

Fall 2018

# atelier

New York School of Interior Design

A photograph of four people in a modern office setting. A man with glasses and a black long-sleeved shirt sits on the left. A woman in an orange top sits in front of him. A woman with long blonde hair in a black top and light blue jeans sits on a dark grey ottoman. A woman in a striped turtleneck and black pants stands on the right. The background shows a bright, open-plan office with other people working.

We Work  
at WeWork

Adaptability Gives  
NYSID Alumni an Edge

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### ON THE COVER

NYSID alumni at the WeWork  
headquarters in Chelsea, New  
York City. L to R: Matthew  
Giampietro '14 (MFA-1), Ilona  
Birnberg '09 (BFA), Catherine  
Ward '15 (MFA-1), and Alicia  
Cargo '16 (MFA-1).

New York  
School  
of Interior  
Design

# WELCOME



*“Ours is a community of makers and doers who change lives as they transform the built environment.”*

As we near the end of 2018, NYSID is well into its second century and continues to shape, and be shaped by, the field of interior design. As always, at the heart of what we do at the College are our students and their passion for design. This aspect is one of the things I love most about NYSID. Generally, people don't grow up knowing they want to practice interior design; they discover it. As a single-focus college that teaches one discipline with laser focus, NYSID draws students who are choosing the career that is most meaningful to them.

The fact that **100% of NYSID's graduate students and 98% of our undergraduate students are employed** or pursuing further study within six months of graduation is a testament to the quality of our faculty, the rigors of our curricula, and the determination of our students. As is evident in our cover story, people in the industry want to hire our graduates.

There's much to be proud of in 2018. It will come as no surprise to those of you who know Dr. Ellen Fisher, NYSID's Vice President for Academic Affairs and Dean, that, once again, she has been named one of *DesignIntelligence's* “Top 25 Most Admired Educators in Architecture, Interiors, and Landscape Architecture” (for 2018–19). We're also excited about the publication of Dr. Fisher's book, *New York School of Interior Design: Home: The Foundations of Enduring Spaces*. This year, *DesignIntelligence* ranked interior design programs in **12 areas of curricular focus**, from presentation skills to design technologies to construction methods, and NYSID ranked **#1 in all 12 key focus areas for its graduate programs**, and **#1 in 10 key focus areas for the BFA program**. *DesignIntelligence* also ranked NYSID's graduate and undergraduate programs the fifth most admired interior design programs in the country, marking the fifth year all of our programs have ranked in the top ten.

We're grateful to our supporters for helping us achieve excellence and consistency, reflected in our Middle States and National Association of Schools of Art & Design accreditations. We especially want to thank the co-chairs of our gala: Alexa Hampton, designer and principal of Mark Hampton LLC; Newell Turner, design publishing veteran and design activist; Betsey Ruprecht, owner of Decorative Antiques Ltd; and alumna and philanthropist Maria Spears for bringing together our community in support of the scholarship fund.

You might notice, as you flip through these pages, that this is a new and reimagined *Atelier*. It's our hope that this new format enables us to tell the stories of NYSID in a deeper way. We invite you to send us feedback and story ideas to [atelier@nysid.edu](mailto:atelier@nysid.edu). Ours is a community of makers and doers who change lives as they transform the built environment. We hope these pages serve as a resource for discovering what's next in interior design education.

DAVID SPROULS  
President, New York School of Interior Design

# VISUAL THINKER / Stefan Steil



## A Windowless Room Opens

Stefan Steil '08 (BFA) and '10 (MFA-2), faculty member and principal of Steilish Interiors & Architecture (*steilish.com*), was one of the designers selected to reimagine a room for the 2018 Kips Bay Decorator Show House on New York's Upper East Side last April. Steil was assigned a windowless L-shaped pantry, a space originally intended to be tucked out of sight. He transformed it into a sitting room meant to encourage a contemplative pause between the interior and exterior, a room designed to evoke the feeling of an open courtyard. His inspiration was the 1985 Merchant-Ivory film "A Room with a View," and the design pays homage to the lush romance of Italy with its pronounced love of nature and form. His strategy was to create vistas, and he did so by framing multiple views and creating focal points in the distance.



PHOTO: NICKOLAS SARGENT

**1** The ceiling is a three-dimensional installation from M. J. Atelier II, painted and hand-sculpted to create the feeling of looking up at tree branches. The Ayala Serfaty light fixture is reminiscent of clouds.

**2** The almost-black strié wallpaper, with light grout lines, is meant to mimic an exterior stone façade. Steil's team hand-tore each panel and then applied them over several days.

**3** This work is a composite photograph of thousands of images that the artist, Markus Brunetti, took of the *Cattedrale di Santa Maria Assunta* in Siena. It functions as a "window."

**4** The sculptural rug is hand-braided wool from artist Dana Barnes, and is intended to introduce texture.

*"Stefan took an awkward progression of back-of-house rooms and transformed them into a series of stunning spaces."*

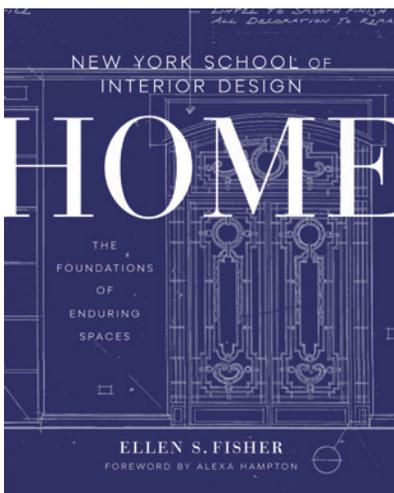
JAMIE DRAKE, PRINCIPAL, DRAKE/ANDERSON



# LAYOUT / New and Notable at NYSID

## ELLEN FISHER'S NEW BOOK DISTILLS INTERIOR DESIGN TO ITS ESSENCE

"Interior Design is equal parts art and science," writes Dr. Ellen Fisher, NYSID's Vice President for Academic Affairs and Dean, in the introduction to her book, *New York School of Interior Design: HOME: The Foundations of Enduring Spaces*. "It is problem solving with an added value: the designer's unique creative twist and ability to refine solutions with an eye for beauty and empathy." The book, published by Clarkson Potter in March 2018, with photographs by Mark La Rosa, is a vast reservoir of knowledge that draws on NYSID's Basic Interior Design curriculum. The format is fun, and easy to apply for DIYers tackling residential projects on their own. Says Alexa Hampton in the foreword, "This book is an essential text for all students of design. . . [as well as] inspiration and intel for those interested in the art and practice of the discipline." With this publication, Dean Fisher follows in the footsteps of NYSID founder Sherrill Whiton, whose book, *The Elements of Interior Design* (1937), helped shape the field as a widely used interior design textbook.



## NEW DIRECTOR OF ADMISSIONS AND RECRUITMENT HAS EXPERIENCE AND VISION

Before joining NYSID as Director of Admissions and Recruitment in 2018, **Brett Cione** was Associate Director of Admission and Financial Aid at the Columbia Journalism School. He has 18 years of experience in higher education, and has also worked with students at the University of Pittsburgh and Penn State University. As a professional who drew prospects interested in journalism to Columbia, he's accustomed to working with populations driven by the passion

for a meaningful career. What excites him about NYSID is the opportunity to serve creative people. Cione is a former television news reporter, and as such, he's interested in improving communication with potential students. He says, "I want to make admissions as efficient and customer service oriented as possible, online and in person, with clear communication tools that tell the stories of students dedicated to improving the spaces we live in."

## THREE NEW BOARD MEMBERS ARE A BOON TO NYSID

In 2018, NYSID's Board of Trustees welcomed three new members: David Kleinberg, Kelly M. Williams, and Susan Zises Green. **David Kleinberg**, Principal of David Kleinberg Design Associates, is an internationally recognized leader in interior design and architectural renovation. In 2011, he published his monograph, *Traditional Now: Interiors by David Kleinberg*, and was inducted into *Interior Design* magazine's Hall of Fame. He was recently honored with NYSID's Albert Hadley Lifetime Achievement Award. Kleinberg has been a member of *Elle Décor's* A-List since 2011. **Kelly M. Williams** is a Senior Advisor at the global investment and advisory firm GCM Grosvenor (with expertise in diversity and socially responsible investments). She is the founding board chair of the Private Equity Women Investor Network, and was named, five years consecutively, as one of "The Most Powerful Women in Finance" by *American Banker* magazine. **Susan Zises Green**, an alumna of NYSID, has been recognized by *House Beautiful* magazine as one of their "Top 100 Designers," and recently received a 2017 Florida Trust for Historic Preservation Award. Says NYSID President David Sprouls, "David, Susan, and Kelly are great additions to the board, bringing a wealth of expertise to the College."

