



VENTURE 21  
UNMUTE



VENTURE 21  
UNMUTE

APRIL 14, 2021  
5:00PM EDT

# SCHEDULE

## Welcome

MFA Design

## Introduction

Lita Talarico & Steven Heller

## VAOX

Brandon Joseph

## Axial

Catreen Yoon

## EqualTwo

Sukanya Bose

## Butter

Chaoqun Wang

## Heek

Xi Lu

## School me

Ashlyn Stewart Cavitt

## Street Jukebox

Vicky Chong

## Unfork the Earth

Michael Kao

## Soyum

Ruolin Feng

## Paper Airplane

Tracy Huang

## Tang Ren

Fay Qiu

## Itch in the Kitchen

Renee Freiha

## Lotus

Tiffany Pai

## Children of Earth

Rohan Rege

## Neulu

Eunji Kim

## Newbie

Bill Chien

# SCHEDULE

DESIGN.SVA.EDU  
/VENTURE/21

MFA DESIGN  
VENTURE FORUM



# WORDS FROM THE CHAIRS

**“Unmute” is one of the most widely-used words-of-the-year.** The literal and symbolic significance has profound meaning as a verb—the act of emergence from silence imposed by the pandemic and celebration of the voices that are emerging. So when the MFA Design Class of 2021 proposed “Unmute” as their venture theme and subtitle, the response was resoundingly positive—it is a readymade description for the release of our 2021’s entrepreneurial bounty.

There can be no argument that this past year has been transformative. Everyone was driven to embrace novel methods of learning, teaching and sharing. Communication systems that barely existed months before the pandemic arrived—Canvas and Miro—came to the fore as sharing tools that had to be learned from scratch. Rather than being stranded, however, Zoom was the lifesaver—like electric generators that automatically restore power in a storm. This technology enabled classes to proceed remotely, in fact, sometimes better than during normalcy. MFA Design students and faculty rose to the occasion too, with barely a hiccup. Venture 21 Unmute is the proud outcome of two intersecting forces: a solid foundation of teaching and learning facilitated by extraordinary instructors and advisors; and a class of gifted and dedicated MFA students who agreed not to allow any obstacle obstruct their goal—that is, to create viable and sustainable ventures that will make a difference to their respective audiences.

We applaud their efforts and gratefully celebrate their fortitude and discipline necessary to conceive, prototype and fabricate their individual ventures. Each one splendidly accomplished in this inspiring time.

**STEVEN HELLER & LITA TALARICO**  
CO-FOUNDERS + CO-CHAIRS

# A MANIFESTO

**Venture 21 is a showcase of the undying fervor, creative resilience, and lessons from the adversity that shook the globe.** With the combination of grace, patience and hard work, sixteen design students used their two years at MFA Design to find sixteen brilliant ways to make the earth a better place.

Some ventures are geared to connect: from **Vicky Chong's** website, Street Jukebox, which brings street performers to a wider audience to **Xi Lu's** app Heek, offering young Chinese men better skincare. **Qun Wang's** app, Butter, connects college students to services. VAOX redefines sports training, as **Brandon Joseph** makes it accessible to children.

Other ventures compel us to reconsider our views and way of living in the 21st century — **Tiffany Pai's** magazine Lotus encourages Asian Americans to engage politically. EqualTwo is a sustainable streetwear brand by **Sukanya Bose** that compels us to rethink waste

and what we find valuable. **Fay Qiu's** venture, Tang Ren, aims to encourage young New Yorkers to find a sense of kinship with Chinatown and hence re-invigorate the neighborhood. Children of Earth by **Rohan Rege** provides a platform for upcoming musicians from around the world through a curated playlist that celebrates cultural diversity.

And some ventures have innovated through design a new way of experiencing systems. Bringing with them fresh energy of change. **Bill Chien's** mobile companion Newbie provides guidance to incoming international students; Neulu, an analog kit designed by **Eunji Kim**, helps the elderly understand smartphones better and battle their fear of advanced technology. **Ashlyn Stewart Cavitt's** app School me brims with promise as it introduces financial literacy to college and high school students. Unfork the Earth, a product by **Michael Kao**, campaigns

to stop the use of plastic cutlery and suggests a new way around!

Engaging audiences to enjoy the process of creativity is an integral part of **Catreen Yoon's** venture, Axial, helping children learn 3D modeling in a fun way. **Renee Freiha** turns cooking from a chore to a delight with her app Itch in the Kitchen. **Tracy Huang's** Paper Airplane encourages people to start writing postcards again, and Soyum by **Ruolin Feng** is a platform that brings healthy home-cooked Chinese food to every kitchen through sessions with contemporary chefs!

Together these ventures are proof of courage, learning, and passion brought forth by our very own Class of 2021. Please join us for an exciting look at what happens when design entrepreneurs are encouraged to pursue their personal strengths and interests and are equipped with the skills necessary to bring their ideas to life.

The image features a central white rectangular area containing the text "THE WORK" in a bold, orange, serif font. This central area is enclosed by a thick orange border. The border is composed of several concentric layers: an outermost solid orange band, followed by a white band, and then a series of nested orange lines that form a stylized, geometric frame. The text "THE WORK" is centered horizontally and vertically within the white space.

THE WORK

BRANDON JOSEPH

# VAOX App



Finding a good coach is the first and most important step in practicing professional sports. VAOX is a platform that combats the privilege in sports by making sports training accessible to everyone.

vaox.pro  
@vaox\_pro  
brandonsjoseph.com  
brandonjoseph1007@gmail.com



The only thing greater than sport is the spirit that rises from it.



