

**Parsons x Fondazione Gianfranco Ferré
GFF QUADRATHLON: I AM ARCHITECT**

Saturday, April 27th 2013 / 10 am - 6pm
Parsons 560 / Norell Room (503)

Project/Course Overview:

"The drawing is the first concrete expression of an idea. A first point of arrival in the dimension of reality and point of departure for a design, it is a necessity, as well as a passion. It serves to fix impressions and give them a hint of substance."

Gianfranco Ferré

The School of Fashion invites final semester AAS students and BFA sophomore students to celebrate the legacy of fashion designer, illustrator and architect Gianfranco Ferré by joining lead Parsons faculty for a Drawing Quadrathlon, exploring architecture of the body through experimental illustration.

Inspired by Ferré as fashion's architect and using the body as a three dimensional canvas, GFF Drawing Quadrathlon participants will build upon learned visual and design approaches through the experience of improvisational play using live models.

- **Idea-Building** Students are invited to engage interactively with the live model and craft new scales and proportions using garments and materials. Shape-testing, space-exploring, and material-scaffolding can be prototyped and tested. Space(s) between garment and body, relationship between wearer and form, and material behavior are just a few possible points of reference...
- **Image-Making** All visual vehicles and manners of making are encouraged to articulate the body for innovative image-making including traditional illustration, collage or a new invention... Graphite, crayon, iPads, scissors, and apps are all welcomed tools for the making sandbox.
- **Emotive-Recording** Individuality as expressed through movement, behavior, manner, and spirit relating to the model as wearer and captured through drawing and digital recording. Students are encouraged to explore the intersections of thinking and feeling, testing and responding, physical and digital through the language of line, and voices of mixed media with emphasis on gesture and expression.
- **Style-Constructing** Color whether graphic or impressional, dressing whether decorative or obstinately minimal, surfaces, patterns, textures etc all communicate elements of identity.. through mixed media language, students are prompted to invent identity through use of style elements.

Parsons School of Fashion Invited Faculty:

Tamara Albu, Assoc. Prof. MFA Fashion Design & Illustration, Decorative Arts, Academy of Fine Arts, Romania
Kichisaburo Ogawa, Assistant Professor of Fashion, Drawing and Illustration, Parsons School of Fashion
Richard Rosenfield, Assistant Professor of Fashion, Drawing Coordinator, BFA Parsons, faculty since 1979
Jonathan Kyle Farmer, Associate Professor of Fashion, MA RCA, Lead Faculty MFA Fashion Design and Society

Learning Outcomes:

- Discover an individualized image based aesthetic that expresses students' design work and unique point of view
- Apply skills using various artistic media (film, architecture, music, fine arts, etc.) for personal inspiration
- Realize the value of process, improvisation, ideation and iteration over result
- Experience, reflect, and respond to a variety of faculty mentored methods and approaches

Parsons' Goal:

Inspire and immerse students in the creative process of image making and illustration based exploration from a design perspective; Creatively understand the history, and legacy of Gianfranco Ferré fashion designer, illustrator innovator and architect.

Partner's Goal:

The Foundation initiates, promotes, circulates and shares various types of artistic and cultural activities for educational purposes. The Foundation aims in Particular to preserve, promote and spread the cultural, artistic and aesthetic values that Gianfranco Ferré elaborated, and embodied expressed during the course of his lifetime.

Award/Scholarship:

In honor of Gianfranco Ferré, the Fondazione Gianfranco Ferré pledges \$1500 to support students of Parsons School of Fashion. Two submissions will be selected in combination with SoF Faculty and Rita Airaghi, Director of the Fondazione Gianfranco Ferré. Criteria for selection will include authenticity, creativity, and craft of approach and presentation.

The Fondazione Gianfranco Ferré provides specifically for two different scholarships: a \$1000 one for the "First Place Award" and a \$ 500 one for the "Honorable Mention Award".

On Friday, May 17th the announcement of Winners will follow at 560 Awards.