## VIRTUAL REALITY COMES TO NYSID

The IFDA (International Furnishings and Design Association) Awarded its Elizabeth Brown Grant to NYSID for the purchase of advanced virtual reality headsets and the introduction of “VR” to its curriculum. Says Dr. Ellen Fisher, NYSID’s Vice President for Academic Affairs and Dean, “Virtual reality allows designers to preview what they have designed in three dimensions and to give clients an idea of an imagined space.” NYSID will pilot a course in virtual reality, overseen by Assistant Dean **Richard Todd Class**, in the BFA program this spring.



## DESIGNING A REFUGE FOR DOMESTIC VIOLENCE SURVIVORS

As part of the summer Experiential & Service Learning course taught by **Terry Kleinberg**, eleven students worked with the nonprofit victim services agency **Safe Horizon** to redesign the interior of a shelter for survivors of domestic violence and their children. MFA-1 students **Mika Jiaravanont, Rebecca Kim, Alexandra Nino, Joanne Park, Sarah Salerno, Siyu Miao, Xiao Tang, Allie Weber, Divya Rai Gupta, Nanmei Jiang, and Diana Soriano** self-selected into teams working on plans for four types of rooms: the daycare center, the lounge, counseling, administrative, and intake offices, and a typical residential unit. The students interviewed social workers and staff to identify the problems they needed to solve. Since each residence within the shelter is shared by two families, it was important to visually demarcate the ownership of space, so the design team working on the residence came up with a sensitive color-coded system. “It is incredible to see what a powerful experience it can be for students to do this kind of work,” says Kleinberg. “Having real clients with real parameters makes problem-solving more challenging but also easier because it provides a context for making decisions.” Faculty member **Eric Cohen** helped mentor the group, and MPS Lighting students **Chonlatorn Pornpraphan, Diogo Coelho, and Nehal Agarwal** volunteered expertise because lighting is a critical component of trauma-informed design.

## “THE PEOPLES’ PRECINCT AT 73RD” WILL BE BUILT

In 2015, a team of MFA-1 students in the Experiential & Service Learning course, then taught by NYSID faculty member **Francisco De Leon**, proposed a redesign of Brownsville, Brooklyn’s 73rd Street Police Station vestibule through an initiative with the NYC Department of Design and Construction and the department’s Town + Gown program. The student-designers on the project, **Daniella Brecher,**

**Anna Enya Dzubey, Orianna Ellison, and Hsien-Huei Wu**, interviewed police officers and community members to research their design. They will finally see their guidelines for a more welcoming vestibule implemented. *The Daily News* reports that the city has set aside one million dollars to improve the 73rd and three other Brooklyn precincts.



## FOUR NEW COURSES IN "ADVANCED TRADE TECHNIQUES"

The interior designer **Harry Heissmann** spent nine years honing his skills in the offices of the late Albert Hadley, the legendary designer and influential member of NYSID's board of advisors, who dubbed his protégés' desk "the magic desk." Now Heissmann shares this magic with NYSID students in the form of a quartet of courses called "Advanced Trade Techniques," which teach students high-level designing in Custom Upholstery (I), Custom Flooring (II), Custom Wall Treatments (III), and Custom Cabinetry (IV). These "mini-courses" are one-credit electives in the undergraduate program. Non-matriculated students may take up to twelve credits before entering a program, so anyone interested in the craftsmanship behind bespoke design can take all four.

## ALUMNI TOUR A HADLEY APARTMENT & GARDEN CLUB OF AMERICA

**Eileen Judell's** all-Albert-Hadley-designed apartment exists as if preserved in amber, and she was kind enough to welcome a large group of alumni into her home on June 13 for a guided tour of this residence, a functioning piece of design history. On September 13, alumna and faculty member **Valerie Mead** led a group of alumni through the NYC headquarters of the Garden Club of America.



## STUDENT SANA KHAN WINS IIDA EXHIBITION COMPETITION

NYSID alumna **Sana Kahn '18 (MFA-2)** won the 2018 International Interior Design Association Student Booth Design Competition at Orgatec and, as a result, was flown to Cologne, Germany, to execute her design. Ms. Kahn created her contest submission in an exhibition design studio taught by NYSID faculty member Ian Gordon, Principal of e+i Studio. Ms. Kahn's design, the "IIDA Cloud," was a formation of cubes that evokes a cloud and is meant to represent the circulation of design ideas around the world.

## CHONLATORN PORNPRAPHAN WINS IESNYC THESIS PRIZE

**Chonlatorn (Tan) Pornpraphan '18 (MPS-L)** was one three students from the Tri-State Area who won The New York City Section of the Illuminating Engineering Society's Annual Thesis Prize.



## NYSID TRIO WINS IIDA STUDENT DESIGN COMPETITION

A team of NYSID MFA-1 students mentored by **Barbara Lowenthal**, NYSID's Associate Dean for Graduate Studies, won the International Interior Design Association's 2017 Student Design Competition, sponsored by OFS Brands. **Nanmei Jiang, Ara Kim, and Wan Ting Hsieh** won first place and \$2,500 for their project, called *Homffice*.

## AN EXPANSION OF ONLINE OFFERINGS

In 2018, the Associate in Applied Science (AAS) degree became available online. The AAS is self-paced and offers a new and exciting opportunity for students to enter the profession on a schedule that works for their lives.

## “THE EDUCATED EYE” LUNCHEON: ELLIE CULLMAN & BRIAN MCCARTHY

NYSID friends and supporters gathered at a private club on September 27 to hear presentations from two inspirational interior designers, **Ellie Cullman** and **Brian McCarthy**. This event was the kickoff for NYSID’s 2018 Dialogues on Design season, curated by NYSID Trustee **Newell Turner**. Ms. Cullman, who has been consistently included on the AD100 list of the world’s best interior designers, and chairs some of the most important antique shows in the country, spoke about, “The Perfect Mix: Striking a Balance Between Old & New.” Mr. McCarthy, former partner of the legendary design firm Parish-Hadley, founded his eponymous firm in 1992. He counts among his notable projects the interior design and refurbishing of the official residence of the US Ambassador to the Court of St. James in the UK. At the luncheon, he discussed “The Art of Bespoke Interiors.”

## THE MICHAEL I. AND PATRICIA M. SOVERN LECTURE ON DESIGN: JAMES STEWART POLSHEK

On Thursday, October 11, the legendary designer, architect, and public advocate **James Stewart Polshek**, FAIA, known throughout his career for his emphasis on social responsibility and humanism in design, addressed a crowd at NYSID. In 1963, Mr. Polshek founded James Stewart Polshek Architect, which later became the internationally recognized Polshek Partnership and, ultimately, after his retirement, Ennead Architects. With his firm, he completed projects that transformed the field of architecture, including the restoration and expansion of *Carnegie Hall*, New York; *the Rose Center for Earth and Space at the American Museum of Natural History*, New York; and the *William Jefferson Clinton Presidential Center*, Little Rock, Arkansas.



## FORMER MENTEES BECOME THE MENTORS IN THE HOLIDAY HOUSE COMPETITION

In 2015, NYSID started a contest that challenged its students to create a design for a room at Holiday House, an annual showhouse that benefits breast cancer organizations. The very first winner of the Holiday House Competition was **Cheryl Sadlowski**. This year she, and many other former Holiday House competitors who have since graduated and entered the field, participated again, this time as alumni mentors. **Krista Gurevich** mentored **Tori Thorgersen** (BFA); **Cheryl Sadlowski** mentored **Mackenzie Williams** (MFA-1); **Elise Morrissey** mentored **Miao Siyu** (MFA-2); **Michelle Lau** mentored **Yelim Lyndsey Noh** (BFA); **Topaz Wong** mentored **Pei Jung Hsin** (MFA-2), and **Rose Darline** mentored **Ahuja Shivya** (MFA-2). The winner will be revealed on November 27, 2018, and earn the prize of having their room installed in the 2019 Holiday House. Michelle Lau, who graduated from the MFA-1 in 2018, was the winner of the Holiday House competition last year, and her design will be featured in this year’s 2018 Holiday House.





## NYSID HONORED AT THE KIPS BAY DECORATOR SHOW HOUSE DINNER

Excellence in design education was the focus of the President's Dinner at the 2018 Kips Bay Decorator Show House. NYSID was among five NYC art and design schools honored for educating generations of our nation's creative designers. The event kicked off the 2018 Kips Bay Decorator Show House, this year chaired by Bunny Williams, an event that's a bellwether for interior design trends and a fundraiser that raises thousands for afterschool programs in the city via the Kips Bay Boys & Girls Club. Several members of the NYSID community designed rooms in the show house, including trustee **Alexa Hampton**, faculty member and alumnus **Stefan Steil**, and alumnus **Charles Pavarini III**.

