

# VENTURE 19

**TWENTY  
YEARS  
OF DESIGN**

#VENTURE19

MFA DESIGN • DESIGNER AS ENTREPRENEUR


APRIL 17, 2019



SVA THEATRE  
333W 23RD STREET  
NEW YORK, NY 10011  
[DESIGN.SVA.EDU/VENTURE/VENTURE19](http://DESIGN.SVA.EDU/VENTURE/VENTURE19)


# SCHEDULE

5:00 WELCOME BY LITA TALARICO

01  
5:15  **Sound + Vision**  
**PEDRO ANDRADE**  
Online community for visual and sound artists to connect and work together.

02  
5:25  **Su Wen**  
**JIAYUE LI**  
Skincare brand that crafts its products with traditional Chinese herbs.

03  
5:35  **PLEX.**  
**MITCHELL JOHNSON**  
Immersive art and design program for students of color to gain industry access.

04  
5:45  **SUDS**  
**YUXIN LUO**  
Energizing the laundry experience.

05  
5:55  **Kinby**  
**TOMOKA MURAKAMI**  
Online platform to simplify blood drive organization and encourage donation.

06  
6:05  **Wheelsome**  
**ZHEN WEI**  
Cafe in Chongqing, China designed to celebrate the beauty of vintage cars.

07  
6:15  **Snug Hut**  
**YUN TANG**  
Online peer support platform for people with mental disorders in China.

08  
6:25  **Letters from Sita**  
**VIPASHA CHAUHAN**  
Illustrated Indian mythology books for children, told through a feminist lens.

7:00 INTERMISSION

09  
7:10  **Vienebien**  
**MIA REXACH**  
Advocacy campaign to destigmatize medical cannabis in Puerto Rico.

10  
7:20  **Saunter**  
**FELIPE OLIVEIRA**  
Manage & personalize daily breaks according to your work routine.

11  
7:30  **Small Fry**  
**EMILY WACK**  
Guided online tool for hyper local community problem solving.

12  
7:30  **Vale**  
**LIZ XIONG**  
Encrypted managing tool for your data soul, after you pass away.

13  
7:40  **WAV**  
**XINGLING HE**  
Sensorial exhibition on Deaf perception to inspire inclusive design.

14  
7:50  **Enten's Bagels**  
**MICHAEL ENTEN**  
NYC boil and bake bagel shop in Bogotá, Colombia.

15  
8:00  **Singularity**  
**YAXU HAN**  
Platform for artists to easily create VR exhibitions of their work.

16  
8:10  **Sour**  
**AKANSHA KUKREJA**  
Publication that investigates human relationships with addictive media.

17  
8:20  **Sway**  
**JULIA MARSH**  
Seaweed packaging designed to replace single-use plastics.

8:30 END NOTE BY STEVEN HELLER

Venture 19 marks the 20th anniversary of the MFA Design / Designer as Entrepreneur program. This makes it a very special occasion, class and Forum. Every year our students respond to the call of design as a gateway for conceiving and developing products that have need and value in the world. This Venture is no different but it is also quite different, as new technologies arise and new social and cultural issues emerge. Each graduating class finds unique ways to express their concerns through products and campaigns (both digital and analog) that reflect their own narratives.

Their respective ventures begin with a story. It is a story that has personal relevance. The challenge is to extend that concept to an audience. Finding that audience requires considerable research and development. Determining the best means to form and then package the venture demands considerable trial and error. Rome was not built in a day yet our ventures are condensed into thirty weeks, which is about the time the students have to test and pitch their initial work.

What you see and hear at the Venture 19 Forum is often the first stage in the incubation of an idea that will require further steps and iterations. Some are ready to go; others need tender loving care. The Class of 2019 has worked hard to ensure that what they present and pitch today is viable, sustainable and valuable. All the while they are refining their respective designs to appeal to their sought-after audiences.

We are proud of the almost 400 students who have taken design to the next level of practice: content creation. And salute those who have made concrete ideas that did not previously exist. We especially thank you—the class of 2019.

**Steven Heller & Lita Talarico**  
Co-chairs

FELIPE OLIVEIRA

# SAUNTER

Promoting healthy breaks, Saunter helps you to manage and personalize daily breaks according to your work routine.

MYSAUNTER.COM

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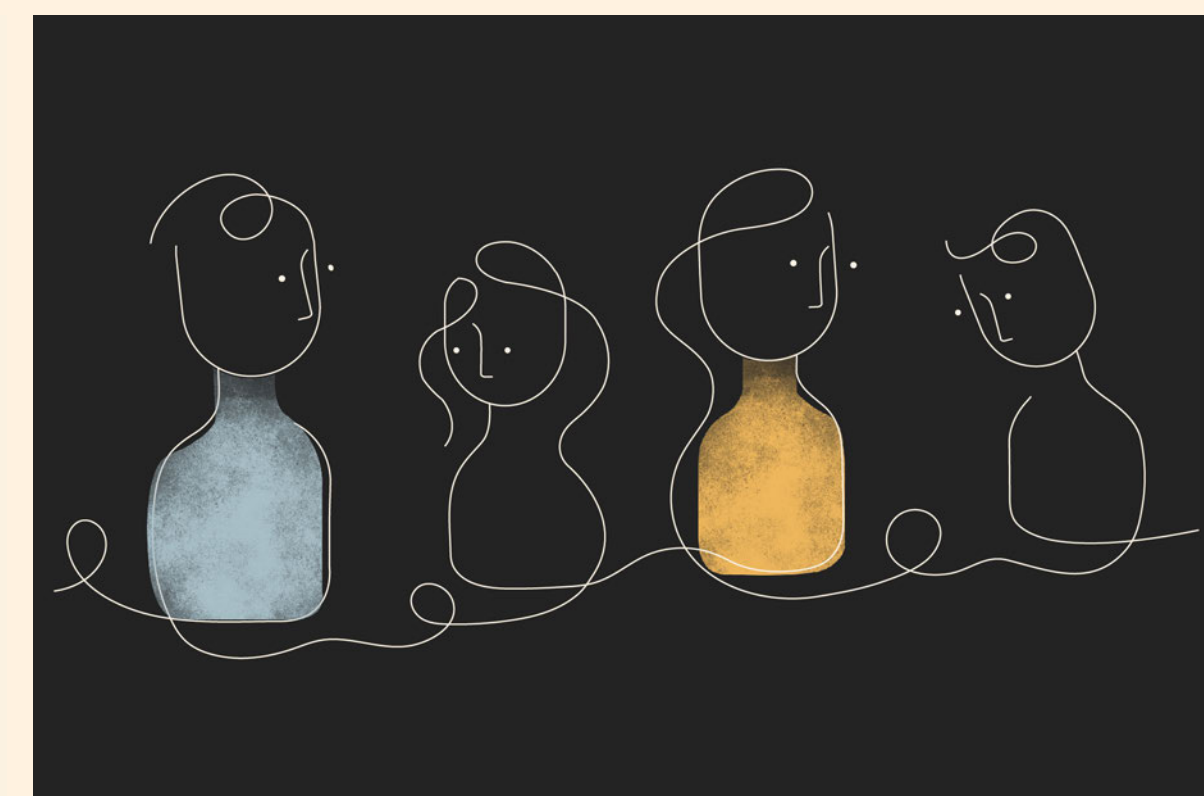
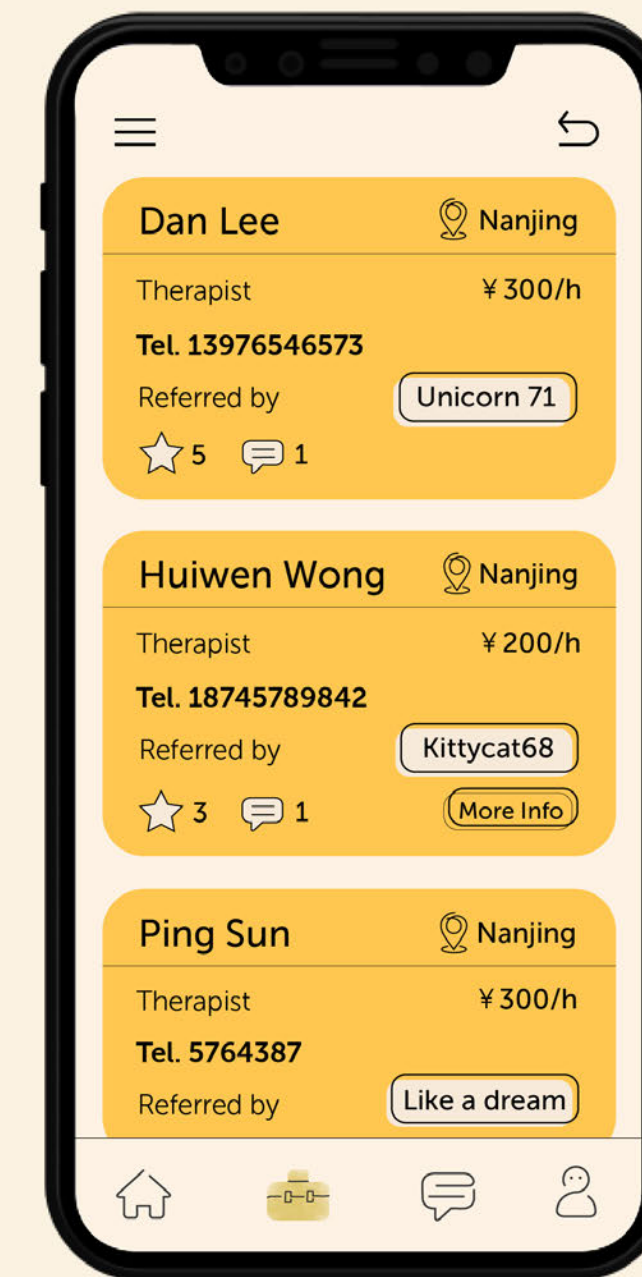
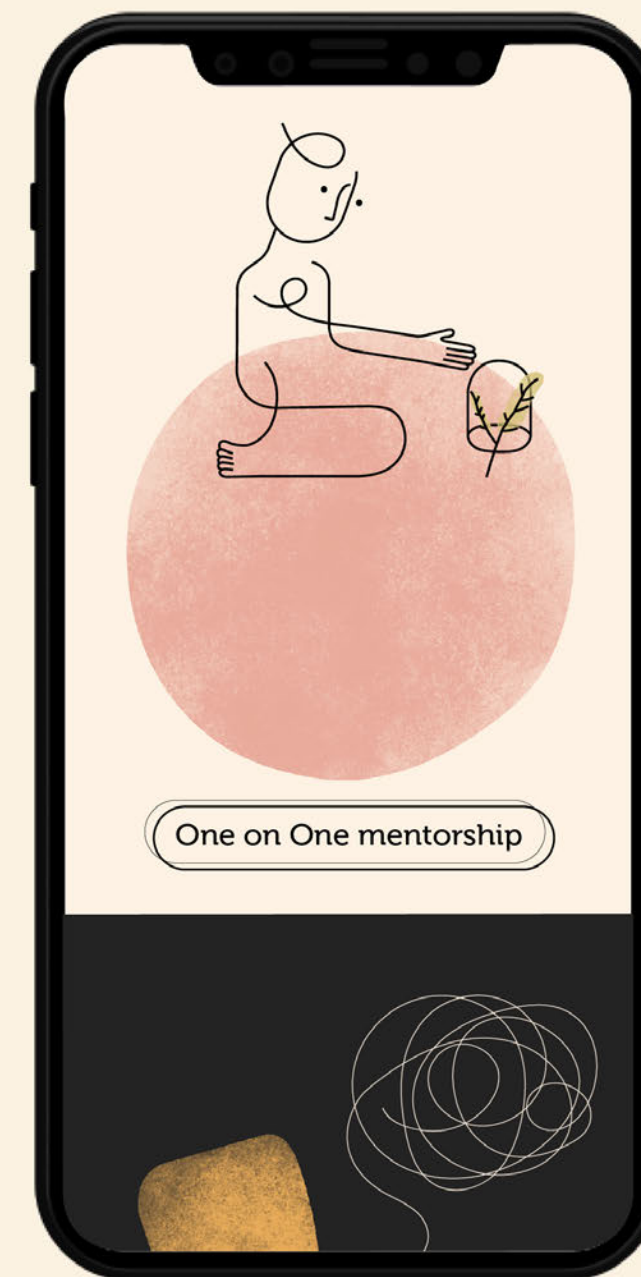


