

# Joseph A. Carreiro

*March 12, 1920 — October 15, 1978*

Joseph Carreiro began his career at Cornell as an instructor in the Department of Housing and Design from 1950 to 1954. After eleven years at the Philadelphia College of Art, where he served as professor and dean of faculty, he returned to Cornell to become head of the Department of Housing and Design from 1965 to 1968 and then chairman of the Department of Design and Environmental Analysis from 1968 to 1975.

Professor Carreiro graduated from the design department at the Massachusetts School of Art in 1947. In 1947-48 he attended Cranbrook Academy of Art. In 1950 he was awarded a Bachelor of Science degree from the Massachusetts School of Art. While attending the Massachusetts School of Art he received four scholarships, including the Ann Bliss Award, the highest award offered. During 1951-53 he attended the Harvard Graduate School of Education.

Professor Carreiro was one of the truly inspirational design educators. He had the ability to identify major design problems, to coordinate multidisciplinary problem solving and research, to separate central from peripheral problems, to inspire and promote creative solutions. He believed and preached that design could and must play a major role in humanizing the environment.

He had a major impact on design education nationally and internationally. He belonged to a variety of organizations to improve the quality of design education. He was founder of the Industrial Design Education Association and served as its first president in 1955. During 1957-59 he was educational secretary for the American Society of Industrial Designers.

In 1961 he was invited by the Ministry of Trade and Information and the Industrial Arts Institute of Japan to conduct an advanced design workshop for fifty graduate industrial designers selected by national examination. In 1962 he was invited to serve as educational consultant for the establishment of the first school of industrial design in Brazil. During 1963-64, he served on the Fulbright Committee for the Institute of International Education, helping to select the recipients for Fulbright awards in design. He served the American Association of Housing Education as its educational secretary in 1967 and its vice president in 1968. In 1973 he was awarded a grant from the Industrial Designers Society of America and the National Endowment for the Arts to conduct a nationwide survey of design schools. In 1975 he was selected as one of four design educators responsible for the creation and construction of a major exhibition depicting the current status of design education in the United States. Professor Carreiro accompanied the exhibit when it traveled to the U.S.S.R., adding lectures and seminar presentations to its

visual display. In 1978 he became a member of the board of governors of the Interior Design Educators Council. Professor Carreiro's special talent with regard to design education stemmed from his continued involvement in the industrial design profession. His professional activities in industrial design were many and varied. From 1954 to 1965 he was president of Carreiro Design Associates and Carreiro Industrial Designers. In 1957 he was a consultant to the Asko plant of Finland, the largest furniture factory in Scandinavia. He met with the most prominent Finnish designers and established a design program for a line of contemporary furniture for export to the United States. In 1958 he was the administrative director for the selection and procurement of products for the "How America Lives" exhibit at the Brussels World's Fair. In 1959 he conducted a field survey trip for the United States Department of Commerce in preparation for major United States exhibitions for Turkey and Morocco. In 1960 he supervised the installation of the ensuing International Trade Fair exhibition in Izmir, Turkey. In 1959 he conducted three months of educational field research on the impact of educational television on school architecture for the Educational Facilities Laboratory for the Ford Foundation. During 1961-62, he was appointed a member of the advisory board to the RCA Advanced Design Center. In this capacity, he helped project new product planning for a twenty-year period for the Home Instruments Division of RCA. In 1970 he was a consultant to the Bethlehem Steel Corporation on its proposal involvement with industrialized building systems. In 1972 he was a consultant to the LTV Industries in Dallas, Texas, on the design of modular flight service stations for 350 United States airports. At his death he was president of Carreiro Design, Incorporated in Ithaca, New York.

During the late 1960s Professor Carreiro established national leadership in the field of industrial housing. During 1967-68, he was the principal investigator in a state-of-the-art study on the potential of industrialized housing in reducing construction cost. The findings were published in a report: *The New Building Block: A Report on the Factory-Produced Dwelling Module*. During 1968-69, he was the principal investigator in a study of an industrialized housing system based on regional potential and constraints. The findings were published in a report: *Building Blocks: Design Potentials and Constraints*. Between 1972 and 1974, he was a member of the board of directors of the National Corporation of Housing Partnerships. This private organization, created by the Congress, seeks to encourage maximum provision by private enterprise of housing for low- and moderate-income families. His contribution to the housing field will play an important role in the years to come.

Professor Carreiro is survived by his wife, Dorothy, seven children, and by a host of friends at Cornell and across the nation who were profoundly touched by him as a person as well as a colleague.