## EXHIBITIONS SHOWCASE IMPORTANT FACETS OF DESIGN

Three exhibitions in 2018 were opportunities for students and members of the public to immerse themselves in important facets of interior design.

NYSID faculty member **Zhijian Qian**, one of the world's foremost experts in contemporary Chinese art, curated "**Blurred Boundaries: Recent Works by Chinese Artists in New York**," an exhibition that ran from February 12 to March 2, and was produced in conjunction with Beijing's Central Academy of Fine Arts.

"**Pieter Estersohn: A Practiced Eye**" ran from March 22 to May 11 and explored the career of one of the premier architectural photographers of our time.

From September 13 to November 10, "**1:1 Drawing, Design and Communication**," curated by Darling Green in consultation with NYSID faculty member **Judith Gura**, explored the drawings of designers who have made the innovative communication of form central to their practice.



PIETER ESTERSOHN: A PRACTICED EYE



1:1 DRAWING, DESIGN & COMMUNICATION

## STUDY ABROAD IN VIENNA INSPIRES

From May 27 to June 9, a group of undergraduate and graduate students led by NYSID's Associate Dean **Barbara Lowenthal** had the opportunity to experience Viennese architecture and interiors firsthand, from the Baroque glories of the Hapsburg Empire, to Otto Wagner's seminal Postal Savings Bank, to the daring design of Jean Nouvel. Ms. Lowenthal forged relationships with local designers and architects, creating access to private tours through Zaha Hadid's stunning Vienna University of Economics and Business Library and Learning Center and Stephen Holl's Loisium Spa Hotel and Wine Center. The group also took intimate tours of contemporary workplace, retail, and hospitality interiors introduced by the interior designers themselves. A high point of the trip was a visit to the iconic Villa Tugendhat in the Czech Republic, designed by Ludwig Mies van der Rohe.



## NYSID'S 2017-18 ALUMNI MENTORS SHAPE CAREERS

Sixteen alumni took time from their hectic schedules to mentor a student designer in the 2017–18 school year. The professional relationships that develop between NYSID mentors and mentees take many shapes and often extend years beyond the student's graduation. This past year, **Court Whisman '05 (AAS)**, of Eve Robinson Associates, Inc. mentored **MacKenzie Williams (MFA-1)**. **Joshua David Lefowitz '11 (AAS)**, of Joshua David Design, mentored **Karen Dan (AAS)**. **Arlene Angard '08 (AAS)**, the principal of her own firm, mentored **Cielo Cortes (AAS)**. **Lisa Casertano**

**'02 (MFA-2)**, of Cierno Designs, LLC, mentored **Michelle Simms (MFA-1)**. **Carissa Byrne '09 (BFA)** of STUDIOs Arch mentored **Emily Yu (MFA-1)**. **Brooke Lichtenstein '09 (BFA)** and **Yiannos Vrousos '09 (BFA)**, of Input Creative Studio, mentored **Paul Lee (BFA)**. **Valerie Genovese '16 (BFA)**, of Bentel & Bentel, mentored **Rebecca Kim (MFA-1)**. **Billy Cegila '99 (BFA)**, of HOME, mentored **Inga Vincent (MFA-1)**; **Lauren Stern '07 (AAS)**, of Lauren Stern Design, mentored **Vanessa Skawski (AAS)**; **Lawrence Chabra '09 (BFA)** of RAMSA, mentored **Mimi Chen (MFA-1)**; **Andrea Brodfuehrer**

**'14 (AAS)**, of "von b" interiors, mentored **Ioanna Kyriazi (MFA-1)**. **Mike Bowers '16 (MFA-2)** mentored **Gabriele Sarzynski (MFA-1)**. **Shannon Andrews '11 (MFA-1)**, of Gensler, mentored **Sarah Stevens (MFA-1)**; **Joe-Hynn Yang '16 (MFA-1)** mentored **Yi-En Lee**. **Elise Morrissey '01 (AAS)** mentored **Leanna Sjursen (BFA)**. NYSID is grateful to these mentors, who provide invaluable insight to our students and have a huge impact on their careers. To volunteer to be a mentor, reach out to **Samantha Fingleton** at [sfingleton@nysid.edu](mailto:sfingleton@nysid.edu).





# We Work at WeWork

## Adaptability Gives NYSID Alumni an Edge

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NYSID ALUMNI AT THE WEWORK HEADQUARTERS IN CHELSEA, NEW YORK CITY.  
L TO R: CATHERINE WARD '15 (MFA-1), MATTHEW GIAMPIETRO '14 (MFA-1),  
ILONA BIRNBERG '09 (BFA), AND ALICIA CARGO '16 (MFA-1).

PHOTOS BY MATTHEW SEPTIMUS

**W**hen you walk into the third-floor common area of WeWork's new 135 West 41st Street facility, designed by alumnus **Matthew Giampietro '14 (MFA-1)**, you'll find what he calls "four levels of seating." There are soft furnishings covered in sumptuous fabrics, upright seats near power outlets, intimate nooks set inside birch plywood enclosures for small group collaboration, and banquettes for single workers, strategically placed next to a very social pantry stocked with coffee and fruit water. You're likely to see someone working with shoes off, tucked in a comfy chair, or you might see a dog curled at his owner's feet. Giampietro, whom WeWork recently promoted to the role of Interior Design Lead, US East, Tri-State, says, "I pay attention to book selection in my designs. . . . When I put a coffee-table book down on a table, I want to make sure it's something people are going to talk about. [We design] collision points, places, and opportunities for people to interact."



MATTHEW GIAMPIETRO '14 (MFA-1), INTERIOR DESIGN LEAD, US EAST, TRI-STATE, WEWORK

*"NYSID prepared me to create a spatial experience, rather than just apply materials to surfaces."*

MATTHEW GIAMPIETRO

This WeWork space (among the 287 and counting that have cropped up in 77 cities) encapsulates the way the company has revolutionized the field of workplace design since its founding in 2010. WeWork has popularized the credo "make a life, not just a living" at work and the notion that the workplace should offer the comforts of home, and a sense of community to boot. The company is pushing the practice of evidence-based design forward, with a dedicated workplace research and strategy team that uses their own app

to gather data from WeWork members on what makes people happy and collaborative in the work environment.

There are currently four NYSID alumni working on the US Design Team of WeWork: **Ilona Birnberg '09 (BFA)**, Interior Design Manager, US West; **Alicia Cargo '16 (MFA-1)**, Interior Design Lead, Powered by We; **Matthew Giampietro '14 (MFA-1)**, Interior Design Lead, US East, Tri-State; and **Catherine Ward '15 (MFA-1)**, Interior Design Lead, US East. These alumni assert that the New York School of Interior Design

gave them the foundation to succeed at WeWork, as well as in an industry that increasingly values flexible designers skilled at integrating many types of interior design into a single project. (Catherine Ward was hired right out of the MFA-1 program, on the strength of her NYSID portfolio). Here's what these NYSID alumni have to say about the skills and perspectives one needs to make it in the rapidly evolving field of interior design.



ALICIA CARGO '16 (MFA-1), INTERIOR DESIGN LEAD, POWERED BY WE

*“We had well developed studio courses that were process-driven and immersed us in evolving design standards. These prepared me to enter the workforce.”*

ALICIA CARGO

## Know How to Defend Your Designs

Alicia Cargo graduated from NYSID’s MFA-1 program in 2016 and secured her first design job at HOK. She joined WeWork in June of 2017 as Interior Design Lead for Powered By We, WeWork’s white-glove product for enterprise clients that have included Pinterest, Blackrock, and Microsoft. Powered by We is a vertically integrated service through which WeWork helps clients locate the right physical space, design and build a workplace with a customized interior, manage construction, and run operations. So, Alicia Cargo’s work is very client-facing. She says, “The most important thing I learned at the New York School of Interior Design is how to explain the thought process behind my designs during presentations. People are hiring [Powered by We] because we have a grasp on how to connect people. . .

Every day I have to explain to clients how design decisions are going to affect work culture, and that’s a skill I learned at NYSID.”

Cargo shares that it’s not only external communication skills with the client, but also internal communication with her collaborative team of architects, engineers, construction managers, and real estate experts, that makes her successful at her job. Adds Kevin Lally, WeWork’s VP of Interior Architecture, “It’s important that anyone interested in joining WeWork can be truly collaborative. We seek talent that wants to be part of a company and design team that is focused on delivering unparalleled environments that connect our members. . . and cultivate community through an agile and iterative process.”