CATREEN YOON

# Axial Game

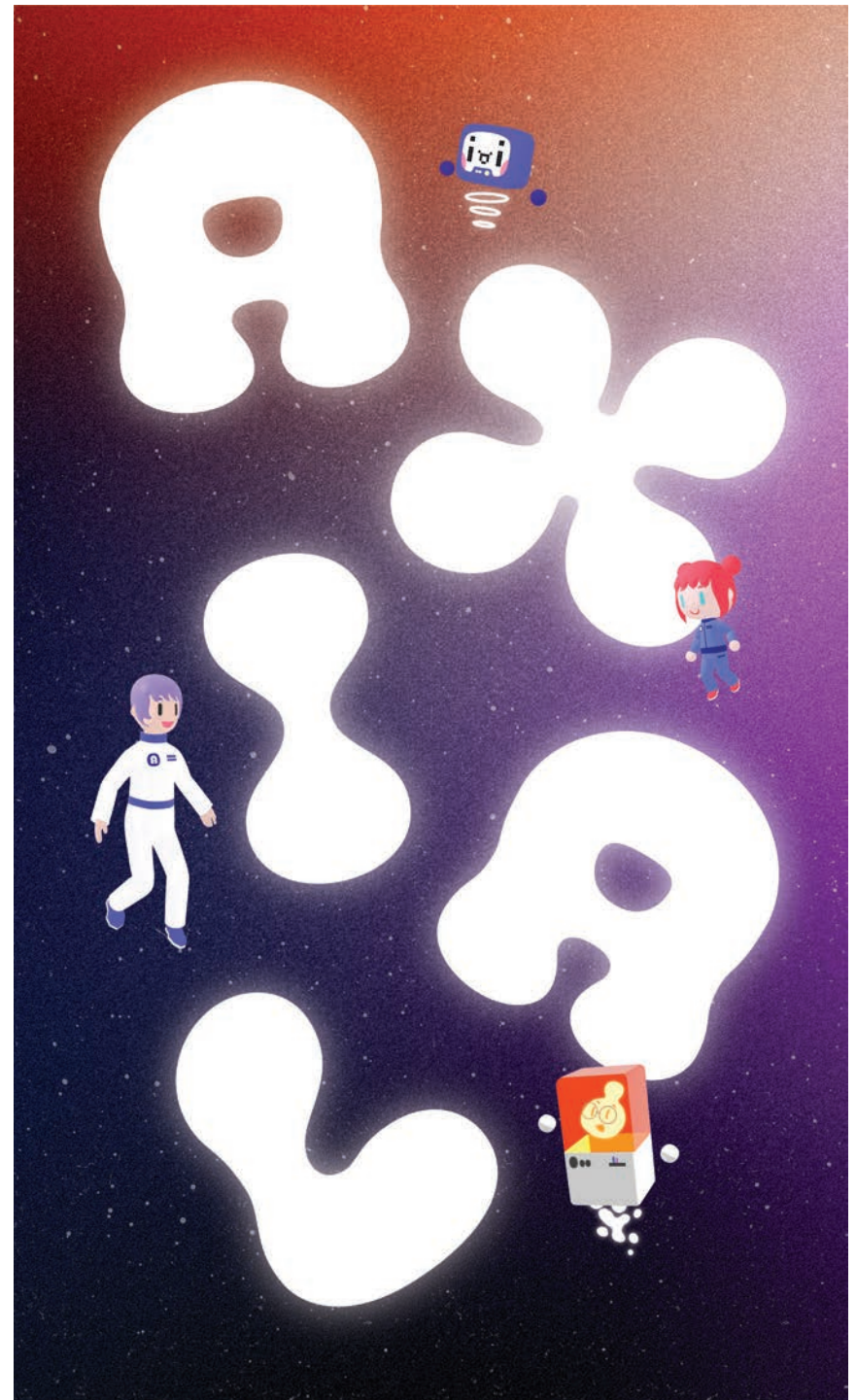


Axial is an educational entertainment platform that teaches 3D modeling to kids through games and videos.

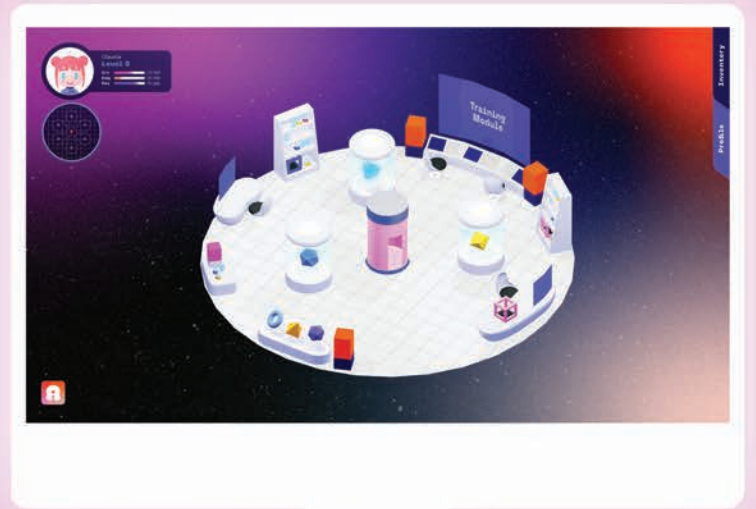
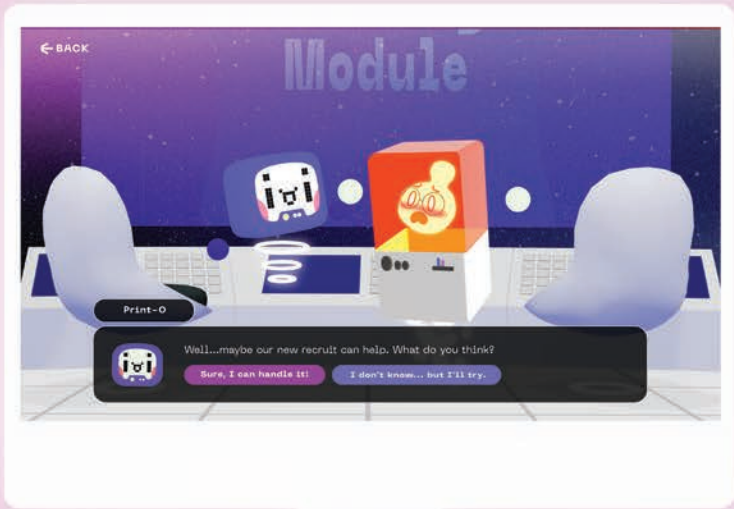
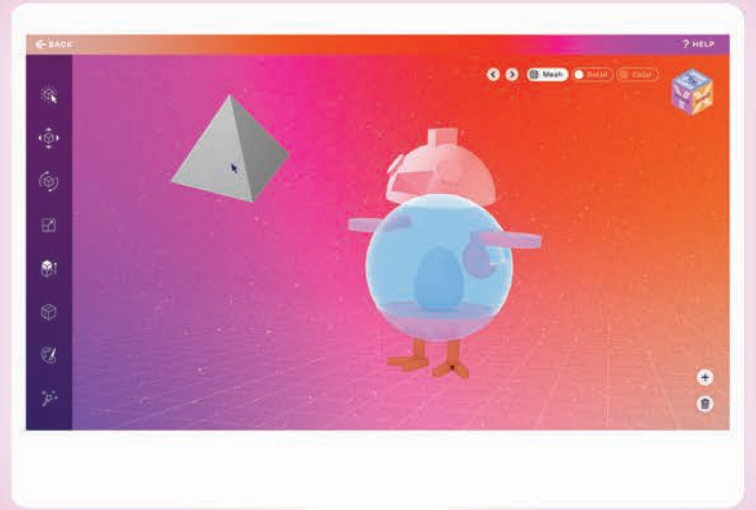
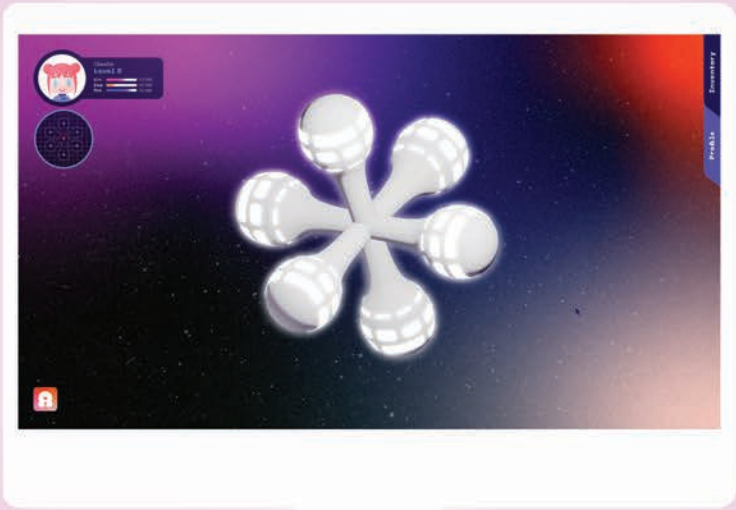
Join the galactic residence of Axial as a Maker Cadet and help Mayor May Kim realize her dream of building a city of Makers in space.

