NYU / FALL 2012 / 49

FROM MARSH TO ARTIST’S MECCA

Today it’s an idyllic home to musicians, painters, and sunbathers, but Washington Square Park wasn’t always such a cheerful place. Once a marsh fed by Minetta Brook, the lot was first used as a potter’s field (mostly for victims of yellow fever) and then an execution ground where gallows hung, before becoming a public park in 1827. NYU began to purchase buildings around the square in 1833, bringing students and an intellectual spirit to the neighborhood. Fast-forward 100 years around the time this picture was snapped and the newly appointed Parks Commissioner Robert Moses would begin a nearly three-decade fight with local residents—including Jane Jacobs and Eleanor Roosevelt—over whether to push Fifth Avenue straight through the park. Luckily, the people prevailed and the park remained intact, altering the lives of Bob Dylan, Jack Kerouac, Buddy Holly, Allen Ginsberg, and countless others to enjoy years of peaceful reflection and impromptu jam sessions. See page 64 for this view of Washington Square Park today.

We want to hear from you! Let us know what is happening in your career and life. Submit your news items, personal milestones, or an obituary of a loved one to: NYU Class Notes, 25 West Fourth Street, Fourth Floor, New York, NY, 10012 or via e-mail to alumni.magazine@nyu.edu. You can also share Class Notes online by logging on to alumni.nyu.edu/classnotes.

From the age of 16, she had bounced around from high school in suburban Atlanta and college at the University of Georgia to New York City in 2003, she thought about the restless life of a student-model. She ran from class to photo shoots, studying on the subway or while in line for auditions. The resulting book, Pricing Beauty: The Making of a Fashion Model (University of California Press), provides a pioneering account of how a “look” is chosen, why pay scales vary wildly, and how models succeed or fail for the wrong reasons.

She asked one casting director why he chose the model that did. He answered: “I don’t know what to tell you. She reminds me of someone I used to have sex with.”

And the market has been overrun by models looking hopeful from around the world who will do anything to strike it big, agents and clients use models for a short time and then dispose of them with little compensation or thought. “People hadn’t really intellectualized modeling or thought about the economics of this market and the way it can teach us more generally about other industries and factories,” Mears explains.

Initially, there were deep questions about what people in the department were dissuming,” Mears says. “[Modeling] is aligned with superficiality and also with the feminine, which are things that often clash with the ‘serious’ work of academia.” But no one could dismiss the attention the book received. Publishers Weekly called it “a well-researched, well-written, and thorough study of the industry.” Slate proclaimed “Mears gives voice to a group of women who are paid to be seen and not heard.” And The New Republic conceded, “In ably laying out the evidence, she provides a valuable service.”

Mears believes the book helped to secure a gig writing about Fashion Week for The New York Times and, more important, her current position at Boston University, where she is an assistant professor of sociology. “It’s so rare,” she says. “It’s the complete opposite of being a fashion model.”

Indeed, one of the book’s major revelations was just how poorly models are compensated. A dashing magazine shoot typically pays only $100 (for the cover of Vogue, one may expect an extra $300). Models are often expected to pay their own airfare, often even seas and, as a result, live under a mounting crush of debt as they pursue their careers. An and one can forget about health or retirement benefits. Former and current model frequently write to Mears, thanking her for her book. Mears believes that the book has received a tremendous media coverage and that it is essential to understand the market that is sexy men and for men, but on women. Unlike the material for her last book, Mears won’t be conducting fieldwork because individual topics— algebraic equations— can exceed $100 in some cases. “I don’t think my research account will cover it,” she jokes.

ASHLEY MERS / GSAS ’07, ’09

MODELS OF THE WORLD, UNITE!

by Alyson Krueger / GSAS ’12

SAYS MEARS OF HER BOOK: “PEOPLE HADN’T REALLY INTELLECTUALIZED MODELING OR THOUGHT ABOUT THE ECONOMICS OF THIS MARKET.”

with modeling. The new agency agreed to let her take notes on the job and interview clients, agents, and other models. This time she had no illusions of fame or fortune— instead, her goal was academic.

For the next two-and- a-half years, she worked the restless life of a student-model. She ran from class to photo shoots, studying on the subway or while in line for auditions. The resulting book, Pricing Beauty: The Making of a Fashion Model (University of California Press), provides a pioneering account of how a “look” is chosen, why pay scales vary wildly, and how models succeed or fail for the wrong reasons.