## Be Open to Varied Types of Interior Design Experience

Iлона Birnberg graduated from NYSID in 2009, during a recession. She had to be tenacious, and take what came her way, so she worked in high-end residential, hospitality, and workplace design, before joining the store design team at Michael Kors. She landed at WeWork in 2015 as a Design Lead on the international team, working on London projects, including her favorite, Waterhouse Square, which includes an atrium her team had to transform into a flexible space for work and events. Then, she was transferred to San Francisco. She recalls, “A year ago, I was the only designer on the West Coast. We are growing at the speed of light. Now, we are a team of 20 plus and adding designers by the month.”

Birnberg, currently an Interior Design Manager, is involved in hiring designers for the West Coast team, and says, “The type of work we do at WeWork welcomes varied backgrounds in design. [Our spaces are] commercial, residential and hospitality hybrids. We want designers who are flexible and agile, not set on one design style. We need designers who can adapt to change, to the research we are getting and feedback from members.”

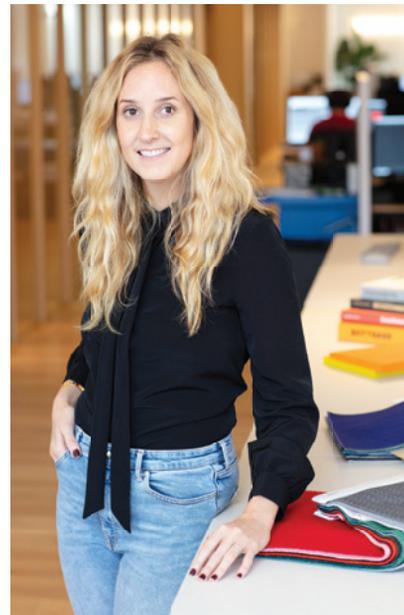
Several of the alumni mentioned that their education at NYSID prepared them to tackle the projects they are doing now by requiring them to take a series of progressively difficult residential and contract studios that challenged them to integrate different

types of design into plans for specific users. Alicia Cargo remembers the Chappaqua Children’s Library Project she completed in an interior design studio for the MFA-1, taught by NYSID’s Associate Dean for Graduate Studies, Barbara Lowenthal. This class taught her the principles of Third Place Design, creating a comfortable public space for a variety of users, with associated ergonomic requirements, that encouraged reading and learning (the “work” of children). Says Cargo, “We had well developed studio courses that were process-driven and immersed us in evolving design standards. These prepared me to enter the workforce.” ▶

## Develop Strong Technological Skills, but Also Use Your Hands

WeWork's Lally also points out that strong technological skills (especially the mastery of Revit) are something they seek out in hires. **Catherine Ward**, who graduated from the MFA-1 program in 2015, was hired by WeWork right out of grad school, and recommends that NYSID students "take the portfolio class" because, she says, "It helped me put all of my projects in an organized, concise form that showed my individual style, and also showcased the range of my computer skills." She was hired at WeWork on the strength of that portfolio. Ward learned Revit and other relevant programs at NYSID, but she

also valued the fact that the school taught her to hand draft. She says, "I think it's important to understand how people used to design. Once you know how to sketch, you can capture ideas in the moment, and this ability also helps you understand the history of design and older structures." In her work as an Interior Design Lead in the Tri-State area, Ward has had ample opportunity to transform historic buildings, including the gorgeous Queens Plaza in Long Island City, WeWork's second building in Queens (in the former MetLife building).



CATHERINE WARD '15 (MFA-1), INTERIOR DESIGN LEAD, US EAST, WEWORK

*"The type of work we do at WeWork welcomes varied backgrounds in design. [Our spaces are] commercial, residential, and hospitality hybrids. We want designers who are flexible and agile, not set on one design style."*

ILONA BIRNBERG



ILONA BIRNBERG '09 (BFA), INTERIOR DESIGN MANAGER, US WEST, WEWORK

## Learn to Leverage Behavioral Data

Ilona Birnberg says, "We are research and data driven at WeWork. We have a research team internally that does studies on user happiness, how space is used, and how enterprise companies measure the happiness and efficiency of employees." This research informs WeWork's design standards.

The collection and application of data on the ways interior design shapes behavior is a growing movement in the industry. For this reason, Dr. Ellen Fisher, NYSID's VP for Academic Affairs and Dean, has recently made the Environment & Behavior course a requirement of both the BFA and MFA-1 programs. Dr. Fisher explains, "It is impossible to design responsibly without a deep understanding of the

interaction of people with their physical environments. What might in the past have been considered a designer's intuition or sensitivity can now be recognized—and supported—by a body of scientific research proving the effect of the environment on physical and mental health, wellbeing, and safety. Environment & Behavior is a fundamental part of what every professional interior designer must know."

**Erika Reuter '06 (BFA) and '13 (MFA-2)**, a member of the MFA Program Advisory Board and a NYSID faculty member who has taught in the undergraduate and graduate programs, is at the forefront of workplace design in her job as Project Manager and



ERIKA REUTER '06 (BFA), '13 (MFA-2),  
PROJECT MANAGER AND SENIOR  
ASSOCIATE, HOK

Senior Associate for HOK. Reuter, whose design credits include a headquarters for Teach for America, as well as a major new facility for GroupM, confirms that the practice of interior design is becoming increasingly research driven. In her words, “Without a systematic understanding of how design stimulates people, our work means little. The big push now is to create offices that help attract and retain staff. With mobile and home-work policies in place, the challenge is to design efficient and stimulating space that makes employees want to be in the office.” She says her company does front-end work that consists of utilization studies that draw on observations of and sensor data on how existing spaces are being used and underused; survey data; and interviews. In her studio courses at NYSID and her thesis advisement, she teaches that research on the user and demographics are the starting point of every design.

*“Without a systematic understanding of how design stimulates people, our work means little. The big push now is to create offices that help attract and retain staff.”*

ERIKA REUTER

NYSID’s deep ties to the industry, and its faculty of practicing designers and architects, allow the school’s curriculum to evolve to reflect the cutting edge of the field. As they go out into the workforce and make their mark, NYSID students become interior design’s leaders and innovators, pushing the industry forward in its betterment of human experience. ■

## Optimize the Career Resources at NYSID

NYSID has an impressive job placement rate: **100 percent of its graduate students and 98% of its undergraduates** are employed in the industry or a related field, or are pursuing further education, within six months of graduation. **Nansi Barrie, NYSID’s Career Services Coordinator, and Lawrence Levy, President of NYSID’s Alumni Council,** share advice about how to get the most out of the career resources and alumni network NYSID offers.

### ► ATTEND THE CAREER SERVICES WORKSHOP

Every November, the Career and Internship Services Office leads a workshop that helps enrolled students begin to think about employment. Topics include how to craft a resume and cover letter; the best sites for interior design jobs; posting your portfolio; networking through professional affiliations, and more.

### ► BOOK A PERSONAL CONSULTATION

Nansi Barrie says, “I encourage students to meet with me so I can assess their work and their goals on an individual basis.”

### ► STAY CONNECTED TO NYSID

The minute you graduate, you join an alumni network that is more than 3,000 professionals strong. NYSID Alumni Council President and faculty member **Lawrence Levy**, principal at Lawrence Allan Inc., says, “I strongly encourage graduates to stay involved with the school; whether it be through alumni events (which are fun and educational) or taking continuing education classes. With so many of our faculty and alumni working in every part of our industry, continued involvement with the school can be an invaluable resource.”

[nysid.edu/alumni](http://nysid.edu/alumni)



# Designing for LGBTQ Elders

## For Eric Cohen, Universal Design Is in the Specifics

**E**ric Cohen, AIA, Senior Associate Principal at Ethelind Coblin Architect, is his firm's in-house expert on Universal Design and has worked extensively on contract and residential interiors for seniors. He is a member of the American Institute of Architect's Design for Aging committee, and with this group, has contributed to NYC's Aging in Place Guide for Building Owners. He has taught and participated in multiple courses at NYSID, and is currently teaching the MFA-2 Thesis course, for which he was originally a mentor. In his classroom and practice, the fields of psychology and interior design are interwoven.





EDDIE WINSOR SAGE CENTER,  
ETHELIND COBLIN ARCHITECT  
FAR LEFT: RECEPTION CENTER  
LEFT: COMMUNITY SPACE  
BELOW: CYBER CAFÉ



### Can you tell us a bit about your design work for LGBTQ Seniors?

In 2012, our firm was hired to design the Eddie Winsor SAGE Center, on 7th Avenue in New York City. In addition to the design of offices to house SAGE's National LGBTQ Resource Center, we designed a community center to provide entertainment, food service, counseling, and housing/financial/health-wellness services to LGBTQ elders and their caregivers. This project was part of the New York City Department of Aging's program to build innovative senior centers.

