



Rodney Allen Trice
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Visual Communication Consultant / New Broadcasting Developer / Artist

Doing / Done:

Current - Creator / Developer - COMMUNE NETWORK / Experimental Broadcasting Model

A New Broadcasting Experiment with the goal to more efficiently use social media to promote cooperative groups of artists using a networks ability to actually engage their audience around an repeating inception broadcast. My decades in media and unscripted TV production revealed patterns. These led to heavily research the changes in entertainment and engagement and to the creation of an accessible broadcasting model. — @communenetwork

7/16 - Visual Consultant / Developer - HIVE MAGAZINE / Pitch for Parkwood Entertainment / Beyonce

In a two day accelerated think tank, I developed the entire visual identity of a Luxury Fashion and Lifestyle magazine to expand Beyonce into a luxury brand magazine.

Current - Artist / Project Developer - THE ANGELS PROJECT / Public Art Installation

Imagine 12 closed churches all over Pittsburgh reignited by massive illuminated chandeliers inside. Light emanating out of these currently dead spaces as a beacons of hope and unity. A powerful and beautiful visual statement while being an enlightened community gathering space as well. This idea was birthed by the amazing number of empty church spaces all over the city and the raw materials from Pittsburgh's past waiting to be used all over the area too.

Current - Product Developer - BIRDHAUS™ PROJECT

A street smart DIY product about "refitting" for t.o.m.t.. Almost ready for market. Without an NDC I can say no more.

Current - Artist / Project Developer - THE TIME MACHINE / Social Political Art Installation

An Art/Design installation merging found object building with programmed bi-speed internet image aggregation to make it clear that there is no time in history where we can go back in order to be great again for everyone. This installation was inspired by "make America great again" as though the 50's and 60's was good for everyone. There is always good and bad in the past. The only real way to grow and make this world great is forward.

In Testing - Product Developer - T.O.M.T. DIY REPURPOSING KITS

Taking the work of Rodney Allen Trice for t.o.m.t. into marketable Kits to stimulate average people to refit! With the focus of t.o.m.t. being "upcycling" objects in unusual ways, I developed what the kits should be, how they should work, and what the packaging and instructions should look like from concept to completion.

9/15 —11/16 - Visual Consultant - TIME INC BOOKS / NYC

Design & format consulting on special collector issues. Subjects included Olympics, CMA, Adele & The Rolling Stones.

9/15 —11/16 - Template Specialist - TIME INC BOOKS / NYC

These templates had to maintain the visual flexibility of each subject for these books while maintaining an overall brand look. I balanced both through templates and libraries and production labor was reduced measurably.

11/15 - Visual Consultant - ALLURE MAGAZINE / NYC

I was called in to help with new initiatives pulling social media and print more tightly together.

5/15—8/15 - Visual Consultant / Creative Director - T.O.M.T. begins transformation into REFIT OR DIE

T.O.M.T. grows up with a new identity that takes a more aggressive point of view. I created a new logo, website and name pushing away from the crafters that are responsible for too much of the repurposing object work in the world. — refitordie.com

1/15 - Visual Developer - REFITTING THE PLANET / Packaging & Visual ID

Based on the content of the TV pitch, I created a booklet package for the DVD, business cards, mailing labels and all the design elements for the URL. — @refittheplanet

9/12 - 11/14 - Creator / Executive Producer / Host - REFITTING THE PLANET / T.O.M.T. TV Pitch

A sustainable lifestyle TV show following the work and relationships of artist/designer Rodney Allen Trice. At first glance, it is an "upcycling" DIY show with lots of little projects viewers could do themselves. But each season has at its core a single house it is building in a designated city in the world. A home like my tomtbaselhouse.com. This show is a fusion of the best successes of travel, reality drama and DIY. — refitordie.com/tv-pilot/

Awaiting Further Financing - Artist / Project Developer - BASEL HOUSE / Experimental Green Architecture

In a constant interest to expand my work to explore the way we live and reduce its impact on the earth I pushed forward on home designs using retired aircraft. Currently this project exists at — tomtbaselhouse.com

9/12 - Visual Consultant - ESSENCE MAGAZINE / NYC / Redesign Brand Identity

With no creative director at the helm, Essence magazine was looking for a visual development package of a bold future vision of the magazine and overall brand.