YUN TANG

# SNUG HUT

Only those who have gone through it know how it feels. Snug Hut is an online peer support platform for people with mental disorders in China. It connects people who have the same disorders and symptoms in the most effective, organized and helpful way to share their recovery experience and resources, and to provide hope, warmth and support.

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JIAYUE LI

# SU WEN

This skincare brand crafts its products with Chinese herbs. Using traditional methods and recipes, Su Wen aims to bring Chinese herbal culture and skincare secrets to the New York market.

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AKANSHA KUKREJA

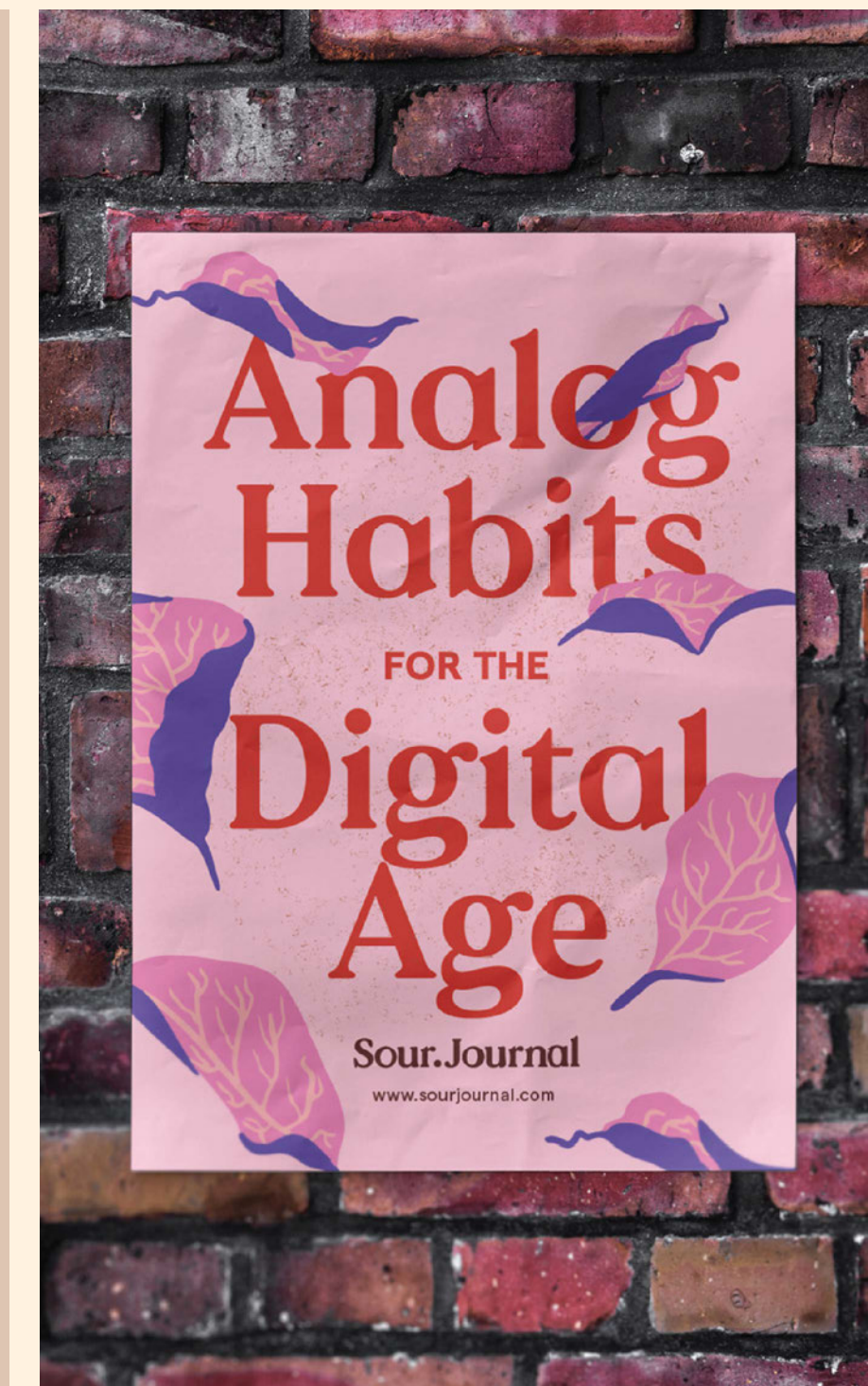
# SOUR

Sour is a publication platform that investigates the relationship between humans and addictive media.

Sour Journal is a print magazine with tools to help the reader manage media addiction and users can personalize each issue to archive them as a series of growing artifacts. Codes appear through the pages that lead the user to sound pieces created for each issue on our radio network, Sour FM.

SOURJOURNAL.COM

AKANSHAKUKREJA.COM  
 A@AKANSHAKUKREJA.COM  
 INSTAGRAM.COM/AAKANSHAKUKREJA



**This journal is a thought experiment. It only grows if you feed it. It can be read and written in any order you like. For the next two weeks, this journal will be your offline companion. Take your time with it, there are no straight routes to new habits.**

LIZ XIONG

# VALE

Digital assets and online personas live and breathe with us, even after we are gone. Vale offers an encrypted management center for your data soul after you pass away. It is a timely matter and a prevalent conversation for us to take more control on our personal identity and online data, indefinitely.



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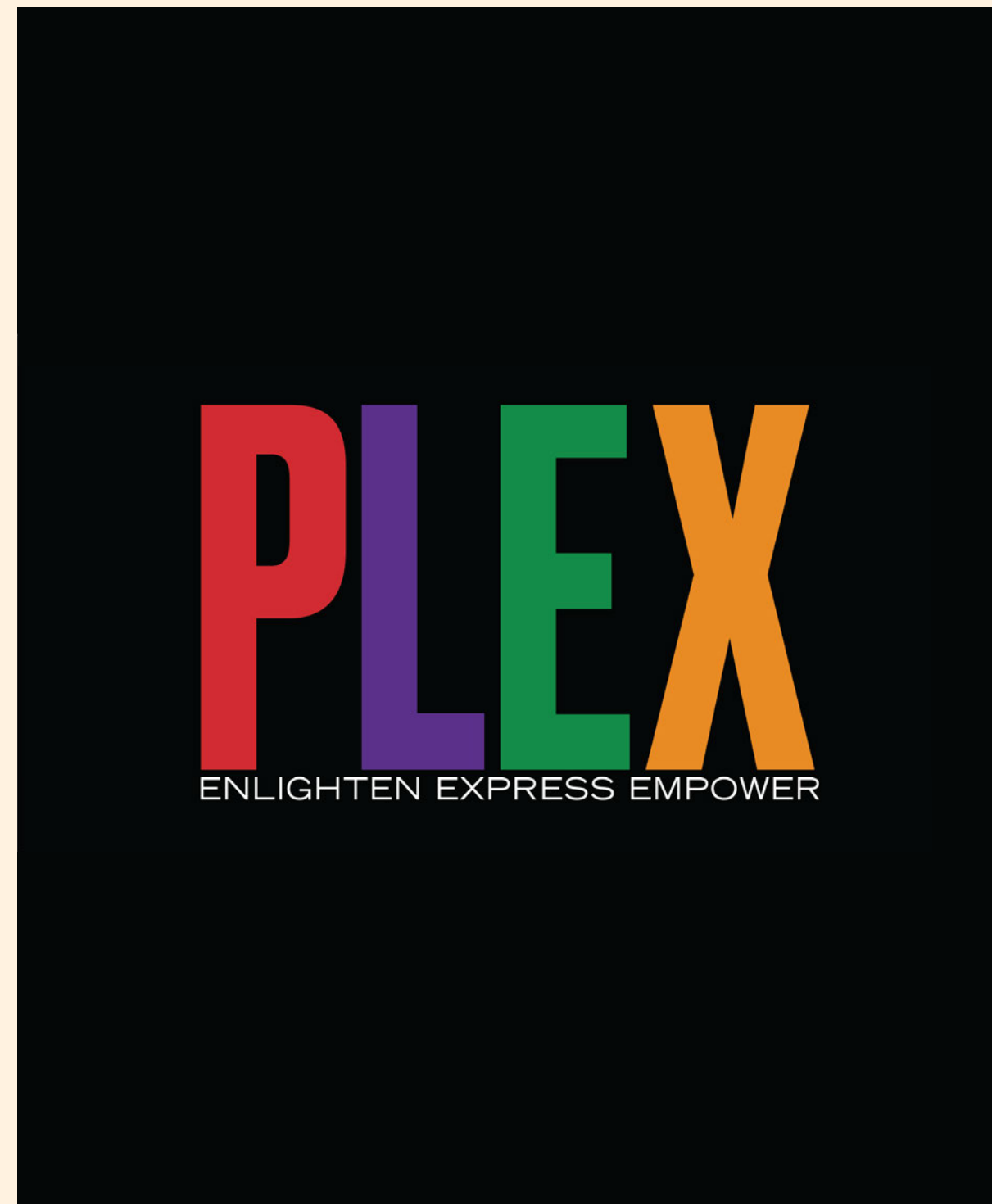


