PRATT MANHATTAN GALLERY PRESENTS SUSTAINABLE FASHION EXHIBITION

Pratt Manhattan Gallery is presenting “Ethics + Aesthetics = Sustainable Fashion,” the first American exhibition to investigate the sustainable practices of American fashion designers, many of whom are based in New York City, now through February 20, 2010. The exhibition is free and open to the public.

“Ethics + Aesthetics” is guest curated by Francesca Granata and Sarah Scaturro. Granata is a fashion theorist and independent curator who is completing her Ph.D. in fashion history and theory at Central Saint Martins College of Art and Design, London. She also lectures at Parsons The New School for Design. Scaturro is a textile conservator at the Cooper-Hewitt National Design Museum and adjunct instructor at the Fashion Institute of Technology.

Granata and Scaturro conceived of “Ethics + Aesthetics” as a way of building on established sustainable practices of using recycled, renewable, and organic fibers and the employment of fair labor, while deepening the public’s understanding of what constitutes sustainability within the fashion system. “While the concepts of recycling and using organic materials are quite familiar in fashion, we are seeking to broaden the definition of what constitutes sustainable fashion by exploring ideas such as modular-ity, minimalism, and memory,” said the curators.

The curators have organized the exhibition around the themes of “Reduce, Revalue, and Rethink” that reference the traditional ecological mantra of ‘Recycle, Reuse, Reduce” while acknowledging the importance of aesthetics within fashion design.

The exhibition includes work by companies and clothing lines SANS, Uluru, Loomstate, Bodkin, Alabama Chanin, SUNO, and Slow and Steady Wins the Race, and by designers and artists Susan Cianciolo, Kelly Cobb, Tiprin Follett, Zoe Sheehan Saldana, and Andrea Zittel.

The exhibition design was completed by current graduate interior design students as part of the Exhibition Design Intensive course led by Professor Jon Otis.

Pratt Manhattan Gallery is located at 144 West 14th Street, between 6th and 7th Avenues, second floor. Gallery hours are Tuesday through Saturday, 11 AM–6 PM.

PRATT RANKS SECOND IN U.S. SURVEY MEASURING GLOBAL PRINT AND DIGITAL MEDIA PRESENCE

Pratt Institute ranks second among the country’s colleges of art and design in terms of its appearances in global print and electronic media, on the Internet, throughout the blogosphere, and in social media outlets, according to the Global Language Monitor’s (GLM) TrendTopper MediaBuzz™ Fall 2009 Rankings, which also lists Pratt 28th among all colleges in the entire U.S. for its overall media presence.

Rhode Island School of Design (RISD), which ranks 27th nationally, has an overall score of 469 and just barely beats Pratt, which has an overall score of 464. In third place among colleges of art and design is the School of the Art Institute of Chicago (SAIC), which has a score of 397. This is the first time that schools of art and design were included in the organization’s rankings.

Pratt also ranks first among the country’s colleges of art and design and 23rd nationally in terms of velocity, which measures the greatest change in number of citations from all sources over the final 90 days of the analysis, which ended November 1, 2009. In terms of velocity, RISD ranks 65th in the country while SAIC ranks 90th.

GLM began this rankings system several years ago after noticing a number of biases built into supposedly non-biased studies that resulted in college and university rankings. The organization created the TrendTopper MediaBuzz Analysis in order to measure a college’s value according to its brand equity, which it defines as the value a consumer bestows upon a product.

“In the rapidly changing communications and media environment of the early 21st century, you cannot rely on television surveys, at-home interviews, newspaper clippings, or television mentions to measure the worth of a brand,” write the editors of the report in its introduction. “Today the methodology must encompass the Twitters and YouTubes of the world as well as the tens of millions of blogs, the billions of Web pages, as well as the top global print and electronic media. This enormous sample simply cannot be tampered with because no single institution has the ability to influence, let alone corrupt, data streaming from hundreds of thousands if not millions of points of origin.”