Axial: See Everything From Every Angle.

axialouterspace.com  
@axial\_outerspace  
catreenyoon.com  
catreenyoon@gmail.com







SUKANYA BOSE

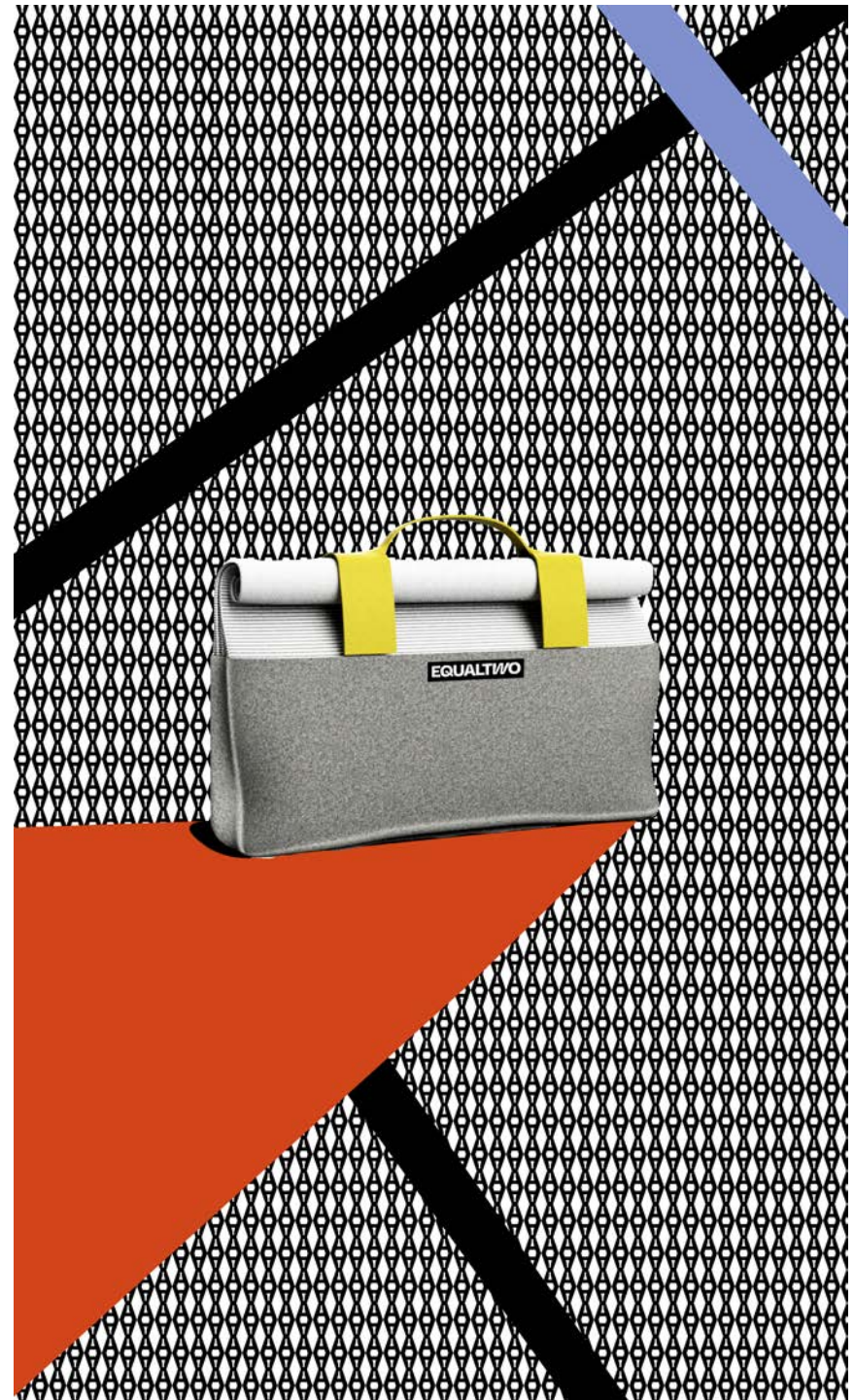
# EqualTwo

## Product & Campaign



Is what's good always right?  
EqualTwo is a streetwear brand that  
makes bags and accessories from  
manufacturing waste in India. The next time  
you want to invest in fashion, you get to  
have the best of both worlds!

[www.equaltwo.com](http://www.equaltwo.com)  
[@madeequaltwo](https://www.instagram.com/madeequaltwo)  
[sukanyabose.com](http://sukanyabose.com)  
[sukanya.bose95@gmail.com](mailto:sukanya.bose95@gmail.com)



**EQUAL  
TWO**



**EQUALTWO**

Bags. Not Baggage.



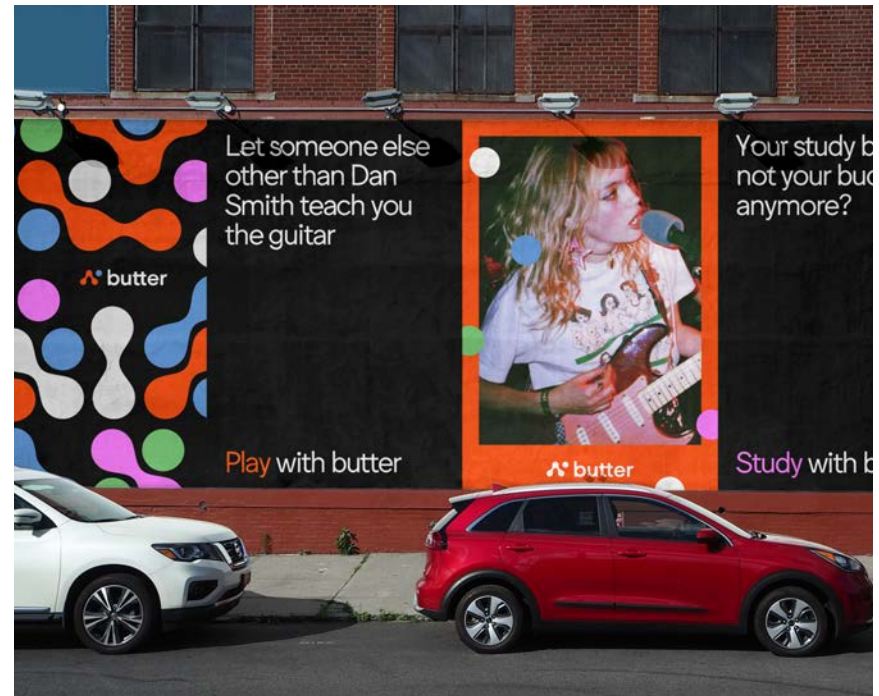
QUN WANG

# Butter App



Can't find what you're looking for?  
Butter is a digital marketplace that helps  
college students locate resources through  
a local peer-to-peer network.