MITCHELL JOHNSON

# PLEX

Serving as an immersive arts education program for students to gain exposure in the art and design industry, Plex provides students of color a space to learn about their history, create artwork, and display it in a gallery setting.

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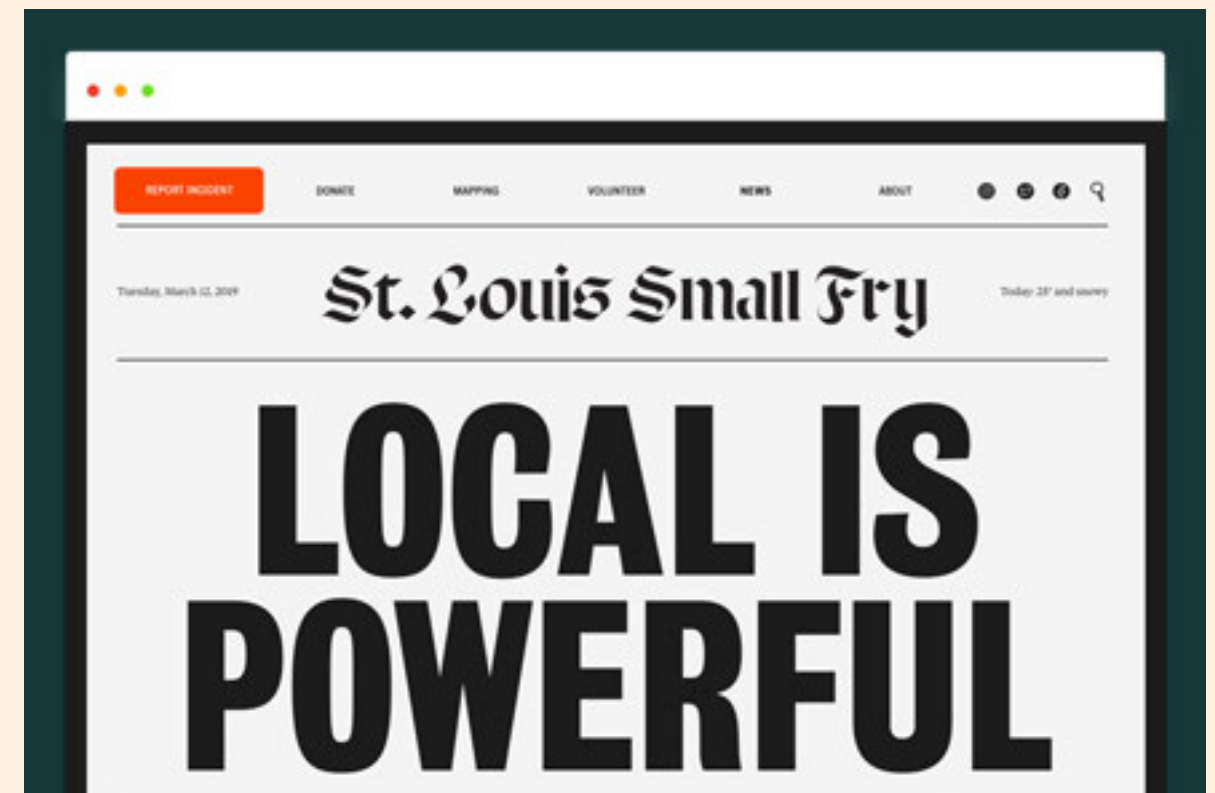
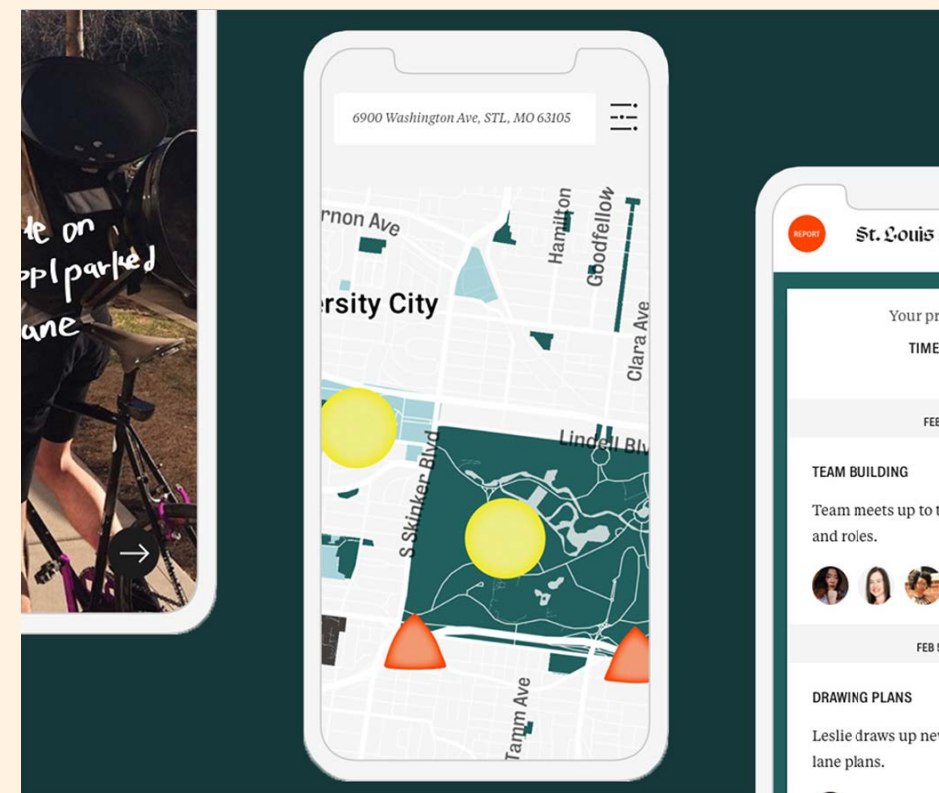


EMILY WACK

# SMALL FRY

Small Fry facilitates a guided process for hyper-local community problem solving, and aims to re-energize local news in the 21st century by linking it to activism and impact. Small Fry is here to lower the barrier between getting involved and staying involved.

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EMILYWACK.COM  
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VIPASHA CHAUHAN

# LETTERS FROM SITA

This is a series of illustrated children's books with a feminist take on traditional Indian mythologies. The books intervene with the social status of women in India, which is degrading by the day as we face issues like rape, domestic violence, dowry and child brides. The goal is to teach the next generation to be more thoughtful, inclusive and respectful of all genders.



