

## PARSONS THE NEW SCHOOL FOR DESIGN

A pioneer in art and design education for more than a century, Parsons The New School for Design is one of the most prestigious and comprehensive colleges of art and design in the nation.

Critical thinking, collaboration, and reflective practice are at the heart of a Parsons education. The school offers undergraduate and graduate programs in a range of disciplines, including architecture, communication design, decorative arts and design history, design and management, design and technology, environmental studies, fashion design, fashion marketing, fashion studies, fine arts, illustration, integrated design, interior design, lighting design, photography, product design, and urban design. But no Parsons program exists in isolation. Parsons' student-centered curriculum allows for both focused and interdisciplinary learning, enabling students to master concepts, technologies, and research methods from a wide array of fields. In addition, The New School's five-year BA/BFA program enables students to earn joint degrees at Parsons and Eugene Lang College The New School for Liberal Arts.

By synthesizing theory with craft and combining art and design studies with instruction in liberal arts and business, Parsons prepares its students to shape scholarship in their fields and create art and design that matters. Its faculty of noted artists, design practitioners, critics, historians, writers, and scholars exemplifies an extraordinary breadth of vision. They challenge convention by encouraging experimentation, nurturing alternative worldviews, and joining theory with practice in sophisticated and innovative ways. Working closely with faculty, students develop new technologies and refine research methods, making design relevant to a wide range of social, cultural, and economic issues.

Parsons' reputation is unmatched. Its alumni rank among the leaders in their fields, including illustrators Peter de Sève and Ian Falconer; interior designers Albert Hadley, Victoria Hagan, Mario Buatta, Sheila Bridges, and Jamie Drake; artists Edward Hopper, Jasper Johns, and Barbara Kruger; fashion designers Donna Karan, Marc Jacobs, Tom Ford, Isaac Mizrahi, and Lazaro Hernandez and Jack McCollough of Proenza Schouler; product designer Alex Lee, president of OXO; photographers Steven Meisel and Ryan McGinley; graphic designer Paul Rand; filmmaker Joel Schumacher; and Reed Krakoff, executive creative director of Coach.

Outside the classroom, students have access to unparalleled internship opportunities and industry partnerships, which open up many possibilities for entrepreneurship and professional success. Parsons collaborates with a variety of corporate and nonprofit organizations, such as CARE, Target, the Open Society Institute, LVMH Moët Hennessy Louis Vuitton Inc., Kiehl's, Microsoft, DaimlerChrysler, Riedel, and the Sierra Club. These partners benefit from students' fresh ideas and cutting-edge design skills, while students gain professional exposure, build their portfolios, and enjoy networking opportunities.

While providing the tools to achieve professional success, Parsons prepares its students to move beyond current paradigms—to anticipate and set trends, rather than following them, with a focus on how design can improve people's lives in direct and fundamental ways. Graduates share a commitment to creatively and critically addressing the complexities of life in the 21st century.

### **Based in New York City; Active Around the World**

A Parsons education is a fully immersive experience in which the city itself serves as a learning laboratory. Situated in the heart of New York, the Parsons campus is a cultural destination in its own right. The Sheila C. Johnson Design Center serves as a venue for exhibitions, performances, and lectures by some of the world's most celebrated artists and thinkers. In addition to enjoying resources on campus, students have access to the galleries, showrooms, and events of New York City, the nexus of the international art and design worlds.

Parsons students develop art and design solutions to meet the needs of diverse communities both locally and around the world. They connect their creative practice with engaged citizenship, bringing social and environmental consciousness to the works they create. They work in a learning environment where cross-cultural perspectives are valued and nurtured and where awareness of economic and social issues is understood as essential in the context of globalization.

Parsons' international outlook has always been key to its success. In 1920, Parsons became the first art and design school in the United States to establish a campus abroad. Today, more than 30 percent of its students are international—a testament to Parsons' global reputation. Students benefit from exposure to international perspectives in New York; many also choose to expand their horizons by conducting fieldwork abroad or by partnering with global organizations through sponsored projects built into the curriculum.

### **A History of Groundbreaking Pedagogy**

A part of The New School, Parsons builds on the university's legacy of progressive ideals, scholarship, and pedagogy. The New School provides the ultimate learning environment for those interested in connecting art and design practice with social responsibility and a commitment to sustainability. The university offers degree and nondegree programs in the social sciences, the liberal arts, management and urban policy, and the performing arts. Parsons students are encouraged to take courses in and collaborate with students from other schools within the university.

Parsons' tradition of supporting radical thinking in the art academy goes back to 1896, when artist William Merritt Chase founded the school to promote freer forms of individual expression. In 1904, Frank Alvah Parsons joined Chase, and under his leadership, the school introduced design into its curriculum, including the first degree programs in the nation in fashion design, graphic design, and interior design. By emphasizing the democratizing potential of design and making it available on a broad scale, Parsons has had a profound impact on American life.

As Parsons was becoming a revolutionary force in art and design education, another school was launched as a center of social dissent and independent thinking. Established in 1919, The New School was conceived as a place where intellectuals could freely exchange ideas. The next decades saw both schools become more closely aligned in mission. As The New School established a reputation for addressing major cultural and political issues, Parsons became involved in urban design projects such as hospitals and public housing.

In 1970, Parsons became part of The New School, which today is a university of eight schools with a shared mission. The New School offered some of the earliest university-level courses on Black culture and history, urban studies, film history, women's studies, and photography; Parsons offered the first college programs in fashion design, interior design, and advertising. The two schools' shared history is an ongoing narrative of transformation, pioneering education, and civic engagement.

Learn more at [www.newschool.edu/parsons](http://www.newschool.edu/parsons).