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THE WHITE HOUSE

WASHINGTON

March 24, 1976

MEMORANDUM FOR: MRS. FORD

VIA: RED CAVANEY *RC*

FROM: PETER SORUM *PS*

SUBJECT: NEW YORK CITY VISIT
Monday, March 29, 1976

Attached at TAB A is the Proposed Schedule for your visit to New York City.

APPROVE _____ DISAPPROVE _____



BACKGROUND

You have been awarded the 1976 Parsons Award conferred by the Parsons School of Design on "distinguished men and women who not only advance the cause of American fashion, but in so doing serve as an inspiration for students who are about to assume professional and citizenship roles in American society."

The award will be presented at the conclusion of the annual Critics Award Show at the New York Hilton Hotel on Monday evening. Due to other commitments, you will depart following the program, rather than remaining for the dinner dance which follows.

As you have expressed a desire to see the special exhibit "American Women of Style" at the Metropolitan Museum of Art, the Museum will open the exhibit for you on Monday afternoon (normally a closed day). Following a tour by Diana Vreeland, developer of the exhibit, you will have an opportunity to greet the Museum and Costume Institute Staff who created the exhibit and built the displays.

TAB

A



WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
Schedule	Schedule for Mrs. Ford's visit to New York City on March 29, 1976. 5 pages. Attached to memo from Peter Sorum to Mrs. Ford at Tab A.	3/24/1976, 1:00 PM	B

File Location:

Betty Ford White House Papers, Box 13, Folder: "3/29/1976 - New York City"

SMD - 7/17/2018

RESTRICTION CODES

- (A) Closed by applicable Executive order governing access to national security information.
- (B) Closed by statute or by the agency which originated the document.
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For immediate release
Friday, March 19, 1976

THE WHITE HOUSE
Office of Mrs. Ford's Press Secretary

Monday evening, March 29th, Mrs. Ford will accept the 1976 Parsons Award at the annual Critics Awards Show sponsored by the Parsons School of Design at the New York Hilton Hotel in New York City.

There will be a photo session with Mrs. Ford and student award winners at 6:00 p. m. in the Rendevous Trianon Room of the New York Hilton, followed by a private reception. The fashion show and awards presentation will take place between 7:00 and 8:00 p. m. Mrs. Ford will make brief remarks at the award presentation.

The Parsons Award is conferred annually "on distinguished men and women who not only advance the cause of American fashion, but in so doing serve as an inspiration for students. . . ." The Parsons School described Mrs. Ford as a deserving recipient of the award because of her devotion to American fashion and design. It said she is a symbol of "what is best in our national heritage and character--our devotion to family, our dedication to helping the less fortunate, our passionate belief in the promise of the future."

The Critics Award Show is the result of the Parsons School's Fashion Critics Program which offers Parson's second and third-year students the opportunity to submit their work to the critical scrutiny of leading designers. The 1976 critics are Donald Brooks, Albert Capraro, Liz Claiborne, Pierro Dimitri, Elinore Fishman, Donna Karan, Calvin Klein, Anthony Muto, Leo Narducci, Shannon Rodgers, Ann Webster, Kasper, and Chester Weinberg, most of whom are alumni of Parsons.

The Parsons School of Design was founded in 1896 and has approximately 1,000 full-time and 1,600 part-time students. It was the first school to stress the relationship between art (design) and industry.

#



Nancy

THE WHITE HOUSE

WASHINGTON

March 15, 1976

MEMORANDUM TO: PETER SORUM
FROM: SUSAN PORTER
SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-town invitation:

EVENT: Receive 1976 Parsons Award

GROUP: Parsons School of Design

DATE: Monday, March 29, 1976

TIME: 6:00-7:00 Reception
7:00-8:30 Show and Presentation
8:30 Dinner Dance

PLACE: New York Hilton Hotel, New York City

CONTACT: Mr. Edwin Cohen, Director of Development
(212) 741-5662

COMMENTS: On Monday, March 29th, Mrs. Ford will accept the 1976 Parsons Award at the annual Critics Awards Show sponsored by the Parsons School of Design. The Parsons Award "is conferred annually on distinguished men and women who not only advance the cause of American fashion, but in so doing serve as an inspiration for students who are about to assume professional and citizenship roles in American society." The Parsons School of Design is the preeminent American institution in the field of fashion design. The tribute to Mrs. Ford is attached.

Because the evening precedes a State Dinner, Mrs. Ford would like to return to Washington as early as possible and Mr. Cohen has been very flexible in stating that Mrs. Ford need not stay for the dinner if she needs to return early.