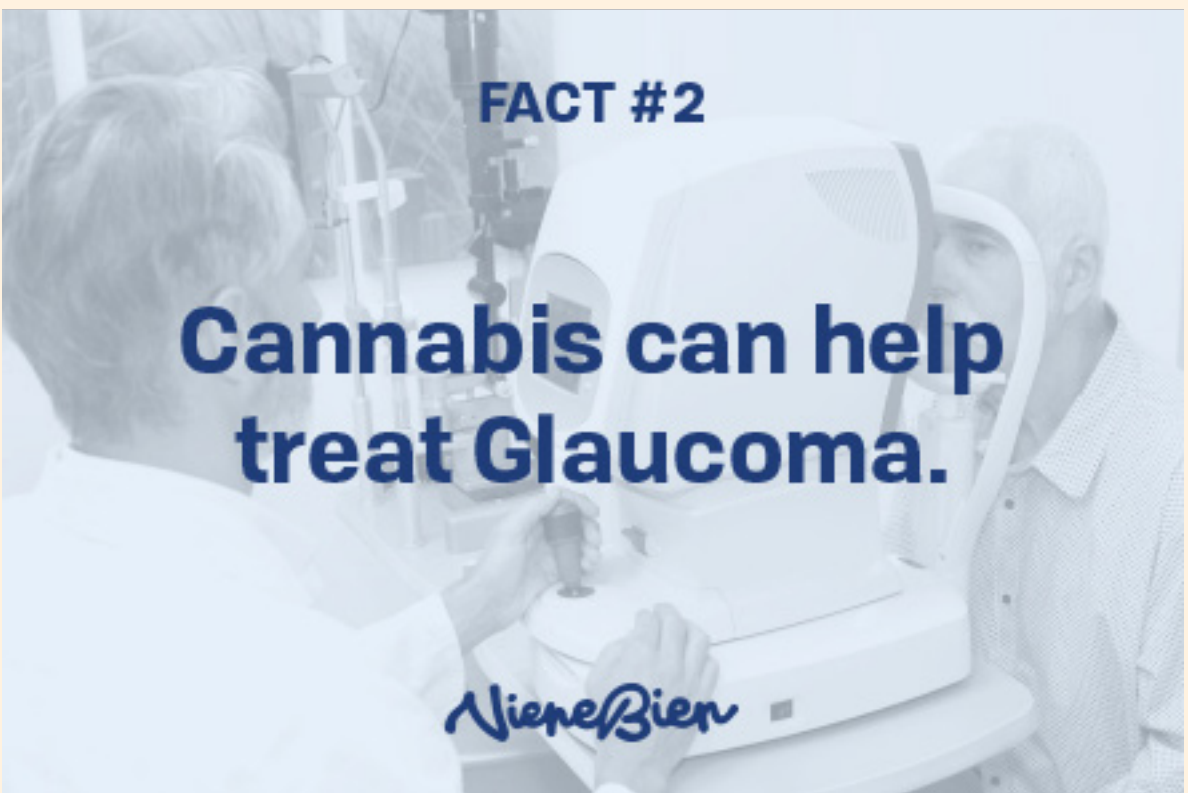
MIA REXACH

# VIENEBIEN

Vienebien is an advocacy campaign that aims to destigmatize the use of medical cannabis in Puerto Rico. Our mission lies in empowering individuals with relevant information as a way to inspire others through educated conversations.

VIENEBIENPR.COM  
FACEBOOK.COM/@VIENEBIEN

MIAREXACH.COM  
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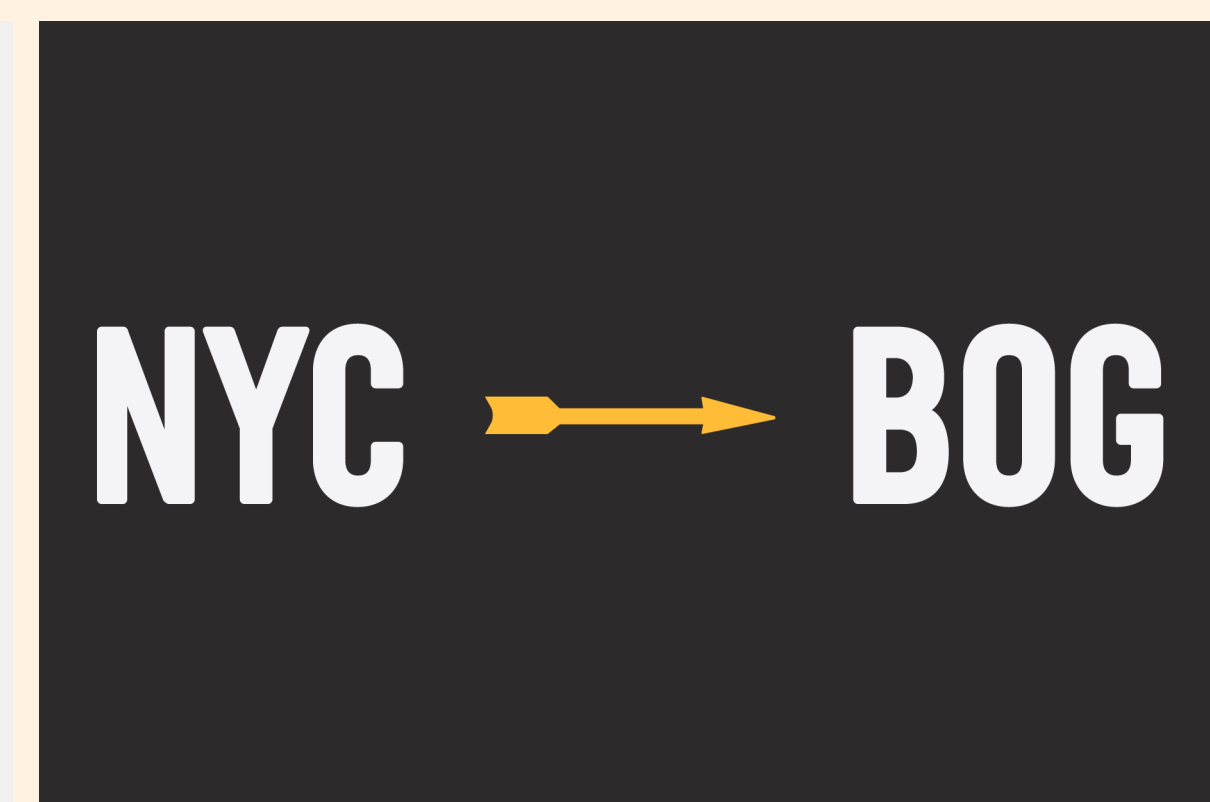
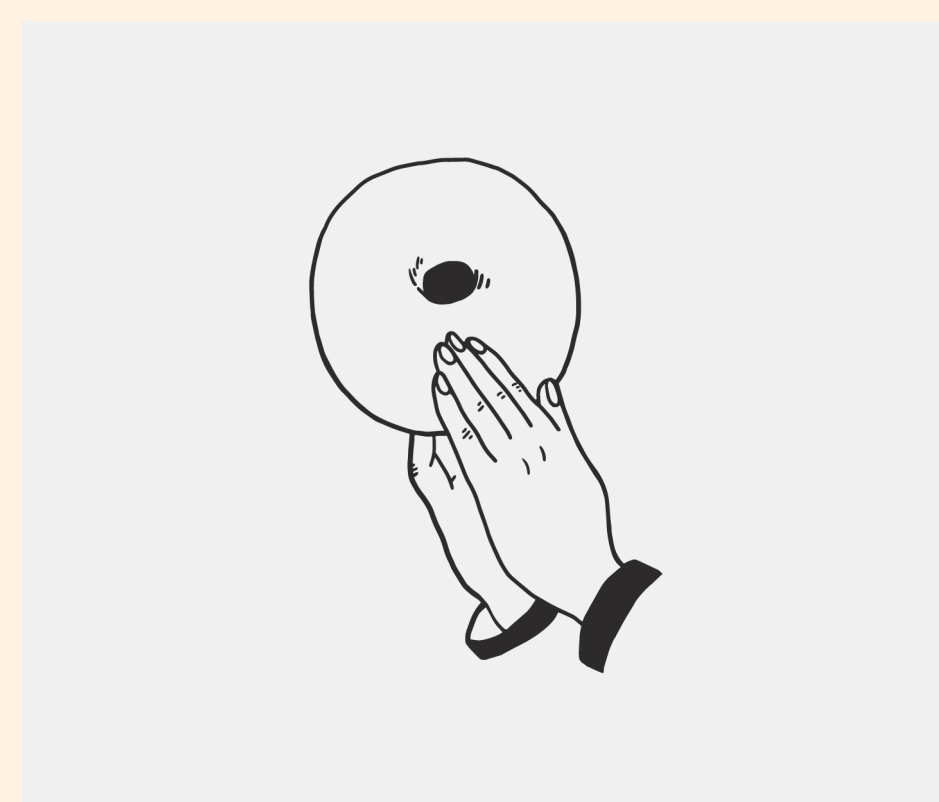
MICHAEL ENTEN

# ENTEN'S BAGELS

Enten's Bagels is a hand-rolled, New York City boil-and-bake bagel restaurant in Bogotá, Colombia that explores the bagel as a representation of modern Jewish-American culture. By offering typical New York City bagel options, made by hand with the highest quality ingredients, we hope to share a modern American culinary standard with the Latin American market.

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ZHEN WEI

# WHEELSOME

Wheelsome is a car-themed cafe based in Chongqing, a city in China. Chongqing has a rich history in car production, but is not knowledgeable about car culture. By combining the installation of vintage cars, a themed diner and a drive-in theater, Wheelsome offers people a sensory experience to discover the beauty of vintage cars.



Happiness is a  
full tank of fuel.



