



**The Campaign for PennDesign**

Design Makes a Difference



## DESIGN THAT MAKES A DIFFERENCE

PennDesign is a school with a powerful history and a great future. We build on the legacy of remarkable Philadelphians — Louis Kahn, Ian McHarg, Holmes Perkins, Ed Bacon, Denise Scott Brown, and Robert Venturi among them — to create visions that address the complex problems of our challenging times.

We work together across the boundaries of our disciplines to find new tools and new forms of expression in creative, integrated design. We understand that art and design convey the aspirations and values of civil society. As artists, architects, landscape architects, planners, preservationists, and urban designers, we believe that we will make a difference.

### **MARILYN JORDAN TAYLOR**

Dean and Paley Professor  
PennDesign



**“The proximity of great schools at Penn gives the School of Design the opportunity to intersect with many other fields of scholarship and drives innovation in those other fields. At no other design school can students and faculty interact in quite this way and at such high levels.”**

**KEITH L. SACHS, W’67**, Chair, Board of Overseers, PennDesign





## Change-Makers Who Seek New Urban Forms

The faculty and students who are PennDesign demonstrate the ability of designers to transform urban places and to evoke new ways of understanding the assets of the past and the potential of the future. Working in collaborative teams, we provide visions that regenerate valuable older landmarks, districts, and cities and extend the public realm, matching it with environmentally-responsible development. Professor James Corner, chair of Landscape Architecture and graduate of PennDesign, leads a multi-dimensional team that is transforming the High Line, a derelict rail freight right-of-way through the western neighborhoods of Manhattan, into a reclaimed elevated promenade. At PennDesign, we aspire to a leadership role in facing down the unending challenge of reshaping our cities, our regions, and our lives.

**“PennDesign’s faculty are a fantastic mix of leading academics and equally potent practitioners. There’s a blend of research, theory, and practical application you don’t find elsewhere. A named professorship at PennDesign not only helps to support my research and professional activities, it’s also a huge validation of my work over the years. It’s an honor that signals to the world that our work here is significant, impactful, and worthy of support.”**

**EUGENIE BIRCH**, Lawrence C. Nussdorf Professor of Urban Research and Education



# Global Thinkers Who Find Integrated, Innovative, and Inclusive Solutions

Faculty and students from the School of Design travel the world to participate in studios and work experiences that test their research skills and offer opportunities to propose visions that address challenging issues of society and equity. From an on-site vantage we formulate designs that offer local water systems for neighborhoods in Bangladesh, conservation techniques for ancient city walls in Cairo, regional development strategies for Morocco's coastal cities, and innovative proposals for the management of Mumbai's Mithi River.