*"We were servicing many different groups within the LGBTQ community: older professionals, low-income people, retirees looking for purpose, so the ability for users to access their own territories within a larger space, and to seek out private spaces without feeling a sense of stigma, was essential."*

### What aspects of your design were intended to address the needs of LGBTQ seniors?

Early LGBTQ gathering spaces were started by small civil rights groups with restricted budgets, and those groups needed to create spaces with protection and privacy built in. Our client wanted to create a center that messaged pride and openness. They also wanted our design to address the diversity of the LGBTQ community. We accomplished this with a flexible and open plan that clearly identifies public and private areas with the use of color, wall geometry and transparency, and defined paths to private areas.

Members of the age 55-plus gay, lesbian, and transgender community have been fighting for their rights their whole lives. For the most part, they are out and proud, but most have experienced discrimination and rejection at some time. So we designed a welcoming reception area with an accessible desk and flat screen showing daily activities, visually open to the neighborhood beyond and to the activities within. This point was to give constituents an instant sense of what's happening inside, to allow users to pause and make a choice about what they want to join. We were servicing many different groups within the LGBTQ community: older professionals, low-income people, retirees looking for purpose, so the ability for users to access their own territories within a larger space, and to seek out private spaces without feeling a sense of stigma, was essential.

### What was the coolest detail of that project?

The Cyber Café allows for broad, intergenerational participation. It's a place for seniors to gain skills and find purpose. We included an induction loop system, a copper wire that goes around the perimeter and uses a magnetic field to transmit to hearing aids. It reduces the experience of background noise.

*"I teach students to sit quietly on the outskirts of a space and watch how it's used, under-used, or perhaps used in unintended ways."*

**Can you tell us about the Owl's Nest curriculum you wrote that has become a mainstay of the MFA-1 program?**

There's a trend, which started in Europe, toward seniors living together as roommates in like-minded groups. Building codes in the US are evolving to allow for this. We're talking about self-governed communities in the tradition of—this reference makes me chuckle—*The Golden Girls*. There's even a wonderful French movie about it called *All Together*. It's a way seniors are solving the problem of isolation. The Owl's Nest curriculum challenges students to create a design for a cooperative community of elders organized around a common passion, music, for example. It also inspires students to share prejudices and experiences with aging across cultures. Students have to apply their knowledge of residential and contract design. They learn the practical details of designing for elders, such as the interactive effects of color and contrast, lighting, temperature, texture, and spatial organization on balance and perception. They also learn that design for elders can be beautiful and modern. For example, I sometimes use an adaptation of the Marcel Breuer tubular steel chair because of its seat height/depth, arms, and lack of leg obstruction, which makes it perfect for those with mobility issues. One size, however, does not fit all, and I show examples of furnishing variations that work for users with specific needs.



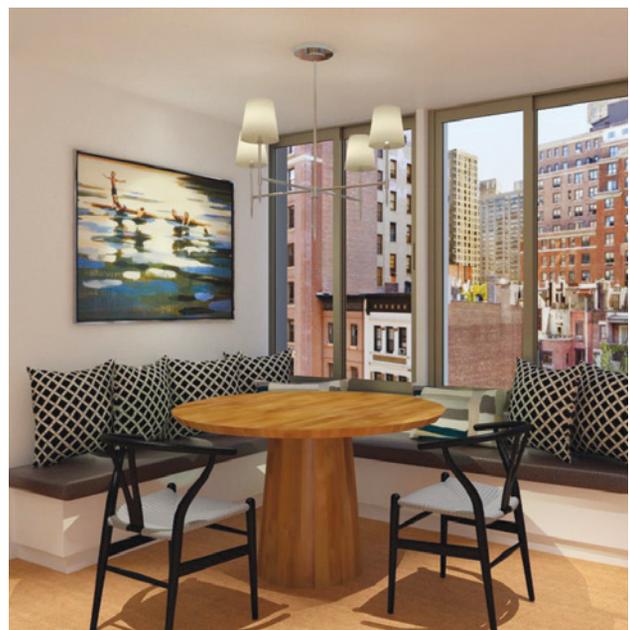
MACKENZIE WILLIAMS '20 (MFA-1)  
IN THE COURSE, INTERIOR DESIGN STUDIO II, MACKENZIE DESIGNED A RESIDENTIAL UNIT FOR THE OWL'S NEST, A SPECULATIVE CO-HOUSING UNIT COMMUNITY IN NEW YORK CITY.

**How do you teach students to use research in their designs?**

There are multiple levels of research in design. There's research that comes from publications, with a rigorous structure that assures reliability. But there are also more casual ways of understanding one's client that come from interviews, and I work with students to help them structure this. Another method that's useful is simple observation. I teach students to sit quietly on the outskirts of a space and watch how it's used, under-used, or perhaps used in unintended ways.

**How is Universal Design evolving?**

There are no codes for Universal Design in the way there are codes for Accessible Design. Universal Design is not a prescribed list of things to do. Some of the related but not identical buzzwords in the field are "Inclusive Design" and "Visitability" (a quality of residential spaces that makes them welcoming for people with disabilities). Universal Design is a way of thinking about the many things in an environment based on an understanding of the user. It requires you to notice how people live. ■



# CELEBRATIONS / Commencement 2018



On May 24, acclaimed interior designer **Juan Montoya**, Principal of his eponymous design firm, addressed the graduating class at the New York School of Interior Design's 2018 Commencement Ceremony.

Montoya, a member of the Interior Design Hall of Fame and a prolific residential and contract designer known for his originality and adaptability, said, "The best advice I can give you is to listen; listen to what your clients say about the function of the space." He urged the graduates to hold fast to their personal aesthetics and values. "Be true to yourself in everything you say and do. . ." he said. "Don't design with intent to appeal to advertising. Design because you want your contributions to the design community to be significant and important."

**Ellen Kravet**, Chairman of the Board of Trustees at New York School of Interior Design, welcomed friends and families

of graduates, followed by NYSID President **David Sprouls** and Vice President for Academic Affairs and Dean **Dr. Ellen Fisher**. After working hard through their college careers, our students took a victory march across the stage of the NYU Skirball Center for Performing Arts to receive their diplomas. NYSID awarded degrees to 119 graduates in 2018: 59 Masters of Fine Arts, 14 Masters of Professional Studies, 27 Bachelors of Fine Arts, and 27 Associates of Applied Science.

As part of the ceremony, President Sprouls presented **Juan Montoya** and **Gil Schafer**, Principal of G. P. Schafer Architects, with Honorary Doctorate of Fine Arts degrees from the New York School of Interior Design.



New York  
School  
Interior  
Design  
*founded 1916*

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FAITH HOOPS '18 (BFA) CROSSING THE FINISH LINE. FAITH WON THE 2018 ALUMNI AWARD.

# The Grit & Grace of NYSID's Veterans

## Three Veterans Are Designing Their Futures at NYSID

The New York School of Interior Design attracts career-changers as students. They bring a wealth of perspectives to the classroom, experience that informs the way they approach the built environment. This is particularly apparent in the stories of NYSID's veterans. Nine veterans are studying at NYSID in 2018 through the GI Bill and other armed services programs. These students have overcome obstacles to study what they love: interior design. Here are just a few of their stories.



AMY RICHARDS, MFA-1

"A lot of the places we live and work in in the Army aren't the nicest places: bases, barracks, hospitals, what I call brown and green buildings. I want to make spaces that make people feel embraced."



SHANE CURNUTT, BFA

"Everything is set up for you in the military, so not knowing how I was going to make a living was terrifying, but then I thought about something my grandfather Mack Ferrick, a marine, told me. He said, 'Find something you love to do; get paid to do it; and you'll never work a day in your life.'"



MAMIE ROCHELLE, AAS

"I'd like to work with the Veterans' Administration to improve the buildings veterans receive services in. I want to update buildings so wounded veterans can go through front entrances. I have a dream to design a patriotic restaurant that honors veterans in one of those buildings. Imagine that!"



## AMY RICHARDS: Evoking The Opposite of Institutional

Amy spent a lot of time in institutional buildings during her nine years as a Logistics Manager in the US Army. Her job was to oversee shipments coming in and out of Army “shops,” enormous warehouses containing supplies and parts. She worked in South Korea and later in Hawaii. Amy was effective at her job, but she had always loved color, design, and restaurants, and she yearned to use her creativity. When she retired from the Army in 2013, she got a BA in Hospitality from DeVry University and a certification from the Institute of Culinary Education. During this process, she stumbled on what she really wanted to do, hospitality design, so she set out to find what she calls “the best school for interior design, the New York School of Interior Design.”