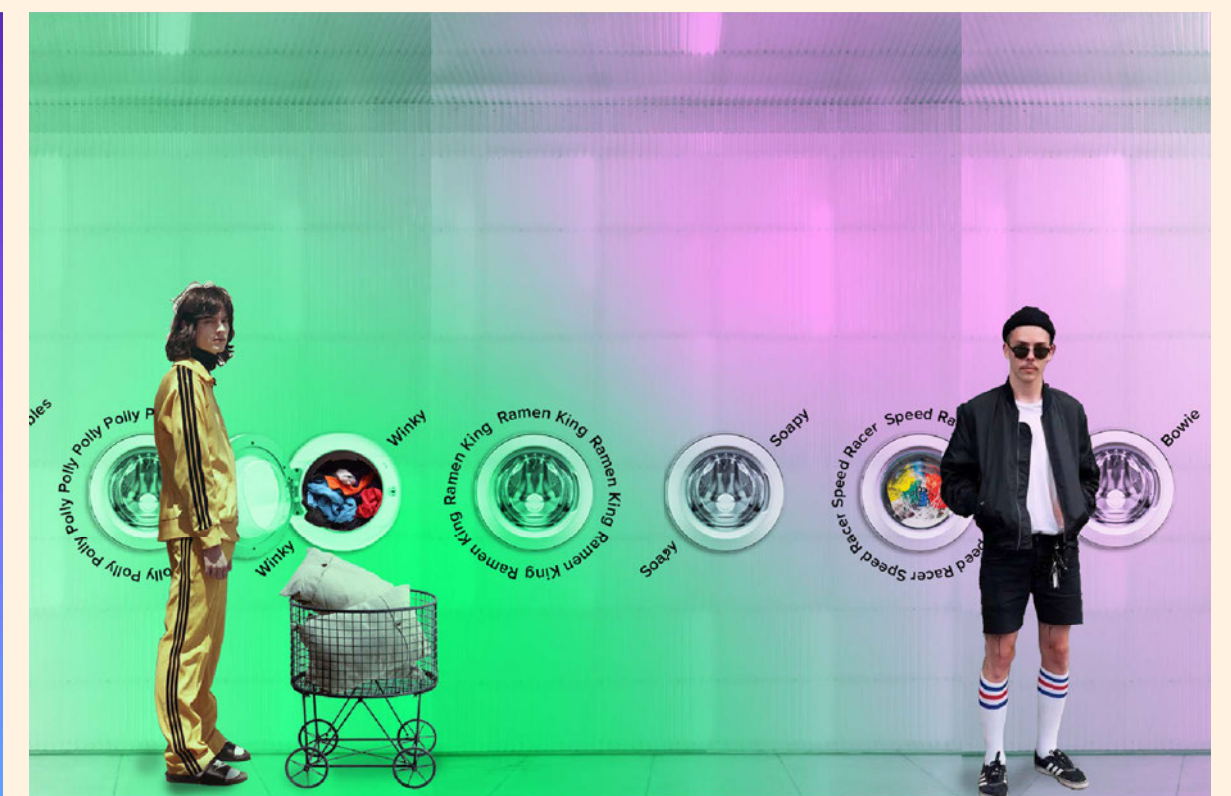
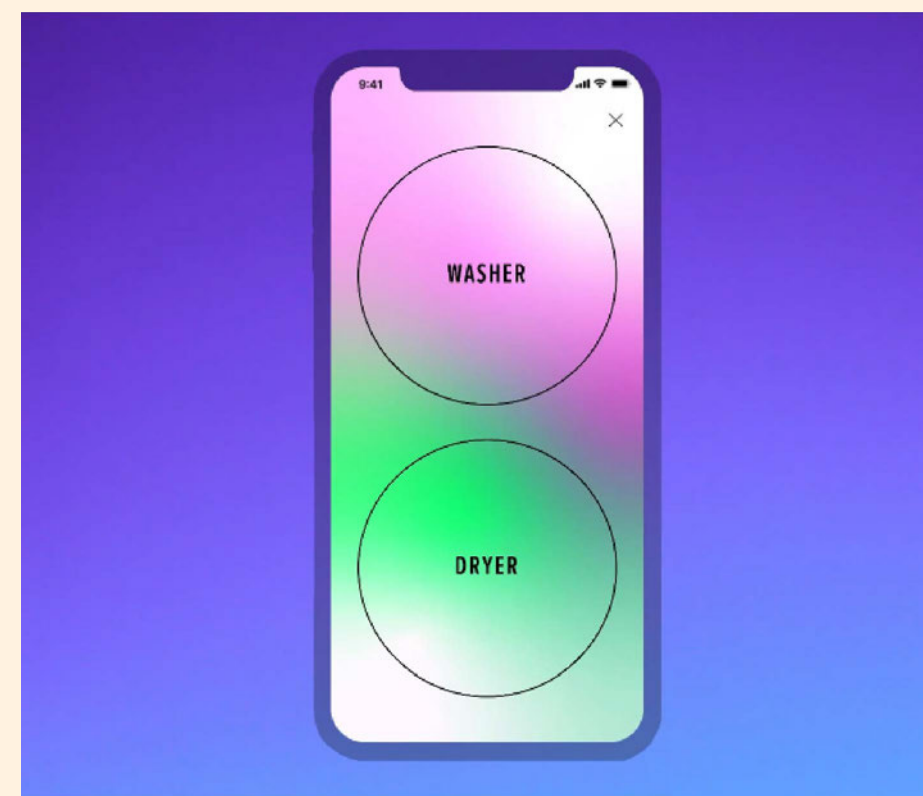
[INSTAGRAM.COM/WHEELSOME\\_CAFE](https://www.instagram.com/wheelsome_cafe)

[ZHENWEIDESIGN.COM](http://ZHENWEIDESIGN.COM)  
[INSTAGRAM.COM/DAVIDWEI194](https://www.instagram.com/davidwei194)

# YUXIN LUO SUDS

The more people, the more dirty clothes. Suds is a new experience in the laundromat field and aims to push the industry forward. This is your local social hub that provides the best laundry experience.

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PEDRO ANDRADE

# SOUND + VISION

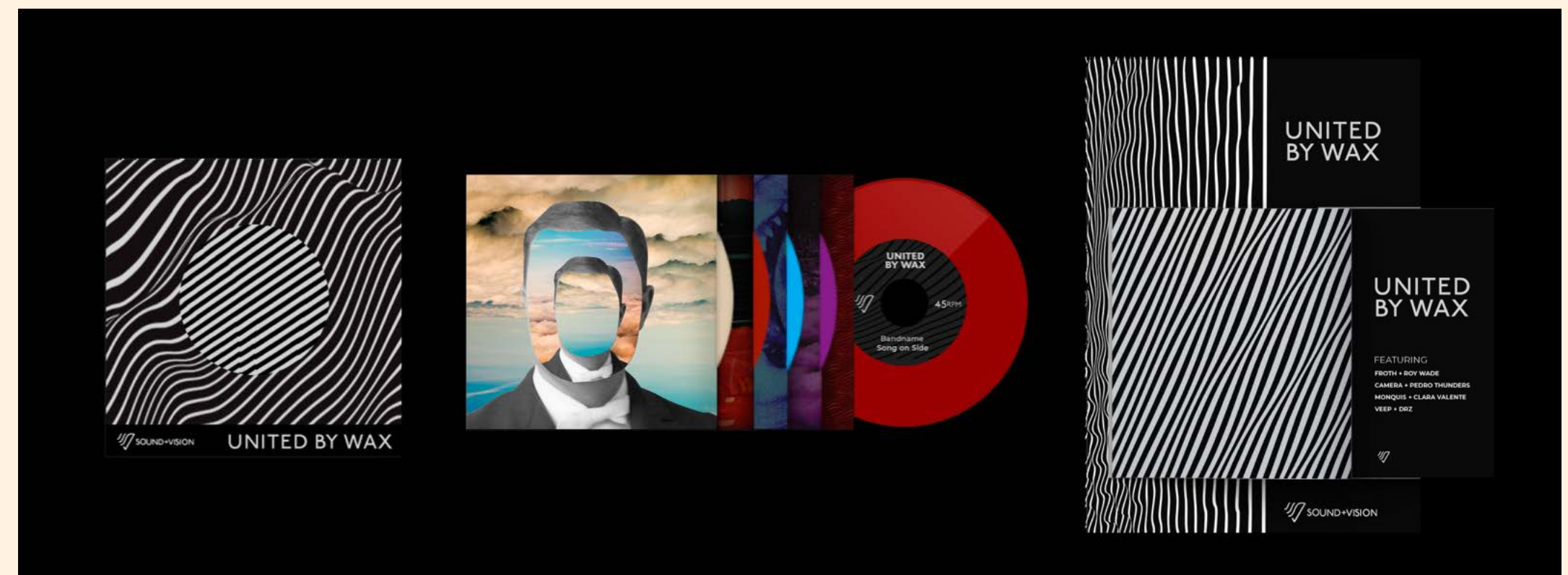
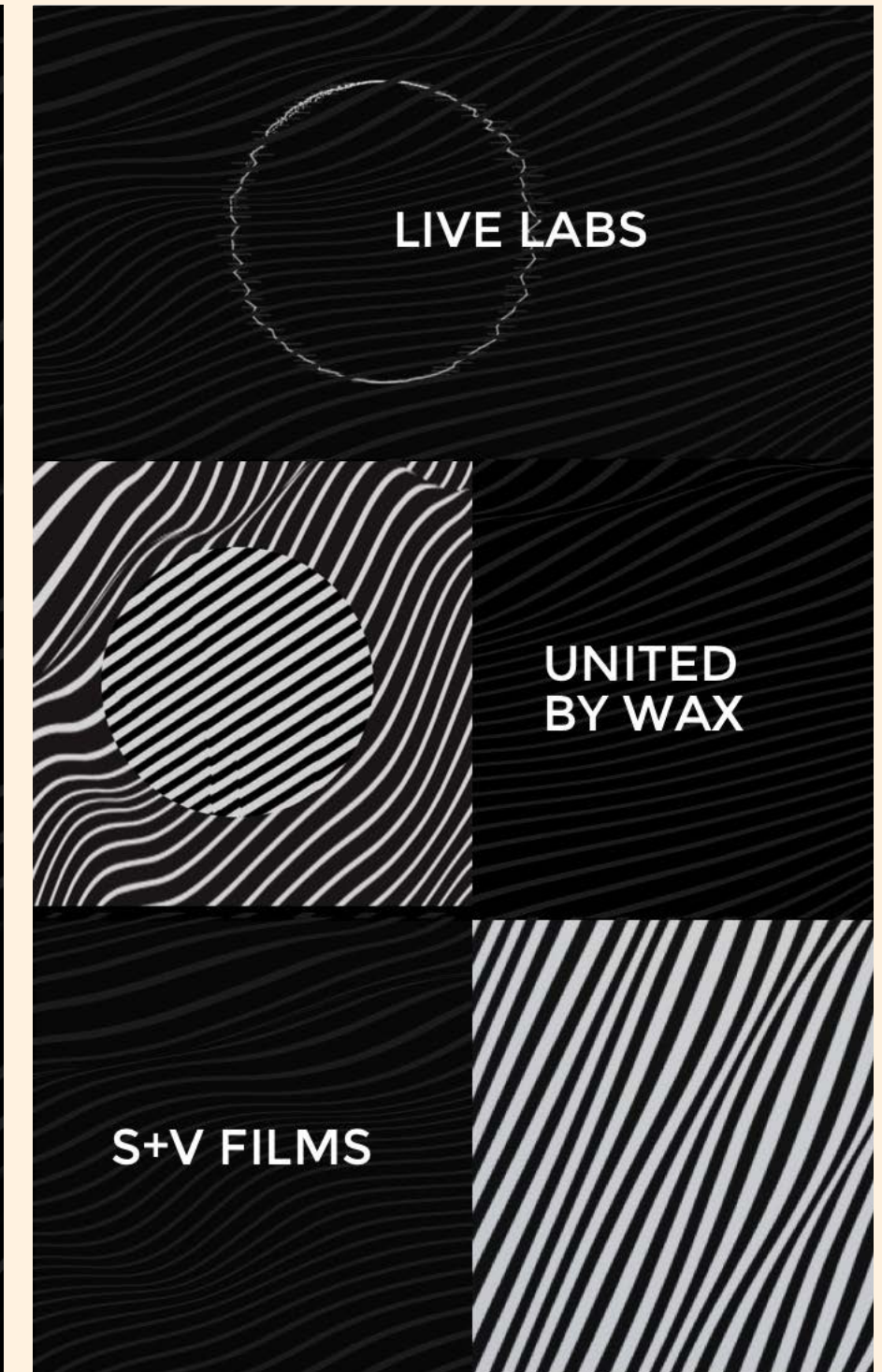
Sound+Vision is an online community connecting visual and sound artists.