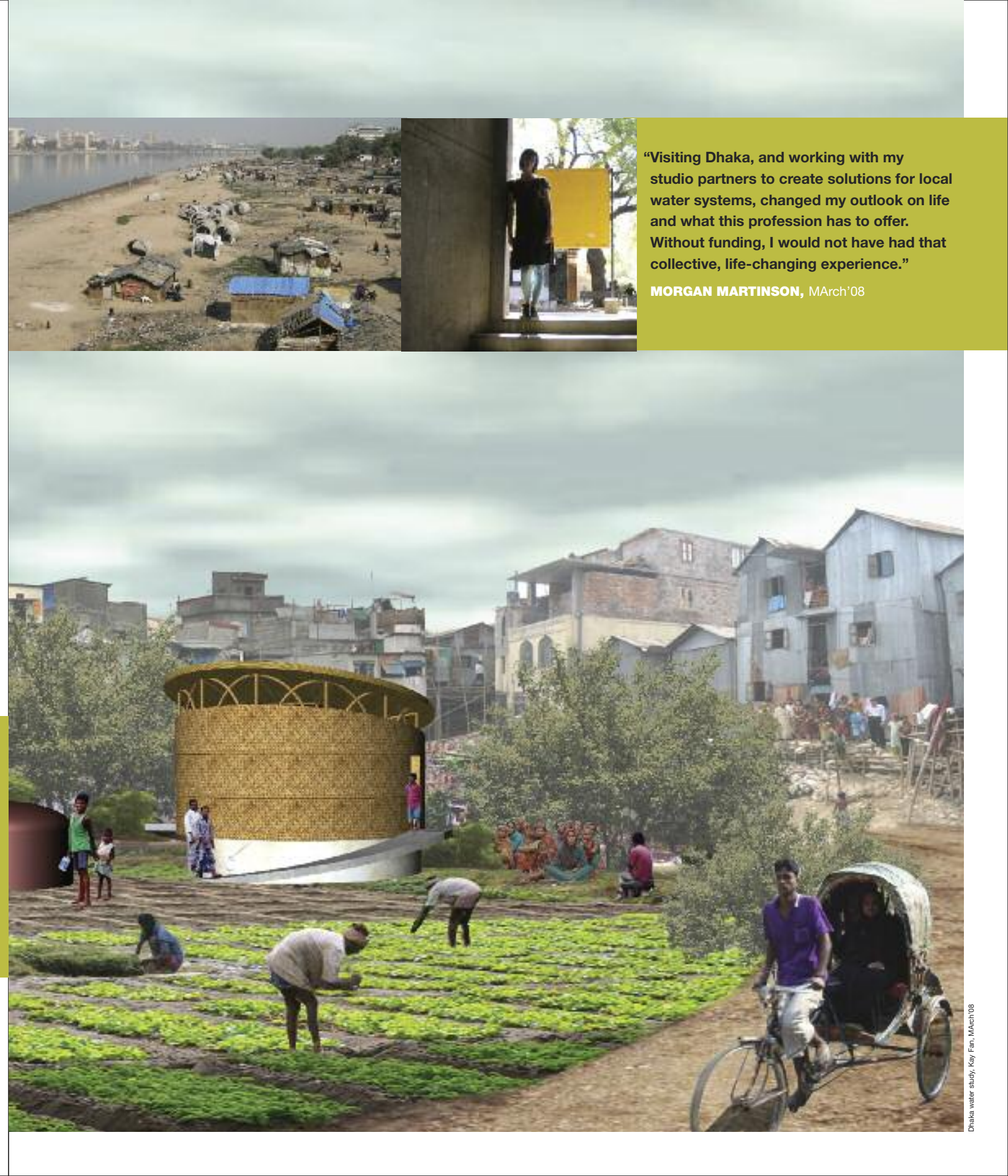
These experiences make tangible connections among all societies that share commitment to addressing the issues of climate change, land use, protection and renewal of natural resources, and quality of life for all citizens.



**"It's the most exciting time to study design in the last hundred years. The confluence of crises we face on the world stage presents an opportunity for us as designers to propel the world forward in more sustainable ways, to use research to provide solutions that have legs."**

**STEPHEN KIERAN, FAIA, MARCH'76**, Adjunct Professor of Architecture

*James Timberlake, FAIA, MArch'77, and Stephen Kieran, FAIA, MArch'76, Adjunct Professors of Architecture*



**"Visiting Dhaka, and working with my studio partners to create solutions for local water systems, changed my outlook on life and what this profession has to offer. Without funding, I would not have had that collective, life-changing experience."**

**MORGAN MARTINSON, MArch'08**



# Creative Individuals Who Explore the Influence of the Arts

The Fine Arts hold a special place at the creative center of the School of Design. Painters, sculptors, and ceramicists study alongside animators, digital media artists, photographers, and graphic designers, sharing the exploration of new directions for their individual and collaborative works.

Art and design can change attitudes and perspectives. They bring people together to enhance — and even save — lives. Students in Professor Joshua Mosley's media studio have created a digital interface to educate heart patients to recognize early cardiac symptoms and seek treatment. Art can extend throughout our lives while also allowing us to reflect and learn.