barterbutter.com  
@butter.barter  
chaoqun-wang.work  
hello@chaoqun.design





5:51



Butter



TikTok



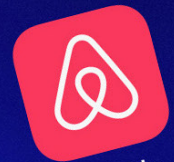
Medium



Nike Run Club



Instagram



Airbnb



Etsy



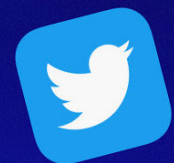
Headspace



Zoom



Venmo



Twitter



Lyft

XI LU  
**HEEK**  
App



HEEK believes that skin health is not only the manifestation of external beauty, but also the most confident and healthy way to face the world. We use a credible and convenient way to help Chinese men better understand their skin conditions.

heekmen.com  
@heek\_men  
xilu33.net  
mynameisxilu@gmail.com





ASHLYN STEWART CAVITT

# School me App

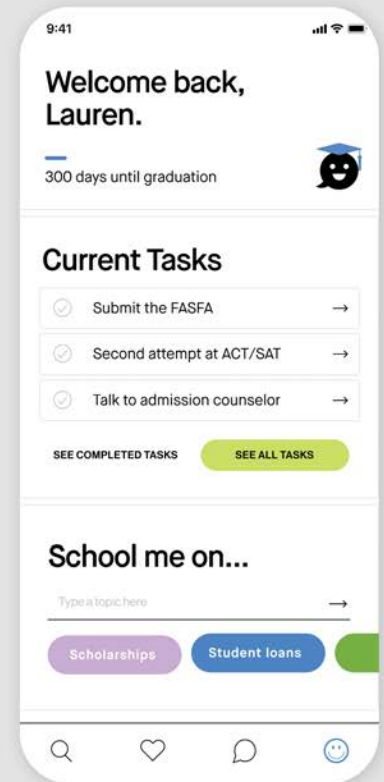
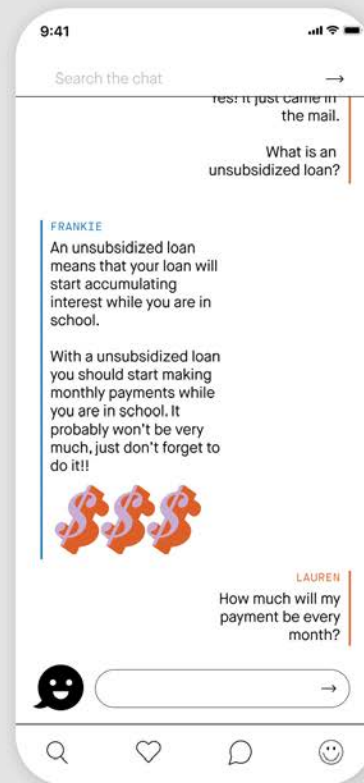
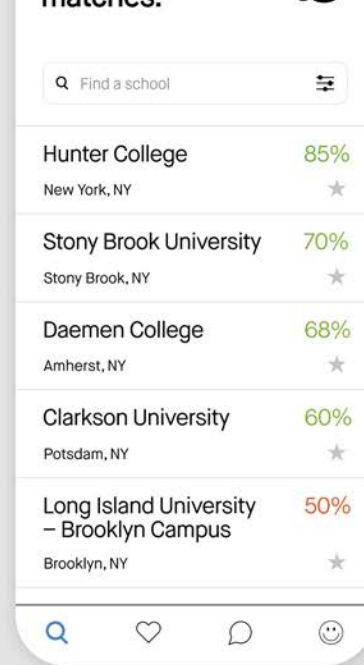
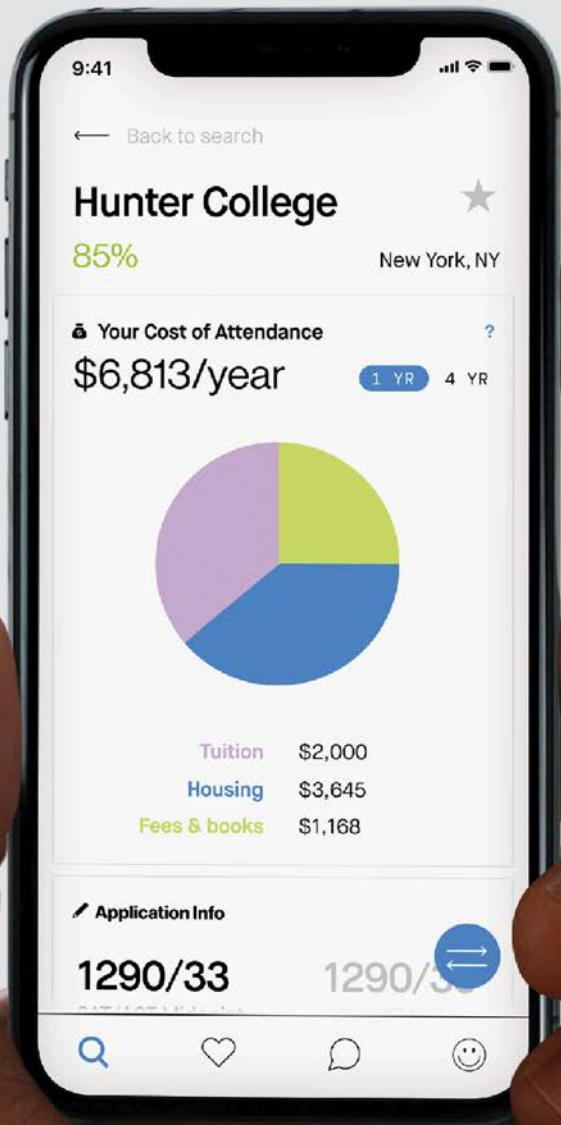


Deciding where to go to college is one of the first financial decisions that students make. School me is an app that simplifies the college search process, and teaches financial literacy to students as they plan for higher education and adulthood.