Members are invited to join our projects and programs involving different practices and media, such as record compilations, events and film festivals.

S+V also offers assistance and guidance for the work produced by individual member's collaborations covering a range of needs from production, scheduling, terms and curated artist suggestions.

[SOUNDANDVISION.COMMUNITY](http://SOUNDANDVISION.COMMUNITY)

[CONTACT@THUNDERANDLIGHT.NYC](mailto:CONTACT@THUNDERANDLIGHT.NYC)  
[THUNDERANDLIGHT.NYC](http://THUNDERANDLIGHT.NYC)



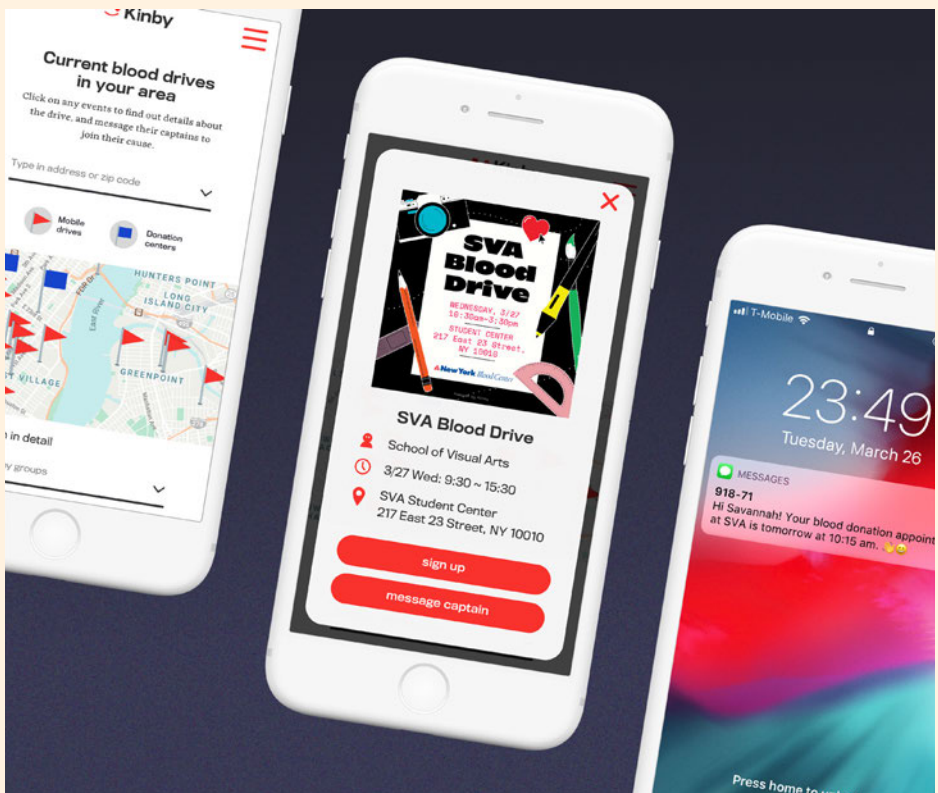
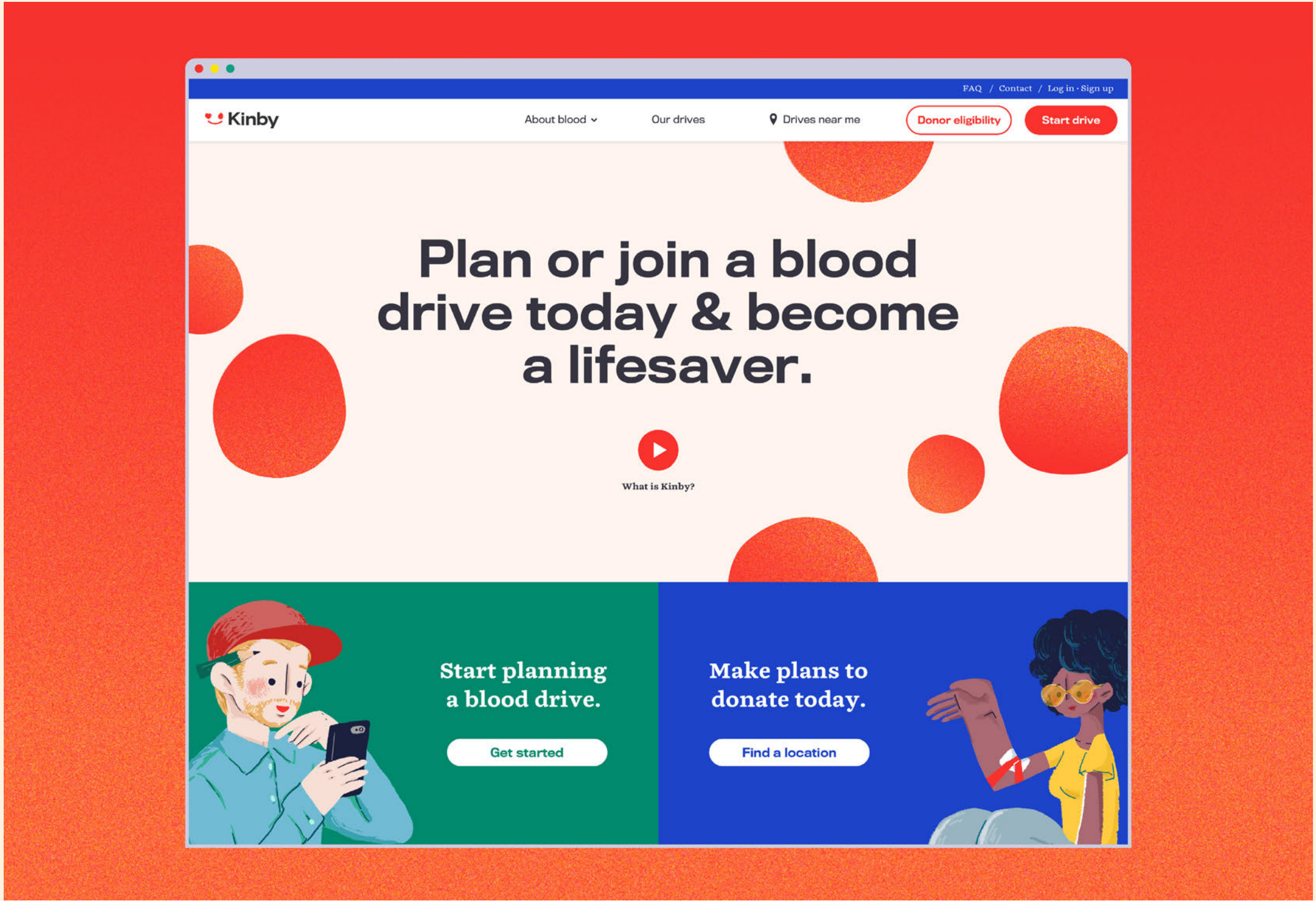
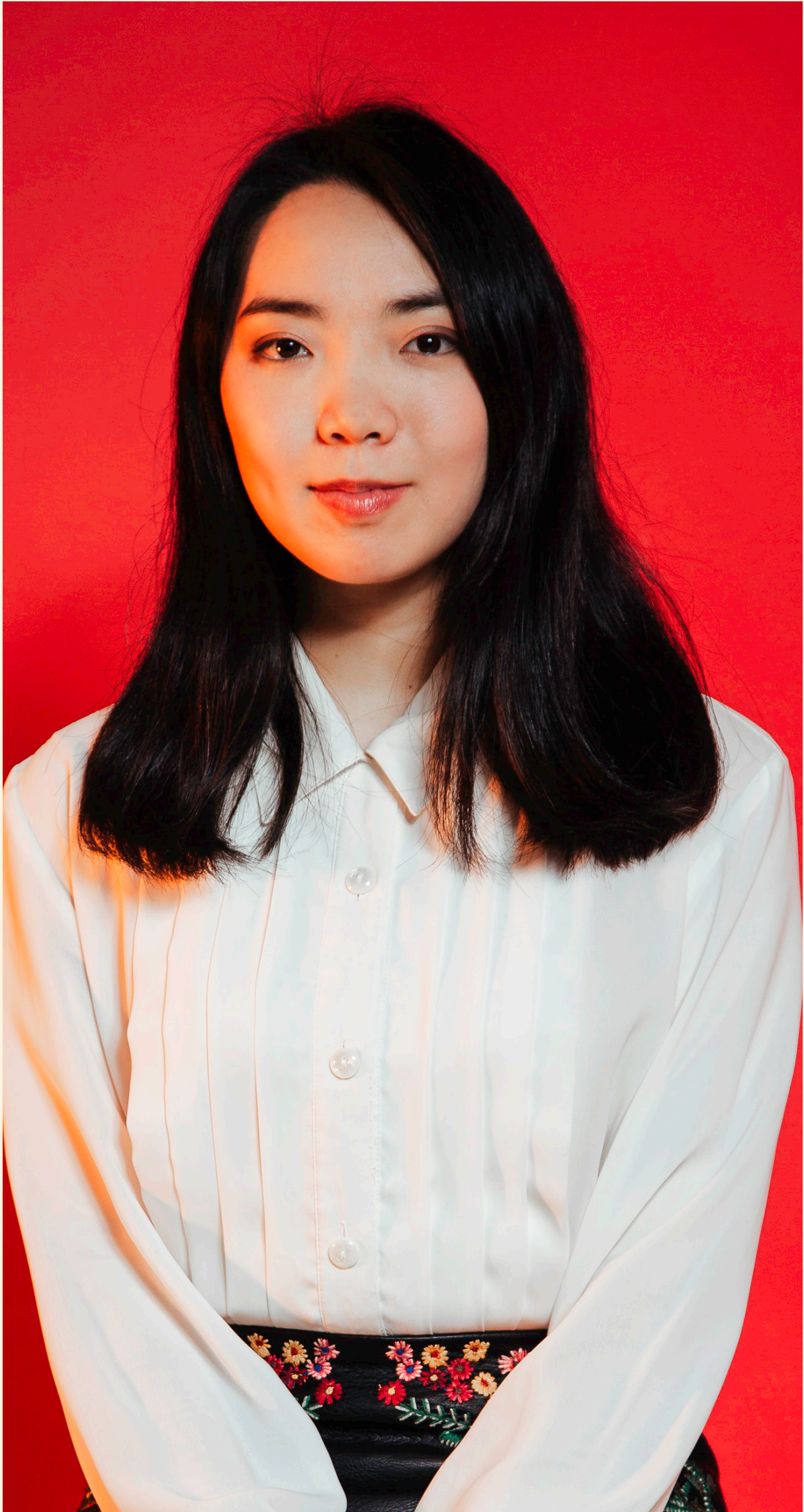


