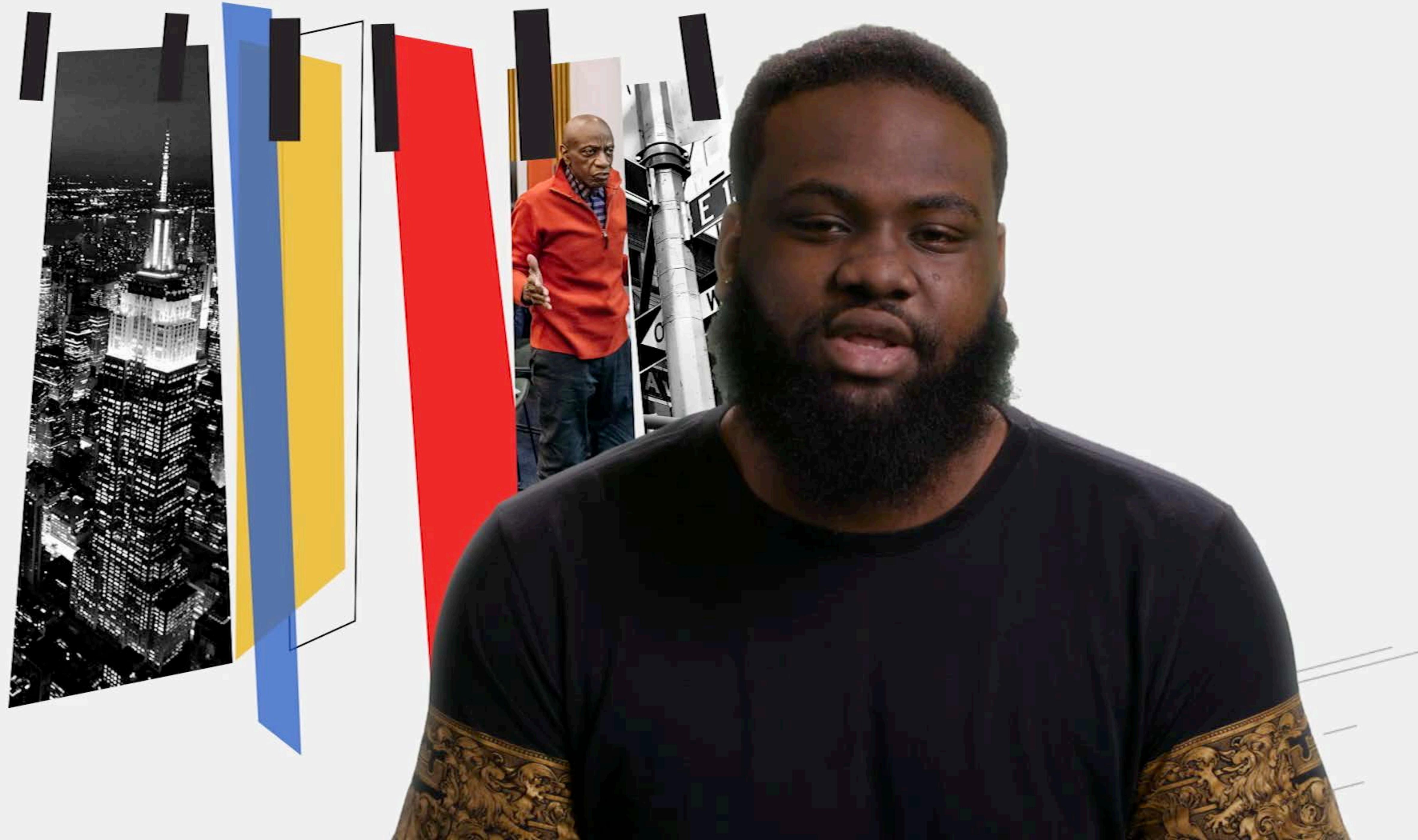


THE NEW SCHOOL

PARSONS

Parsons School of Design
Faculty and Staff Town Hall
February 6, 2018





KALINA DENG

MA FASHION STUDIES '18



WHO WE ARE

SCHOOL OF
**ART & DESIGN
HISTORY
AND THEORY**

1,136
students

SCHOOL OF
**ART, MEDIA,
& TECHNOLOGY**

1,433
students

SCHOOL OF
**CONSTRUCTED
ENVIRONMENTS**

635
students

SCHOOL OF
**DESIGN
STRATEGIES**

913
students

SCHOOL OF
FASHION

1,324
students

First Year
Fashion Studies (MA)
History of Design & Curatorial
Studies (MA)

Communication Design (BFA)
Communication Design (MPS)
Data Visualization (MS)
Design and Technology (BFA)
Design and Technology (MFA)
Fine Arts (BFA)
Fine Arts (MFA)
Graphic Design (AAS)
Illustration (BFA)
Photography (BFA)
Photography (MFA)

Architectural Design (BFA)
Architecture (M.Arch)
Industrial Design (MFA)
Interior Design (AAS)
Interior Design (BFA)
Interior Design (MFA)
Lighting Design (BFA)
Product Design (BFA)

Design and Urban Ecologies (MS)
Integrated Design (BFA)
Strategic Design & Management (BBA)
Strategic Design & Management (MS)
Transdisciplinary Design (MFA)
Theories of Urban Practice (MA)
Urban Design (BS)

Fashion Design (AAS)
Fashion Design (BFA)
Fashion Design and Society (MFA)
Fashion Marketing (AAS)
Textiles (MFA)

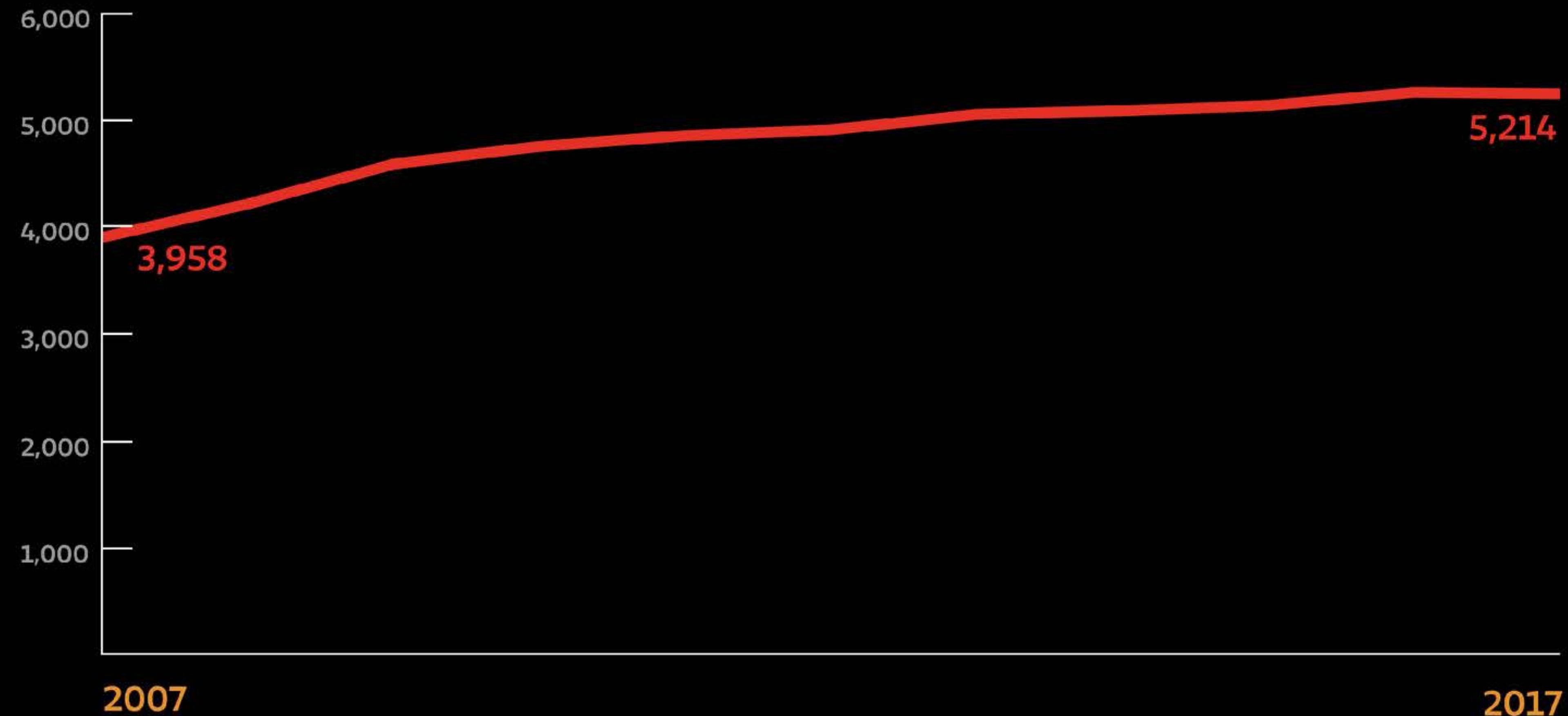
**WHO
WE
ARE**

5,400	students
34	degree programs
46%	international
35,000	alumni
264	full-time faculty & staff
1,300	part-time faculty

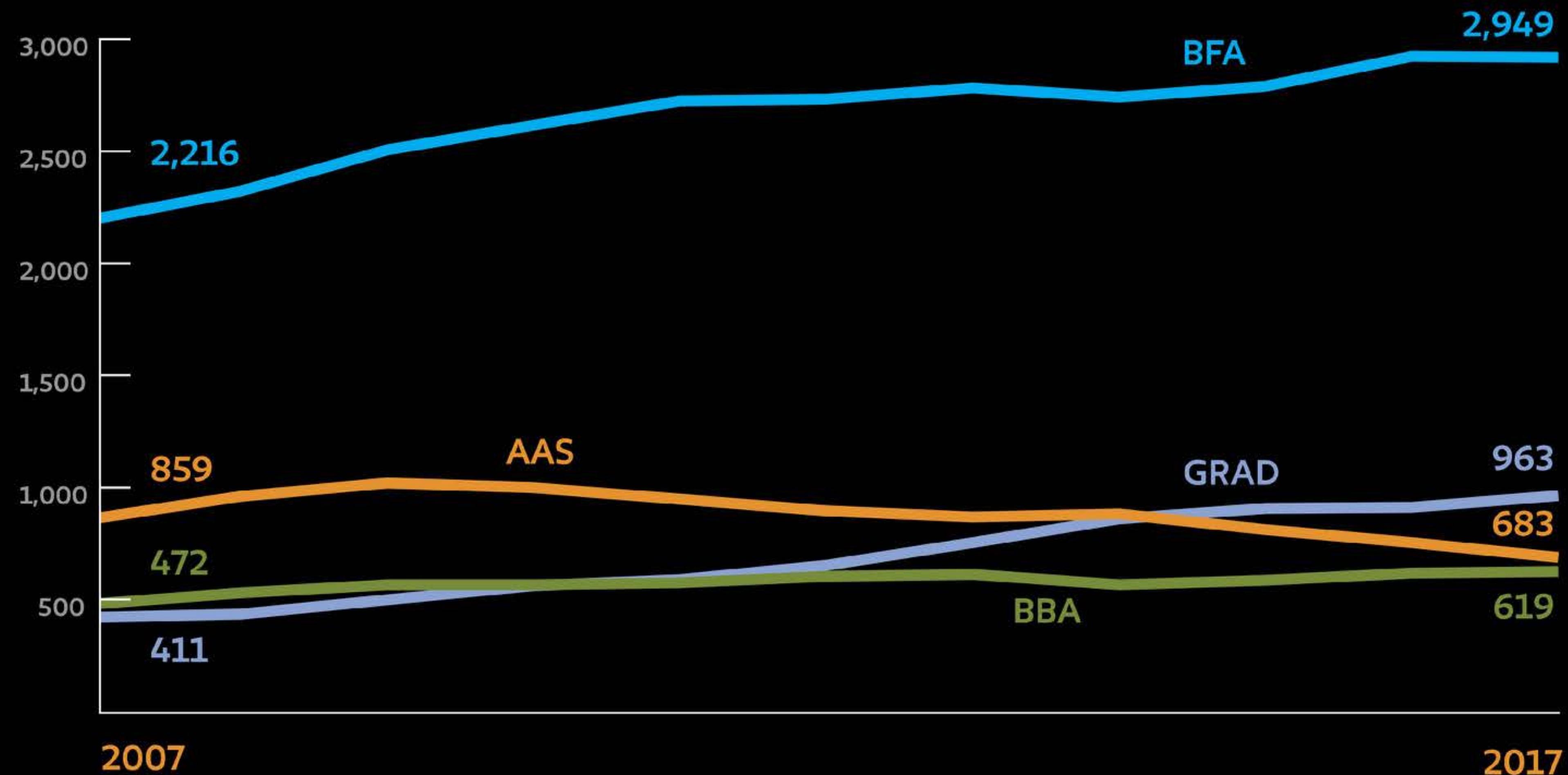
**#3 ranked
art & design school globally**

