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ABOUT PARSONS : NEWS : ARTICLE


Parsons Students Spend Summer Helping Others

Date: 8/20/2007

Author: Public Relations

Parsons student Samantha Schwartz spearheaded an effort to memorialize five recent high school graduates who died in a car crash in Fairport, New York in late June. Samantha, a sophomore majoring in Communication Design, knew the victims through her cousin, who was quite close with all five. After witnessing firsthand the grief her cousin and others were experiencing, Samantha decided to help facilitate the grieving process through a memorial.

Samantha's cousin and his friends suggested she design a memorial tattoo, but Samantha went a different route and came up with the idea of a bracelet. Proceeds from sales of the bracelet would be used to support a memorial garden in the community and five annual scholarships given out in the girl's names. Samantha created a design for the bracelets and a graphic visual identity on the Web based on that design. A relative who works as a CPA helped her set up a 501(c) (3) charitable organization for the fund, and she began selling the bracelets online. Her efforts have been enormously successful, bringing people in the community closer together and helping them cope with their tragic loss. For more information, visit [here](#).


 On the other side of the globe, recent Parsons alumna Karli Henneman spent her summer in Rwanda with children in the poverty-stricken region of Mayange, which was the epicenter of the 1994 genocide. Karli, who received her BFA in Fine Arts from Parsons in June, was in Africa working in collaboration with the Millennium Villages Project, a non-profit working with this community of over 50,000 to help them become self sustaining. Karli spent her time in Mayange with fourth-and fifth-grade students, holding art and design workshops on collage, drawing, painting and live performance. Her teaching allowed the children to portray their life experiences in a visual context, and has helped them forge a strong sense of self-identity.

More News

Students Develop Luxury Goods Concepts

On December 4, students from Parsons and Columbia Business School presented marketing and product concepts to executives at several leading luxury goods companies through an innovative interdisciplinary course sponsored by the Luxury Education Foundation.

12/10/2007, Public Relations

Chairs "Re-Imagined" at Design Within Reach

On December 12, the company Design Within Reach will host a reception and preview of an installation of iconic Bellini chairs as interpreted by Parsons students. The designs were created by students participating in "Re-imagining the Chair," a special project of Parsons' BFA Illustration program.

12/10/2007, Public Relations

Fine Arts Lecture Series

Presents Artist Lorna Sim

The artist and photographer Lorna Simpson will speak about her work at Parsons The New School for Design. The lecture, part of Parsons' Fine Arts Lecture Series, will take place on Wednesday, December 5, at 3:15 p.m.

12/3/2007, Public Relations

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