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Hayes was a gregarious former co-captain on the NYU Men’s Volleyball Squad at the time, and he realized the most convincing way to send the message was with his teammates on the court and his family and friends that he was gay. He hesitated for a while to come out to teammates, but soon discovered it wasn’t an issue for them either. “He’s a teammate and a friend, and anything less than full support is not right,” says outside hitter Pat Dodd (CAS ’12), who also played club volleyball with Hayes in Illinois. It took him another year to tell his Men’s Volleyball Coach Jose Pitta (CAS ’07), who was immediately supportive and trusted him enough to discuss it personally. “[Coming out] was no big deal to give to you,” Pat says. “It’s not for someone to put him or to spread rumors.”

Buoyed by this support, Hayes wanted others to know that NYU accepts people exactly as they are. He spent five months of his senior year writing and directing the “It Gets Better” film—with the help of friends in the Tisch School of the Arts—while helping his volleyball team win 20 matches. Along with praise, came thanks. Gay athletes from across the country reached out to say how watching the videos helped, and he recently addressed the issue in a panel discussion at Providence College in Rhode Island.

“People were asking me what I was doing when the video was done,” he says. “But that’s not the beginning of the story. That’s the message that young athletes should embrace who are considering coming out.”

Do you plan on spending your summer traveling in Europe, vacationing in Sydney, or on a business trip to Shanghai? Wherever your travels take you, or if you call one of these places home, there’s a good chance that NYU alumni are nearby and the NYU Alumni Global Passport program, a new online resource, will help you find them. In June, the Office of University Development and Alumni Relations launched the new online resource (alumni.nyu.edu/global-passport), so that alumni can keep up with all things NYU outside of NYC. Vistors can find upcoming events, check out profiles of fellow alumni, learn about alumni clubs, and read more about the university’s Global Academic Centers—in Abu Dhabi, Accra, Berlin, Buenos Aires, Florence, London, Madrid, Paris, Prague, Shanghai, Sydney, Tel Aviv, and Washington, D.C. Alumni are invited to attend events hosted by alumni clubs in London, Beijing, Shanghai, South Korea, and the Middle East, among numerous other opportunities. Whether you participated in the study-away program as a student, live somewhere outside of NYC, or travel the globe, you’re invited to reconnect with one another through the NYU Alumni Global Passport program.
NEW PERK HELPS ALUMNI NAVIGATE HEALTH INSURANCE OPTIONS

Health insurance is vital to everyone’s well-being. Unfortunately, navigating the maze of health insurance options is an often difficult and confusing task. Now, the NYU Office of Alumni Relations offers alumni a way to simplify the process. Marsh U.S. Consumer, a service of Staley & Smith, Inc. and the insurance broker for NYU’s alumni insurance program, has launched an online health insurance “mart” in order to give alumni quicker and easier access to information on affordable options. By offering different coverage options from highly rated insurers and providers on a state-by-state basis, the Marsh Health Insurance Mart helps alumni find the plan that best meets their unique needs. The mart allows alumni to compare standardized plans, including all costs of copays for prescriptions, doctor visits, and hospital stays. In addition to individualized major medical insurance, the mart offers other valuable plans including dental insurance, Medicare solutions, and prescription discount cards. And, so that alumni don’t have to go it alone, they can ask for personal assistance from a Marsh Health Insurance Mart representative to guide them through the process. The aim is to ensure that alumni make the most well-informed decision to meet their needs.

Insurance assistance is just one of many benefits and services provided to NYU alumni. Others include access to Bobbi’s e-Library, lifetime e-mail, discounts on hotels, car rentals, restaurants, and entertainment; the NYU Signature credit card; and the ability to join the NYU Club in residence at the Princeton Club of New York in Midtown Manhattan. Additional benefits are offered to alumni who make an annual gift to the university and hold a valid Alumni Card, such as discounts at the NYU Bookstore, the ability to rent the NYU Torch Club for private events, and a limited number of free passes to Bobbi’s e-Library and NYU’s athletic facilities.

For more information, log in to the alumni website at alumni.nyu.edu (first-time users will need to reference the mailing label on this issue for their 10-digit NYU Alumni ID), or contact the Office of Alumni Relations at alumni-info@nyu.edu or 212-998-6912.