HOW WE GOT HERE

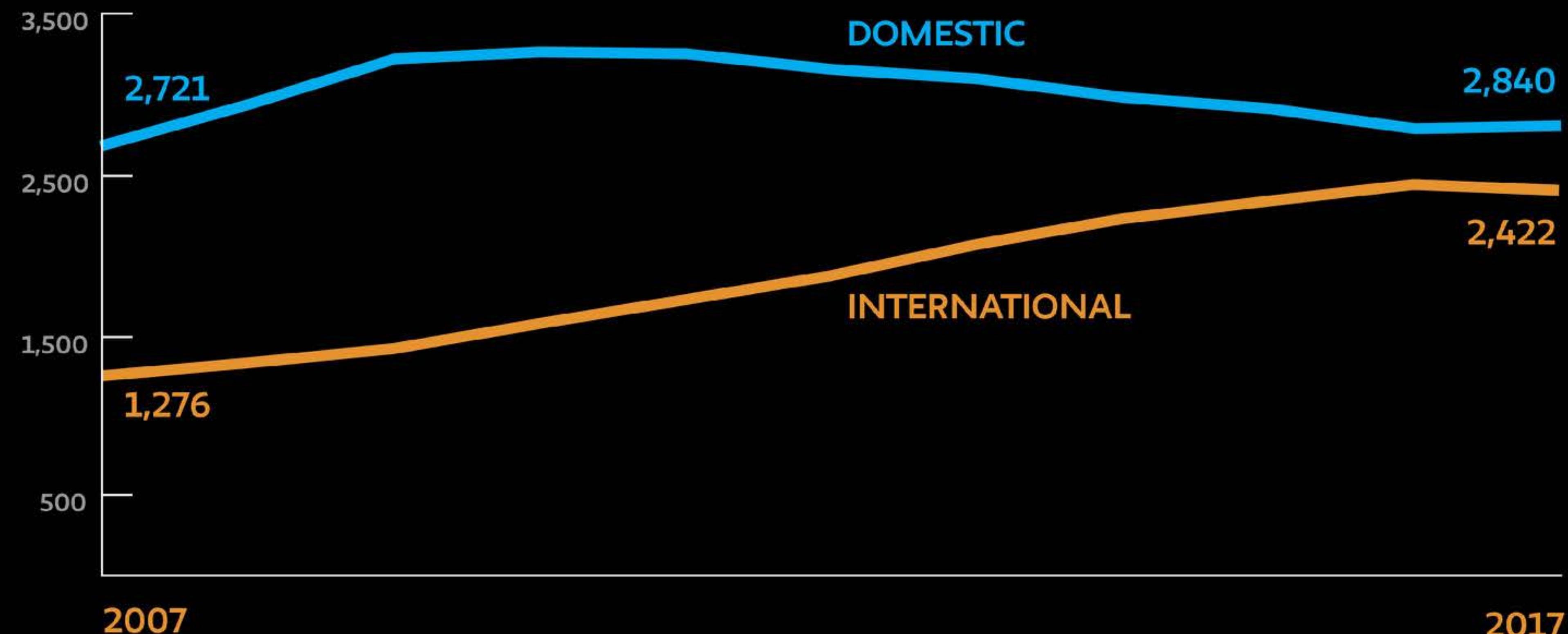
PARSONS ENROLLMENT



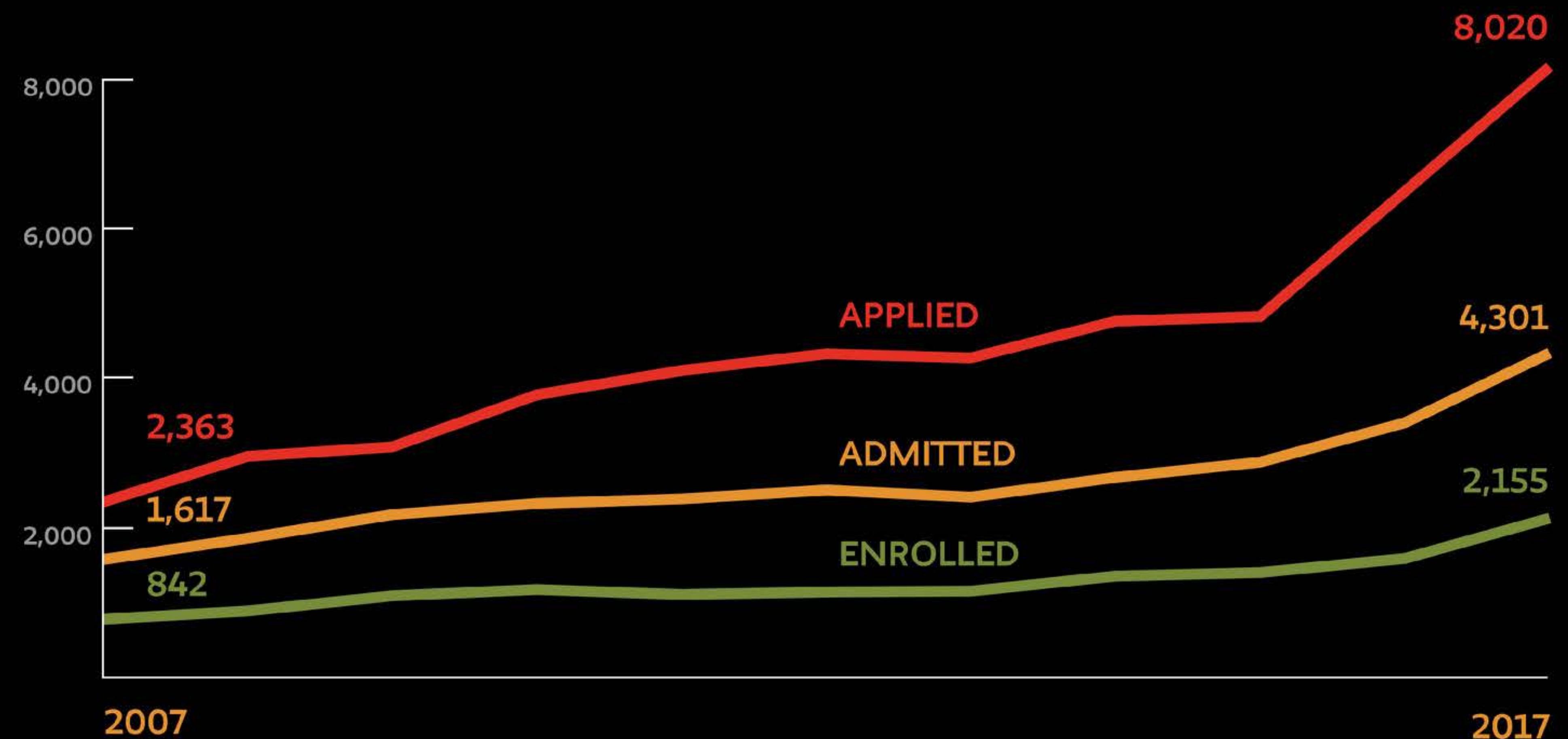
PARSONS ENROLLMENT BY DEGREE



PARSONS ENROLLMENT DOMESTIC AND INTERNATIONAL



PARSONS SELECTIVITY AND YIELD



How do we
prepare students
for success in a
changing market?

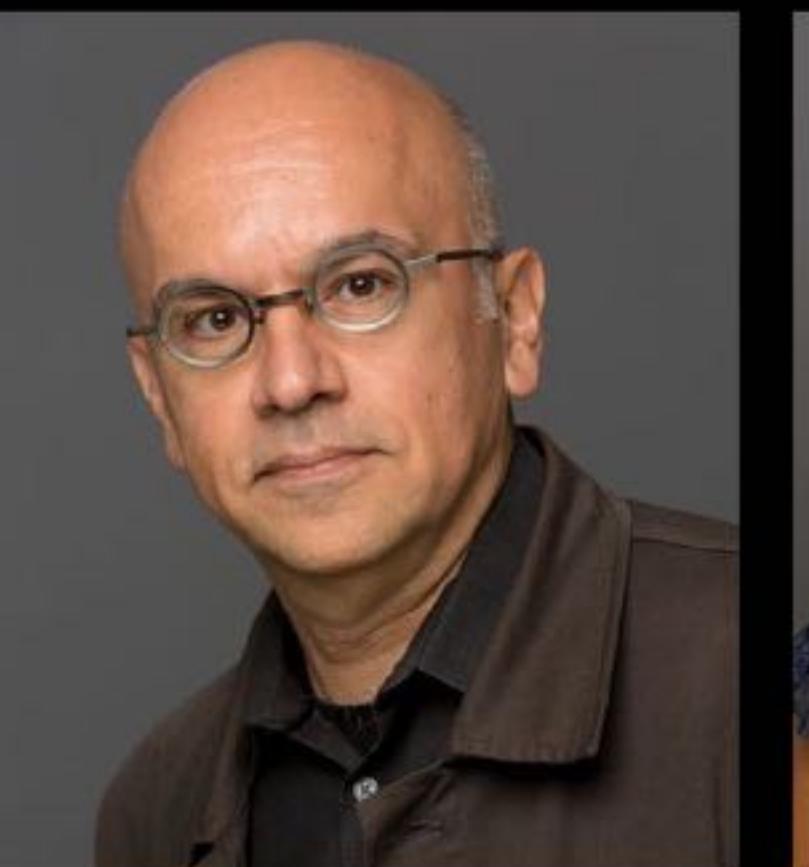
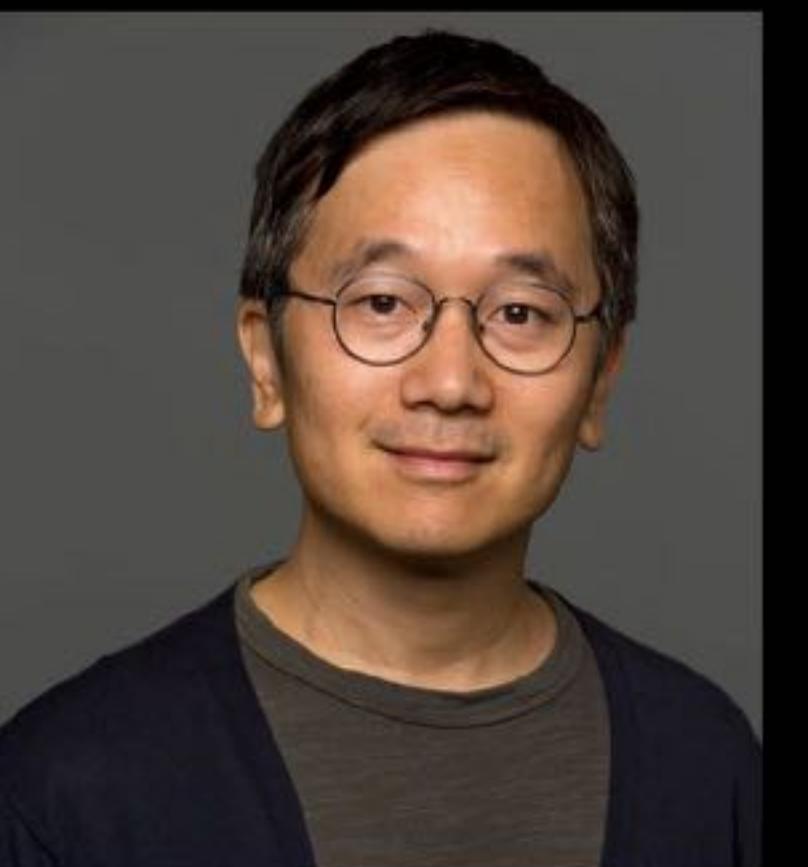
Faculty
leading the field

Responsive
curriculum

State-of-the-art
facilities

Research
labs and external
partnerships

FACULTY LEADING THE FIELD



RESPONSIVE CURRICULUM

Increase **student choice**

Support **hybrid learning**

Bridge **theory and practice**

BRIDGING THEORY AND PRACTICE



KEYWORDS

- **MEMORY**
is the process of commemorating, recollecting, or remembering a person, object, or event.
- **SHIFT**
means to move from one place, or one thing, to another.
- **FAKE**
describes something that is not what it appears to be.
- **AVATAR**
an icon or figure representing a particular person.