*Joshua Mosley in his exhibition Dread (1/16 – 3/29/09) at the Institute of Contemporary Art, at the University of Pennsylvania*



**“At a school like PennDesign, study is no longer about art alone. It’s about new allies and testing work on a larger stage. Learning here is stronger, richer, and more formalized. Opportunities to share our work with people in many different fields present themselves constantly in ways that move work forward and create new insights.”**

**JOSHUA MOSLEY**, Associate Professor of Fine Arts, Animation, and Digital Media; Acting Chair, Department of Fine Arts

# Leaders in Addressing the Critical Issues of Energy, Infrastructure, and Land Use Policies

PennDesign spans the globe while simultaneously focusing in on the University campus and the city of Philadelphia. The T.C. Chan Center for Building Simulation and Energy Studies is a key driver of PennDesign's influence across the campus and around the world, creating innovative analytic and predictive tools to monitor and reduce energy use. The Chan Center collaborates with designers to generate new forms and codes for buildings, urban districts, and entire countries with tools that will increasingly become fully integrated in the process of design.

PennPraxis, the school's center for civic engagement, provides opportunities for faculty and students to combine teaching, learning, and practice. Over the past two years, teams from PennPraxis have coordinated with the City of Philadelphia to create award-winning visions for the Central Delaware Waterfront. These visions are now moving to implementation.

**“This Center would have been difficult to do at other universities. Penn’s emphasis on cross-disciplinary research, collaboration, and teaching, and the physical proximity to other schools have been invaluable. We are making important contributions in so many areas. In energy, for example, an investment in PennDesign right now will allow us to be one of only a few players around the globe in developing the next generation of renewable resources and techniques.”**

**ALI M. MALKAWI**, Professor of Architecture; Director, T.C. Chan Center for Building Simulation and Energy Studies



# A School Seeking Your Support

As part of *Making History: the Campaign for Penn*, the School of Design seeks, and needs, your support. Our requests focus on three key areas that can move our school from excellence to eminence: student fellowships, faculty endowments and support, and programs.

## **Student Fellowships \$5 million**

It is essential to the quality of our school that the best students can come without regard to financial need and without concerns about the burdens of accumulated debt.

## **Faculty Endowments and Support \$9 million**

The fields of design are exploding in the areas of expertise required and in the intellectual capital that makes a school great. We seek endowed chairs as well as other forms of contribution that broaden our talented faculty and give them the resources they need.

## **Programs \$6 million**

Gifts to programs can support new initiatives in emerging areas of student experience, interdisciplinary collaboration, and dissemination of our school's knowledge and leadership.



**“All of us respond to design. It can soothe us, dazzle us, and inspire us. Yet design is about much more than pleasure and aesthetics and beauty. It’s about more than how our spirits soar in evocative spaces, in landscapes that invite, or in contact with sleek products that anticipate our needs. It’s about confronting how and where we live. What we contribute. Where we are going. I support PennDesign because no other school focuses the power of so many complementary disciplines on such a wide range of issues, from housing and transportation to healthcare, urbanization, and environmental stress. Nowhere else are the needs of the students who are tomorrow’s problem-solvers so well met.”**

**ROBERT HEIDENBERG, C’80**, PennDesign Overseer, PennDesign Campaign Chair



**“PennDesign goes well beyond a traditional design agenda. Our students learn not only how to think and to respond to changes in practice, but how to act with integrity.”**

**FRANK G. MATERO**, Professor of Architecture; Chair, Program in Historic Preservation

**“I get excited about the work they do at PennDesign. It’s innovative, and it’s intellectually aggressive. They’re tackling the hard questions, creating solutions to some of the world’s largest and most complex issues. What could be more human and more responsible?”**

**PETER SHEDD REED, MA’83, PHD’89**; Senior Deputy Director for Curatorial Affairs, Museum of Modern Art

**“The beauty of teaching at Penn is students committed to looking at things through more than one lens. Our students measure accountability in both innovation and conceptual invention. They have a nose for both authenticity and innovation.”**

**MARION WEISS**, Graham Chair Professor of Architecture

**“PennDesign produces graduates whose inventiveness, creativity, and technical skills position them to lead some of the world’s most challenging and complex urban design projects. Penn landscape architects are renowned for their capacity to address social and cultural issues alongside ecological and environmental processes, and to see urbanism as a larger landscape phenomenon.”**

**JAMES CORNER, MLA’86, CRT’86**; Chair, Department of Landscape Architecture

**PennDesign**

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