For Amy, the joy of the design process is creating spaces that produce the opposite effect of all the institutional buildings she encountered in the army. “A lot of the places we live and work in in the Army aren’t the nicest places: bases,

barracks, hospitals, what I call brown and green buildings. I want to make spaces that make people feel embraced.” Amy, currently in the third year of her MFA-1 program, has just started her thesis preparation. She says her thesis advisor, Terry Kleinberg, R.A., is helping her ground her vision with constructive criticism. Though she’s only in the brainstorming and research phase, Amy hopes to design a “Marijuana Speakeasy” for her final project because, she says, “I think this is where hospitality design is going as laws change, and I’m intrigued by the idea of creating lushness and comfort in my designs.”

Amy has two children, and she says it’s been a big challenge to do her MFA and parent at the same time, but she feels it’s been worth it. She says, “I’ve been taught by professionals. I’ve been exposed to the latest technology. All of this makes me feel confident as I go out into the industry.” ▶

## SHANE CURNUTT: A Cyber Intelligence Specialist Follows His Dream

The son of an Air Force Senior Master Sergeant, Shane was born into a military family and spent his childhood moving all over the world and living on military bases. He enlisted at the age of 21, following his father's footsteps into the US Air Force. He became a Network Operations Technician for the Air Force and for his first mission in 2009, was tasked to the 56th Communications Squadron at Luke Air Force Base in West Phoenix, Arizona. He also served on missions in South Korea, Afghanistan, Germany, Texas, and Kyrgyzstan. He says his most meaningful mission was his eight month deployment to Afghanistan, for which he earned the Afghanistan Campaign Medal (with one Gold Star) and the Global War on Terrorism Service Medal.

Shane was successful in the military. The outcomes of his IT work made him proud, but the work itself left him dissatisfied. He was good at math and computer engineering, but had always preferred creative pursuits. He says, "Even when I was in the military, I volunteered for extra work duty to do beautification. I got the most enjoyment from rearranging the office furniture." After eight years in the Air Force, he began the separation process. He Googled "interior design," and the

New York School of Interior Design came up. He says, "Everything is set up for you in the military, so not knowing how I was going to make a living was terrifying, but then I thought about something my grandfather Mack Ferrick, a marine, told me. He said, 'Find something you love to do; get paid to do it; and you'll never work a day in your life.'"

Shane took the leap in 2017 and has never looked back. He says that NYSID Registrar (and VA Certifying Official) Jennifer Melendez guided him every step of the way. He started with the BID certificate program and is now in his second year of the BFA program. He says, "NYSID has far exceeded my expectations. It's intense in the best way." He loved his Residential II studio with Margaret Mintz and identified the Wounded Warrior Foundation project (which all BFA students complete in Residential Design II) as one of the most meaningful experiences of his studies. He says, "I created a residential design for a person I actually know, an amputee who was the first vet wounded in Iraq. I was able to ask him what he wanted. What he loved was the adaptable kitchen. My goal was to help him forget about his injury while in his home and just live his life."





## MAMIE ROCHELLE: Designing with an Eye to Serving Veterans

Mamie says, “Men and women are sent overseas daily to defend the values of the United States. Less than 1% of the country serves in the military, and those people and their families are the ones who pay attention to what’s going on with servicemen and veterans. I’m part of that 1%.”

Mamie didn’t start out in the military. She received an MS in Collaborative Teaching from the University of Alabama and taught as her first career. She found her way to a twenty-year career in the Army through the ROTC program. Mamie’s formal designation in the Army was “Administrative Officer,” but in practice she functioned as a training officer, preparing members of the service before they were shipped off to missions all over the world. Mamie was sent to many parts of the Continental US to train. Since her hobbies have always been antiques and decorating, she treated each new post as an opportunity to scout out regional antique dealers.

Mamie retired from the army in 2017. As she was transitioning, she knew she wanted to do something entirely different. She also knew she had to live near Tuscaloosa, Alabama, so she could care for her mother, who suffers from dementia. She already has two degrees, so she wanted a focused program. She adds, “The VA has a rating instrument

for how veteran friendly schools are, and NYSID has a very high ranking.” She wouldn’t let geography be a barrier. She worked out a system to do the majority of her degree online, but planned to take some classes on campus so she could have the benefit of face-to-face interaction with faculty.

Mamie has loved her online courses in the history of design, specifically Historical Styles I and II and Modern Architecture & Design. She says, “I’ve learned so much about motifs, ornaments, and architectural facades. My teacher Warren Ashworth brings real-world knowledge of the projects he’s done into his lectures.” Mamie is headed to Chicago this semester for a weekend course in architectural photography, and to New York City for an Adobe InDesign class at NYSID’s Upper East Side location.

Her ultimate goal is to use her passion for design to better the lives of veterans. She says, “I’d like to work with the Veterans’ Administration to improve the buildings veterans receive services in. I want to update buildings so wounded veterans can go through front entrances. I have a dream to design a patriotic restaurant that honors veterans in one of those buildings. Imagine that!” ■

# PORTFOLIO / Select Projects by the Class of 2018

The Office of Academic Affairs awarded the students whose thesis projects are featured on these pages the Chairman's Award for their overall performance at NYSID and, in one case, the Ana Blanc Verna Award for Excellence in Interior Design, an award given to a graduating BFA student who demonstrated unique creative vision. At NYSID, thesis and capstone projects are long journeys that challenge students to brainstorm, conduct research, and synthesize all they have learned. The journey ends with a presentation to a jury of faculty and industry professionals. Our students work closely with faculty to create hypothetical designs that offer solutions to real-world problems.

*"My thesis instructor helped me to think bigger. He kept reminding me I needed to go further with my design, that I had to make it more unique."*

CAITLIN NOLIN '18 (BFA)



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CAITLIN NOLIN '18 (BFA) AND HER THESIS INSTRUCTOR, JACK TRAVIS, DISCUSSING CAITLIN'S PROJECT, "LA GRANDE TOURNÉE," FEATURED ON PAGE 30.

## Clare Glower

Project: The Healing Hospital at One Park Avenue

Master of Fine Arts (Post-Professional)

Instructor: Lissette Carrera



The Healing Hospital is a full-service cardiac hospital featuring operating rooms, imaging services, clinic space, offices, research labs, and in-patient suites. The overall mission of the hospital is to heal patients mentally and physically by creating a calming environment that allows patients some control over their surroundings through the use of smart technology. In her conception of this design, Clare was influenced by the work of 20th century architects Richard Neutra and Renzo Piano, and the color palette of the English painter David Hockney. She is particularly proud of the in-patient suites and says, "I wanted to reinvent the idea of typical hospital patient room and put a hospitality spin on the room that would enhance the patient's mood, as well as ease the stress of caregivers and staff." Clare is grateful to her thesis advisor, Lissette Carrera, as well as her mentor, Antonio Rodriguez-Arguelles, for helping her work through stumbling blocks to find fresh ideas.

