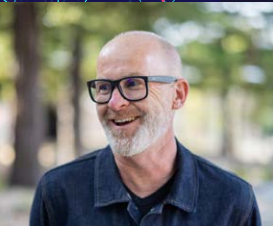


SMC ASSOCIATES  
SPRING 2025 LECTURE SERIES

# COMMUNICATION, MEDIA & DESIGN



02.25.25  
**JOE ROBINSON**  
**Work Smarter, Live Better**



03.03.25  
**RHYS NEWMAN**  
**Curiosity Chroma Categorization**



04.28.25  
**TATIANA DETLOFSON**  
**International Public Relations for  
Feature, Animated, and Short Films**

SANTA  
MONICA  
COLLEGE

Associates

## JOE ROBINSON

### Work Smarter, Live Better

Work-life balance and stress management leader Joe Robinson will discuss how to work smarter and break out of the stress and burnout cycle, covering issues ranging from the art and science of working more effectively to switching off stress, building resilience and optimism, and activating life skills. Robinson is author of *Work to Live*, which shows how to avoid reflex defaults to unhealthy work; *Don't Miss Your Life*, on the science and skills of activating the most gratifying life; and *Work Smarter, Live Better*, his latest book on the tools of smarter work. He has appeared on news and lifestyle shows that include "The Today Show," "NBC Nightly News," and National Public Radio's "All Things Considered," and written for the Wall Street Journal, Fast Company, New York Times, Washington Post, Los Angeles Times, and CNN.com. Sponsored by the SMC Associates.

**Tue, February 25 | 2 p.m. | Free | Online; see event date at [smc.edu/events](http://smc.edu/events) for details**

## RHYS NEWMAN

### Curiosity Chroma Categorization: A personal project studying, celebrating, and prolonging Robert Ridgway's impact on how we understand our world in full color

Designer, artist, and cyclist Rhys Newman will discuss his exploration of *Color Standards and Nomenclature*, published in 1912 by ornithologist, artist, and author Robert Ridgway, whose color standards laid the groundwork for modern ornithology and influenced art, design, and color science by making it possible to infer the modern digital color systems and specifications of Ridgway's Color Standards. Newman's project is an effort to share Ridgway's work in a contemporary context, testing the RGB, CMYK, and LAB formulas for his color system. Newman is the Global Head of Design & User Experience at ABB E-Mobility, and the former Chair of the IDSA IDEA Awards. He has worked as a lecturer at Art Center, Pasadena; Goldsmiths University,

London; Denmark Design School, Copenhagen; and the Royal College of Art, London. He has also led design teams in global blue-chip companies and for a unicorn start-up, co-founded his own entrepreneurial venture, and holds multiple patents. Sponsored by the SMC Associates, SMC Communication and Media Studies Department, and SMC Design Technology Department.

**Mon, March 3 | 1 p.m. | Free | SMC Center for Media and Design, CMD 271  
1660 Stewart St., Santa Monica**

## TATIANA DETLOFSON

### International Public Relations for Feature, Animated, and Short Films

A veteran of the entertainment industry known for her expertise in foreign cinema and international film and festival promotion, Tatiana Detlofson will present two new animated features — *Sauvages*, by Claude Barras (Switzerland) and *Living Large*, by Kristina Dufkova (Czech Republic) — and talk about how to represent these films, especially for Oscar season possibilities. Detlofson — a voting member of the American Academy of Motion Picture Arts and Sciences, the European Film Academy, and the Czech Film Academy — has conducted Oscar campaign workshops at festivals in the U.S. and Europe. An audience Q and A with the filmmakers follows the presentation. Sponsored by the SMC Associates, SMC Communication and Media Studies Department, and SMC Design Technology Department.

**Mon, April 28 | 11:15 a.m. | Free | Online; see event date at [smc.edu/events](http://smc.edu/events) for details**

♿ If you need an accommodation due to a disability, please contact the Center for Students with Disabilities at [dsp@smc.edu](mailto:dsp@smc.edu) or 310-434-4265, at least 5 business days in advance.

The Santa Monica College Associates is a community-based support group that brings outstanding speakers, performers, and special events to SMC to enhance student excellence. Associates members receive invitations to special receptions and advance notices of lectures. Annual Associates memberships are entirely tax-deductible. Call 310-434-4100 or visit [smc.edu/associates](http://smc.edu/associates) for more information.



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