The mission of the Sheila C. Johnson Design Center (SJDC) is to generate an active dialogue on the role of innovative art and design in responding to our contemporary world. Its critical curatorial agenda, provoked by current environmental and social challenges, reflects and advances creative research and pedagogic practices. The exhibition and public programs in its two galleries encourage an interdisciplinary examination of possibility and process, blurring the boundaries between classroom, laboratory and exhibition, and link the university to local and global debates.

ARONSON GALLERIES:

The Aronson gallery and hallway, with 5th Avenue frontage, function both as an exhibition and project space, encouraging open-ended exploration and creative experiments generated by faculty and students as part of or outside the curriculum. They serve as a showcase for Parsons/The New School students’ experiments and explorations of visual culture, and also provide a forum for the public exchange of ideas about art and design’s engagement with social issues. Proposals may be submitted for the use of the gallery and/or the walls of the hallway at 66 5th Avenue.

Please read the following information (pp. 1-3) carefully before filling the form. Please submit ONLY the completed application form to Kristina Kaufman at kaufmank@newschool.edu by February 26, 2010.

Applications should be made for Fall 2010 and Spring 2011 only.

Who is Eligible to apply?
All full and part-time faculty, staff and students of the New School are eligible to apply. Collaborative teams must have a Parsons/New School faculty or staff member or student as the primary applicant.

What sorts of projects are eligible?
Proposals may be submitted for a variety of projects including, but not limited to, symposia, public discussions, workshops, charrettes as well as exhibitions that feature 2-D work and time-based media such as film, video, web design and performance. Projects that showcase process are welcome but attention should be paid to how this process is exhibited and translated for an internal audience and the general public. Interdisciplinary dialogue and projects that engage members of The New School community are encouraged. Single person shows are not eligible.

Please note: This application is strictly for the use of gallery space not for project support.

Opportunity for Students
For the 2010-2011 year, a limited amount of project support is available only for student projects. Students may apply for up to $500 for an exhibition/project from SJDC. A maximum of 2 student projects per semester will be selected for support. A time slot will be held specifically for student projects each semester and students may apply for projects to happen in the semester of their application. The application process and terms of usage are the same.
Application and Review Process:

- Proposals submitted by Parsons faculty and students should be reviewed first by the applicant’s School Exhibitions/Public Programs/Projects Committee. Proposals submitted to SJDC must have the approval of the School Dean. Student proposals should additionally have the approval of the faculty advisor.
- Completed proposals are reviewed by the Parsons Exhibitions and Public Programs Committee, which includes representatives from each school.
- Proposals coming from another New School division must include a letter of support by the divisional Dean and then be reviewed at the Parsons Exhibitions and Public Programs Committee.
- Based on the recommendations by the Committee and the availability of the requested dates, applicants will be notified of their acceptance shortly after the committee meeting.

2009-2010 Exhibition and Public Programs Committee Members:

- Margot Bouman, Associate Professor, School of Art and Design History and Theory
- Melanie Crean, Assistant Professor, School of Art Media and Technology
- Fiona Dieffenbacher, Assistant Professor, School of Fashion
- Carin Kuoni, Director, Vera List Center for Art and Politics
- Lydia Matthews, Dean of Academic Programs
- Robert Rabinovitz, Associate Professor, School of Design Strategies
- Radhika Subramaniam, Director/Chief Curator, Sheila C. Johnson Design Center and Assistant Professor, School of Art and Design History and Theory
- Alfred Zollinger, Assistant Professor, School of Constructed Environments
ABOUT THE ARONSON GALLERIES

1. **The Space:** The spaces available for projects are the gallery space on 5th avenue and the adjacent hallway wall that faces the elevators in 66 5th avenue. The gallery has the following walls for hanging works:
   - west wall: 22’ 6” wide x 11’ 6” high,
   - north wall: 28’ wide x 14’ high (with a 7’ 2” wide x 7’ tall doorway),
   - south wall: 28’ 7 ¾” wide x 12’ 1 ½” high,
   - east wall: windows 21’ 8 ½” wide x 14’ 10” high,
   - hallway wall: 38’ wide x 11’ 6” high - This is primarily meant for 2-D work on the wall. 3-D objects should not exceed 18” in depth and exhibition plans cannot disrupt traffic or block egress. A projector is available to project onto the back wall (by the Kellen Archive). Applicants are encouraged to consider using this for on-going documentation and as a project element.

2. **Conditions of Usage:** This is an application for space usage and SJDC staff/labor is not available except for consultation. All selected projects are expected to install and de-install their objects and equipment. Installation methods must be reviewed by SJDC staff who can advise on appropriate materials but framing, mounting, hanging etc is the responsibility of the applicant(s). The gallery and hallway must be left empty and clean after use.