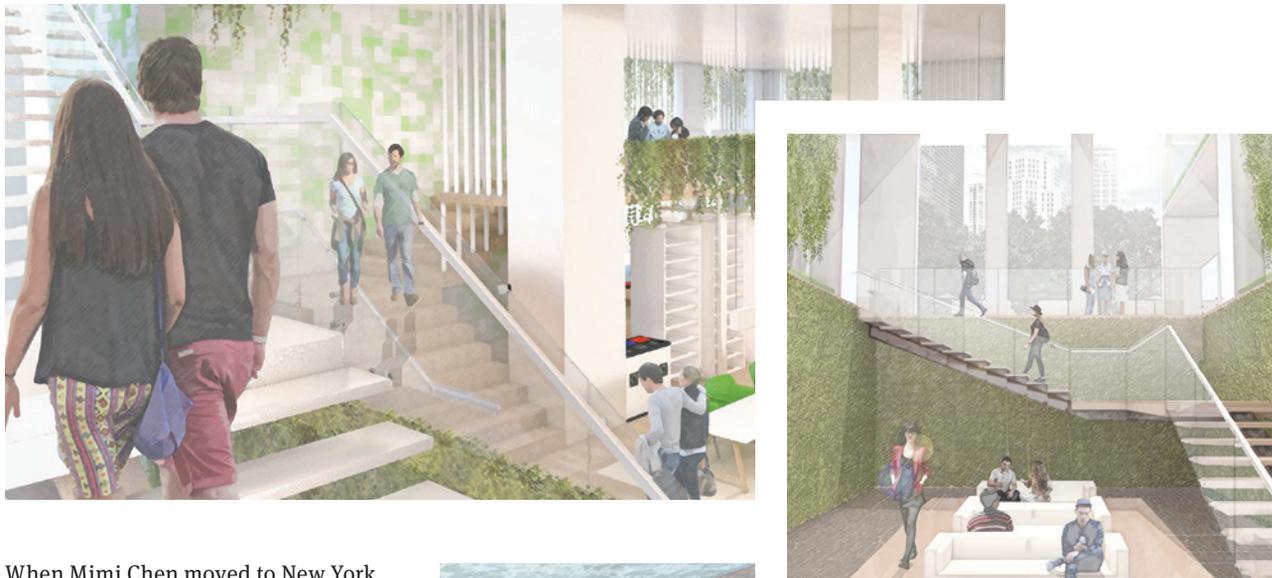


## Mimi Chen

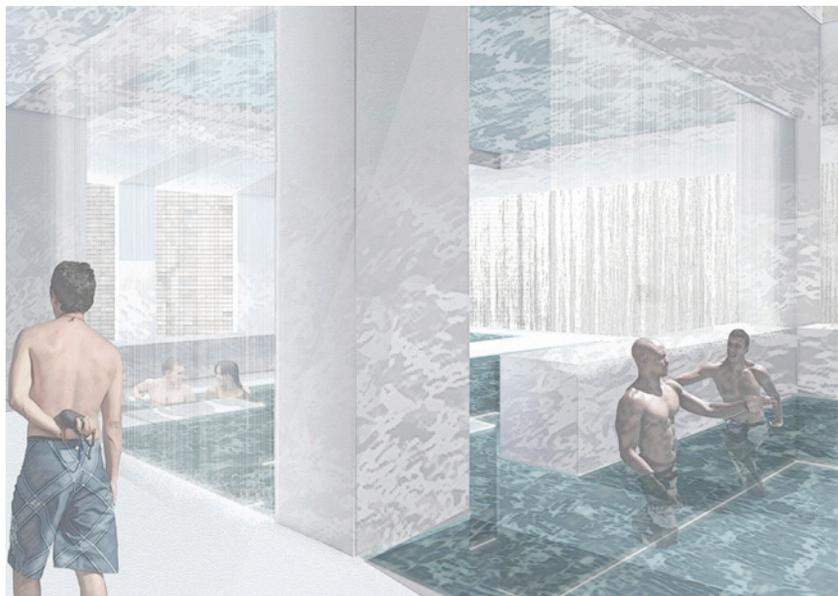
Project: Student Square at 15 Union Square West

Master of Fine Arts (Professional)

Instructor: Terry Kleinberg



When Mimi Chen moved to New York City to study at NYSID, she began to absorb what she calls, “the stresses of the city’s exciting but fast-paced way of life,” crave “the calming properties of nature,” and feel “a sense of loneliness after being detached from the immediate support of family and friends back home.” From her own experience and her research into the psychological needs of NYC students, she developed the concept for Student Square, which she describes as a botanical sanctuary for rejuvenation, nature and, community. Student Square has been designed to support the mental wellness of students through the use of nature elements and simple lines. Mimi’s favorite detail of the design is the staggered waterfall that cuts through the entire space. She says, “Like a heartbeat in a body, [the water element] gives the impression that the building is alive as it supports the plant life within.”



## Lydia Radandt

Project: ROOTS at Pier 57

Bachelor of Fine Arts

Instructor: Jack Travis

ROOTS is a mixed-use residential and commercial model that connects urban individuals to the natural processes behind the food that they consume. Lydia envisioned an environment that provides the neighborhood of Chelsea with locally grown produce, the opportunity for local businesses to get involved by providing ROOTS with compostable waste, and luxury residences

within public spaces. Says Lydia, “I wanted to create a self-sustaining residential model that reaches outward to the community, motivating individuals from all socioeconomic backgrounds and local retailers to get involved in the life cycle of their food.” Lydia came up with an ingenuitive way to recycle water in her design. She explains, “Upon entering ROOTS, the first thing guests

see is a 70-foot stepped water feature. Suspended three feet from the ceiling, at a slight slope, there is a meandering glass and metal tube that collects part of the falling water. The tube acts as a way-finding feature. The glass tube goes through an open glass atrium with large trees and lightly waters the trees from above.”



## Caitlin Nolin

Project: La Grande Tournée

Bachelor of Fine Arts

Instructor: Jack Travis



La Grande Tournée is a high-end hotel train traveling through Europe's most exciting cities. This train offers guests first-class amenities, including luxuriously appointed two-story cabins and suites where guests can enjoy the journey of a lifetime. Says Caitlin, "The design was mainly inspired by the great architects and designers of the Streamline Moderne era of the 1930's, defined by sleek curves, horizontal lines, aerodynamic forms, and the Art Deco style." Among the most original aspects of Caitlin's design are the Greenhouse Car and the Observation Car. She explains, "The all-glass Greenhouse Car doubles as a lighting installation and art gallery, and also grows herbs for the restaurants on board, which, paired with a grey water system and solar panels, adds to the sustainability aspect of my thesis. The Observation Car provides a unique experience for guests with its glass enclosure and custom sunken banquettes that let one take in the breathtaking views."

# Lauren Musick

Project: The Center for Digestive Wellness at Park Avenue

Master of Professional Studies in Healthcare Interior Design

Instructors: Sena Hassouna and Breeze Glazer



The Center for Digestive Wellness at Park Avenue is a multidisciplinary ambulatory care center featuring an endoscopy center, imaging center, and nutrition clinic. The facility’s purpose is to provide a one-stop clinic model for patients with gastrointestinal disorders versus the more traditional approach of multiple visits across multiple clinic locations. Says Lauren, “My favorite detail of my project is the food pharmacy. As a pharmacist, I am accustomed to dispensing drugs for medical conditions, but a FOOD pharmacy provides a wonderful weight-loss alternative to the conventional medical approach by providing healthier food options ‘prescribed’ by a nutritionist.”



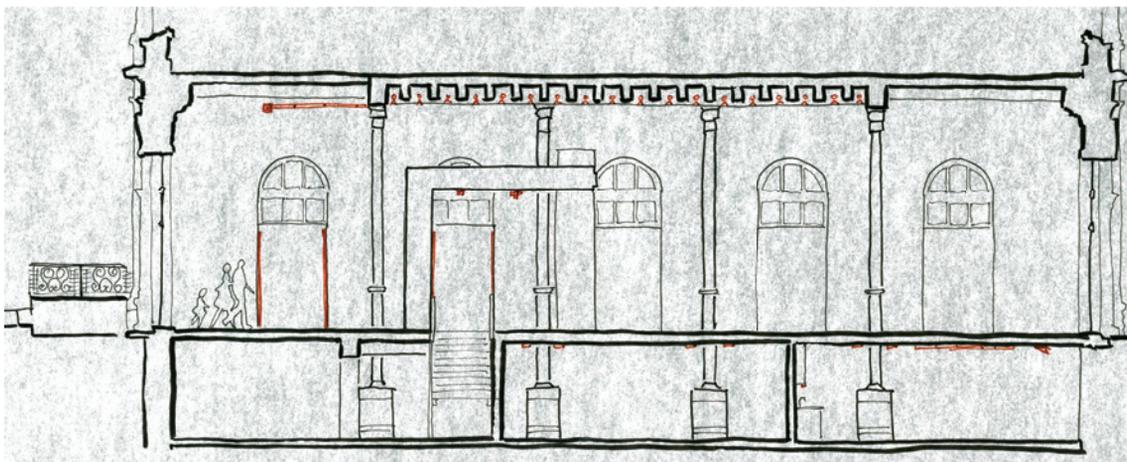
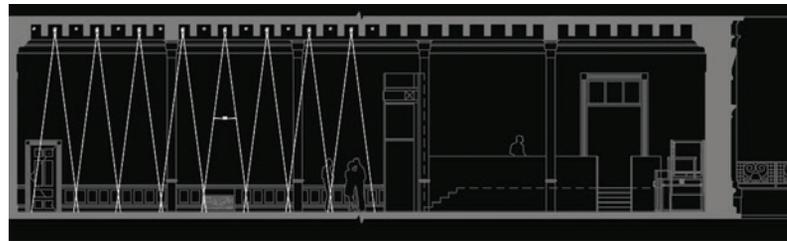
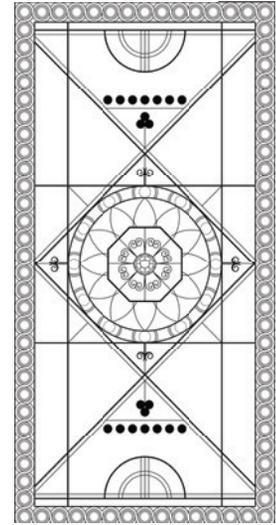
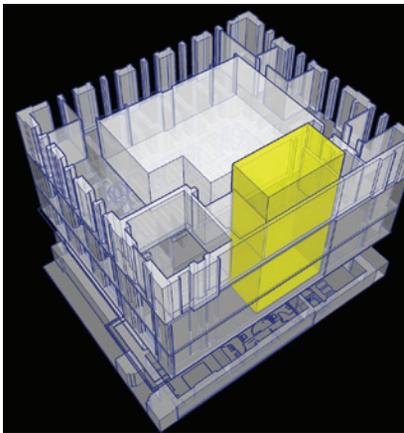
## Diogo Coelho