2012—2015 - T.O.M.T. STUDIO ACADEMY / NYC / Redesign Brand Identity

With my teaching experience at the design schools I started up my own academy. — applieddeconstruction101.com

1/09 - Template Specialist - ESSENCE MAGAZINE / NYC

With a production schedule that was unnecessarily brutal and messy difficult templates, I evaluated their needs and created an exceptionally clean and efficient balance of template and libraries. My new templates and changes in production process made such a reduction of labor hours I was awarded their Essence Star award for it.

11/07 — 1/08 - Visual Consultant - VIBE MAGAZINE / NYC

I was brought in by the new Art Director, Mark Shaw, to redesign the well with much more conceptual approaches.

12/04 — 12/06 - Visual Consultant & Client Management - RVLIVING MAGAZINE / NYC

I formatted and launched this project for the Lazyday's Company while serving as a direct liaison managing the clients complicated personalities, tastes and needs.

4/00—6/00 - Visual Consultant - HISTORY OF ATLANTIC RECORDS BOOK / NYC

I worked with the financial investor to create the overall whole look of the base template/design for this entire book.

5/99 - Co-Producer - FASHION LAB / NYC

A complete day of fashion that put the planet first. Designers working with fabrics made from recovered materials, repurposing on all levels and experimenting in forward ways were shown. DJs and related artists were also involved. With my partner Ggrippio from Argentina, we created an event focused on repurposing in fashion in every way we saw happening in NYC. Much of the press, just off of NY Fashion week, expressed delight and showered us with accolades for our event even after an exhausting week in Bryant Park. It truly was a very playful yet edgy forward vision.

1/98—8/01 - Co-Founder, Vice President, & Dir. of Design & The Applied Arts - THE D.U.M.B.O. ARTS CENTER / NYC

The D.U.M.B.O. Arts Center was a non-profit arts organization focused on exhibits and building a community of artists. Working with the President and my two co-founders, I developed the direction and goals of the organization, managed a team of volunteers in every level, met with building owners, city board members, other art groups and possible sponsors to establish space, connections for events and support for everything before our first grants were approved.

1/98 - Visual Consultant for Brand Identity - THE D.U.M.B.O. ARTS CENTER / NYC

The D.U.M.B.O. Arts Center was a non-profit arts organization focused on building community and showing their art I Created their entire corporate identity for all purposes as well as all promotion materials for openings and sponsored events. I also served as Creative Director for their annual arts festival event directing all promotion materials including maps, brochures, posters and signage. This festival involved literally hundreds of artists.

8/97—4/98 - Business Developer / Creative Director / Owner - T.O.M.T. (THE OTHER MAN'S TREASURES) / NYC

I re-engineer and build furniture and lighting from found objects. My work has shown in numerous contemporary furniture trade shows. It has garnered press around the world, including a position on Time Magazine's Green Design 100 List. My work has shown in several art exhibits as well as two digital galleries in Europe. I have sold pieces to Disney, Diana Ross, Paul Rubens (Pee Wee Herman) Warner Bros. and House & Garden Magazine. — tomtinc.com

Educating: 2016 - FIT (Fashion Institute of Technology) - NYC - Sustainable Design Thinking
2012—2015 - T.O.M.T. STUDIO ACADEMY - NYC - Applied Deconstruction 101
2008 - JOHN MICHAEL KOHLER ARTS CENTER - Sheboygan, WI - Sustainable Decor Workshops
2006—2007 - BARUCH COLLEGE - NYC - Intro To Graphic Design
2005—2007 - PARSONS & SVA - NYC - Guest design & Illustration Lectures

Honored: TIME MAGAZINE - GREEN DESIGN 100 LIST *My personal work, made the list of the top 100 green designers to watch.*
2 SPD MERIT AWARDS for design & illustration / August & November 2012 - FOR ESSENCE Magazine
ASME GENERAL EXCELLENCE FINALIST FOR ESSENCE Magazine in the category of Fashion, Service & Lifestyle along with Vogue, W, Real Simple & Women's Health magazines
SPD MERIT AWARD for use of illustration / November 2010 FOR ESSENCE Magazine
THE ESSENCE SHINING STAR AWARD for creating and implementing changes that improved the production processes involving art & photo at ESSENCE Magazine.
THE 2005 SILVER PEARL AWARD FOR BEST OVERALL DESIGN on first launch issue FOR RVLiving Magazine
12 MAGNUM OPUS AWARDS / half for design and illustration. FOR RVLiving Magazine