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half-century, his administrative interpretations sparked assistant dean in the College of Arts and Science, director of undergraduate studies in the German department, and director of NYU’s Deutsches Haus. Beloved by students (who once created a fan page for him on Facebook), he won the University’s Great Teacher Award (1991), the Distinguished Teaching Medal (2011), and three times won the College of Arts and Science’s Golden Dozen Teaching Award (1989, 1998, 2003). Ulfers was dean of media and communication and Friedrich Nietzsche Professor at the European Graduate School in Switzerland in the summer, and has published two books, numerous articles, and chaired conferences, including a special session on Günter Grass for the Modern Language Association. With these achievements and nonprofit academic pursuits, it might surprise some to discover that, to Ulfers, none of it ultimately has any meaning in the greater scheme of things. As he insists, “Meanings are made up for utilitarian purposes.”

This philosophy applied to Ulfers during grad school, when he was dabbled by Kafka and Nietzsche’s play on language. At first, he struggled with the elusive “meaning” of the ruptures in Kafka’s ‘The Judgment. Yet the many non sequiturs eventually revealed to him the notion

that “all judgments are fabrications... that don’t correspond to the facts of the world.” Truth, he realized, is “not made up of conclusions, but of singularity in physics, has infinite definitions.” From his interpretation of Nietzsche’s works, Ulfers coined an original term, “chiasmic unity,” which similarly refers to a two-way sword, because you do lose your faith in conventional language. You can no longer operate by absolutes.”

Ulfer's coined the term “chiasmic unity, [which] ties opposites together while simultaneously tearing them apart.”

Perhaps a source of that passion goes all the way back to the war, and the memory of seeing the first American soldiers walking through his city as the smoke lifted. One can imagine Ulfer’s feeling of relief from a period he very well may not have survived. “I found that literature left me with a similar liberating feeling,” he says. “It’s a two-way sword, because you do lose your faith in conventional language. You can no longer operate by absolutes.”

Alumni profile
FRIEDRICH ULFERS / GSAS ’61, ’68

TH E O P P O S I T I O N OF ABS OLU T ES

by Jason Hollander / GAL ’07

Toward the end of 1944, allied forces airplanes began pummeling Giessen, a small German city north of Frankfurt, which would be 75 percent destroyed by World War II’s end. During the night-time raids, 10-year-old Friedrich Ulfers would huddle with his mother (his father had been conscripted to fight Russians in the East) in their apartment building’s cellar as the neighborhood shook and screamed.

Nearly in 1945 felt like a victory, despite his country’s defeat. “For me, the coming of the Americans was a day of liberation,” he says. Perhaps it’s no wonder that a childhood full of such conflict and confusion would provoke a desire to understand. Ulfers emigrated with his family to New York in 1951, and after attending City College for accounting, which failed to enchant him, enrolled in graduate school at NYU, concentrating on his first love—German literature. It was then that his attention zoomed in on two authors, Franz Kafka and Friedrich Nietzsche, who would forever change how he perceived the world.

In 1945, Ulfers began teaching literature at NYU’s University Heights Campus in 1962 and, at age 77, he re- mains a force in the classroom. Over the past

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TSCH SCHOOL OF THE ARTS
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fsbush@nyu.edu

A Legacy That Makes a Difference

Eminent mathematician, physicist, and devoted NYU triple alumnus Dr. Abraham Kadish passed away last year and left a major legacy for the benefit of the University’s students.

Dr. Kadish’s legacy established the Harry and Sylvia Kadish Scholarship Fund at NYU’s College of Arts and Science. The fund, honoring his parents, will stand as one of the largest single sources of student financial aid at the College, and will make it possible for the University to attract and retain the most talented students, who will be future leaders in their fields.

Dr. Kadish received a B.A. from Washington Square College in 1961, an M.A. in 1961 from the Graduate School of Arts and Science, and a Ph.D. in 1966 from the Courant Institute of Mathematical Sciences. He taught at NYU and at the University of Wisconsin, and worked at the US Department of Energy before alumni Santa Fe, New Mexico, where he lived for thirty years and worked in plasma physics at Los Alamos National Laboratory.

Dr. Kadish’s habits of immersive engagement, enthusiasm, curiosity, and his quick sense of humor made him an invaluable colleague at Los Alamos for consultation across a wide variety of research topics. These qualities also drove his commitment to support future generations of students in reaching their own goals through an NYU education.