SUPPORTING HYBRID LEARNING

BLACK R-EVOLUTION
How the Black Panthers'
ideologies live on and
continue to inspire the Black
Lives Matter Movement.



Dotun Abeshinbioke
BFA Communication Design '20

INCREASING STUDENT CHOICE

90%
INCREASE

Parsons
registrations
in Lang courses
since 2013.

532 registrations

200%
INCREASE

Lang
registrations
in Parsons courses
since 2013.

723 registrations

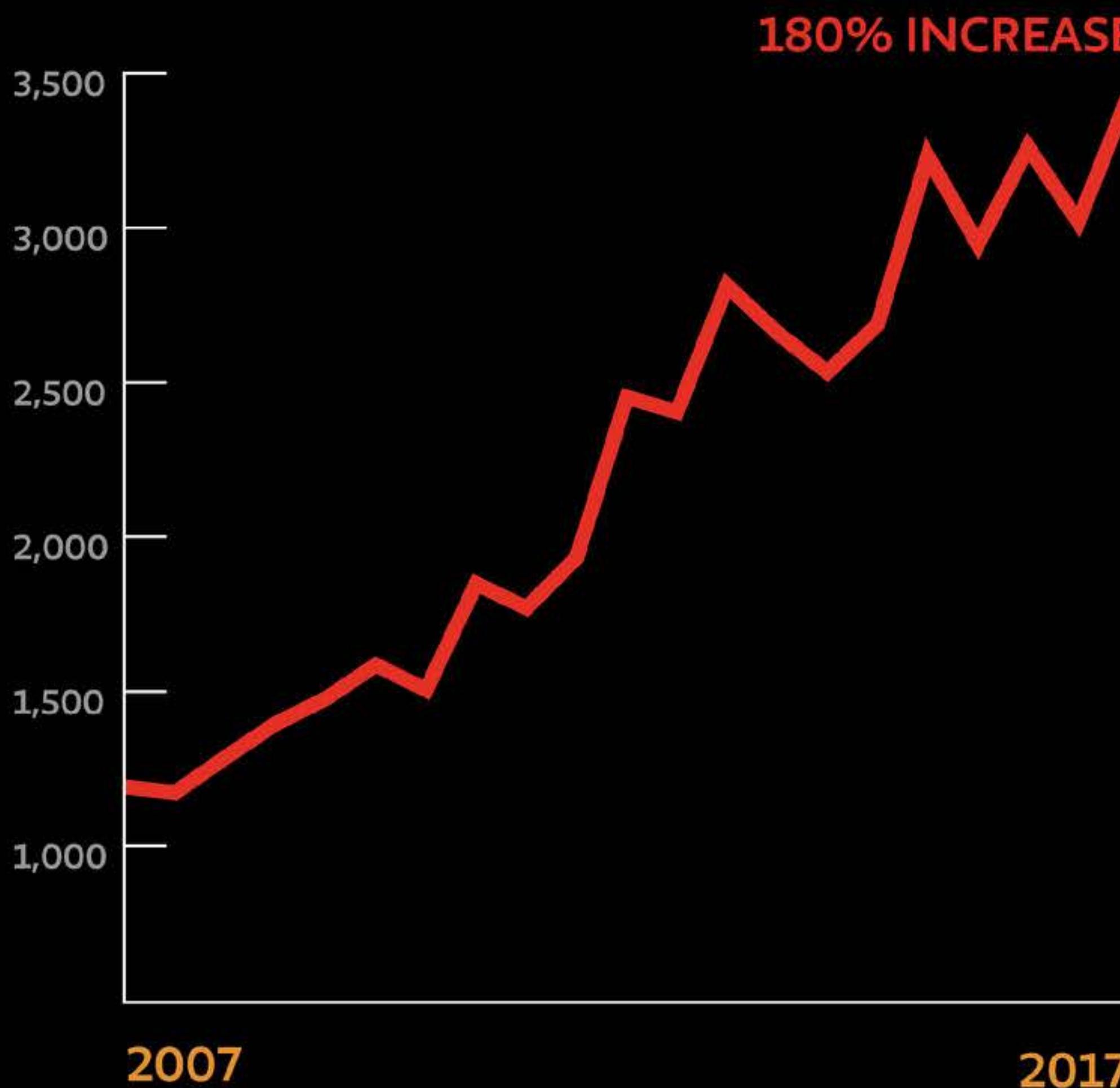
50+
MINORS

Students can now
access 50+ minors
across the university
(17 at Parsons).

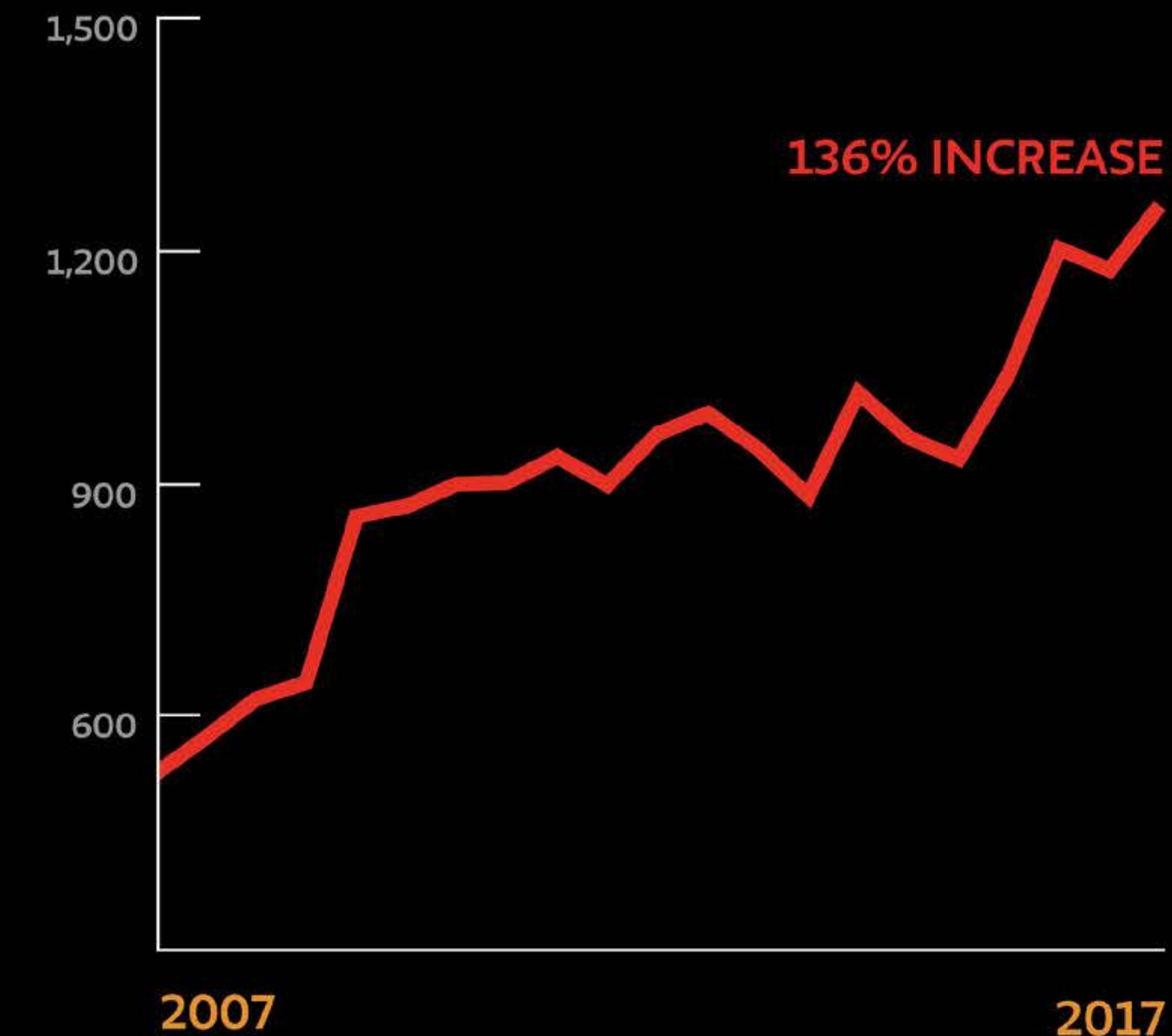
286 minors declared

CROSS REGISTRATIONS

Parsons students
in other New School courses



Students from other New School colleges
in Parsons courses



10 GRADUATE PROGRAMS IN 10 YEARS

- 
- The background image shows a modern architectural structure with a complex, angular glass and steel facade. The glass panels reflect the surrounding urban environment, including other buildings and possibly a bridge or sky. The overall aesthetic is clean, geometric, and contemporary.
- MFA** Interior Design
 - MFA** Transdisciplinary Design
 - MFA** Fashion Design and Society
 - MA** Fashion Studies
 - MS** Design and Urban Ecologies
 - MA** Theories of Urban Practice
 - MS** Strategic Design and Management
 - MS** Data Visualization
 - MFA** Industrial Design
 - MPS** Communication Design

CURRICULAR PRIORITIES

New Programs

MFA Textiles

MPS Fashion Management

BFA Art and Design History and Theory

Redesign

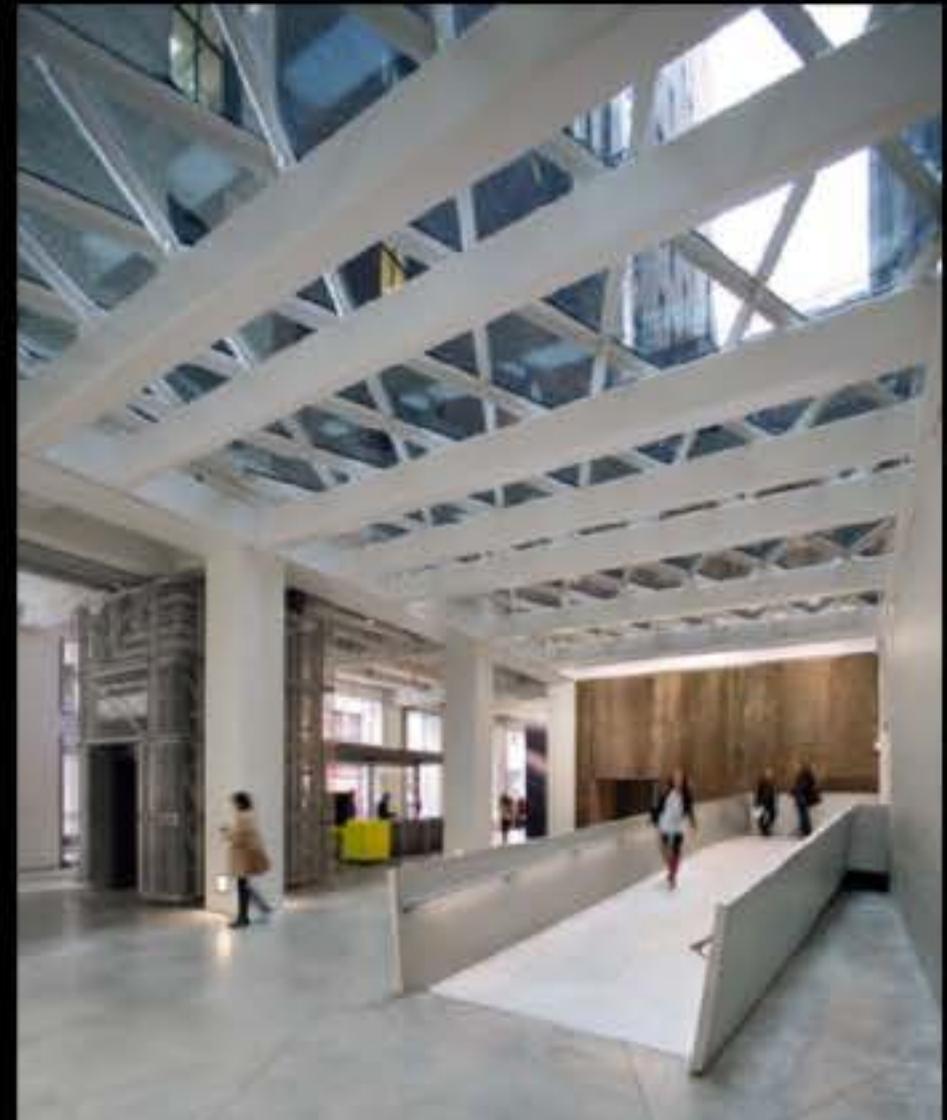
Associates degree programs (4)