schoolme.app  
@schoolme.app  
ashlynstew.art  
ashlyn.r.stewart@gmail.com







VICKY CHONG

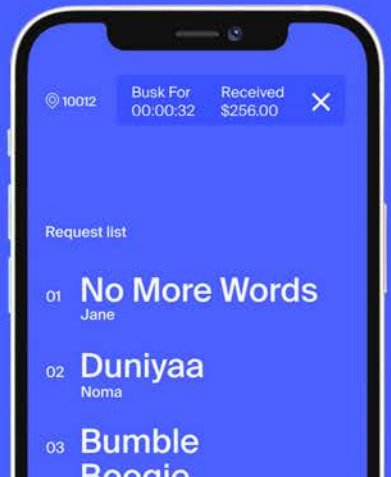
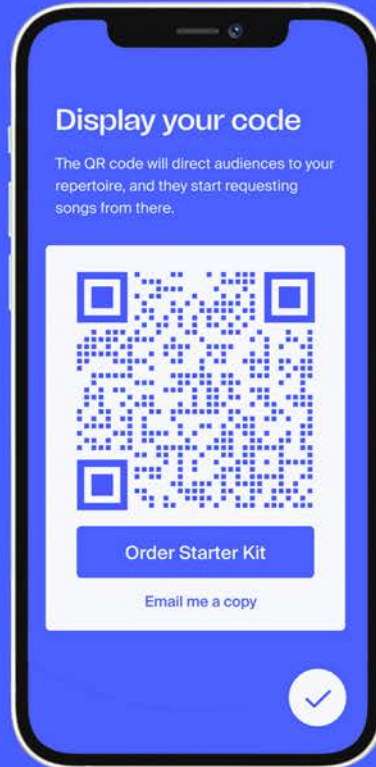
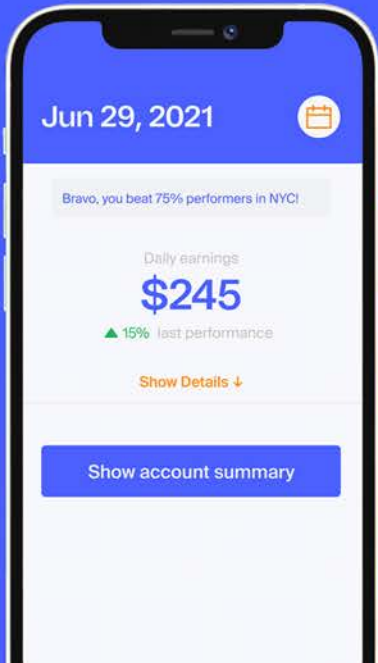
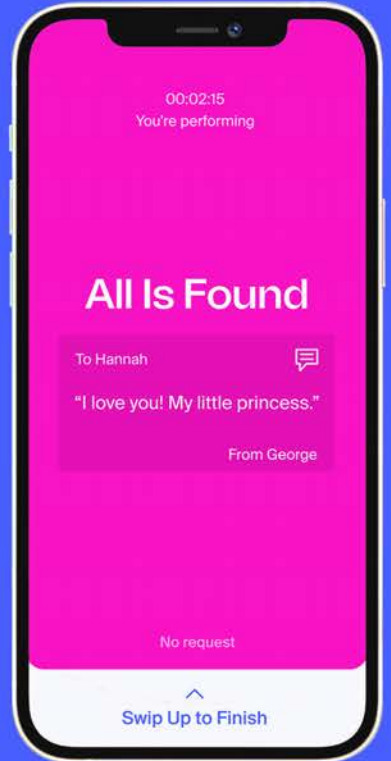
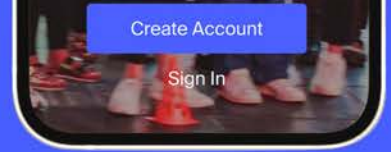
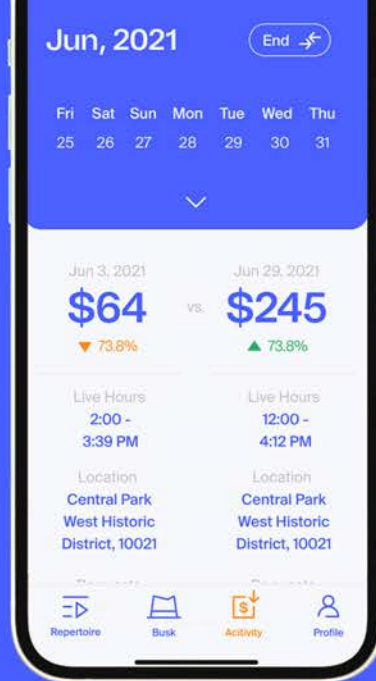
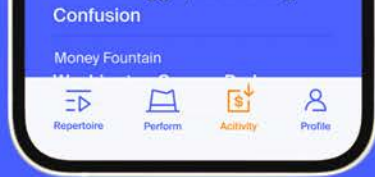
# Street Jukebox Platform



Street Jukebox is a song-requesting platform that invites audience participation in street performance. We believe that street performers are the soul of the city, and our goal is to help street performers sustain their income and exposure by increasing audience participation.

streetjukebox.com  
@streetjukebox  
vickychong.com  
oh.vickychong@gmail.com





MICHAEL KAO

# Unfork the Earth Campaign & Product



We help reduce plastic pollution by promoting the use of reusable utensils. Our versatile pouch system is ideal for taking your eating tools anywhere.

unforktheearth.com  
@unforktheearth  
michaelkaodesign.com  
mckao91@gmail.com





RUOLIN FENG

# Soyum Platform



Soyum is a cooking education platform that popularizes homemade Chinese food through sessions conducted by contemporary chefs with unique perspectives of Chinese cuisine. By transforming intimidation to fascination, we bring real Chinese food to every kitchen.

soyum.club  
@soyum.club  
ruolinf.com  
verafengruolin@gmail.com



SOVUM

Book

Shop

Login



补

# Tonifying Cooking

Learn how to use Traditional Chinese Medicine (TCM) theory, fresh produce, seasonality, and individual constitutions to help adjust imbalances and achieve optimal health through delicious foods and drinks.

TCM CHEF & NUTRITIONIST  
**ZOEY GONG**

Book A Class →

[See more about Zoey](#)

Tonifying  
Use-every-bit  
Hot Mala



TRACY HUANG

# Paper Airplane Product



How important can a handwritten note be for someone, especially when you cannot physically meet with them? Write a postcard with Paper Airplane today, using fun prompts to initiate your writings, let them know you love and care.

[paperairplanepostcards.com](http://paperairplanepostcards.com)  
[@paperairplane\\_postcards](https://www.instagram.com/paperairplane_postcards)  
[tracyjiayuehuang.com](http://tracyjiayuehuang.com)  
[chrytracy@gmail.com](mailto:chrytracy@gmail.com)





...d  
...ve this  
...at means I

I love \_\_\_\_\_  
so f\*cking much!

\_\_\_\_\_ on

wanted  
that

I never told you  
that \_\_\_\_\_

I will  
when we meet  
next time.

I would put \_\_\_\_\_  
in a fortune cookie  
for you.

OMG!  
We've kn  
each  
for

FAY QIU

# Tang Ren Subscription Service



Tang Ren is a subscription service that brings an authentic Chinatown experience to everyone's doorstep in a delightfully designed box. We want to encourage young New Yorkers to find a sense of kinship with Chinatown, forming a new generation of regular visitors who will reinvigorate this neighborhood.

tang-ren.org  
@tangren\_org  
fayqiu.com  
fayquidesign@gmail.com





**TANG REN 唐人** PRODUCT LIST

**JINGZHEN STORY**  
This year we have introduced the Jingzhen story to our products. The story is about a young girl who is very smart and brave. She is the daughter of a famous scholar and she has a very special talent. She is the only girl in her family who can write calligraphy. She is very proud of her talent and she wants to become a famous calligrapher like her father. She is very hardworking and she practices calligraphy every day. She is very determined and she never gives up. She is very brave and she is not afraid of difficulties. She is very smart and she is very creative. She is very kind and she is very helpful. She is very beautiful and she is very popular. She is very successful and she is very happy. She is very loved and she is very respected. She is very famous and she is very admired. She is very happy and she is very content. She is very satisfied and she is very proud. She is very confident and she is very strong. She is very resilient and she is very tough. She is very brave and she is very bold. She is very smart and she is very wise. She is very kind and she is very generous. She is very beautiful and she is very elegant. She is very successful and she is very wealthy. She is very happy and she is very healthy. She is very loved and she is very cherished. She is very famous and she is very renowned. She is very happy and she is very content. She is very satisfied and she is very proud. She is very confident and she is very strong. She is very resilient and she is very tough. She is very brave and she is very bold. She is very smart and she is very wise. She is very kind and she is very generous. She is very beautiful and she is very elegant. She is very successful and she is very wealthy. She is very happy and she is very healthy. She is very loved and she is very cherished. She is very famous and she is very renowned.

