

**PROJECT/EXHIBITION PROPOSAL FORM 2012-2013  
THE ARNOLD AND SHEILA ARONSON GALLERIES  
SHEILA C. JOHNSON DESIGN CENTER**

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**Mission and Background**

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.

[www.newschool.edu/sjdc](http://www.newschool.edu/sjdc)

The Arnold and Sheila Aronson gallery and hallway, at 66 5<sup>th</sup> Avenue, 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.

Proposals may be submitted for EITHER of the following spaces:

1. The gallery OR
2. The hallway

Proposals that use both spaces will be considered and awarded, depending on feasibility, availability, and concept.

**Please read the following information (pp. 1-4) carefully before filling the form.  
Applications should be made for Fall 2012 and Spring 2013 only.**

**PLEASE NOTE: THIS IS AN APPLICATION FOR SPACE NOT AN APPLICATION FOR FUNDS.**

**Who can Apply?**

All full and part-time faculty members in good standing, staff, and students of The New School are eligible to apply. Collaborative teams must have a Parsons/TNS faculty or staff member or student as the primary applicant. The TNS applicant is expected to be the organizer/sponsor for the exhibition and take primary responsibility.

**How do I apply?**

If you are a Parsons faculty member or student, please submit your proposal (without the instruction pages) to the Chair of your School Exhibitions/Public Programs/Projects Committee by **December 1, 2011**. Please address all questions regarding the school review process to the appropriate chair, listed below:

- AMT – Melanie Crean [creanm@newschool.edu](mailto:creanm@newschool.edu) **AMT extended deadline 12.13.11**
- ADHT – Rosemary O'Neill
- FASHION – Dean Stadel
- SCE – Alan Bruton
- SDS – Adam Brent

If you are applying from another division, you may submit the application directly to the SJDC at [sjdc@newschool.edu](mailto:sjdc@newschool.edu) by December 15, 2011.

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**How is the proposal reviewed?**

1. At Parsons, school committees review and vote internally on the applications.
2. The chairs of the school committees forward *approved* applications to the SJDC Committee at the end of Fall 2011. Approved applications submitted to SJDC must have the signature of the Chair of the school committee indicating that they have been reviewed and shared with the school leadership. Student proposals should additionally have the approval of the faculty advisor.

NOTE: If you are in another New School division, you must include a letter of support by the divisional Dean and submit directly to the SJDC ([sjdc@newschool.edu](mailto:sjdc@newschool.edu)).

3. The SJDC Exhibitions and Public Programs Committee reviews, discusses and votes on the proposals in the Spring 2012 semester.
4. Based on the recommendations by the Committee and the availability of the requested dates, the SJDC will contact accepted applicants via e-mail shortly after the committee meeting to notify them.

**What sorts of projects can I propose?**

You may submit proposals for a variety of projects including 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 you should pay attention to how this process is exhibited and translated for an internal audience and the general public. How will someone who does not know the studio or curriculum understand what is on view? Interdisciplinary dialogue and projects that engage members of The New School community are encouraged. Exhibitions are encouraged to have related public programs that invite audiences into the galleries. Single person shows are not eligible.

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

**What is the available time frame?**

Exhibitions may range from short-term projects to 3-week exhibitions. Proposals for conferences or symposia that are better served by other facilities at the university are usually not competitive. When you propose dates, please take into account the time required for installation and de-installation.

FALL 2011: September 15 – December 15, 2012

SPRING 2012: January 18 – April 15, 2012

**Opportunity for Students**

For the 2012-2013 year, we have a limited amount of project support available only for student projects. Students may apply for up to \$500 for an exhibition/project from SJDC. No more than one student project will be selected for support per semester. The application process and conditions of usage are the same. Please note: These refer to projects initiated and organized by students and are not awarded for student stipends or student research/labor for a curricular project.

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**IMPORTANT CONSIDERATIONS**

The Aronson gallery is responsive to the need for short-term exhibition settings for ongoing projects at TNS. In order for it to accommodate short project-based work and to facilitate the quick turnover of exhibitions, it is not feasible for the SJDC to provide labor, funding and resources for the projects. In addition, please be aware that owing to limited storage space, the SJDC does not have an inventory of exhibition furniture such as pedestals or cases, monitors, computers or other equipment.

SJDC staff is available to help you with your curatorial program, exhibition design, production timeline, with limited installation assistance and lighting, and with publicity. The SJDC can also help you identify vendors and specialized labor needs. Please avail yourself of this help while being aware that you are responsible for the project.