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NYU GIFT BOX

NEW GIFTS EXPAND ACADEMIC ENTERPRISES ACROSS CAMPUS

The following are some of the generous gifts recently presented to NYU:

• The Starr Foundation has pledged $10 million to establish the Maurice R. Greenberg School of Medicine, which will cover full tuition costs for up to five deserving Sylvester Scholars each year, based on academic merit. The Sylvester’s generosity demonstrates its support for medical students and the future of healthcare.

• Through a gift of $5 million to the School of Medicine, Klara and Larry Silverstein have established the endowed Silverstein Scholarship Fund, which will cover full tuition costs for up to five deserving Silverstein Scholars each year, based on academic merit. The Silversteins’ generosity demonstrates their support for medical students and the future of healthcare.

• Andra Koo (CR ‘94), member of the NYU Stern Board of Overseers, has pledged a significant amount to the Leonard N. Stern School of Business. Andre Koo’s gift will support faculty research in the fields of economics or finance, and benefit graduate and undergraduate students with an interest in Taiwan or Asia. Andre Koo’s generosity will enable Stern to further its mission to address real problems in real time, provide a top-quality education to a diverse group of future global business leaders, and create value for business and society.

• September, NA has pledged a total gift of $1.3 million to the College of Dentistry. In recognition of this commitment, the college has given the company naming rights to its premier lecture hall, which will now be known as the September Lecture Hall. This newly refurbished space will provide the college’s largest faculty for student lectures, continuing education programs, and special school-wide and community events.

NEWSPAPER

• The New York Book Festival and the Writer’s Degas Internation Book Awards.

STEPHANIE KORENMAN / CAS ‘94 / recently joined Stern Tannenbaum & Bell LLP, a law firm in NYC, as a partner and co-head of its Financial Markets Practice Group. Korenman practices securities law with an emphasis on broker-dealer compliance, litigation, and regulatory work.

ROBERT QUI / POLY ‘95 / ‘96 / received the 2012 Kinlaw Award from Tennessee Technological University, an annual prize for the best paper written by a TTU College of Engineering faculty member. With a PhD in electrical and computer engineering from NYU, Qui is currently a professor in the department of electrical and computer engineering at the Center for Manufacturing Research at TTU.


SEANJY UPADHYA / GSAS ‘95 / published his second book, Nepal and the Geo-Strategic Rivalry Between China and India (Routledge). Upadhyaya is a U.S.-based Nepalese journalist specializing in his country’s politics and foreign relations. He has contributed to BBC Radio, The Times of London, World Politics Review, Inter Press Service, and Aljazeera.

CHRISTOPHER COCCONARALLE / CAS ‘94 / arrived back from Tokyo after an eight-year stint as an English instructor and a Japanese-to-English translator. He missed the 2011 earthquake and the resulting tsunami by about a week, but has many friends in Tokyo who are dealing with the aftermath of the Fukushima nuclear power plant crisis.

MARJORIE ANNE WALLACE / STEINHARDT ‘97 / was awarded the Huntington Middle School Teacher of the Year and the Virginia Region Teacher of the Year in 2010. She is exhibiting paintings at the Drawing Cross Cultural Arts Center in Newport News, VA, through November 2012.

ALEXANDRA CHAN KATZ / DENT ‘09 / was appointed as co-founder and management of Chan Katz Investment Management, P.C. USA after her father, Joey C. Chan, retired. She has a master’s degree from Columbia University (‘04) in health policy and management and business administration, and completed her post-doctoral residency at the Albert Einstein College of Medicine, with a focus on oral and maxillofacial surgery. She received a fellowship award from the Academy of General Dentistry, and holds a lifetime faculty appointment at the University of Connecticut School of Dental Medicine.

ANDRA KAUFLIN / STEINHARDT ‘98 / has been appointed as senior vice president and asset manager for Newport Beach, CA-based KBS Realty Advisors, to oversee 5.9 million square feet in New York and the Northeast.

NYU GIFT BOX

AN INSIDE LOOK AT RECENT CONTRIBUTIONS TO THE UNIVERSITY

• Evart (ARTS ’70), LAW ’75 and Barbara Choeler have pledged $3 million to endow an academic program at the University of Science and Art.

• Through a gift of $75 million to the School of Medicine, Klara and Larry Silverstein have established the endowed Silverstein Scholarship Fund, which will cover full tuition costs for up to five deserving Silverstein Scholars each year, based on academic merit. The Silversteins’ generosity demonstrates their support for medical students and the future of healthcare.