**CHILDHOOD FAVOURITE**  
Tang Ren products are very popular among children. They are very tasty and they are very healthy. They are very easy to eat and they are very convenient. They are very affordable and they are very popular. They are very loved and they are very cherished. They are very famous and they are very renowned.

**TANG REN 唐人**

**01 TANG REN 唐人**  
FOLLOW OUR MAP TO EXPLORE CHINA TOWN WITH XIAO

**YAO MEI**

**SUSHI BA LANGFEN FEN**  
正堂江門  
速食白米糕粉



RENEE FREIHA

# Itch in the Kitchen App

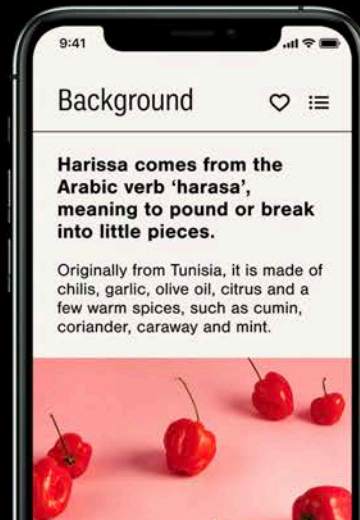
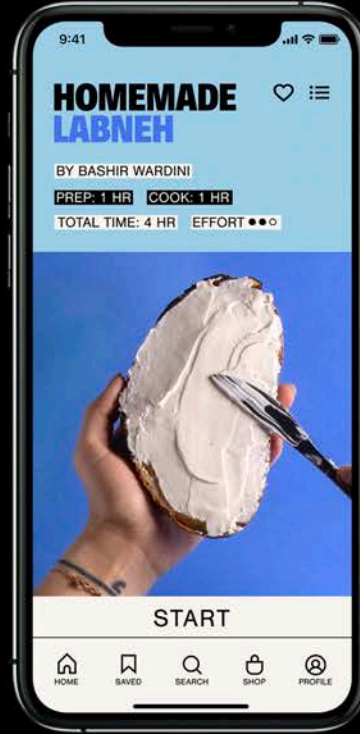
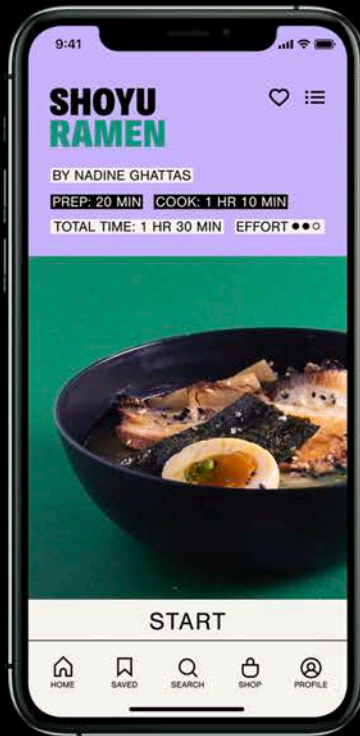
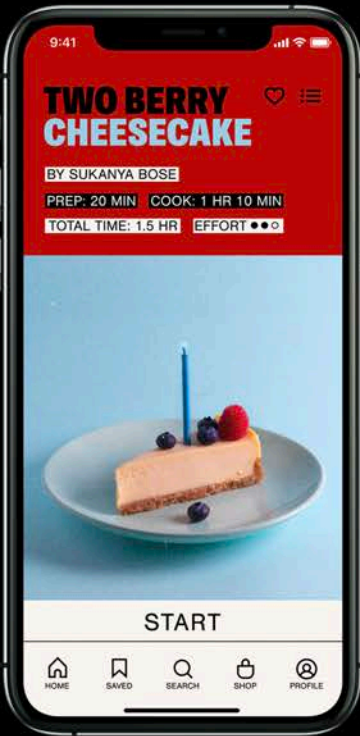
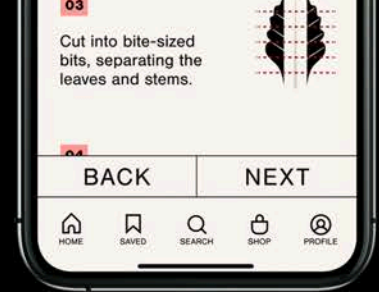
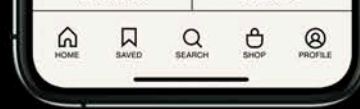


Itch in the Kitchen is a cooking companion that brings delight back into your kitchen. With simplified instructions of techniques, curated lists of podcasts and playlists to enjoy while you cook, and recipes from all over the world, it won't be long before you'll be itching to spend time in your kitchen.

itchinthekitchen.com  
@itchinthekitchen  
reneefreiha.com  
freiharenee@gmail.com

SOMETIMES,  
THE SIMPLEST WAY  
IS THE  
BEST  
ITCH  
IN THE  
KITCHEN  
WAY.

ITCH IN  
THE KITCHEN



TIFFANY PAI

# Lotus Publication



Lotus is a quarterly political publication by and for Asian-American youth. It encourages civic and political engagement by spotlighting activists in the field. In doing so, it seeks to grow the next generation of Asian-American leaders.

[thelotusmag.com](http://thelotusmag.com)  
[tiffany-pai.com](http://tiffany-pai.com)  
[tpaidraws@gmail.com](mailto:tpaidraws@gmail.com)



**Contributors**

A huge thank you to all the talented folks who contributed to our inaugural issue.

**David Hoang** pg. 04  
David is a New York based Taiwanese-American illustrator. He grew up in Taipei, Taiwan and calls San Francisco his second home.

**Renee Frohio** pg. 04  
Renee is a Lithuanian-Korean designer and art director who grew up in Seoul, Korea.

**Di-Chen Chen** pg. 04  
Di-Chen is a Taiwanese photographer based in New York.

**Chloelee Ogatahik** pg. 04  
Chloelee Ogatahik is a writer and data scientist focused on social issues, including race, climate justice, and women's issues. Follow her on Twitter @CL\_Ogatahik.

**Jean wei** pg. 04  
Jean is a Taiwanese-American illustrator and cartoonist based in Philadelphia. She specializes in digital image making, and also loves printmaking.

**Hokyoung Kim** pg. 04  
Hokyoung is a South Korean illustrator based in Queens, NY. She enjoys watching movies without any popcorn.