Project: Landmark Building

Master of Professional Studies in Lighting Design

Instructor: Marty Salzberg

This building is a National Historic Landmark, designed by architect George B. Post and opened in 1881. The Museum and Library feature a truss suspension system, pioneering use of elaborate terra cotta ornament, and interior details of hand-carved woodwork, custom bronze hardware, stained glass, and Minton tile floors. Diogo's challenge as a lighting designer was to be respectful of the building's history and architecture but, at the same time, take into consideration the present needs of users and visitors. He adds, "The lighting design revolves around the logo identity of Brooklyn Historical Society—not just the graphics per se, but also the past/present dialogue that it represents."



## Michelle Jacobson and Phoebe Beachner

Project: Eet Duurzaam

Master of Professional Studies in Sustainable Interior Environments

Instructors: Luca Baraldo and Bethany Borel



Eet Duurzaam is a transparent eatery located in Manhattan, influenced by the culture of the Netherlands and sustainable eating practices. The menu promotes wellbeing. The restaurant uses pure ingredients, all from local producers. Says Michelle, “The concept behind the thesis was to design a restaurant that was sustainable in every way including following LEED Certification Standards and the WELL Building Standard. We accomplished this through details like the HVAC system offering improved air quality, energy savings in the kitchen, water efficiency, and paint, flooring, and furniture free of toxins.” The layered details include glazed concrete floors, biophilic columns, a live-edge wood bar, and nontoxic fabrics that look like corduroy, wool, and leather set against brass. Says Phoebe, “We developed passion for the design, the materials, and the integral systems of the restaurant while taking into careful consideration the future patrons of the restaurant.”



# GIVING / Supporting Our Community

## Why I Give: Dr. Krystyna Breger

**Krystyna Breger, PhD**, is an accomplished psychologist in private practice, and a former university professor who taught at Poland's prestigious Jagiellonian University. She's also the widow of the architect William Breger, a beloved NYSID faculty member who was a force at the College from 1946 to 1995. William Breger's History of Architecture course was a perennial favorite with students, and he designed NYSID's former 56th Street facility. The William Breger Faculty Award was established in 1995, and Krystyna and Bill endowed it in 2014. The award has been given to 23 faculty members including Eric Gering in 2018. William Breger passed away in 2015. In 2017, Krystyna Breger decided to expand his legacy and underwrite a medal to go with the award, as well as an accompanying dinner on the eve of Commencement. Dr. Breger is also a generous supporter of scholarships. Here's her take on why she's done so much for NYSID.

### **What made you and your husband decide to endow an award for faculty achievement?**

I'll have to start with my memory of Bill's last lecture, before he retired at 72. Bill was easy going, but that night he was nervous. A half hour or so before the lecture there were about five people in the audience, in the old auditorium, and he said something like, 'Oh well, that's how it's going to end.' But then people poured in—students and past students and colleagues—and by the time he started speaking, they were standing in the back. It meant so much. A few weeks later, NYSID started an excellence in teaching award in my husband's name without asking us for a penny. This moved me. . . the fact that the school rewarded great teaching for its own sake, so we volunteered to endow the award.

### **Why did you decide to underwrite a faculty medal and celebratory dinner?**

It was about honoring my husband's memory, but also about celebrating the art of teaching design. Remember, I was once a teacher as well. Great educators are motivated by their impact on students, and if I can make it possible for generations of extraordinary teachers to come



together, share ideas, and feel appreciated every year, well, I think that's a worthy thing.

### **Why are you such a generous supporter of NYSID's scholarship fund?**

It was important to me that some of the money I donated go directly to students in need. When you make education possible for a talented student who does not have the financial means to study, you can change the course of a life and make an impact for decades to come.

If you are interested in joining Dr. Breger as a supporter of the New York School of Interior Design, please contact Joy Cooper, Director of Development, at 212-452-4197 or [giving@nysid.edu](mailto:giving@nysid.edu).

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## NYSID's Gala Honors Three Design Luminaries



Our heartfelt appreciation goes to the more than 250 friends who came out to support NYSID's scholarship fund at the Gala on March 6, 2018. The event, co-chaired by NYSID Trustees **Alexa Hampton**, principal of Mark Hampton LLC; **Newell Turner**, design publishing veteran; **Betsey Ruprecht**, owner of Decorative Antiques Ltd.; and **Maria Spears**, philanthropist, was one of the highest grossing NYSID benefit to date. NYSID President **David Sprouls** remarked, "Your generosity translates directly into scholarships for our talented and hardworking students, helping them to achieve their dreams." NYSID awarded **Suzanne Rheinstein**, founder of HOLLYHOCK, the Albert Hadley Lifetime Achievement Award in recognition of her remarkable work as a designer of elegant and livable spaces. Landscape architect **Jorge Sánchez** received the Thomas N. Armstrong III Award in Landscape Design for his exemplary work in landscape design. NYSID awarded **Edwina von Gal**, principal landscape designer of Edwina von Gal + Co. and the founder of a nonprofit called The Perfect Earth Project, the Green Design Medal in recognition of her longstanding commitment to sustainable landscapes.

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SUZANNE RHEINSTEIN,  
JORGE SÁNCHEZ, AND  
EDWINA VON GAL.




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GUESTS AT THE EVENT.

## Our Supporters 2017–2018

JULY 1, 2017–JUNE 30, 2018

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Thank you for making a difference in the lives of our students.

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**The 1916 Society**

NYSID alumni, faculty members, and friends find planned giving a fulfilling way to be part of the future of the College. Bequests allow for the creation of scholarships and awards that will help students for generations to come, or to recognize NYSID instructors. Others are inspired to provide resources for study in the library or studio, or for study abroad. Legacy donors like this make up the 1916 Society, named for the year NYSID was founded.

For information about planned giving contact Joy Cooper, Director of Development, 212.452.4197 or [giving@nysid.edu](mailto:giving@nysid.edu).

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# NEXT AT NYSID / Mark Your Calendars

Don't Miss  
These Events  
in 2019!

## FEBRUARY 7

DIALOGUES ON DESIGN:  
JESSE CARRIER &  
MARA MILLER

The principals of Carrier and Company Interiors, a husband-and-wife design duo who create rooms that are a confident mix of timeless and contemporary design, discuss their work with NYSID Trustee Newell Turner.

## APRIL 25

DIALOGUES ON DESIGN:  
LETA AUSTIN FOSTER

Leta Austin Foster, principal of her eponymous firm, and a designer *House Beautiful* has called one of America's most trailblazing talents, discusses her career and current projects with NYSID Trustee Newell Turner.

## MARCH 5

NYSID'S ANNUAL GALA

Our annual gala is a chance to mingle with some of interior design's luminaries, while supporting the scholarship fund that makes design education possible for so many talented students. Details will be announced in 2019.

## MAY 20 AND 21

BFA THESIS EXHIBITION  
MFA THESIS & MPS STUDIO  
PROJECTS EXHIBITION

In the run up to Commencement, these exhibitions are an opportunity to scope out the work of talented emerging designers entering the workforce.

## MAY 23

2019 COMMENCEMENT

This is THE event of the year! Our entire community will come together to celebrate the achievements of the Class of 2019.

NEW YORK SCHOOL OF INTERIOR DESIGN

[nysid.edu/icps](http://nysid.edu/icps)

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SPRING SESSION  
STARTS JANUARY 22



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# INSPIRING ENERGIZING CHALLENGING

NYSID in 3 Words according  
to Rachel Edelstein '19 (BFA)

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At NYSID, we use those same three words to describe our scholarship recipients—students who are inspired, energized, and constantly challenging design industry norms to advance the design industry. Give today and help our students design the future.

[nysid.edu/make-a-gift](https://nysid.edu/make-a-gift)

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New York  
School  
of Interior  
Design

170 East 70 Street  
New York, NY 10021

