

INDIANA UNIVERSITY
SCHOOL OF ART + DESIGN



FULFILLING *the* PROMISE

INDIANA UNIVERSITY BLOOMINGTON
SCHOOL OF ART + DESIGN
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FOR **ALL**

The Indiana University **Bicentennial Campaign**

**FOR ALL
WHO BRING
IMAGINATION
TO MARKET**

N

Transdisciplinary . . . transformative . . . transcendent.

History has always been made by innovators — those who see a block of limestone and dream of a sculpture, who touch fabric and envision a gown, and who see samples of wood and stone and design a kitchen.

These artists, designers, and entrepreneurs transform their societies as surely and as magically as they transform the materials with which they work.

The School of Art and Design now brings this same spirit and creative energy to campus. For the first time, our distinguished programs in art, design, and merchandising are integrated to provide a comprehensive experience for our students.

And with the launch of **FOR ALL: THE INDIANA UNIVERSITY BICENTENNIAL CAMPAIGN**, there simply could not be a more opportune moment for private support to shape the future of this exciting new School.



FOR ALL WHOSE
CREATIVITY SHAPES
OUR WORLD

GOAL #1: ENABLE PROMISING STUDENTS TO PURSUE THEIR PASSION FOR ART, DESIGN, AND MERCHANDISING

The world of art and design has always been demanding and daring. Only the most driven and most passionate students pursue it as their life’s work.

Merit-based and need-based **undergraduate scholarships** are essential tools for supporting young talent and encouraging promising students to pursue their interest in the School of Art and Design.

Graduate fellowships are equally important. They allow the School to attract advanced students with proven creative talent who can inspire undergraduates, their peers, and even the faculty members who mentor them. Our graduate students strengthen our programs through their creativity and contributions in both the classroom and the studio.

IT STARTS
WITH YOU

Undergraduate
Scholarships

Graduate
Fellowships

CHARTING A PATH

John Passafiume, B.F.A. in Graphic Design, 2009, has won acclaim from all quarters: from *Print Magazine* to the Art Directors Club to the American Advertising Federation. But it all started when his senior project at IU won an Adobe Design Achievement Award. As John explains, “The award got my foot in the door” with Louise Fili Ltd., an internationally known graphic design firm specializing in brand development for food packaging and restaurants. John is now an NYC-based freelance designer specializing in hand-lettering and formal aesthetics.





FOR ALL WHO SPARK IMAGINATION AND INNOVATION

GOAL #2: ESTABLISH AN UNPARALLELED FACULTY AND SUPPORT THEIR TEACHING AND RESEARCH

Now home to 70+ core and affiliated faculty members, the School of Art and Design boasts a vibrant and engaged community of scholars, artists, designers, architects, and industry professionals. Additional faculty hires in the

coming years will allow us to further broaden and deepen the student experience.

The School of Art and Design must be able to provide all of our faculty members with ongoing support for

research and professional development. In addition, **endowed chairs and professorships** allow us to effectively compete on a national and international level, and to make strategic investments in our faculty.

It is equally important that our students have the opportunity to study with **visiting faculty**. Whether they come for a single lecture or an entire semester, visiting artists and industry professionals can spark a student's creative development and influence their work for years to come. The chance to engage with a wide variety of innovators is among the reasons many students – and faculty – are drawn to the School of Art and Design.

THE MCKINNEY VISITING ARTIST SERIES

Meredith and Elsa McKinney both graduated from IU, where they met as sophomores. Elsa, who grew up in Brazil, tutored Meredith, who grew up in rural Indiana, in Spanish. Elsa went on to study law and Meredith became a reconstructive plastic surgeon, but the two never lost their shared love of art and the important role it plays in their lives.

To ensure that future generations of IU students would have access to the newest and broadest range of artistic techniques, perspectives, and ideas, they endowed the McKinney Visiting Artist Series in 2014. Each year, the Series hosts at least ten nationally and internationally significant artists working in painting, sculpture, metalsmithing, graphic design, photography, textiles, and other studio areas.

→ IT STARTS
WITH YOU ←

Endowed Chairs and
Professorships

Visiting Artist Programs
and Residencies

Faculty Support



GOAL #3: CRAFT A PROGRESSIVE CURRICULUM THAT PRODUCES CREATIVE LEADERS

Three core beliefs underpin the curriculum in the School of Art and Design:

Everybody is creative.

Our students take a series of Creative Core courses that provide a comprehensive survey of the interdisciplinary landscape and methods of art, design, and merchandising.

We give all our students — majors and non-majors alike — the creative confidence that makes them leaders in any

field. Even more important, our students learn principles of design thinking that serve them throughout life.

Everybody needs a solid liberal arts education.

There are schools that excel at teaching a student how to draw (or paint or sculpt or design). And there are schools that teach a student how to think. Very few schools do both. The School of Art and Design at Indiana University is one of them. Our students learn

foundational skills that prepare them for a range of professional paths in a complex and rapidly changing world.

Everybody needs to be entrepreneurial. Artists have always had to find patrons and outlets for their creations. It's no different today: all innovators must know how to refine their ideas and bring their work to market. At the School of Art and Design, we imbue the spirit of creative enterprise in all of our students.

They gain practical experience in every step of the creative process, from imagination to innovation to iteration.

The School of Art and Design aims above all to give our students an education in risk-taking, entrepreneurship, and critical thinking. Doing so requires that our faculty have the equipment and resources to teach in pioneering ways that engage and inspire our students.

