



PLANNING AND VISUAL EDUCATION

PAVE+FIT = Retail + Art Project

Fact Sheet



About the PAVE+FIT = Retail + Art Project

PAVE, the Planning and Visual Education Partnership, and FIT, the Fashion Institute of Technology, have created an opportunity for graduate students to understand how retail design and art are natural partners and how the visual arts can be applied to retail design.

The PAVE+FIT = Retail + Art Project was conceived by Ignaz Gorischek, Vice President of Visual Merchandising for CallisonRTKL, with the intention to bring the visual arts into retail design as a source of inspiration and to enhance the experience. As Gorischek explains, "Creative expression is an excellent catalyst to inspire, educate, inform, and create memorable experiences, while allowing talented artists to be introduced to the retail business world."

Fourteen talented graduate students in FIT's MFA program in Illustration each created an original work of art on a three-dimensional dress form provided by Global Visual Group. The students worked under the guidance of Brendan Leach, FIT Instructor; Harry Cunningham, PAVE President and Head of Store Development for Vera Bradley; and Ignaz Gorischek, Vice President of Visual Merchandising for CallisonRTKL, who conceived of the project.

The design brief provided to the students during their fall 2016 semester included sketches of the winter 2017, just-released Vera Bradley "Havana Rose" and "Havana Dots" collections, Cuban-inspired, 1950s vintage floral patterns.

The learning goals for the students were to experience a new application for their artistic expression, to learn about retail visual merchandising and to understand how the visual arts can influence retail store displays. Most relevant is that this project was a real-time professional experience and the opportunity for the students to work with an established client that intends to integrate their work into a larger context.

The students varied in their use of acrylic paint, charcoal and applique. There were no restrictions on medium or interpretation of the design brief.

"It's so exciting to launch this year-long celebration of fantastic artwork which celebrates the natural connection of the retail design industry to the fine arts. The individuality in interpretation of the Vera Bradley patterns further enhances the diversity and uniqueness of the retail design industry, and we are energized by the designs that the students created for this new PAVE student project."

- Harry Cunningham, PAVE President and Head of Store Development for Vera Bradley

“Retailers, especially luxury brands, have begun to acknowledge the importance of art in all aspects of retail design and merchandising. To create an opportunity for talented art students to understand how they can work within the retail design industry opens a door to a new career path and emphasizes the importance of an artistic approach to retail design.”

- Ignaz Gorischek, Vice President of Visual Merchandising for CallisonRTKL

CallisonRTKL, E Design, Global Visual Group and Vera Bradley are sponsors of the inaugural PAVE+FIT = Retail + Art Project.

Participating FIT graduate students in the MFA program:

Edgar Alanis, second year MFA candidate
John Jay Cabuay, second year MFA candidate
Juhye Cho, second year MFA candidate
John P. Desereau, first year MFA candidate
Diana Fogarty, second year MFA candidate
Ruofan Hu, first year MFA candidate
Hilary Hubanks, second year MFA candidate
Martha Kelley, first year MFA candidate
Holly Murphy, first year MFA candidate
Jin Paik, first year MFA candidate
Candace Rogati, first year MFA candidate
Catherine Willett, first year MFA candidate
Sarah Wilmot, second year MFA candidate
Aseman Yari, second year MFA candidate

FIT Instructor:

Brendan Leach, MFA
Acting Chair, MFA in Illustration
Fashion Institute of Technology



On Display: Vera Bradley (mid-February until March 19)

7 of the forms will be on display until March 19 in select Vera Bradley stores across the country including:

- Soho location in Manhattan
- Prudential location in Boston
- Deer Park, Illinois
- Fort Wayne, Indiana
- University Park Village location in Fort Worth, Texas
- Roanoke, Indiana
- Somerset Collection location in Troy, Michigan

GlobalShop: (March 28-30)

All 14 of the forms will be on display at GlobalShop at the PAVE booth # 5501

Additional Locations:

To be announced throughout 2017.

PAVE Gala: (December 6)

On December 6th in NYC, all 14 of the one-of-a-kind forms will be on display.

About PAVE:

PAVE is the national educational foundation for the global retail design industry. PAVE - Planning and Visual Education Partnership – provides financial aid and scholarships, supports educators and schools, sponsors design competitions and facilitates professional development for emerging talent in retail design. Founded in 1992, PAVE is a non-profit organization.

About FIT:

The Fashion Institute of Technology, a college of the State University of New York, has been a leader in career education in art, design, business, and technology for more than 70 years. With a curriculum that provides a singular blend of hands-on, practical experience, classroom study, and a firm grounding in the liberal arts, FIT offers a wide range of outstanding programs that are affordable and relevant to today's rapidly changing industries. Internationally renowned, FIT draws on its New York City location to provide a vibrant, creative community in which to learn. The college offers nearly 50 majors and grants AAS, BFA, BS, MA, MFA, and MPS degrees, preparing students for professional success and leadership in the global marketplace.

Visit; www.fitnyc.edu

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