GLM used its Predictive Quantities Indicator software that utilizes a proprietary algorithm for the TrendTopper MediaBuzz Analysis. Its mathematical model allows GLM to make statistically significant comparisons among the various measurements and allows it to gauge the relative values differing institutions are assigned by consumers as well as measures of how that value changes over time.

For more information, visit http://www.trendtopper.com/.
The students will initially assemble a small residential house, but the main project is a study of a future sustainable 30-story office building. This project aims to correspond with the environmental challenges that lie ahead. Students will turn the design into a construction management model, so the construction can be quantified, sequenced, and scheduled. The class will work together to assemble the building, and each student gets an area of responsibility. The emphasis is on the work-flow of BIM and illustrating how much of a team effort the building process really is.

You’re integrating BIM into the architecture and interior design firm BBG-BBGM’s New York operations. How does this change what the firm can do?

Initially, it helped us deliver more accurate documentation and enabled us to create buildings that could not have been realized with more traditional design tools. It has also allowed us to cut project set-up time considerably and to provide quality control mechanisms. We’re now making performance criteria an integrated part of the design process. The buzz word at the moment is Integrated Project Delivery in which all parties work tightly and the coordination turn-around time is cut dramatically.

You’ve spent most of your career at New York-based firms. Do you ever think of going back to Sweden?

New York is such a world city that there are people here from all over the planet, which makes it such an exciting place to be. I love Stockholm and try to get back there at least once a year, but I always feel good getting back to New York City.
DIANA PAU

features and showcases the spirit of the 21st century, becoming part of the museum’s programming so that the museum can be a place where past and present come together. Highlighting photography, as a medium people interact with on a daily basis, is a way to engage the public. The design calls for new display methods that maximize public interaction and allow viewers to experience photography in new ways. My project also integrates a sense of spectacle and pleasure in order to entice and attract, making the museum experience similar to the shopping experience.

What would be your ideal design project? One where the client is invested, engaged, and willing to take risks. Projects always have limitations and challenges, but challenges ultimately allow for the most interesting and unique designs. Innovation results from taking risks in how one approaches a design challenge. If I had to choose a specific project, it would probably be in the hospitality arena because these projects involve commercial, residential, and retail design.

You received a Naomi Leff Excellence in Interior Design Scholarship for a year in recognition of your work. Yes, it was established with a generous bequest from Pratt alumnus Naomi Leff, M.S. Interior Design ’73. Though Leff designed many celebrity homes, she’s probably best known for developing store images for Ralph Lauren’s NY headquarters and Armani’s A/X shops, for example. This award helped me realize the importance of infusing my work with my own point of view and understanding that my work is a reflection of who I am as a designer and where I come from. Ultimately, it has encouraged me to be myself as a designer.

What are you doing after graduation? I plan to pursue a career in interior design, either in New York or California. I’d also like to explore my interest in furniture and industrial design. Design is a language, whether you are dealing with an interior or an object, the goal is to communicate effectively.

What do you enjoy most about Pratt? I feel fortunate to be surrounded by such an amazing group of people at Pratt. I have found the faculty to be insightful, knowledgeable, and eager to teach. My peers are an incredible group of designers. They are intelligent, creative, and each has a unique viewpoint. They inspire me, teach me, and make me want to be a better designer. I am thankful to be able to work with them.

PRATT RAISES $400,000 FOR STUDENT SCHOLARSHIPS AT LEGENDS 2009 GALA
Honorees included Marc Jacobs, David Rockwell, and Patti Smith
Over 400 guests attended Legends 2009—Pratt Institute’s largest annual scholarship benefit—which raised $400,000 through ticket sales during a festive and glamorous event on October 29 at 7 World Trade Center in Manhattan.

PRATT FEATURED LIVE ON CBS’ THE EARLY SHOW FOR ENTIRE WEEK
Pratt received national television coverage in a week-long feature broadcast live on CBS’ The Early Show as British artist Stephen Wiltshire completed his final panorama of New York City from memory in the Juliana Curran Terian Design Center during the week of Oct. 26–30. Wiltshire drew the entire 18-foot panoramic image from memory after a 20-minute helicopter ride over the city.

