

**PROJECT/EXHIBITION PROPOSAL FORM 2013-2014
THE ARNOLD AND SHEILA ARONSON GALLERIES
SHEILA C. JOHNSON DESIGN CENTER**

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

The Arnold and Sheila Aronson gallery and hallway, at 66 5th 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 coordination, feasibility, availability, and concept.

**Please read the following information (pp. 1-4) carefully before filling the form.
Applications should be made for Fall 2014 and Spring 2015 only.**

**PLEASE NOTE: THIS IS AN APPLICATION FOR SPACE NOT AN APPLICATION FOR FUNDS.
DEADLINE: DECEMBER 2, 2013**

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 2, 2013**. Please address all questions regarding the school review process to the appropriate chair, listed below:

- AMT – Andrea Geyer
- ADHT – Francesca Granata
- FASHION – Sara Kozlowski
- SCE – Daniel Michalik
- SDS – Alaiyo Bradshaw

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If you are applying from another division, you may submit the application directly to the SJDC at sjdc@newschool.edu by December 2, 2013.

How is the proposal reviewed?

1. At Parsons, once your proposal is received, your school Exhibitions/Public Programs committee will review and vote internally on the applications.
2. The chairs of the school committees forward *only* the applications they recommend to the SJDC Committee by January 2014. 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) by the deadline.

3. The SJDC Exhibitions and Public Programs Committee reviews, discusses and votes on the proposals in the Spring 2013 semester. The criteria used to evaluate proposals are: Curatorial concept/exhibition display plans, curricular connection/impact, and public program/outreach plans. The committee scores and ranks the proposals according to these criteria and discusses in depth those that are competitive.
4. Based on the recommendations by the Committee and the availability of the requested dates, the SJDC will contact finalists via e-mail shortly after the committee meeting to arrange a meeting. This meeting is to discuss the curatorial, installation and budget plans of the exhibition, to provide any committee feedback and to outline a working process and timeline.
5. The final calendar of exhibitions will be determined after the meetings.

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 for the general public. How will someone who is unfamiliar with 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 or proposals for group exhibitions that could be accommodated by the Parsons Festival are usually not competitive. When you propose dates, please take into account the time required for installation and de-installation.

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FALL 2014: September 15 – December 15, 2014

SPRING 2014: January 18 – April 15, 2015

Opportunity for Students

Every year the SJDC allocates a limited amount of project financial 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.

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 all the labor, funding and resources for the projects.

SJDC staff will oversee the installation in the gallery and will install the work. However, as the curator, you are expected to be present and to assist or organize assistance, as necessary. Installation will take place during weekday working hours.

The SJDC will guide you through the exhibition process in the gallery through curatorial and production meetings. SJDC staff is available to help you with your curatorial program, consult on exhibition design, the production timeline and publicity. Please be aware that owing to limited storage space, the SJDC does not have a vast inventory of exhibition furniture such as pedestals or cases, monitors, computers or other equipment. The SJDC can help you with limited equipment needs, identify vendors and specialized labor needs. Please avail yourself of this help while being aware that you are responsible for general oversight.

As you plan your project, please consider: Do you have time set aside to organize the show, oversee production, and be present during its installation and de-installation? 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 your budget and fundraising plans. 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

2013-2014 SJDC/Exhibition and Public Programs Committee Members:

- Alaiyo Bradshaw, Assistant Professor of Fine Arts, School of Design Strategies
- Daniel Michalik, Assistant Professor, School of Constructed Environments
- Andrea Geyer, Assistant Professor, School of Art Media and Technology
- Sara Kozlowski, Assistant Professor, School of Fashion
- Carin Kuoni, Director, Vera List Center for Art and Politics, NSPE
- Francesca Granata, Assistant 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

About the Aronson Galleries

Plans are available on request: 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 5th 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

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?
- Please be as specific as possible about the curriculum, open call or review process or any mechanism you are using to solicit work.

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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? If this is in conjunction with a panel or workshop, please consider what the exhibited content or points of engagement will be for the general visitor.

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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 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 the Aronson Galleries.

_____ (Dean of your division)

APPROVAL OF FACULTY ADVISOR (if student application) _____

Parsons: For further application queries, please contact the chair of your school's exhibitions and public programs committee.

Non-Parsons: Please contact the SJDC for additional information at sjdc@newschool.edu.