Graduate Curriculum (cross-university)

STATE-OF-THE-ART FACILITIES

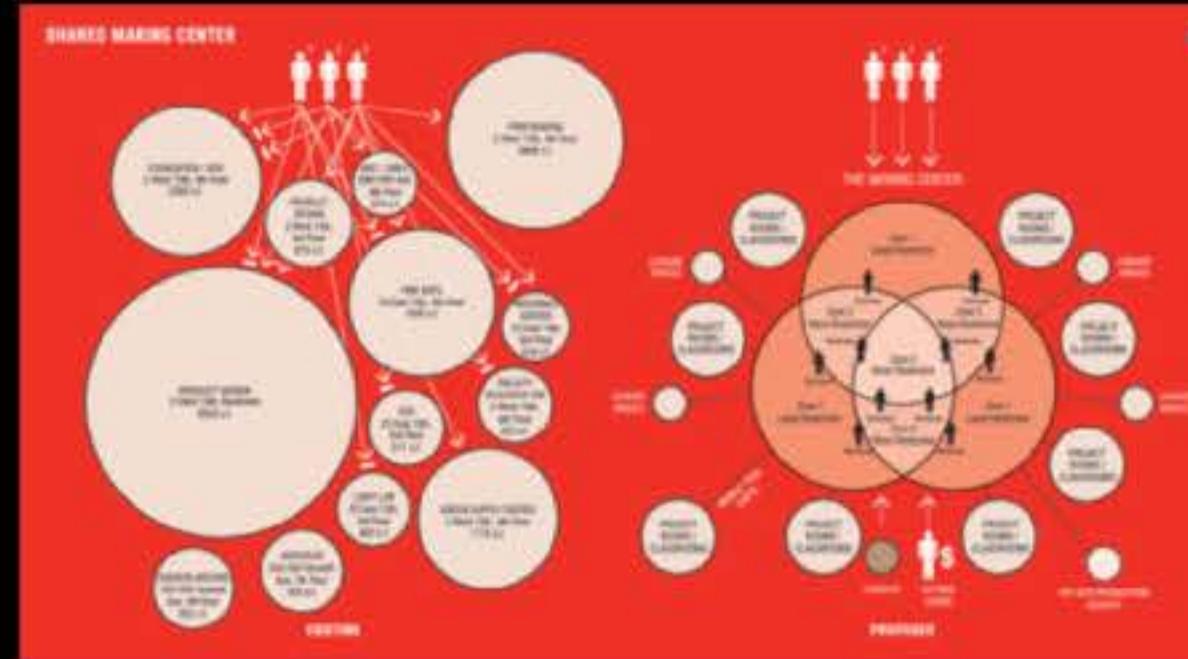
2008

Sheila C. Johnson
Design Center opens



2010

Master space planning analysis identifies highest and best use of all campus space



201

University Center open
School of Fashion moves
downtown



201

Making Center opens,
adds 25k sq ft of making facilities
for all New School students



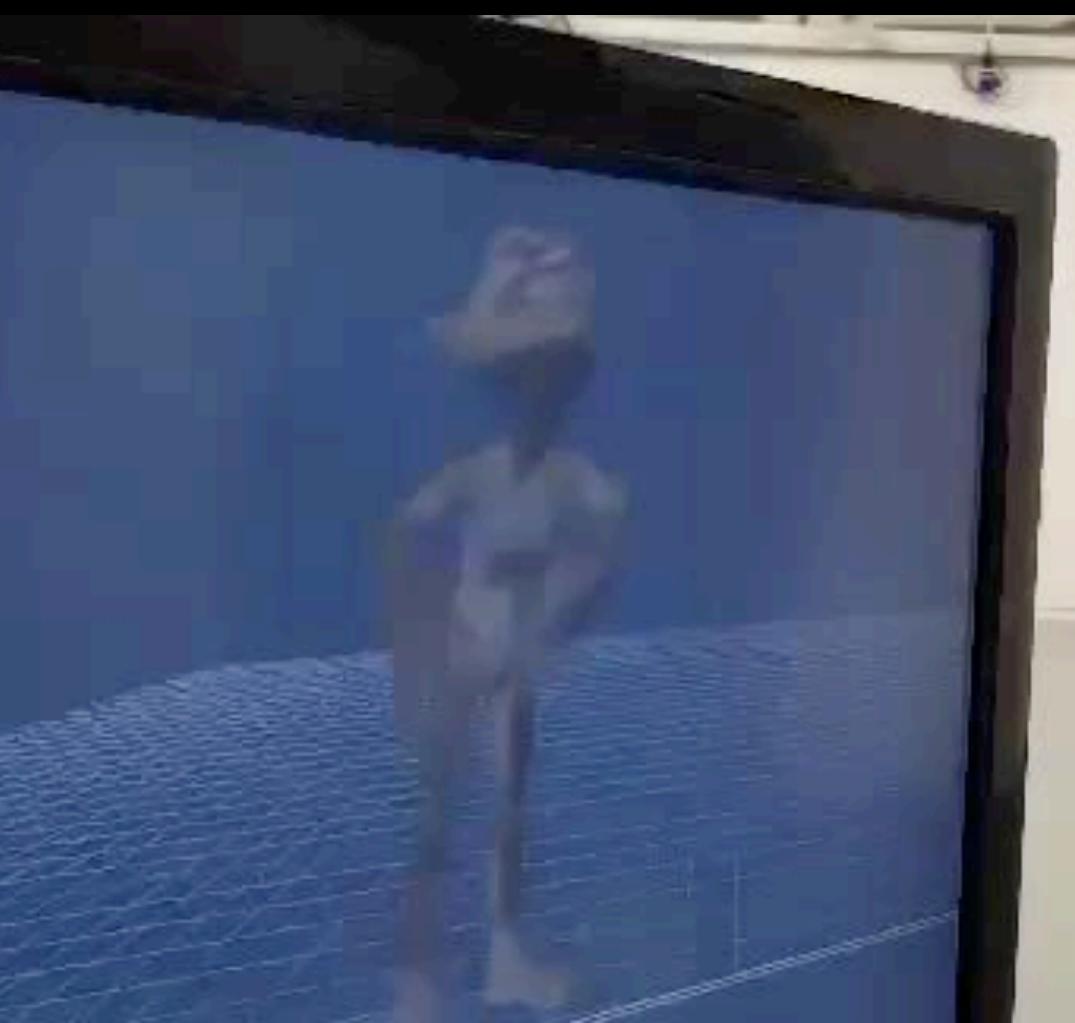
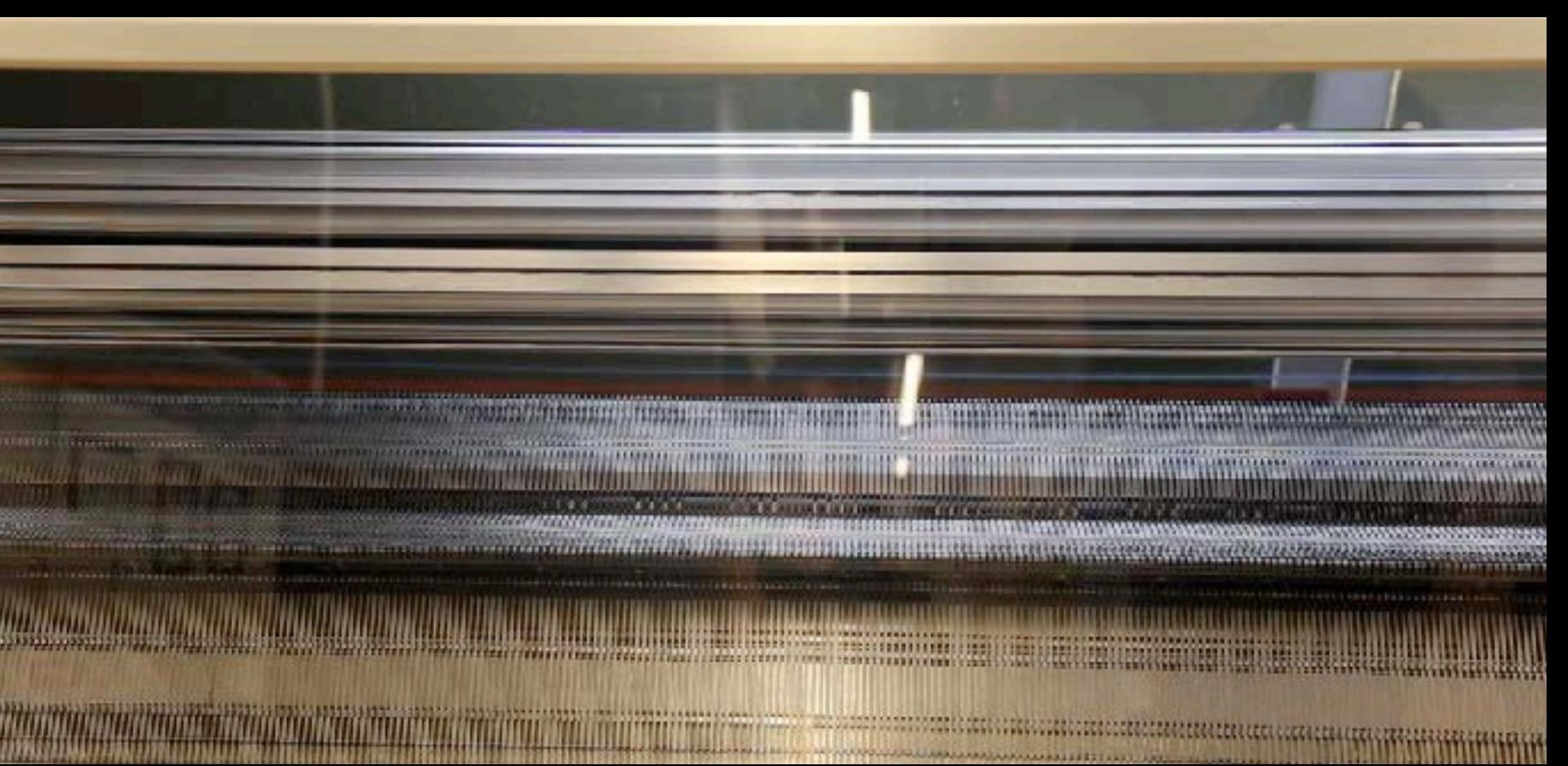
2017