NYU FAMILY

This issue’s spotlight family:

ANITTA R. FOX / STEINHARDT ’45, ’47 / (MOTHER)
SERENA J. FOX / MED ’79 / (DAUGHTER)

NYU takes great pride in recognizing those who have made a family tradition of attending the university. If you and another member of your family are NYU graduates, let us know via a Class Note and we’ll list your names here.
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If you have questions about signing up, please contact alumni.info@nyu.edu or (212) 998-6912.

New York University mourns the recent passing of our alumni, staff, and friends, including:

EDWIN L. BASS / STERN ’29
ALLAN H. CASHMAN / WSC ’40, DEN ’43
MARION E. McCREIGHT / MSC ’44
JULIUS BACCI / STERN ’46
JOHN MAXWELL ANDERSON / SAG ’47
BARBARA CUMMINGS DAILEY / STERN ’48
MICHAEL J. DONZEN / WSC ’48, LAW ’51
BERNARD GERSEN / WSC ’50
REDALIAD J. FEARMAN / STEINHARD ’50
GEOFF M. MARSHALL JR. / STERN ’51
DAVID SLATER / ENG ’51, ’53, TRUSTEE
JULIAN P. BERCH / ENG ’53
PHILIP J. CANGELOS / MSC ’52, SAG ’57
SAMUEL J. GUILIANO / STEINHARD ’54
PATRICIA LIVINSGSTIEN / STEINHARD ’54, ’59
STEINHARD FACULTY
RICHARD M. BALL / ENG ’61
CARL PETER SCHMIDT / SAG ’63, STEINHARD FACULTY
RICHARD B. HOLLER / WSC ’68
CHARLES GLANNIBLE / ENG ’72
ELLEN D. LEVINE / LAW ’79
JOSEPH PHILLIP HANDLAMAN / LS ’84, WSC ’86
ESTHER B. HOLZER / LAW ’89
MICHAEL H. NASI / LIBRARIES
MARTIN PAKLEONIJA / TOSA FACULTY
GEOFF STONE / TOSA FACULTY

EDWARD DAVID / STEINHARD ’08 / new teaches humanities courses at Trinity School at Meadow View, a private, classical curriculum secondary school in the Washington, D.C., area. David also graduated Mount St. Mary’s Seminary in Emmitsburg, MD, with a master’s degree in philosophy.

DAVID FOENMEL / SCS ’08 / is now working as the director of athletic facilities at the University of Wisconsin-Stevens Point.

MAUREEN CIANNONE / GAL ’08 / was awarded a New York Emmy Award for her segment “Lenny’s Unique New York” in the Historical/Cultural/Program/Feature Segment category. Giannone is currently a segment producer/videographer and Web contributor for 1st Look, NBC’s weekly lifestyle show, which takes viewers across the country for the best places to eat, drink, and play. It airs weekly right after Saturday Night Live.

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Age of Beneficiary

Sample Annuity Rate

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7.7%
65
7.9%
70
8.0%
80
8.1%
90
8.2%

For more information about the NYU Charitable Gift Annuity contact Alan Shapiro, Esq., 212-998-6960 alan.shapiro@nyu.edu.
WHAT?
A HAWK-EYE VIEW OF THE NEWLY RENOVATED WASHINGTON SQUARE PARK.
THE $35 MILLION, FOUR-YEAR PROJECT ADDED ONE-FIFTH MORE GREEN SPACE.

HOW'D THEY DO IT?
IN PART, WITH THE LITERAL SHIFT OF SOME ICONS: THE FOUNTAIN WAS MOVED MORE THAN 20 FEET TO LINE UP WITH WASHINGTON SQUARE ARCH—CREATING A SMALLER AND MORE LEVELLED CENTRAL PLAZA—AND THE GIUSEPPE GARIBALDI MONUMENT WAS ALSO RELOCATED WITHIN THE PARK. SOME OLD SECTIONS OF ASPHALT WERE PLANTED OVER WITH GRASS AND FLOWER BEDS. THERE ARE ALSO EXPANDED DOG RUNS AND A NEW PERFORMANCE STAGE, WHERE PEOPLE AND CANINES CAN ENJOY CONCERTS AND PLAYS.

WHAT ABOUT COMMENCEMENT?
The refurbished plaza can no longer host the decades-old tradition. But future graduates may take comfort knowing that many more family members and friends can attend commencement at its new home since 2008: Yankee Stadium.

For a look back in time, see page 48.