**Eunsook Kim** pg. 04  
Eunsook Kim is a Chinese-Korean photographer based in New York, originally from Xiamen, China.

**Harvard Humphrey** pg. 04  
Harvard Humphrey is a British-American engineer and MIT grad. He grew up in Beijing with his British father and Chinese-American mother. He currently resides in Phoenix, Arizona.

**Vivika Jaganessan** pg. 04  
Vivika Jaganessan is a writer interested in the deep psychology of politics, consciousness, and culture. She has a background in political organizing, once lived in a yoga studio and currently resides in San Jose, CA.

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Georgia's Big Vote pg. 03


**PHOTOGRAPH** In Defense Of The Rule of Law pg. 03

**CULTURE** Huiqi Qiu pg. 03  
Sarula Bao pg. 03  
Watch Us, We're Rich, pg. 03

**INTERVIEW** Read, Listen, Watch, Donate, Show up, pg. 03



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**IN DEFENSE OF THE RULE OF LAW**

Written by Harvard Humphrey  
Illustrated by Hokyoung Kim

**OF LAW**

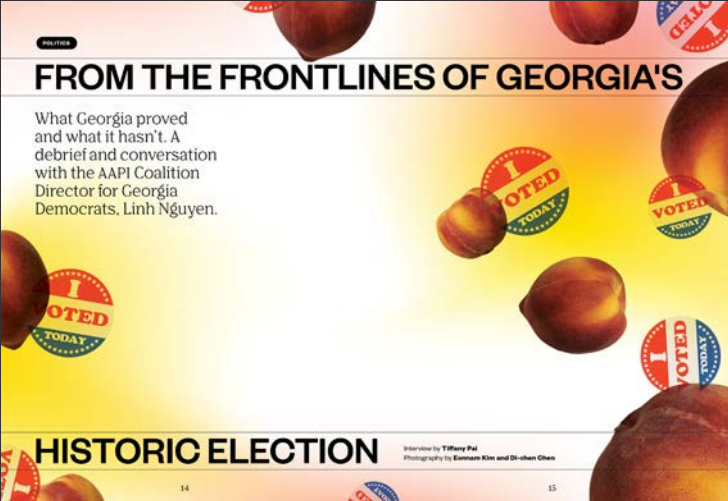
How a bitter taste of injustice spurred me to become an activist in the US electoral process

**OPINION** 27

**POLITICS**

**FROM THE FRONTLINES OF GEORGIA'S HISTORIC ELECTION**

What Georgia proved and what it hasn't. A debrief and conversation with the AAPI Coalition Director for Georgia Democrats, Linh Nguyen.



Interview by Tiffany Pal  
Photography by Eunsook Kim and Di-Chen Chen

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**CULTURE**

**SARULA BAO**  
Illustrator



Sarula Bao has created stunning illustrations centered around helping Chinatown small businesses impacted by the pandemic.

**OPINION** 47

ROHAN REGE

# Children of Earth Radio



Children of Earth is an online radio show celebrating the planet through music. We believe that every individual has the potential to truly find themselves, and face life ready to turn good intentions into actions.

childrenof.earth  
rohanrege.com  
info@rohanrege.com

I'm from Mumbai,  
and grew up surrounded by people obsessed with  
religion & rituals & tradition & nationalism  
I could never go to the 300 billion+ gods back home,  
and def not the people worshipping them.  
Being from a broken family didn't help either.  
With no where to go, no one to go to  
I found my answers through  
Nusrat, Fela, Serge, Maya,  
Ryuichi, Thugger, Sade, Frank,  
Ocean & Zappa.  
They didn't just help me find myself,  
they helped me find the whole planet.  
A deep love and admiration for the differences  
in how we talk, think, sing, feel.  
It's easy to think the world has grown closer.  
But not close enough.  
There's a lot more we need to understand  
about each other and our environment.  
So I'm bringing these questions to you.  
With a soundtrack.

Love,  
Rohan



Children  
of Earth  
Will Save  
You



EUNJI KIM

# Neulu Analog Kits



Neulu is a series of instruction kits to help the elderly navigate their smartphones easily. By reducing their fears of using smartphones, Neulu provides confidence and a new way to be connected with their loved ones.