TOMOKA MURAKAMI

# KINBY

Kinby is a website that simplifies the process of planning a blood drive to newcomers and veterans to the cause. To help with the guests interested in the donation process, Kinby also provides learning materials and quick eligibility checks, to serve the needs of both blood drive captains and their donors.

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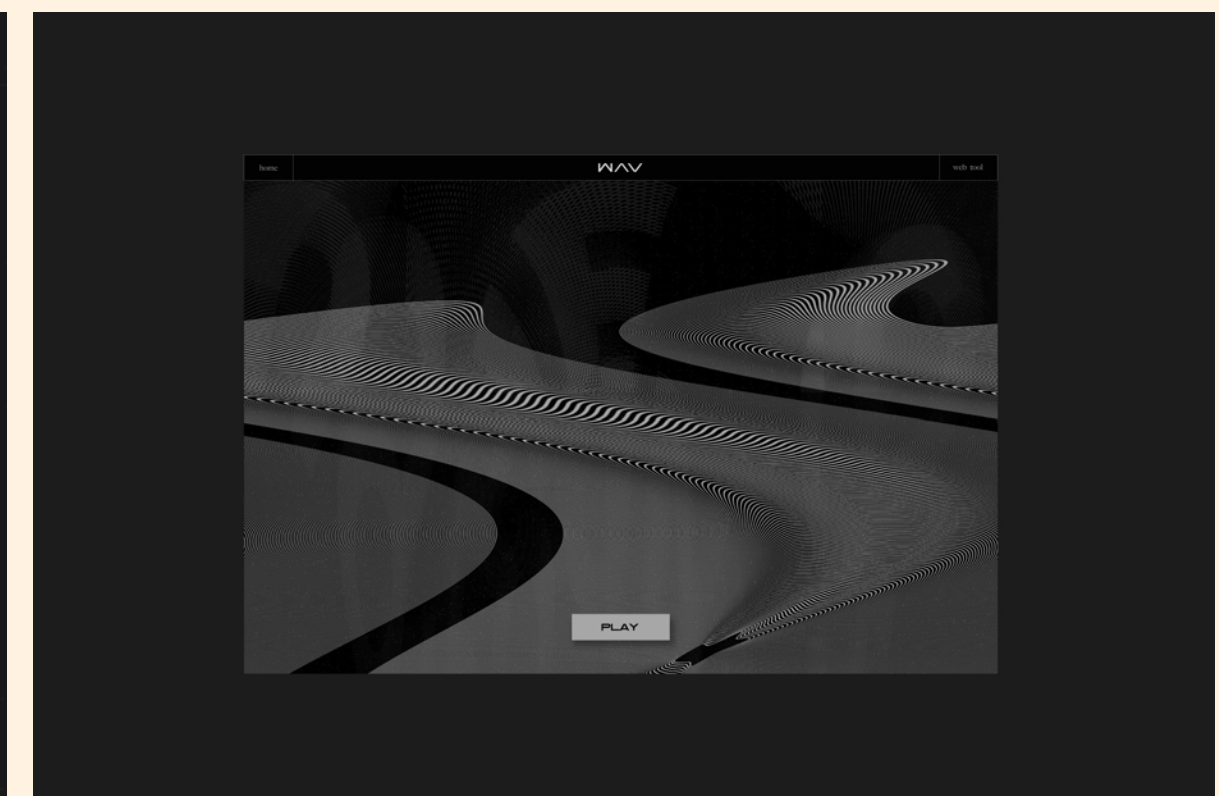
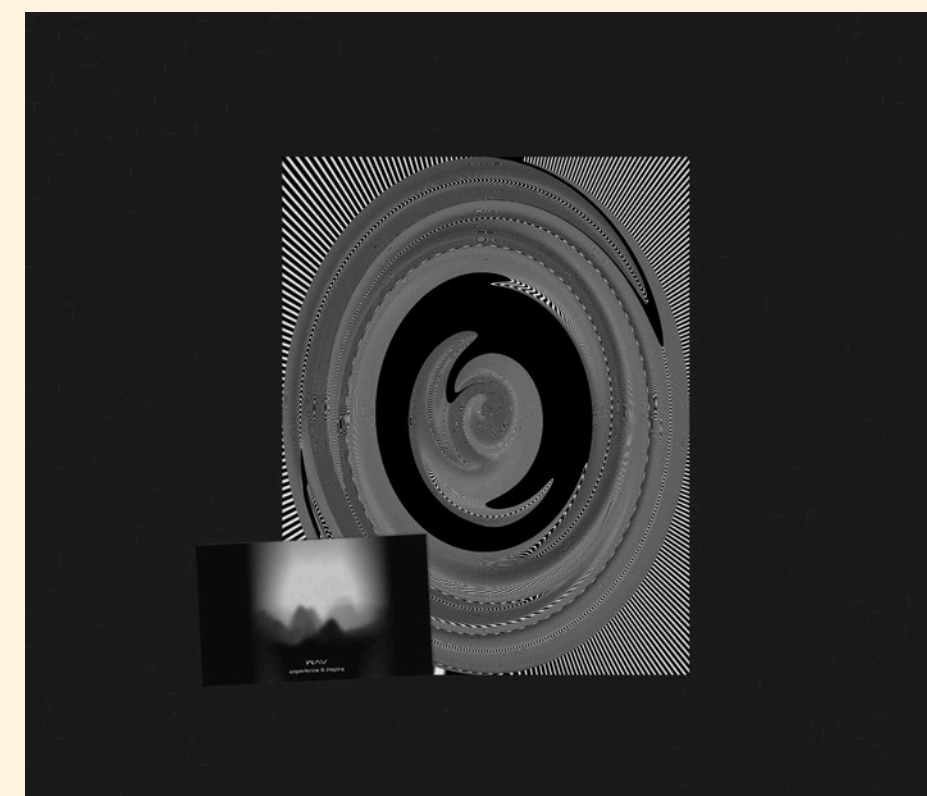
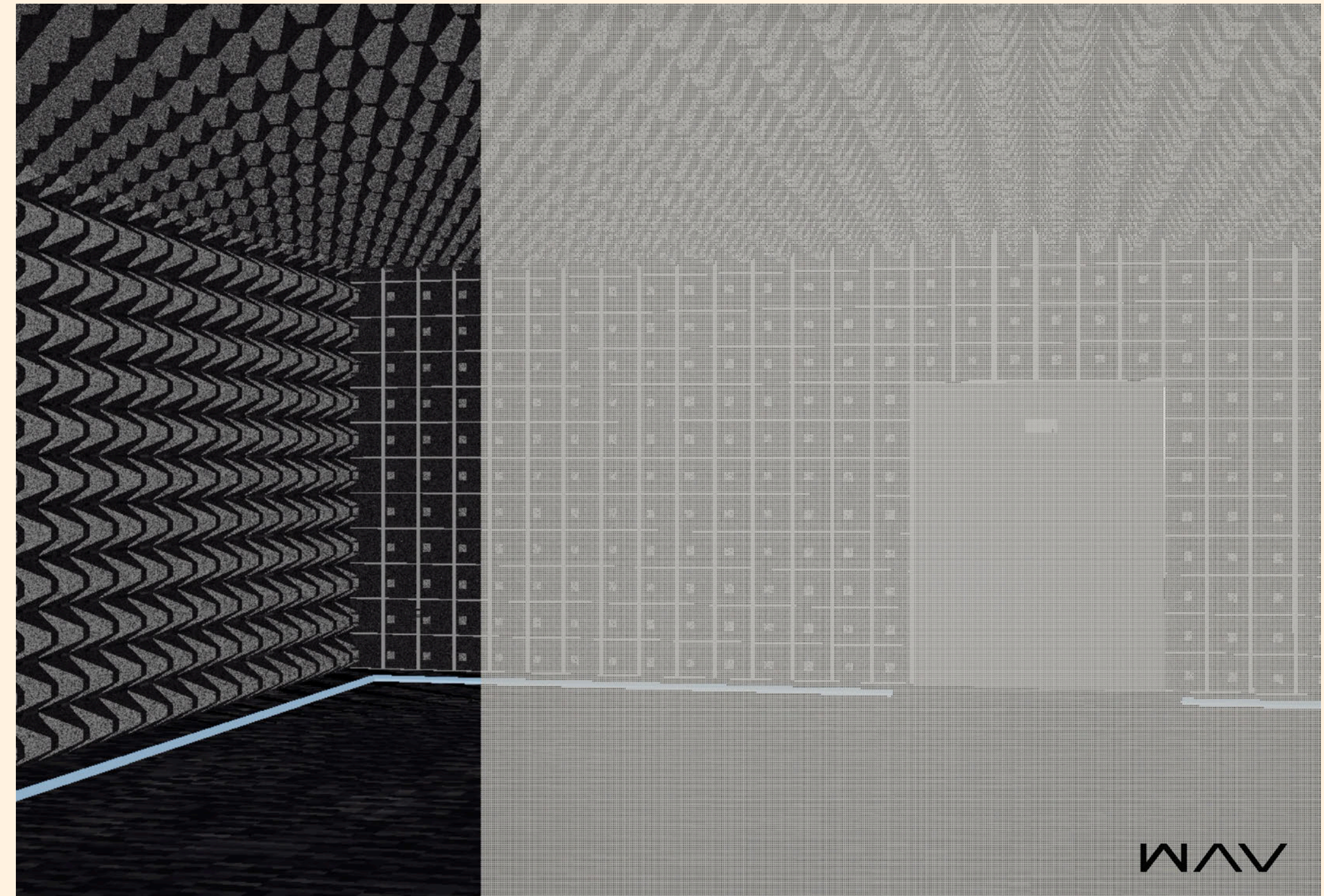