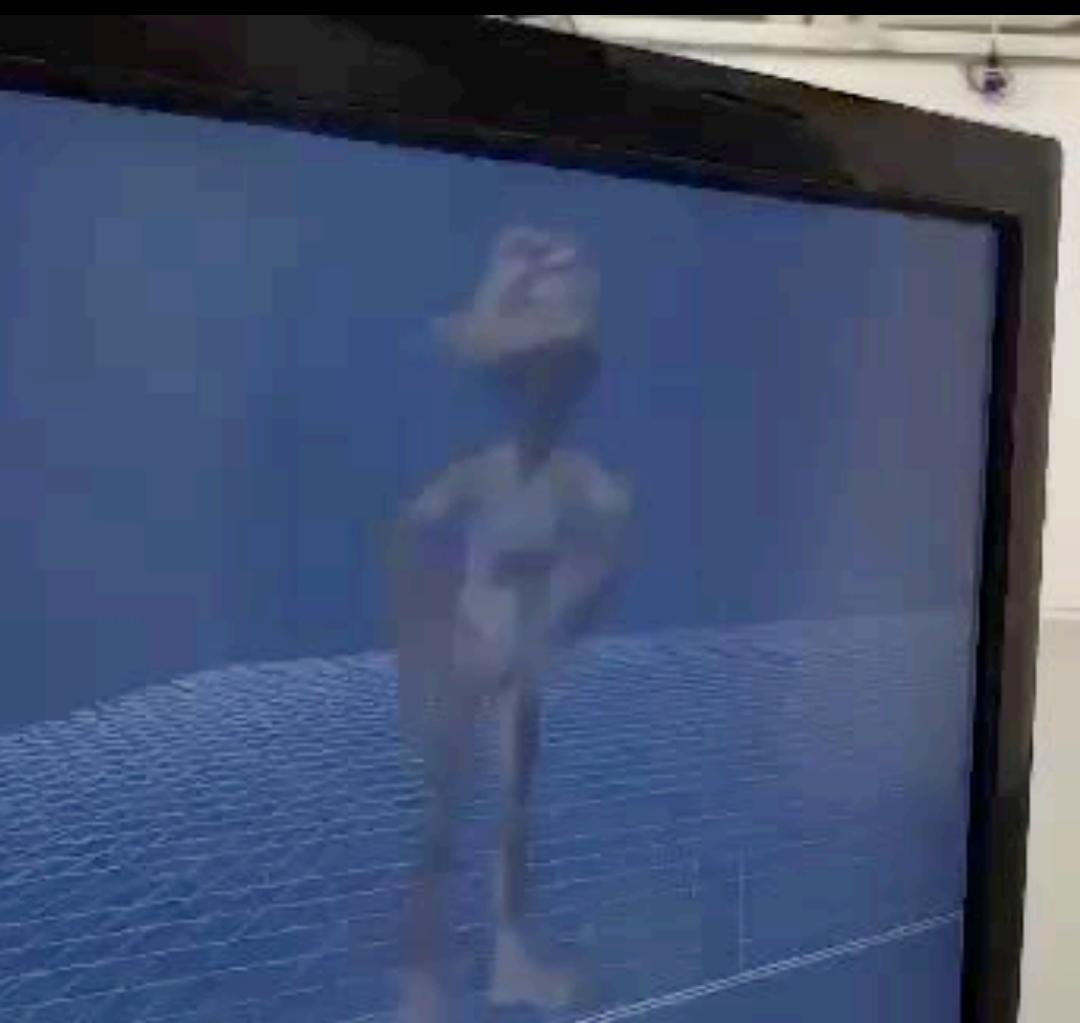
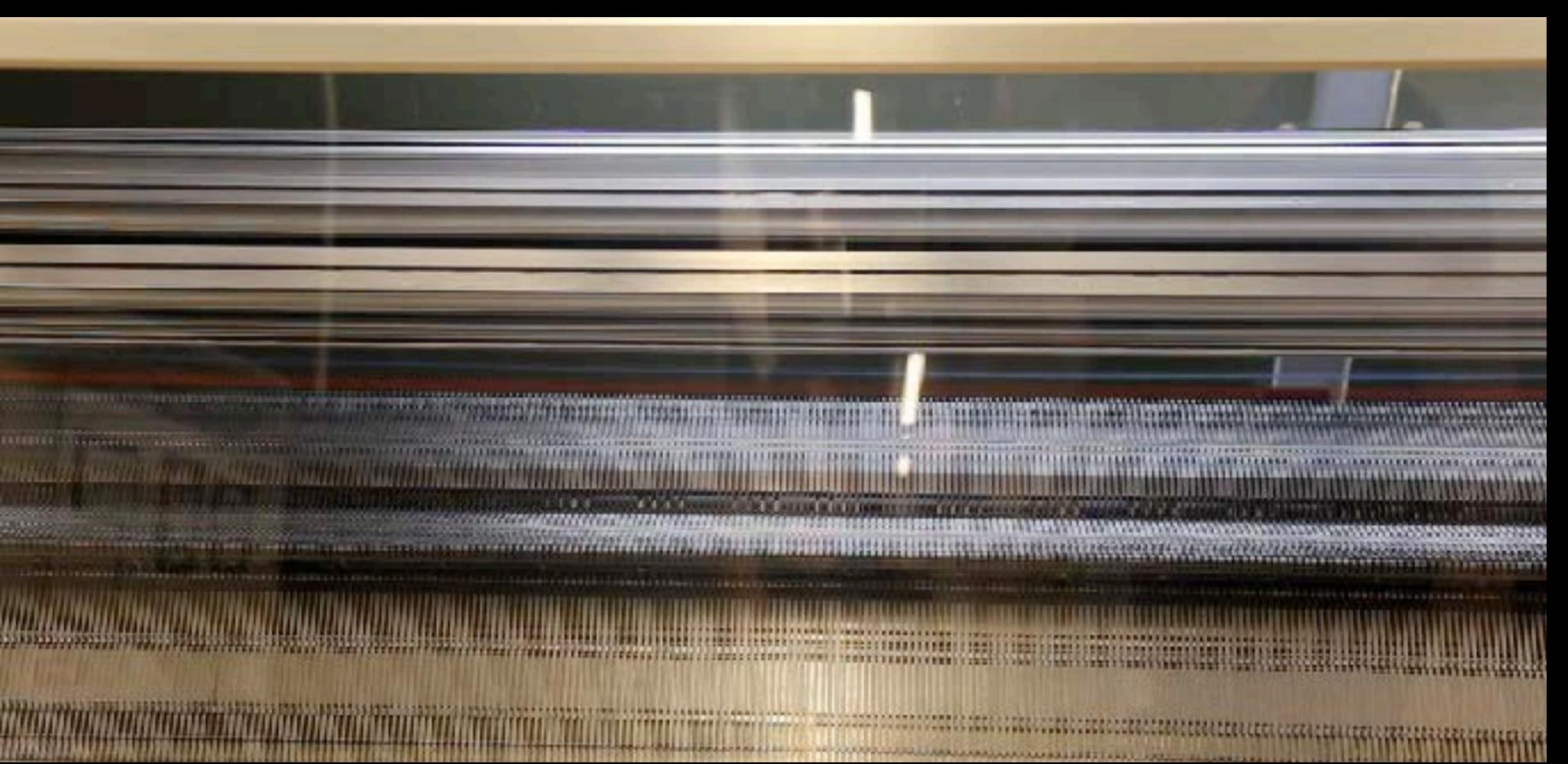
2 school hubs open,
creating faculty/admin
adjacencies



BEFORE







Parsons is working on
the most pressing challenges
through

**ART,
DESIGN, AND
MANAGEMENT**

PARTNERS



Saks Fifth Avenue
Intel
Made In Ny
Gilt Group
Samsung
Areaware
Ikea
Levi's
Nokia
Zara
Red Cross
NYC Department
of Transportation
E-lab
Hugo Boss
Google
Kering
Aarp
Genspace
New York Times
Luxury Education

Foundation
Mayors Office
Children's Museum of
the Arts
Citi Community Fund
Under Armour
NYCHA
Panasonic
Woolmark
Aperture Foundation
Kering
NYC Media Lab
Cornell Tech
MIT
Theory
Godiva
NYC Dept of Parks
and Recreation
Habitat For Humanity
Hela
United Nations

Tag Heuer
Poltona Frau
Roche Bobois
Japan Society
Open Society Institute
Milk/Made
Luxottica
Eileen Fisher
Chinese American
Planning Council
Coach
Conde Nast
SXSW
Coty
Marie Claire
Nike
Verizon
Planned Parenthood
Cooper Hewitt
Baltimore Symphony
Orchestra

LABS



Tishman
Environment
and
Design
Center

Center for
Data Arts

Parsons
Design
Lab

E-LAB

Healthy
Materials
Lab

Designed
Realities
Lab

Open Style
Lab

Curatorial
Design
Research
Lab

DESIS

PetLab

XRC Labs

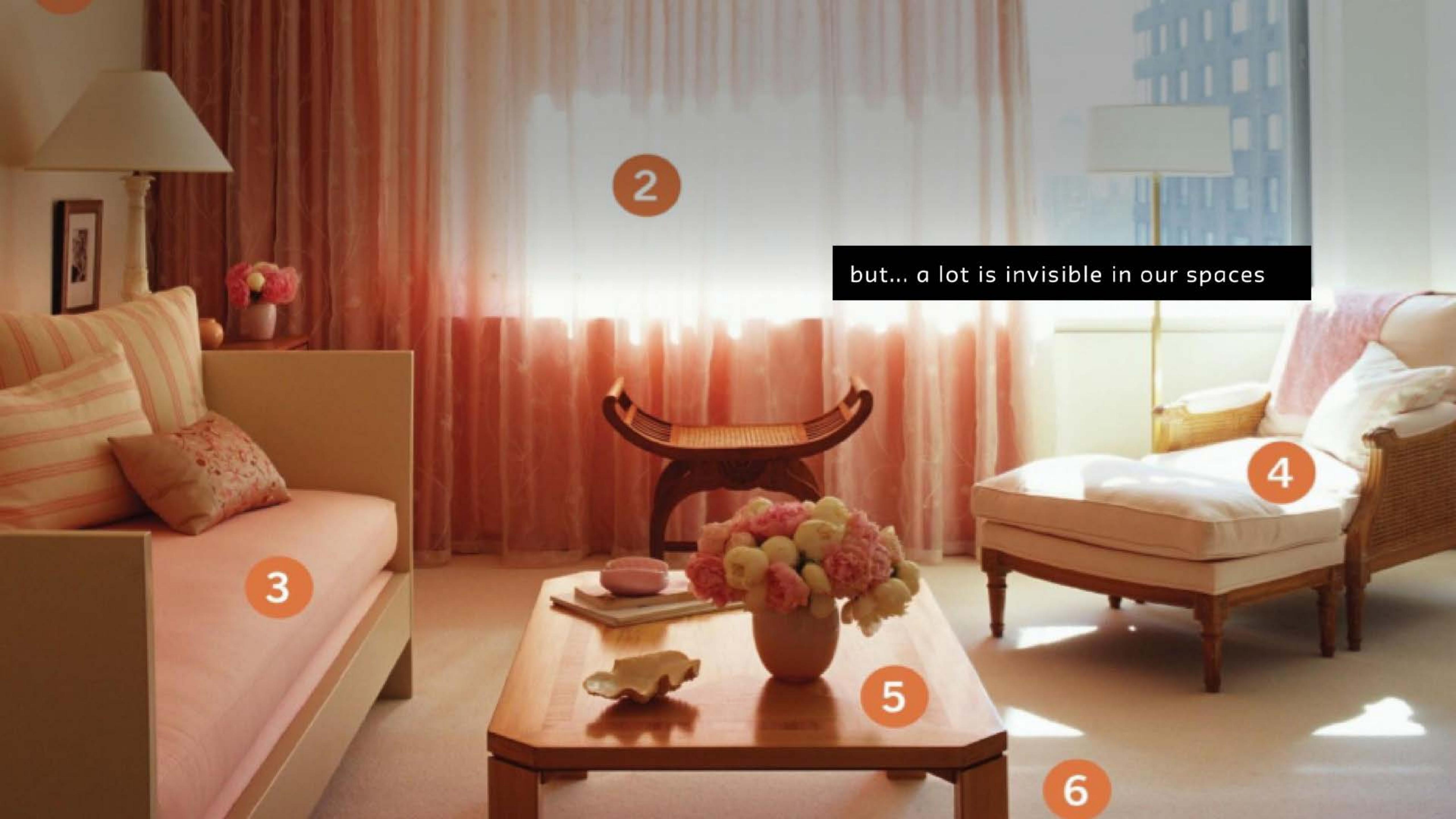
HEALTHY MATERIALS LAB

Jonsara Ruth
Design Director



Our living spaces are filled with toxic chemicals that are proven to have dangerous health effects on our families.

The effects are so widespread that many doctors and scientists refer to this as a silent epidemic.