→ IT STARTS WITH YOU ←

Curriculum Development

Studio Enhancements

Ceramics, Creative Core, Digital Art, Fashion Design, Graphic Design, Interior Design, Merchandising, Metalsmithing and Jewelry Design, Painting, Photography, Printmaking, Sculpture, Textiles

Collaborative Innovation Spaces

FLEXIBLE + CREATIVE + CROSS-DISCIPLINARY

Bryn Taubensee, B.A. and B.F.A. 2014, recently received a career-defining accolade when *Women's Wear Daily* hailed Vaquera, a clothing line for which she works, as “New York new.”

When she learned of the honor, Bryn immediately sent a thank you note to Deborah Christiansen, one of her IU professors who teaches apparel merchandising and fashion design. Bryn had begun as a sculpture major, but after Professor Christiansen encouraged her to take a fashion class, Bryn decided to double-major in fashion design as well.

Bryn thanked Professor Christiansen not only for being a great teacher, but for her flexibility in letting her students pursue their own creative paths. As Bryn says, “I probably wouldn’t even be working in fashion if Professor Christiansen hadn’t encouraged me to take that first apparel design class while I was in the sculpture program.”

Flexibility, creativity, and cross-disciplinarity: three of the most important qualities of the School’s exceptional offerings and of our enthusiastic faculty, who have an eye for talent and know how to cultivate it.

FOR ALL WHO BRING IDEAS TO LIFE



FOR ALL WHO LEARN WITHOUT LIMITS

GOAL #4: PROVIDE EXPERIENCES THAT ENRICH AND EXTEND THE CLASSROOM

In order for students to enter the job market with clarity and confidence, they must have both a high-quality classroom experience and high-impact educational experiences beyond the classroom.

Studio artists can **study abroad** in Beijing, Florence,

Kyoto, Venice and other cities with a rich tradition in the arts. Similarly, vibrant international experiences take many of our merchandising students to places as diverse as Hong Kong and Guatemala. Whether in Paris or Portland, **internships** and other opportunities to gain professional experience

enable students to distinguish themselves in the job market and in the workplace.

Throughout students' time at IU, the **Walter Center for Career Achievement** provides a crucial bridge between students' college experience and the professional world.

Here, advisors with expertise in art, design, and merchandising work closely with students to help them envision professional possibilities while building a network that leads to a successful, meaningful life. In tandem with these tailored advising resources, financial assistance is our best opportunity to provide students with life-changing professional experiences that allow them to enter the market with confidence.

→ IT STARTS
WITH YOU ←

Study Abroad
Internship Support
Career Services

FUTURE READY

Apparel merchandising students in Glenn Lyon's course, Retail through the Eyes of the Consumer, knew they'd be studying with a legend in the retail world. Lyon is currently chairman of the board at Finish Line, the athletic retailer.

What the students didn't know was that Lyon would throw out the textbook. Instead, he called on his extensive network to bring in guest lecturers from companies like Google to share their first-hand experience with the rapidly changing marketplace.

"I feel that I gave something to these 18 students that they couldn't get any other way," Lyon says.

And Lyon was as impressed with his students as they were with him.

"These students are being prepared for the real world," he says. "Whether you look at it through the wholesale lens of manufacturing or the retail lens of delivery to the consumer, by the time these students get a job, they have the discipline down and have many of the processes down, so they can hit the ground running."

And as a leader of one of the country's top athletic shoe companies, Glenn Lyon should know a little something about running.



**FOR ALL
THE CREATORS,
RISK-TAKERS,
AND EXPLORERS**



GOAL #5: BUILD SPACES THAT INSPIRE THE BEST LEARNING AND CREATIVITY

To enhance our vibrant culture of making and building, we need the best equipment, the most current technology, and the most engaging classroom environments possible.

Our first project was Kirkwood Hall, located at the heart of the Bloomington campus, overlooking the iconic Old Crescent. While we have maintained its 19th century limestone exterior, Kirkwood Hall's interior has been entirely reenvisioned to bring it into the 21st century. It is the School's new administrative home and it houses classrooms, new studios, a gallery, and exhibition space for design and merchandising.

In addition, the School of Art and Design is planning for program-specific facilities with the potential to serve the entire Bloomington campus. Included are collaboration and maker spaces where students can work with innovation tools to learn sophisticated design techniques and methodologies.

**IT STARTS
WITH YOU**

Renovation and Upgrades in Artist Spaces, Labs, and Studios

Ceramics, Creative Core, Digital Art, Fashion Design, Graphic Design, Interior Design, Merchandising, Metalsmithing and Jewelry Design, Painting, Photography, Printmaking, Sculpture, Textiles

Collaborative Innovation Spaces

DESIGN THAT PLAYS

For Professor Jon Racek, design is literally play. The multidisciplinary designer is the executive director of Play360, a nonprofit that helps build playgrounds in some of the poorest countries around the world, including Haiti, Zanzibar, and Kenya. At IU, Professor Racek teaches interior design, 3-D modeling, and digital fabrication, as well as a course called Design in the Developing World.

Play360 trains groups to use local material, tools, and labor to build playgrounds. Professor Racek explains that playgrounds are magnets, drawing kids to school and providing real joy for those who have a very hard life.

FOR ALL WHOSE CREATIVITY ENRICHES LIFE

Just as a designer looks at a blank piece of paper and sees an inspiring fall clothing line, an amazing room, or a beautiful poster, we look at our students and see gifted and passionate artists, designers, and merchandisers.

With your gift, you too will be involved in the act of creation, like the makers you support. As surely as an artist's brush brings a landscape to life, your gift will invigorate our new School and nurture future generations of dreamers and doers.