3. **Rules Regarding Room Capacity and Fire/Safety Codes:** Please note that events must be limited to the 5th Avenue gallery space and the hallway, and all works presented must conform to fire and safety codes, so please plan accordingly. Exhibition plans must be reviewed by SJDC staff and approved by the fire safety director.
EXHIBITION PROPOSAL FOR ARONSON GALLERIES

Name(s):
Email and phone number of primary contact person:

Department/School/Division:
Status (faculty/staff/student):
If student, name of faculty advisor (mandatory):

Project Title:

Project Description (500 words) that addresses the following:
- What is the curatorial concept or idea behind your project/exhibition/workshop/event?
- Why are you applying for this exhibition space? How will this location contribute to the project?
- Who is your audience?
- What do you hope to achieve and to communicate to a viewing public?
AVAILABLE DATES:
Fall 2010: September 12 - December 20, 2010
Spring 2011: January 17 – April 3, 2011

Dates Requested (Please indicate clearly the dates allotted to installation, de-installation and the actual event/exhibition.)

First Choice:

Second Choice:

**Unless this is a symposium, we recommend that you request at least 10 days, allowing your exhibition to be open for a minimum of a week.

If neither of these choices is available, should the committee still consider your proposal? Yes/No

Is there a reception, opening event or any other public program? If so, on what date?
Applicants are responsible for the set-up, strike, permits and catering for events.

Exhibition Design or Space Layout:
What will your project/exhibition look like?
How does your project process/exhibition design take into account the fact that the gallery is on display to the street? Please consider signage, position of project elements, the kind of activity that is visible from the street, framing of the window etc.
If this is a curricular project or workshop, how will the process and activities be made understandable and visible to visitors, whether the Parsons/TNS community or the general public?
Please ensure that you attach the exhibition floor plan to this application
How does this project involve Parsons and/or New School students? What plans are included to engage students (from specific courses or otherwise)? (100 words)

What is the dialogue you hope this project will initiate among students, in the larger Parsons/NS community and/or among visitors to the show or passers-by? (100 words)
What are the project's technical needs (equipment and personnel) and how do you intend to deal with them? Do you have a plan for student staffing of the gallery for periods during the show? It is usually effective for the public and fellow students to learn about the project from one of the participants.

Please provide a line item budget for your project here including all relevant costs such as honoraria, project materials, installation hardware, reception costs, labor, signage, publicity, educational materials, photocopying/printing etc. and indicate clearly the source of these funds. Students applying for SJDC support may request up to $500 toward their total budget.

Please note: If on-site assistance is required, SJDC maintains a list of workers who may be available. Please estimate $18/hour for labor.
Please attach the following documents to your application. Please check, if included:

The following are required of all applications:

- **WORK SAMPLES**: Please submit samples with brief descriptions that best represent the proposed project and please ensure that all artists/designers are represented. Please submit 2-3 images (jpegs or pdfs) per artist or in the case of time-based work, an on-line vimeo or youtube link to work of no more than 3 minutes in length. For traveling shows, include installation shots. In the case of proposals for exhibiting new works please include diagrams, sketches or brief verbal descriptions of proposed works.

- **APPLICANT BIO**: Please provide a one-paragraph bio for each applicant.

- **EXHIBITION PLAN/SPACE LAYOUT**: Please provide a visual plan for the use of the space, using the plan of the gallery (attached)

Include the following, as applicable:

- **COLLABORATORS**: If this project involves external collaborators such as guest artists, designers, speakers, lenders or partner institutions, are you in contact with them? If so, please provide written evidence of their consent to participate.

- **CHECKLIST**: If your project is an exhibition, please provide a checklist of works to be included in the show, with dimensions and specific display needs if possible.

- **CONFERENCE/SYMPOSIUM SPEAKER LIST**: If your project is a conference or symposium, please provide a list of speakers with a one-sentence description of the topic each will address.

**APPROVAL OF SCHOOL DEAN** (include signature or letter of support) __________________________

**APPROVAL OF FACULTY ADVISOR** (if student application) _________________________________
Next Steps:

Once the project has been accepted, SJDC staff will contact the applicant to schedule the following:
1. A walk-through of the space
2. Final confirmation of the project plans, including a timetable for installation and the terms of usage.
3. Approval of exhibition layout/floor plans by fire safety director
4. Project information for web postings

For further application queries, please contact:
Kristina Kaufman, Assistant Director of Exhibitions and Public Programs
212-229-8919 x2842
kaufmank@newschool.edu