2

but... a lot is invisible in our spaces

3

5

6

4



Nutrition Fact

Serving Size 1 oz (28g/About 11 chip)

Amount Per Serving

Calories 140 Calories from Fat

% Daily Va

Total Fat 8g 1

Saturated Fat 1g

Trans Fat 0g

Cholesterol 0mg

Sodium 210mg

Total Carbohydrate 16g

Dietary Fiber 1g

Sugars 0g

Protein 2g

Vitamin A 2% • Vitamin C

Calcium 0% • Iron

Thiamin 2% • Vitamin B6

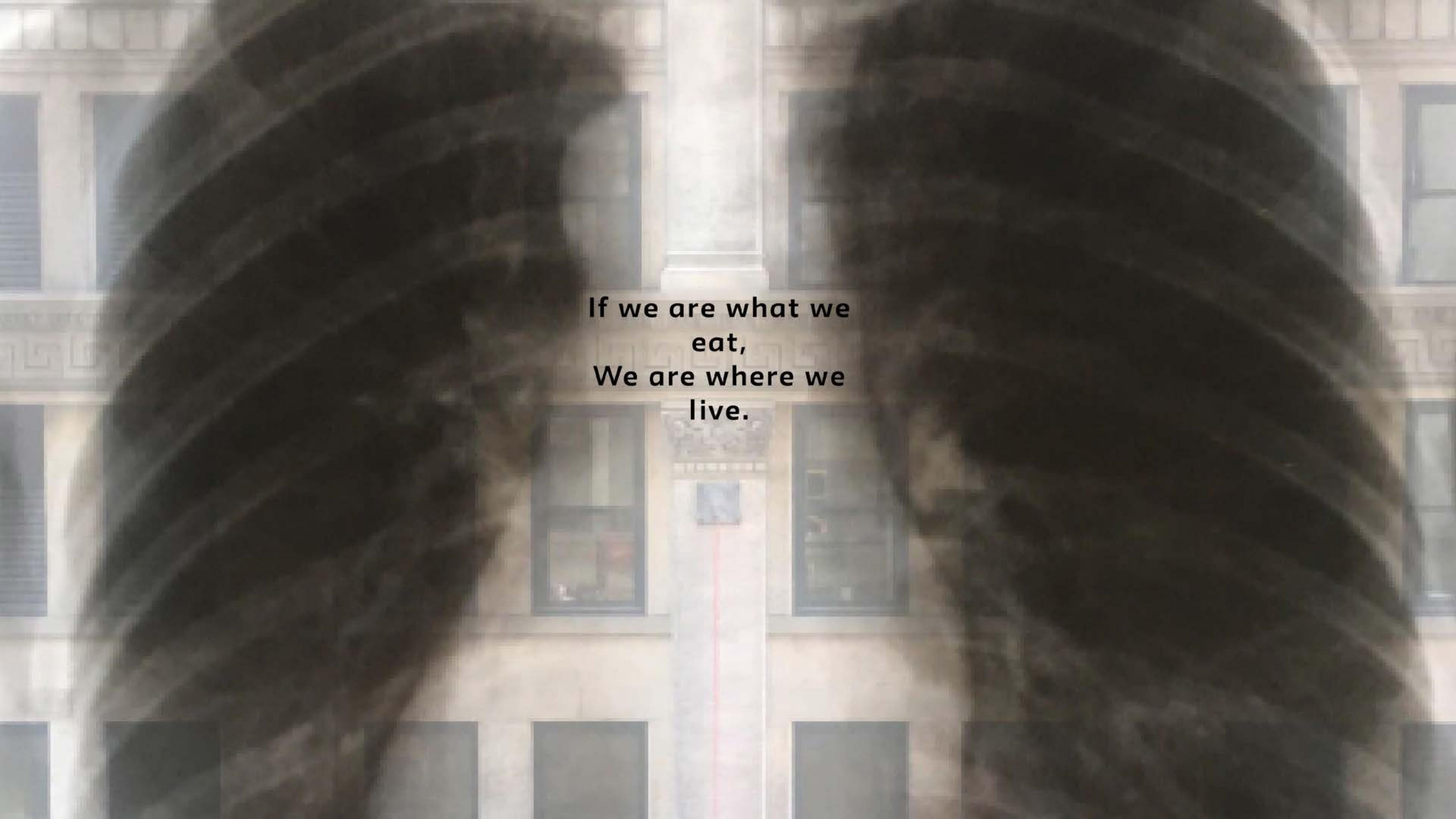
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

What's in our **food**?

What's in our **bodies**?

A dark, moody photograph of a building facade. The building is made of light-colored stone or brick. A prominent feature is a large, dark, curved shape that looks like a shadow or a reflection on the wall. A thin, vertical red line runs down the center of the image, partially obscuring the building's facade. There are several windows visible, some with dark frames and others with light frames. The overall atmosphere is somber and abstract.

**If we are what we
eat,
We are where we
live.**



Healthy Materials Lab

Healthy Materials Lab is dedicated to a world in which people's health is placed at the center of all design decisions.

We are committed to raising awareness about toxics in building products and to creating resources for the next generation of designers and architects to make healthier places for all people to live.

established May 2015
[Parsons School of Design](#)
[The New School](#)

Healthy Materials Lab Team

Past & Present



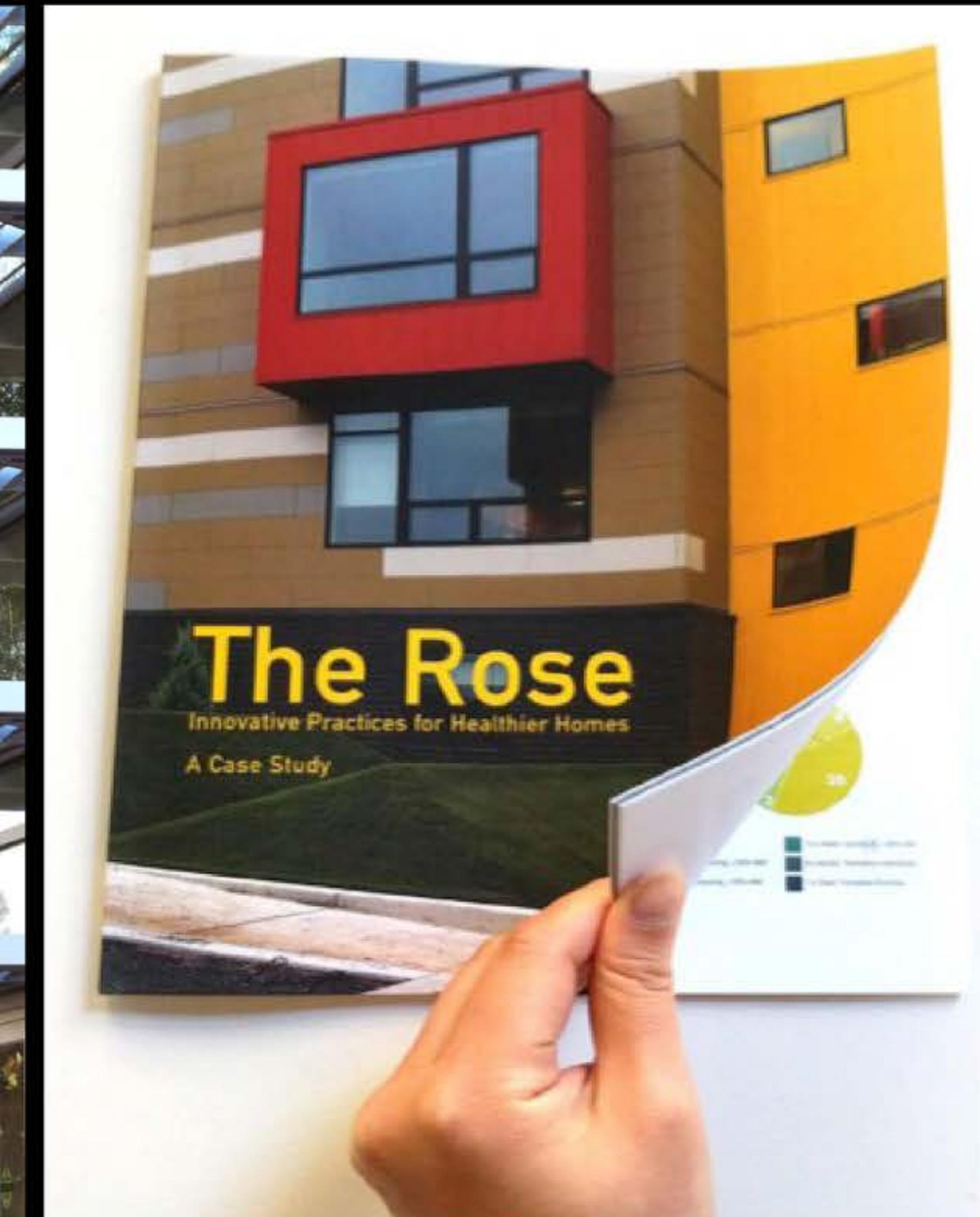
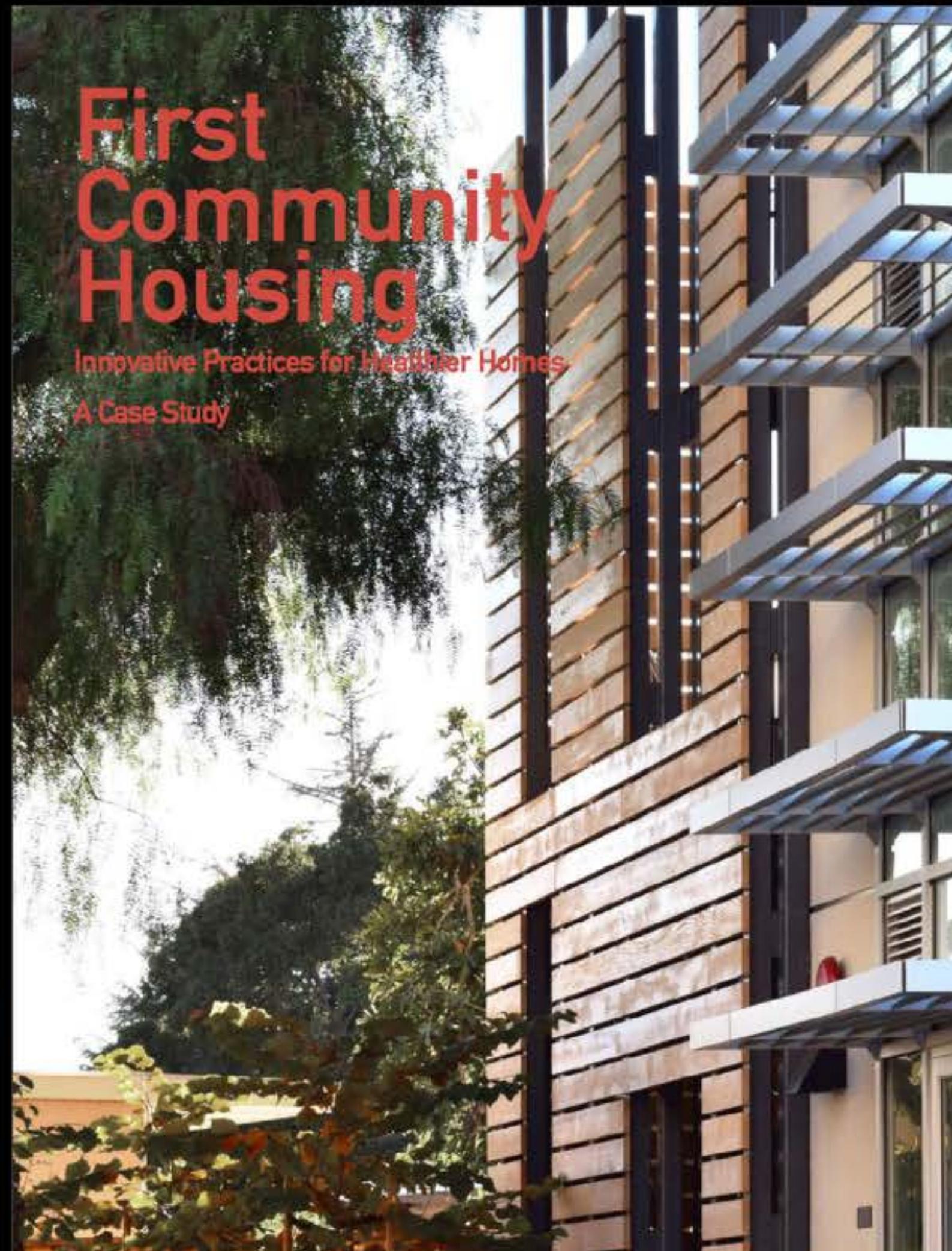
Healthy Affordable Materials Project

