

In recognition of the 5th Anniversary of the Holiday House Designer Showcase and Benefit we would like to invite Parsons the New School for Design to partner with us to highlight some of the finest student work from your institution to be represented amongst some of the most talented designers and decorators in New York.

The Holiday House is a designer show house for established and emerging talent. Proceeds and donations will go to Evelyn Lauder's Breast Cancer Research Foundation (BCRF).

This year the show house will run from October 25 to November 18, and I would love to get Parsons' students involved by incorporating their original work and giving them access to all the great designers involved. My hope is that we could have representation of the best work from all of Parsons five schools. Here are some examples of how I see the work being represented;

- A dress from the fantastic collection produced by students from the MFA in Fashion Design and Society could be draped over a Donghia loveseat
- A photograph from your recent photography collections could be hung over a Holly Hunt console
- An art sculpture from your Fine Arts program could be displayed on a Baker bookshelf.
- A finely crafted piece from your recent graduates of the Product Design program could complement a David Weeks lighting piece.

To facilitate these "pairings" we would like to create a lookbook of your selected works. Each of the 20 featured Designers could select student pieces to incorporate into their rooms. It would be great to see students' work in the same rooms as established and prominent talent, and would significantly benefit the students and recent graduates have their work featured, seen by the very people who might ultimately become their clients. The designers would have the unique privilege of choosing a truly original work to highlight their inspiration.

We would also like to host a special networking night for these talented student-designers to mingle and meet with designers and VIP guests. Finally, we would host a "student designer day" for students to take tours of the show house led by the designers to bring their friends and family to see their work amidst the hand crafted, custom painted, and highly designed luxury of the Holiday House.

A bit more about why I've started the Holiday House...

Women are a critical part of the design community. Our presence and proportion continue to grow in design schools and in the professions. In accord, our influence continues to grow with the New York design industry. But a few years ago I realized that there was nothing being done by members of the industry to benefit women's issues - particularly women's health. So many members of our community are affected by breast cancer. According to the American Cancer Society fewer than 1 of every 8 women in the United States will contract invasive breast cancer at some point in their lives¹. The good news is that the chance of dying from breast cancer is decreasing. The bad news is that people are still dying.

Each person afflicted by this terrible disease has spouses, children, parents, friends, colleagues, and clients. Breast cancer is not a gender problem - its a human problem. The design community functions on its tight, distinctly human, personal relationships. For Design breast cancer is an industry and community problem too.

¹ American Cancer Society, "How many women get breast cancer?." Last modified March 12,2012. <http://www.cancer.org/Cancer/BreastCancer/OverviewGuide/breast-cancer-overview-key-statistics>.

As a breast cancer survivor and interior designer, I've tied my passion for raising awareness together with my love of beautiful design. The beautiful result of this coupling is the Holiday House, the premiere annual event for featuring great interior design and decorating on the Upper East Side of New York City. Holiday House is located at 2 East 63 Street in a fabulous 75' wide mansion. This year our sponsors and participating companies are Traditional Home Magazine, Pratt and Lambert Paint, Baccarat, Hermes, Lladro.

I'm excited about bringing young designers from Parsons into this selective, highly regarded space. I think this partnership could be wonderful for both of us and I hope you'll join me.

Best,
Iris Dankner