XINGLING HE

## WAV

A transformative learning experience that promotes understanding of Deaf people's perception. We, as designers, generate and evaluate ideas based on our limited experience. As a result, exclusivity is reflected in the design outcomes. WAV recognizes the strong need for inclusive design and seeks to inspire designers through experience to incorporate inclusivity in practice.

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YAXU HAN

# SINGULARITY

This is a platform for artists to create virtual exhibitions of their work. Singularity provides an unconventional exhibition mode, serves as a tool for the creative process and as a platform that provides virtual exhibition experiences.



SINGULARITYEXHIBITS.COM

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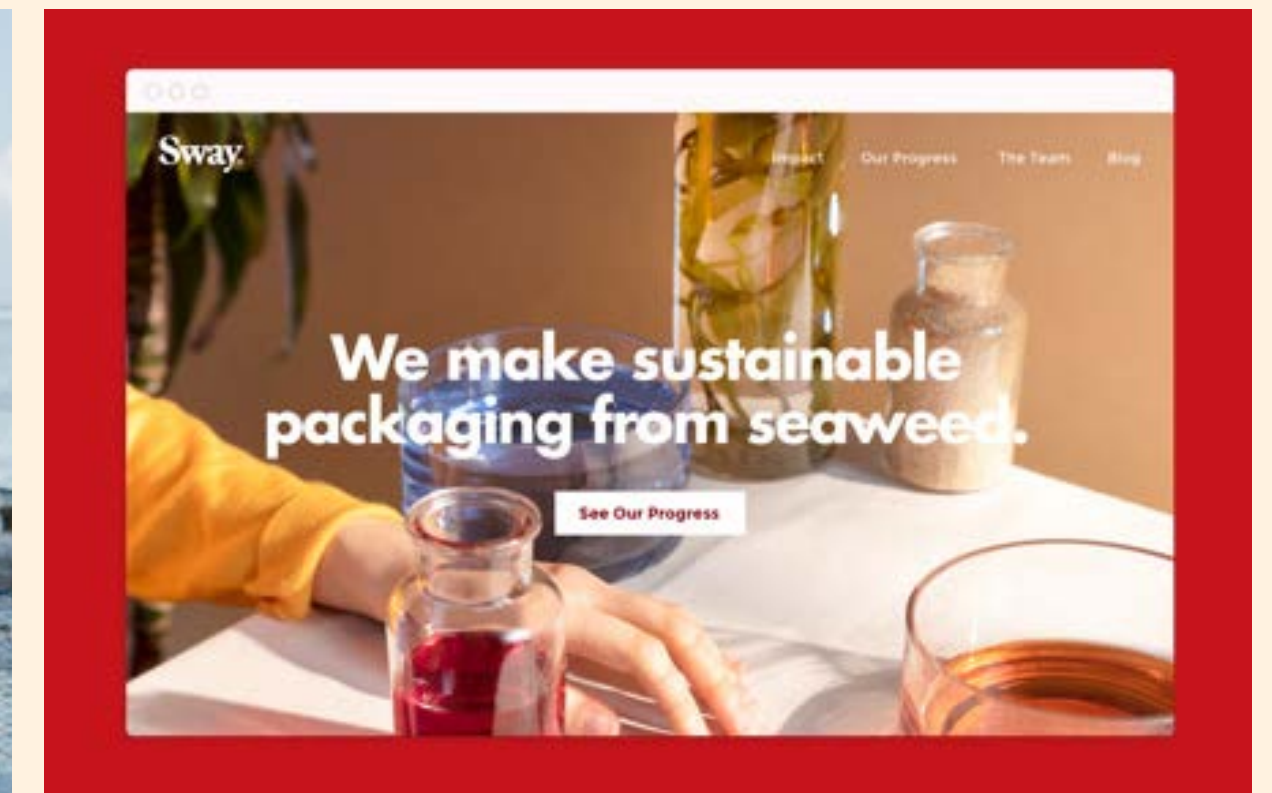
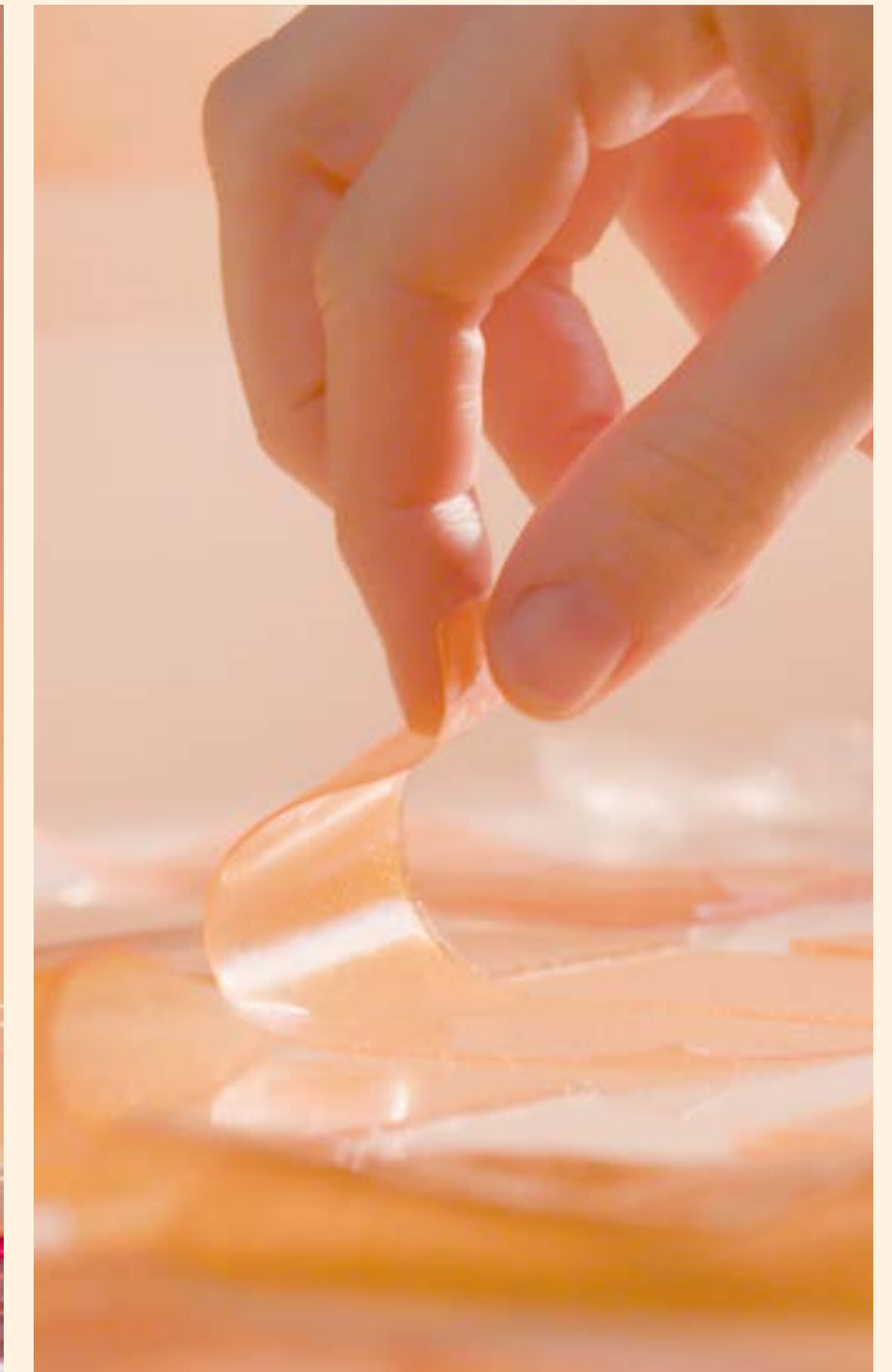
JULIA MARSH

# SWAY

Sway combats environmental pollution and degradation by replacing single-use plastics with seaweed based packaging. Our products are hyper-degradable, derived from regenerative crops, actively nourish ecosystems, and don't require industrial composting facilities. Sway aims to provide accessible solutions to consumer-goods companies that are committed to better serving our planet.

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The MFA Design  
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#### FACULTY

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Stefan Sagmeister • Frank Martinez • Marc Rabinowitz • Willy Wong •  
Amy Wang • Ada Whitney • Ed Schlossberg • Jeff Scher • Milton Glaser

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Colt • Agnieszka Gasparska • Andrew Herzog

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SVA Theatre staff