**A THREE-YEAR
\$7.5 MILLION GRANT
AWARDED TO
THE NEW SCHOOL
IN 2015**

**Parsons Healthy Materials Lab
Healthy Building Network
Green Science Policy Institute
Health Product Declaration Collaborative**

RESEARCH: CASE STUDIES

Record systems, processes and decision-making
to build better affordable housing





Nutrition Facts	
Serving Size 1 oz (28g/About 11 chips)	
Amount Per Serving	% Daily Value*
Calories 140	Calories from Fat 70
Total Fat 8g	12%
Saturated Fat 1g	6%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 210mg	9%
Total Carbohydrate 16g	5%
Dietary Fiber 1g	4%
Sugars 0g	
Protein 2g	
Vitamin A 2% • Vitamin C 0%	
Calcium 0% • Iron 0%	
Thiamin 2% • Vitamin B6 2%	
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	
Calories: 2,000 2,500	
Total Fat Less than 65g 80g	
Sat Fat Less than 20g 25g	
Cholesterol Less than 300mg 300mg	
Sodium Less than 2,400mg 2,400mg	
Total Carbohydrate 300g 375g	
Dietary Fiber 25g 30g	
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	
CONTAINS MILK INGREDIENTS.	
Ingredients: Whole Corn, Vegetable Oil (Sunflower, Canola, and/or Corn Oil), Mattoedextrin (Muds From Corn), Salt, Cheddar Cheese (Milk, Cheese Cultures, Salt, Enzymes), Whey, Monosodium Glutamate, Buttermilk, Romano Cheese (Part-Skim Cow's Milk, Cheese Cultures, Salt, Enzymes, Whey Protein Concentrate, Onion Powder, Corn Flour, Natural and Artificial Flavor, Dextrose, Tomato Powder, Lactose, Spices, Artificial Color (including Yellow 6, Yellow 5, and Red 40), Lactic Acid, Citric Acid, Sugar, Garlic Powder, Skin MILK, Red and Green Bell Pepper Powder, Disodium Inosinate, and Disodium Guanylate.	
CONTAINS MILK INGREDIENTS.	

Healthy Materials Lab

Donghia Materials Library

FLOORING

Resilient Flooring

Forbo Marmoleum Modular



Product Summary Sheet*

Evaluated and Installed in Healthier Affordable Housing

First Community Housing - San José, CA

Lakeline Station - Austin, TX

The Rose - Minneapolis, MN



DRAFT

Material Composition

Linseed Oil 20%, Gum Rosin 2%, Tall Oil 6%, Wood Flour 31%, Calcium Carbonate 8%, Reused Marmoleum 23 %, Titanium Dioxide 3%, Various other pigments 1%, Polyester 5%, Lacquer 1%

Manufacturer

Forbo

Place of Manufacture

UK

Raw Materials Origin

USA, Canada, China, Indonesia and Europe

Certifications and Declarations

EPD, LBC Red List Free, Contributes to LEED credits

Regular Size

9.8" x 9.8", 9.8" x 19.69" and 19.69" x 19.69" Tiles

Color

Available in a variety of colors

*As reported by manufacturer and product EPD
2016

THE NEW SCHOOL
PARSONS

PARTNERSHIPS



NYC Housing Authority
Murphy Early Childhood Learning Center
Senior Housing at Lincoln Center
Carver Housing
NYC Dept of Health and Mental Hygiene
NYC Dept of Design and Construction
NYC Office of Procurement
Bernheimer Architecture
Lewis.Tsuramaki.Lewis Architects
LevenBetts Architects
West Harlem Group, NYC
Trumbull Neighborhood Partnership, Ohio
Designing the We
and many other
Community Groups Nationwide



Role Models Contest



Shirt-less

HEALTHIER MATERIALS & SUSTAINABLE BUILDINGS

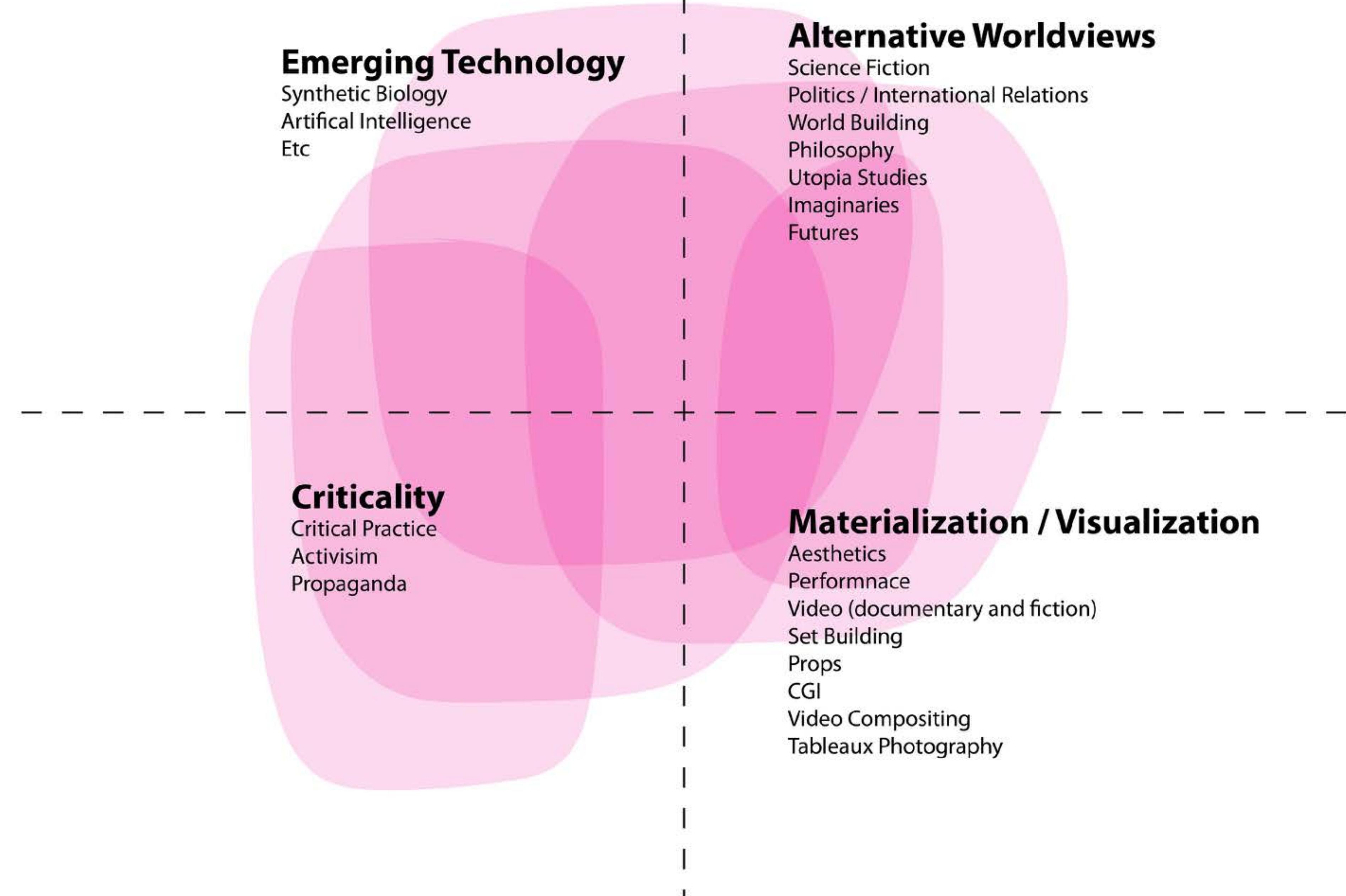
OPEN
CAMPUS



- 4 COURSES**
- 14 HOURS**
- 112 INTERVIEWS**
- 24 ORGANIZATIONS**
- 10 EDUCATIONAL INSTITUTIONS**
- 5 CONTINENTS**
- 11 COUNTRIES**
- 18 ARCHITECTS**
- 7 DESIGNERS**
- 18 PROFESSORS**
- 7 SCIENTISTS**
- 3 ENTREPRENEURS**
- 3 STRATEGIC CONSULTANTS**
- 1 PEDIATRICIAN**
- 1 LAWYER**
- 1 INDUSTRIAL HYGIENIST**
- 1 MARKETING CONSULTANT**

DESIGNED REALITIES LAB

Fiona Raby



UNIVERSITY TRANSDISCIPLINARY LAB 2

MFA Industrial Design
MA Sociology
MFA/BFA Design & Technology
PhD Anthropology
MFA Transdisciplinary Design
MA Design Studies

The First
Biennale of
Ex—peri—
men—
tal
Micro—
nations

DESIGNED REALITIES LAB 2016/17



1
Cathleen Adams
Cathy Chau
Vivienne Wang

Tidelands

041

042



Other applicants who recently finished their session report similar experiences. They remained in a room without interacting with any creature, let alone other human beings. Some estimate the size of their rooms as "about 400 sq ft" or "48 steps if walking along the wall," but none of the interviewees could tell if it has square or circular shape. "They wouldn't change," the place offered basic needs of nutrition (the application asks food allergy and preferences), a sleeping bag and a working area, even though they might have nothing to work on. The instructions downloaded from Mars X says "a pivotal part of life is developing your own routines," the routines could be either a daily workout or a ritual movement.

The longer one is isolated in the room, the less likely one is able to maintain the routines, as they said. The women from Arizona were the only one who managed to count the days. She remembered that roughly from day 15, she went through much psychological impact including loneliness, depression, and desperation. She consolled herself with memories of friends and family: "I considered myself if there will be a reunion with people after this." This image was her placebo of the extremely lonely life for months and also a decisive factor in her answer to the final question: "It came out of nowhere. No early notification or warning. A voice asked me a question, after a hundred and eighty days of no sound except me whispering, I could hardly realize it was talking to me. It asked me: why do you want to go to Mars?"

She did not share her answer with us. Her decision to stay on Earth might have given a hint. According to Mars X's report to the federal government, 59 people entered the Embassy, seven came out of their rooms and canceled their applications. One might question if it's worth the effort for Mars X to ask its candidates to reconsider their motivations. Yet we see a greater attitude in our interview. The women who spent 191 days in an isolated environment without any earthly concern about debt, kids, and work claims that the experience was life-altering: "There is no other chance I can face my escapism about the life."