BRAD LANDER Elected to New York City Council
With 70% of the vote, Pratt alumnus Brad Lander, former director of the Pratt Center for Community Development, won the City Council seat in the 39th District in Brooklyn in November’s elections. His two-year term begins January 1, 2010. Lander’s victory follows two years of tireless campaigning and coalition building in the Brooklyn neighborhoods of Park Slope, Cobble Hill, Carroll Gardens, Windsor Terrace, Kensington, and Borough Park. Lander, who earned a master’s degree in city planning at Pratt in 1999, also has taught at Pratt’s Graduate Center for Planning and the Environment.

PRATT HOSTS NINE FULBRIGHT SCHOLARS
President Schutte, Executive Director of Strategic Planning & Institutional Research Vladimir Briller, and Director of International Affairs L. Jane Bush recently met with five of the nine Fulbright scholars currently studying at Pratt. They had from Europe (2), India (5), Pakistan (3), Thailand (1), and Turkey (2). These Fulbright scholars are OGUZ AKIN, Graduate Digital Arts, Turkey; ESIN ARSAN, Graduate Industrial Design, Turkey; MARYAM FAYYAZ, Graduate Architecture, Pakistan; JULIE GOLL, Graduate Fine Arts, Germany; SEEMA KRISHNAKUMAR, Graduate Communication Design, India; VICHAYA (WIN) MUKDAMANEE, Graduate Fine Arts, Thailand; ASGHAR QURATULAIN, Graduate Architecture, Pakistan; NIDA TARIQ, Graduate Design Management, Pakistan; and MICHELE ZANELLA, Graduate Architecture, Italy.

PRATT TO OFFER A $1,000 SCHOLARSHIP THROUGH COLLEGENET.COM
The scholarship, which will be awarded on January 1, 2010, is only available to Pratt Institute students using Collegenet.com, a free, unique scholarship website that allows students to vote on who should win the weekly scholarship. Voting is open through December 30. Visit www.collegenet.com to enter for your chance to win!

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DIANA PAU
**LECTURE SERIES**

The final lecture of this fall lecture series, titled "Sustainable Building Foundations," will be delivered by Rudolph Frizzi, principal, Langan Engineering on December 3.

**EXHIBITION**

**CENTER GALLERY, second floor**

**SENIOR UNDERGRADUATE INDUSTRIAL DESIGN EXHIBITION: MAKING MEANING**

Wednesday, December 9, 10 AM–9:30 PM
Opening Reception: 5:30–9:30 PM

Seventeen seniors present products, installations, and performances that touch on other fields such as fashion, interiors, and fine arts while exploring what it is to generate meaning in today's world.

**GRADUATE INDUSTRIAL DESIGN THERESIS EXHIBITION**

Friday, December 11, 4:30–8:30 PM
Saturday, December 12, 12–5 PM
Opening Reception: Fri., Dec. 11, 4:30–6:30 PM

Eight graduate students exhibit their thesis work that explores the intersection between design and emotion in nontraditional public eating spaces, bike product design, and wearable accessories, among others.

**MANHATTAN CAMPUS**

**ROOM 213**

SCHOOL OF ARCHITECTURE FALL 2009 LECTURE SERIES

**THURSDAY, DECEMBER 3**

The final lecture of this fall lecture series, titled "Sustainable Building Foundations," will be delivered by Rudolph Frizzi, principal, Langan Engineering on Room 213, Pratt Manhattan Campus and is free and open to the public.

**NEW PROGRAM FOR HEALTHY LIVING**

Three hundred eighty-six Pratt students, faculty, and staff have already signed up for Prattfit, a new program offered jointly by Pratt's Athletics and Student Affairs divisions to promote wellness through recreation, nutrition, and fitness. Prattfit is free and incentive based, offering 18 exercise classes per week at the ARC (up from three last year) including yoga, pilates, body conditioning, and hip-hop dance. Participants also enjoy free access to Long Island University's Olympic-size swimming pool in Brooklyn and other rewards for keeping fit. For more information, workouts, and tips for "snacking down," look for the Prattfit newsletter around campus, in the cafeteria, dormitories, or visit www.pratt.edu/athletics.