As you plan your project, please consider: Do you have time set aside to organize, execute, install and de-install the show? Do you require specialized help such as art handling expertise or construction skills? Have you made arrangements and budgeted for such assistance? Have you identified the sources for special equipment needs? Is your budget adequate for your plans? If you are relying on volunteer labor, is it reliable?

**What happens once your project is awarded use of the space?**

The SJDC staff will contact you to schedule the following:

1. A walk-through of the space.
2. Exhibition dates and the schedule of installation and de-installation.
3. Discuss project time line and production plans.
4. Discuss basic exhibition design, public program, and outreach plans.
5. Review budget and fundraising. Please note: acceptance of your project does not, in any way, imply funding by any of the other school/university funding committees.
6. Approval of exhibition layout/floor plans by fire safety director
7. The SJDC will work with you on publicity and promotion for the exhibition and coordinate with the University's Communications and External Affairs department.

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**GENERAL INFORMATION**

2010-2011 SJDC/Exhibition and Public Programs Committee Members:

- Adam Brent, Assistant Professor, School of Design Strategies
- Alan Bruton, Assistant Professor, School of Constructed Environments
- Melanie Crean, Assistant Professor, School of Art Media and Technology
- Dean Stadel, Assistant Professor, School of Fashion
- Carin Kuoni, Director, Vera List Center for Art and Politics, NSPE
- Lydia Matthews, Dean of Academic Programs
- Rosemary O'Neill, Associate Professor, School of Art and Design History and Theory
- Radhika Subramaniam, Director/Chief Curator, Sheila C. Johnson Design Center and Assistant Professor, School of Art and Design History and Theory, Committee Chair
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About the Aronson Galleries

Plans are available on request: [sjdc@newschool.edu](mailto:sjdc@newschool.edu)

**THE GALLERY**

- **The gallery** has the following walls for 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,

**THE HALLWAY**

The hallway consists of the wall across from the elevators as well as the back wall. Proposals should take into consideration the transient nature of the space and reflect an understanding of its usage by the Parsons community.

- Side 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.
- Back wall: 17' 7.5" x 11'6". Projects should take into account that this is in front of the Kellen Archive and plans cannot block the door. Additionally, a projector is available to project on to the back wall.

**Usage and Fire/Life Safety Codes:**

Please note that events must be limited to the 5<sup>th</sup> Avenue gallery space and the hallway, and all works presented must conform to fire and safety codes, so please plan accordingly. We are required to have exhibition plans approved by the fire safety director and will work with you to do so.

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**EXHIBITION PROPOSAL FOR ARONSON GALLERIES**

**APPLICATION FOR: (Please check one)**

**Aronson Gallery**

**Aronson Hallway**

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?
- Why are you applying for this exhibition space? How will this location contribute to the project?
- Who is your audience? Please be as specific as possible.
- What do you hope to achieve and to communicate to a viewing public?

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Dates Requested

First Choice:

Second Choice:

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?  
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 OR the usage of the hallway as a transient and interstitial space? Please consider signage, position of project elements, the kind of activity that is visible from the street, framing of the window, sound 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?

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How does this project involve Parsons and/or New School students and/or faculty? Please be as specific as possible about the courses/faculty members with whom you are working or who are interested in engaging with the content of this project?

What public programs have you planned to bring students, faculty and other audiences into the gallery?

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.

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How will your exhibition/project be funded? Please list the projected source of funds.  
PLEASE DO NOT LIST THE SJDC AS A SOURCE OF FUNDS.

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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.

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.
- **SPEAKER LIST:** If your project is involves a discussion/colloquium, please provide a list of speakers with a one-sentence description of the topic each will address.

**SIGNATURES:**

**IF PARSONS:**

**This proposal is forwarded for consideration to the SJDC Committee and has been reviewed by the School Leadership.**

\_\_\_\_\_ (Chair of School Exhibition and Public Programs Committee)

**APPROVAL OF FACULTY ADVISOR (if student application)** \_\_\_\_\_

**IF NON-PARSONS**

**I support the consideration of this proposal for use of the Aronson Galleries.**

\_\_\_\_\_ (Dean of your division)

**APPROVAL OF FACULTY ADVISOR (if student application)** \_\_\_\_\_

*For further application queries, please contact the chair of your school's exhibitions and public programs committee. Non-Parsons applicants may contact the SJDC for additional information at [sjdc@newschool.edu](mailto:sjdc@newschool.edu).*