043



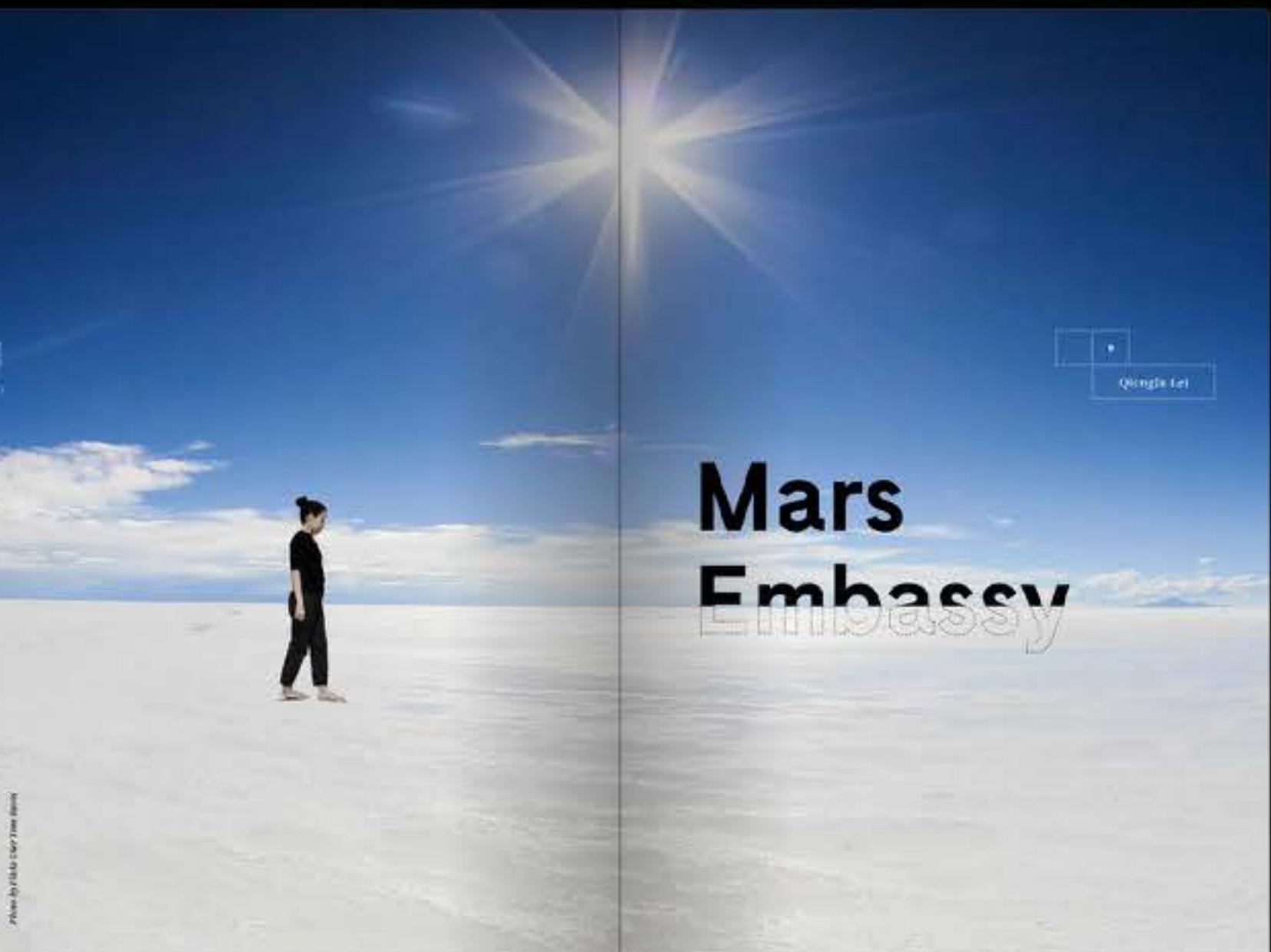
10. Merous systems become colonies for plant life and communities. Perennial species grow and wither, hybridize and diverge. Inhabitants of the islands value their unique biodiversity.

11. The human dimension manifests their shift to the temporal scale of plants. Often they move so slowly as to appear inanimate. They intuitively recognize and respond to plant gestures, communicating through a form of mutual cultivation.

Sporangia

042

043

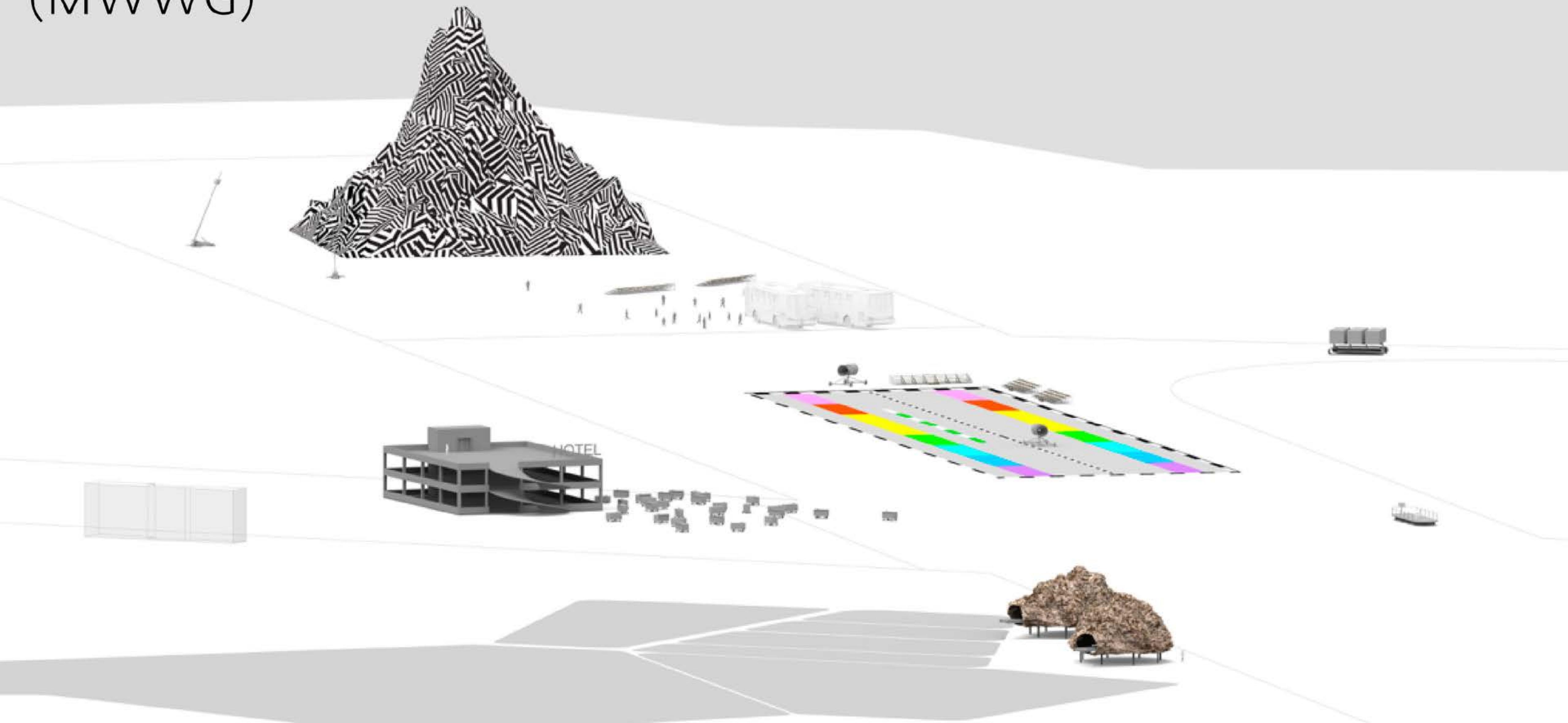


Qiongfei Lei

Mars Embassy

Photo by Qiongfei Lei

MANY WORLDS WORKING GROUP (MWWG)



MELLON FUNDED SAWYER SEMINAR: **IMAGINATIVE MOBILITIES** (2018-19)

The Seminar aims to bring the different traditions of design and the social sciences into dialogue.

The aim is not to develop **design solutions** but **design propositions**, useful fictions and hypothetical scenarios in order to facilitate different kinds of conversations across disciplines.



Victoria Hattam
Political Science



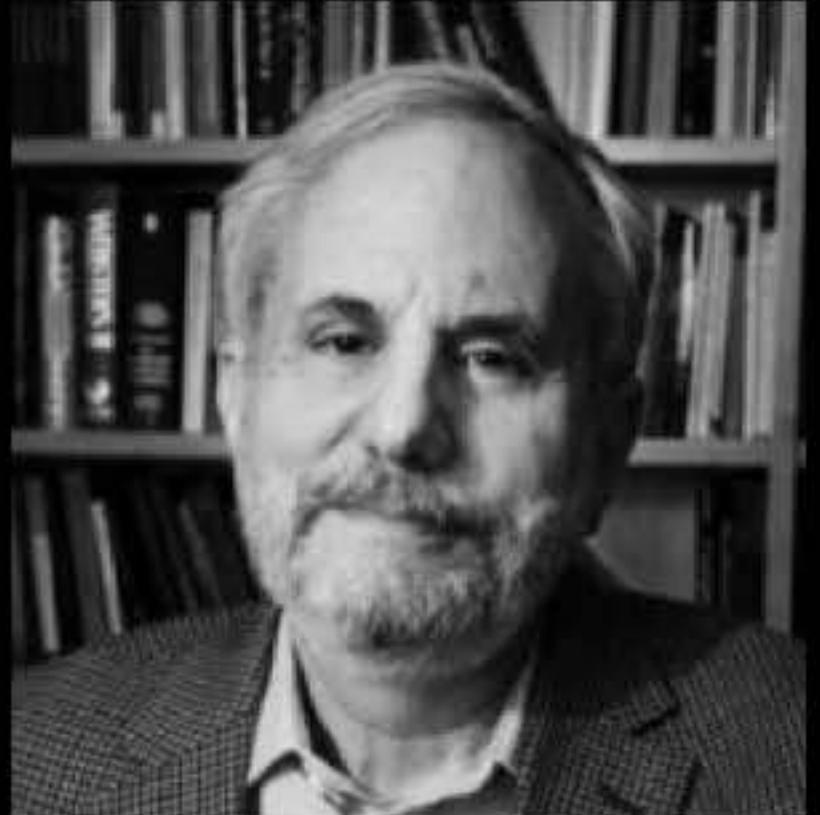
Miriam Ticktin
Anthropology



Anthony Dunne
Designed Realities Lab



Fiona Raby
Designed Realities Lab



Alex Aleinikoff
Director, Zolberg
Institute of Migration
and Mobility

KEY PRIORITIES

RESEARCH AND PARTNERSHIPS

Leveraging Parsons' network to generate new revenue sources and raise the university's profile

DESIGN AT THE NEW SCHOOL

Cross-college collaborations framed around core thematics e.g. media, technology, management, social & environmental justice

MAKING PARSONS CAMPAIGN

Fundraising opportunities to support scholarships, facilities, and research. As of 1/18: \$36M raised out of \$62M goal (58%)

SPACE PLANNING

Continued curricular alignments and adjacencies to facilitate interdisciplinary work (completion of school hubs)

PROGRAM DIVERSIFICATION

Program size and delivery options including Open Campus and distributed learning

GRADUATE CURRICULUM

Alignment of AAS and graduate programs that build on undergraduate work as well as cross-college initiatives

GRADUATE PROGRAMS

Architecture

M.ARCH

90 c

Architecture/ Lighting Design

M.ARCH/MFA

120 c

Communication Design

MPS

30 c

Data Visualization

MS

30 c

Design and Technology

MFA

60 c

Design and Urban Ecologies

MS

60 c

Design Studies

MODULE/MA

42 c

Fashion Design and Society

MFA

60 c

Fashion Studies

MA

42 c

Fine Arts

MFA

60 c

History of Design and Curatorial Studies

MA

42 c

Industrial Design

MFA

60 c

Interior Design

MFA

60 c

Lighting Design

MFA

60 c

Photography

MFA

60 c

Strategic Design and Management

MS

36 c

Theories of Urban Practice

MA

36 c

Trans- disciplinary Design

MFA

60 c

Textiles

MFA

60 c

GRADUATE PROGRAMS BY SCHOOL

Architecture

M.ARCH

90 c

Architecture/ Lighting Design

M.ARCH/MFA

120 c

Communication Design

MPS

30 c

Data Visualization

MS

30 c

Design and Technology

MFA

60 c

Design and Urban Ecologies

MS

60 c

Design Studies

MODULE/MA

42 c

Fashion Design and Society

MFA

60 c

Fashion Studies

MA

42 c

Fine Arts

MFA

60 c

History of Design and Curatorial Studies

MA

42 c

Industrial Design

MFA

60 c

Interior Design

MFA

60 c

Lighting Design

MFA

60 c

Photography

MFA

60 c

Strategic Design and Management

MS

36 c

Theories of Urban Practice

MA

36 c

Trans- disciplinary Design

MFA

60 c

Textiles

MFA

60 c

PARSONS SCHOLARS



STUDENT AND ALUMNI RECOGNITION



FORBES 30 UNDER 30

SOA Pen team, Claudia Li, Tyler Haney, Sofia Sunwoo, Ximon Lee, Lucy Jones, Hayden Lasher, Sarah Law, Amanda Curtis, Bunny Rogers, MaryEllis Bunn, Conor Russomanno, Sarah Ahmed, Sandy Liang, Maria Kazakova + more



FORMATION SCHOLAR

Established by Beyoncé Knowles
Avery Youngblood



SPECIAL LVMH PRIZE

150,000€ grant and year-long mentorship
Kozaburo Akasaka



TEDX + DESIGN INDABA

Grace Jun, Myles Loftin, Renata Souza, Angela Luna, Finnegan Harries + more

FINNEGAN HARRIES
BFA ARCHITECTURAL DESIGN '18
MINOR ENVIRONMENTAL STUDIES



THANK YOU