, social, and cultural rights in Brazil. ISA works with Indigenous communities throughout the country to promote sustainable development and protect cultural and biological diversity. RF-US collaborates closely with the legal and policy programs, as well as the Panará project.

Andre Lima, Legal Program Coordinator, ISA

There are 218 Indigenous peoples in Brazil who speak more than 180 different languages.

VICTORY

ISA's attorneys secured a final enforcement motion from the Attorney General's Office for the Panará compensation award, which could have taken years.

Socio-environmental Institute

HOPE AND VICTORIES

RAINFOREST FOUNDATION US
2002 ANNUAL REPORT

A 2-color annual report for the Rainforest Foundation using posterized images of indigenous tribes and the hopes and victories that help negotiate land rights.

WORKSIGHT  .com



Double gate fold brochure and logo design for AID for AIDS, an organization that distributes unused drugs to HIV patients in underdeveloped countries.

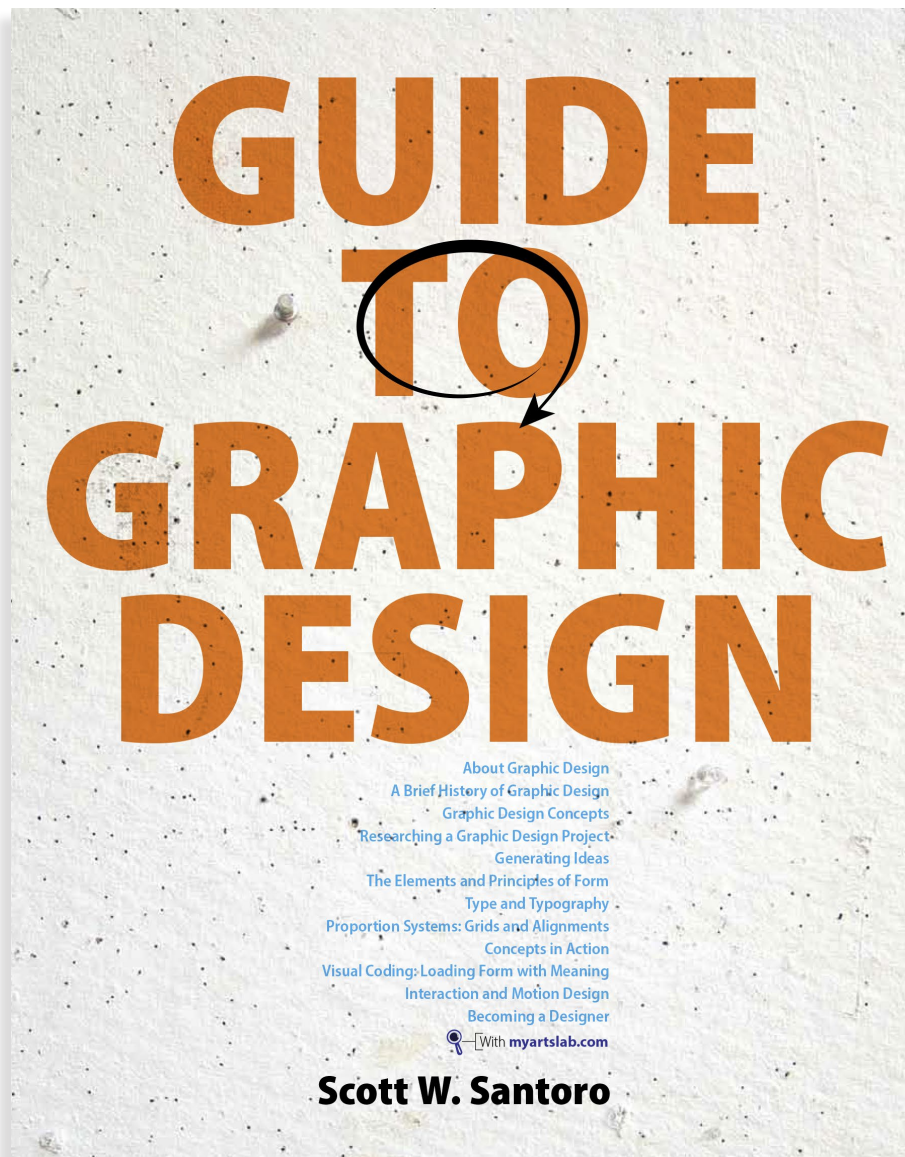


Abyssinian Baptist Church's annual report from 2001 that uses geometric elements as well as metallic gold (as an additional color throughout) to create a unique and universal effect.



Design and application for New York University's SHERP,
which stands for Science, Health & Environmental
Reporting Program.

WORKSIGHT  .com



340-page textbook written and designed for Pearson Education, 2013, which includes the art direction of 12 supporting videos (filmed by the late Hillman Curtis), online interactive component, and a full audio book version recorded by the author.

WORKSIGHT  .com