neulu.com  
eun-ji.com  
elin.eunji@gmail.com



# 전화

## 전화 걸기



- 1 밑에서 잠금을 푼다
- 2 누르기
- 3 맨 아래

키보드 (최근기록) 연락처  
 누르기

위 오른쪽 + Q 누르기

표시할 전화 삭제 누르기

메시지 기록 표시 차단할 전화 숨기기  
 통화 시간 설정

6 삭제할 통화목록 선택

이름 < 휴대전화 시간  
 이름 < 휴대전화 시간  
 이름 < 휴대전화 시간

7 맨 아래

삭제 누르기

## 전화 거절하기



## 화가 온다



이름 누르기

눌러서 밀기

# 카카오톡

## 카카오톡 메시지 보기



1 밑에서 잠금을 푼다  
 누르기

2 맨 아래

3 이모티콘 고르기

4 두 손가락을 화면에 대고  
 벌리고 올리거나

5 누르기

6 누르기

7 누르기

8 누르기

9 누르기

10 누르기

11 누르기

## 카카오톡 이모티콘 보내기



1 이름 누르기

2 누르기

3 이모티콘 고르기

4 누르기

5 누르기

6 누르기

7 누르기

8 누르기

9 누르기

10 누르기

11 누르기

12 누르기

13 누르기

## 카카오톡 영상통화 걸기



1 밑에서 잠금을 푼다

2 누르기

3 맨 아래

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# 문자

## 문자 보기



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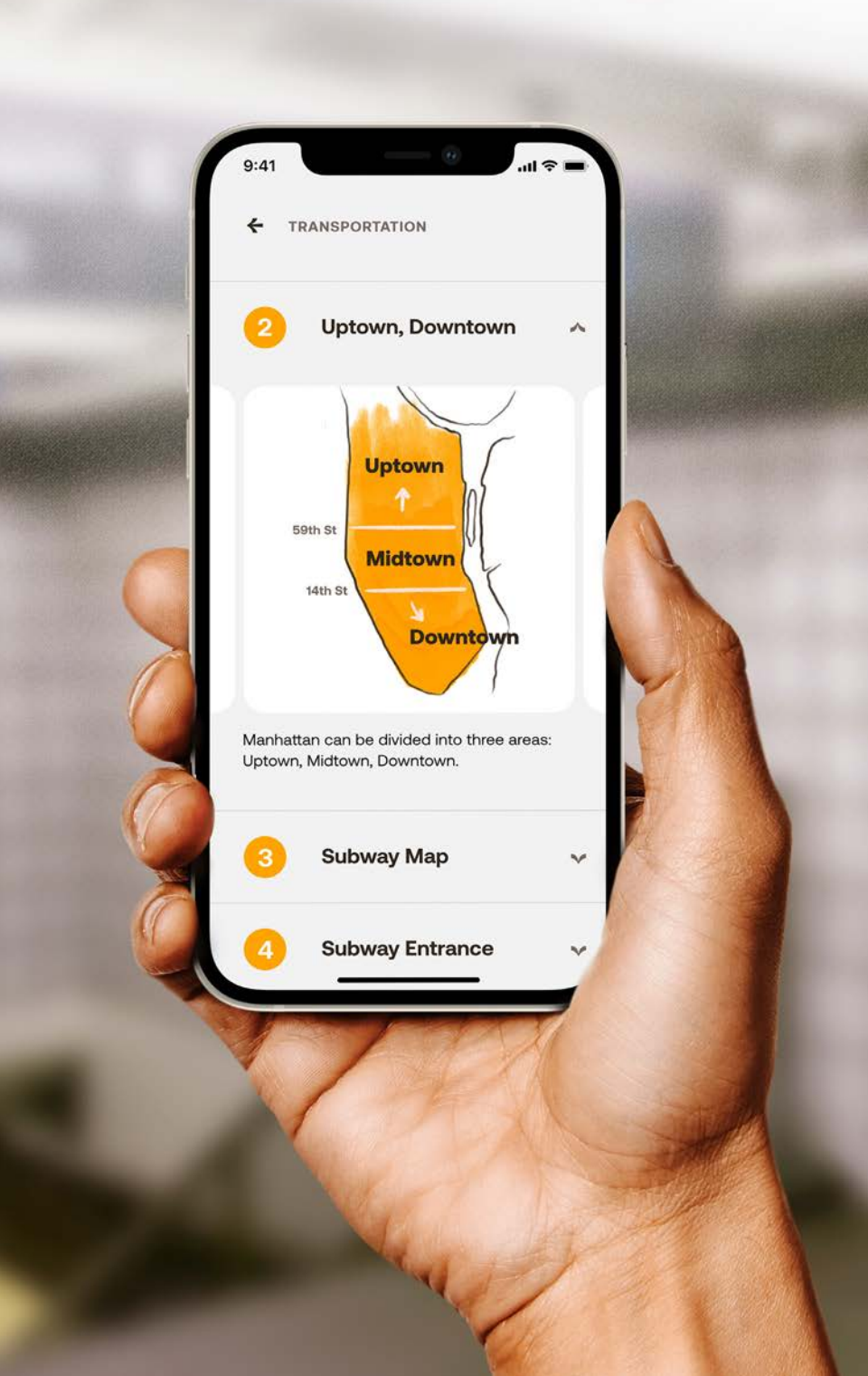
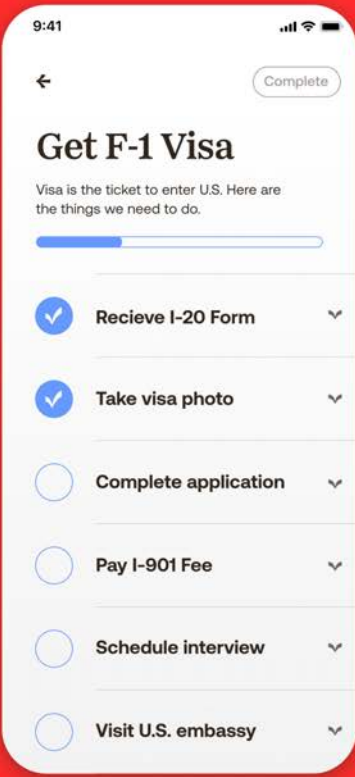
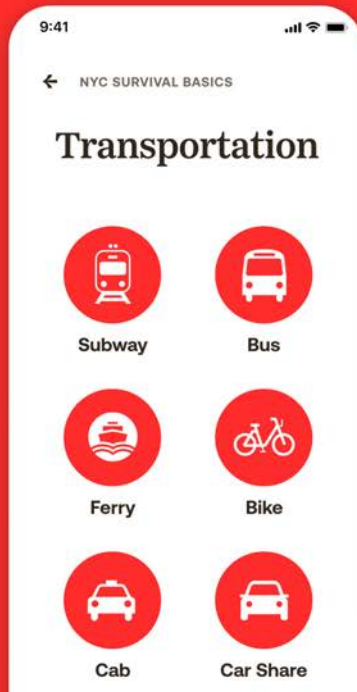
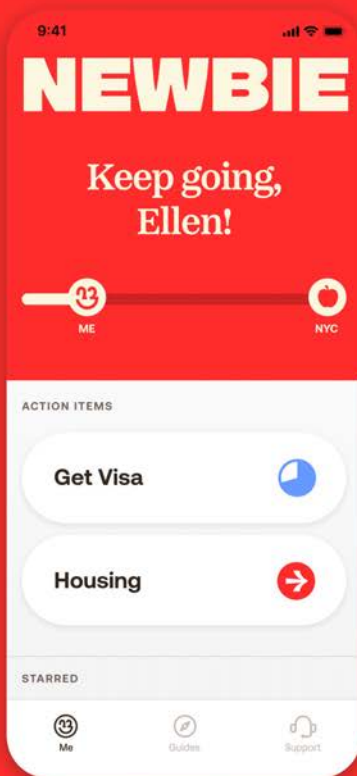
# Newbie App



Newbie is a mobile companion that supports sojourners as they adjust to living in New York City. It provides guidance in anticipating an international student's journey so that they can calmly enjoy the new chapter of their life.

newbie.guide  
@newbie.guide  
billchien.net  
hey@billchien.net







THANK YOU

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## Faculty 2020/21

Kevin Brainard  
Debra Bishop  
Ron Callahan  
Lauren Cantor  
Allan Chochinov  
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Justin Colt  
Stephen Doyle  
Jose Fresneda  
Jane Fujita  
Steven Heller  
Deborah Hussey  
Fred Kahl  
Jennifer Kinon  
Warren Lehrer  
Bobby Martin  
Frank Martinez  
Marc Rabinowitz  
Stefan Sagmeister  
Edwin Schlossberg

Lita Talarico  
Gael Towey  
Sue Walsh  
Amy Wang  
Ada Whitney  
Willy Wong  
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## Advisors

Nancy Bacich  
John Carlin  
Adam Chaloeicheep  
Seung Min Chung  
Tim Cohan  
Daniel Edmundson  
Josh Hester  
Jennifer Kinon  
Joanna Kuczek  
John Kudos  
Bobby Martin  
Victor Ng  
Andy Pratt  
Marc Rabinowitz

## Guest Lecturers

Nick Ace  
Deborah Adler  
Braulio Amado  
Michael Amzalag  
Gail Anderson  
Paola Antonelli  
Mathias Augustyniak  
Ken Carbone  
Josh Clark  
Tom Crabtree  
Douglas Davis  
Design Bridge  
Louise Fili  
Laura Forde  
Hugh Francis  
Milton Glaser  
Dorothy Globus  
John Jay  
Maria Kalman  
Pum Lefebure  
Alex Lin  
Angelina Lippert  
Giorgia Lupi  
Ross MacDonald  
Saki Mafundikwa  
Suzanne McKenzie  
Felipe Memoria  
Serifcan Ozcan  
Jesse Reed  
Michael Rock  
Jeff Scher  
Jong Woo Si  
Bonnie Siegler  
Marta Mateu Vilalta

Matt Willey  
Robert Wong  
Eric Zimmerman

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*Acting Chairman*  
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