

SPRING/SUMMER 2013

EINSTEIN

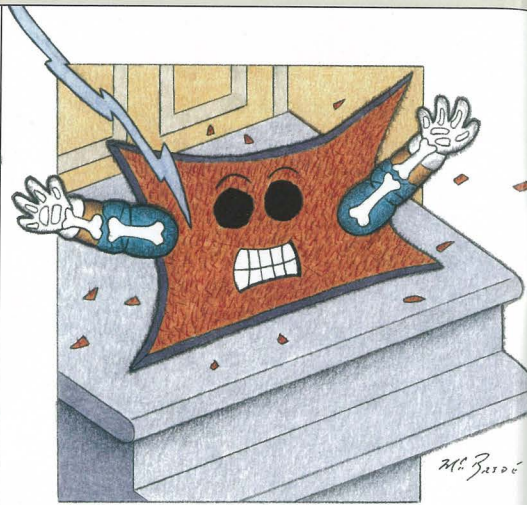
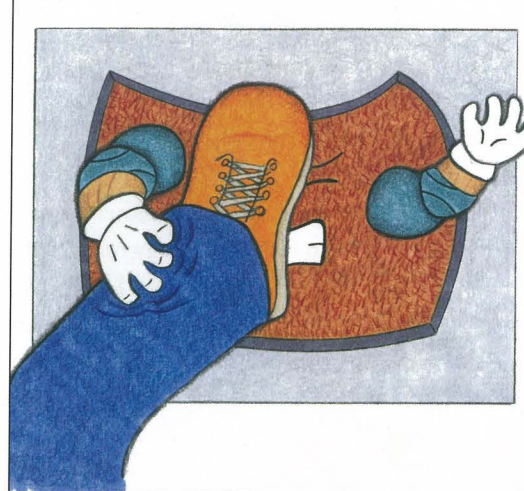
The Magazine for Alumni and Friends of Albert Einstein College of Medicine of Yeshiva University



TB WARS

Major victories are likely
as Einstein researchers
attack tuberculosis
on all fronts

Historic Bequest
& Campaign
page 34



Building Expression BY NELLY EDMONDSON GUPTA

When drawing, artist Mark McBride doesn't shy away from despair, rejection, anger or fear.

His artistic career began abruptly one day in 2008. "An idea came to me, and I just picked up a pencil and began sketching," says Mark, who works as a clerk/messenger at Einstein. He showed his wife, Melissa, the resulting drawing, titled "Yikes!"—of three buildings witnessing a car crash. "I really like it," was her reaction.

Mark shrugged off the compliment at the time. But later, when he looked at the picture again, he was inspired to take it to the next level.

"Yikes!" became the first of a picture series that Mark calls Building Character™, showing buildings that convey messages or feelings. Another drawing, "Any Last Words?" shows a blindfolded building with its arms tied behind its back, awaiting destruction by a wrecking ball. For emotional balance there's also "Eric the Empire State

When people see Ferris, says Mark, they say, "Hey, I can relate."

Building," a tall, jolly building holding an apple in its hand.

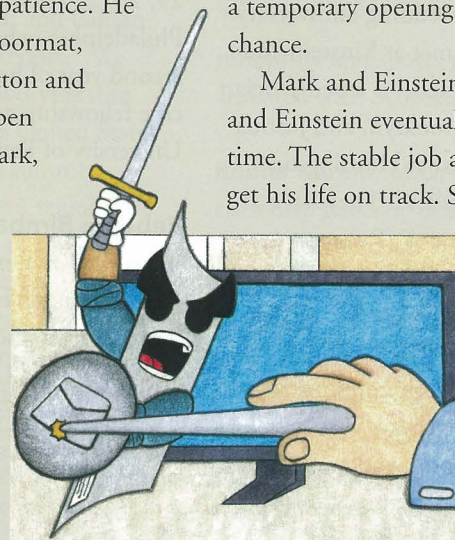
Mark's second series, Fed-Up Ferris!™ focuses on a mild-mannered, kind, hardworking character named Ferris who endures hardships that push him to the limits of his patience. He morphs into an angry doorman, an annoyed elevator button and an about-to-be-sliced-open envelope. Ferris, says Mark, is a proxy for everyone who has experienced job frustration. The envelope drawing, for example, shows Ferris brandishing a sword and saying, "I'm here to bring you information, and this is how you treat me?" When

people see Ferris, says Mark, they say, "Hey, I can relate."

When Mark came to the Bronx from Georgia in 1996, survival—not art—was his main concern. He got a job at a McDonald's but soon realized he needed more money. An acquaintance suggested that he apply to Einstein. There were no openings, but "I'd go back every two weeks—that's how desperate I was," he recalls. Finally, Mark got a call about a temporary opening and leapt at the chance.

Mark and Einstein were a good fit, and Einstein eventually hired him full time. The stable job allowed Mark to get his life on track. Soon, he met and married Melissa, a teacher. Today, the couple lives in Co-Op City with their three children.

These days, Mark spends about nine hours



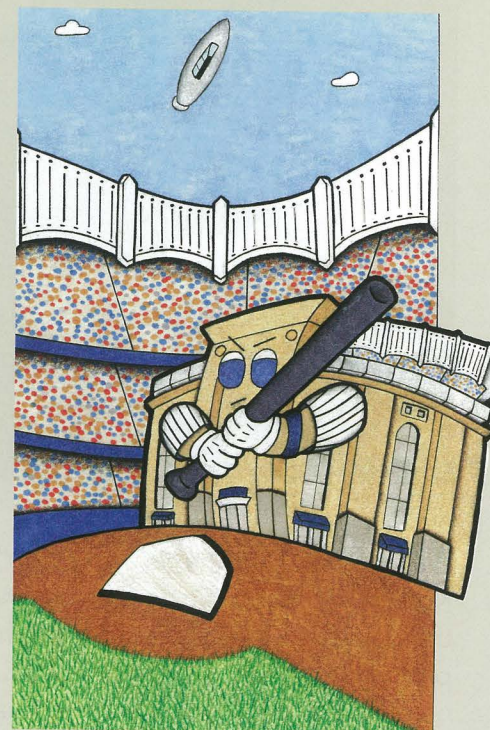
a week on his art, mainly in the evenings and on weekends. Self-taught, he often works from photographs he takes. His favored media include markers, colored pencils and pens.

Mark has trademarked Building Character and Fed-Up Ferris, established a website and had his work exhibited several times at Einstein. He also works on commission, often for fellow Einstein employees, who have been supportive. "Without them," says Mark,

"I definitely wouldn't be where I am today."

Looking ahead, Mark says it would be nice to attract a wider audience—maybe do a syndicated cartoon strip, a book or even a movie. But fame and wealth are secondary. "Money's nice," he says, "but at the end of the day, it's about expressing myself as an artist." **E**

ON THE WEB
<http://mcbrideart.com>



Above left, "Behemoth," 2010. Featured in the Einstein publication *Ad Libitum*.

Above right top, McBride's latest series, giving classic Peanuts® characters new roles in Building Character, 2013.

Above right bottom, McBride's take on Yankee Stadium, 2013.

Facing page:

Top, select illustrations of Ferris working as a doorman, from Fed-Up Ferris!, 2012.

Bottom, as an envelope, Ferris fights back—from Fed-Up Ferris!, 2012.