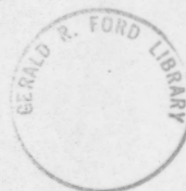


The file is attached.

At the time of her visit to New York on the 29th, Mrs. Ford would also like to see the exhibit at the Metropolitan Museum of Art entitled "American Women of Style". Mrs. Ford was Honorary Chairman of the Costume Institute Ball sponsored by the Metropolitan Museum of Art and Fashion Designers of America held on December 10, 1975. The evening launched the opening of the exhibit. Although the Museum is closed to the public on Mondays, Mr. Thomas Hoving, the Director, told me that this is the best possible day for Mrs. Ford to visit. Your contact should be Mr. Richard Morsches, Chief of Operations, (212) 879-5550.

Thank you.

c: BF Staff
Red Cavaney
William Nicholson
Kathleen Ryan
Dick Mastrangelo
Rex Scouten
Staircase



THE WHITE HOUSE
WASHINGTON

RE:

Metropolitan Museum of Art

Mr. Thomas Hoving
Director
5th Avenue and 82nd Street
New York, New York 10028
(212) 879-5500

"American Women of Style" thru Aug.

Tuesday: 10-8:45

Wed.-Sat: 10-4:45

Sunday: 11-4:45

Monday: Closed

CONTACT:

Mr. Richard Moriches
Chief Operations
(MR. HOVING OUT OF TOWN)
DWH



Parsons School of Design
cordially invites you to attend the

FASHION CRITICS

AWARDS SHOW

AND

DINNER DANCE

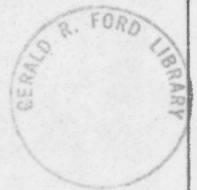
honoring

MRS. GERALD R. FORD

Monday, March 29, 1976
The New York Hilton

Cocktails 6:00 P.M.
Fashion Show 7:00 P.M.
Dinner Dance 8:30 P.M.

Black tie
\$150 per person
\$1500 per table of ten



to Mrs. Gorman

THE WHITE HOUSE
WASHINGTON

6-7 COCKTAIL RECEPTION ⁽⁸⁰⁰⁾
OR: SMALLER
RECEPTION ⁽¹⁵⁰⁾

7-8:30 SHOW + PRESENTATION
IN BALLROOM

8:30

DINNER & DANCE IN BALLROOM

- RUNWAY STYLE
- AWARDS TO STUDENTS
- SWEET PROGRAM
- PRESENTATION TO BF
- BRIEF BF RESPONSE

BF FINISHED / DINNER
BEGINS



THE PARSONS AWARD

MRS. GERALD R. FORD

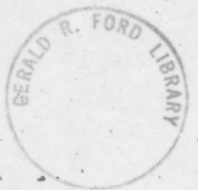
The Parsons Award is conferred annually on distinguished men and women who not only advance the cause of American fashion, but in so doing serve as an inspiration for students who are about to assume professional and citizenship roles in American society.

In this year of the American Bicentennial, there can be no more fitting, and indeed no more deserving recipient than Mrs. Elizabeth "Betty" Bloomer Ford, First Lady of the United States.

Refreshingly forthright, independent and enthusiastic, Mrs. Ford has by word and deed emerged as a symbol of what is best in our national heritage and character—our devotion to family, our dedication to helping the less fortunate, our passionate belief in the promise of the future.

Not only in the way she thinks and acts, but in the way she looks as well, Mrs. Ford is as unabashedly American as the house she lives in. Possessing her own distinctive style, she has selected a wardrobe that is designed and manufactured exclusively by American talent. Thus, whether at 1600 Pennsylvania Avenue or on visits to foreign capitals, she imparts to all American women her deep conviction that the highest standards of taste and craftsmanship are to be found not thousands of miles, but a few blocks from home. The American fashion industry and the young student designer who may one day provide its creative impetus can find no greater encouragement and support.

This charming and beautiful First Lady was once an active member of New York's arts community. Parsons is proud that it will have the opportunity to welcome her back for the conferral of this high and well-deserved honor.



THE FASHION CRITICS PROGRAM

For almost half a century, Parsons School of Design has been the preeminent American institution in the field of fashion education. Most of the nation's foremost fashion designers and about one-half of all professionals in the field are Parsons alumni.

This year fifteen of the country's foremost fashion designers, most of them Parsons alumni, will regularly visit Parsons to participate in a unique activity which contributes to the institution's unparalleled achievements in fashion education.

That activity is called the Fashion Critics Program. Its function is to offer Parsons' second and third-year students the rare opportunity to submit their work to the critical scrutiny of leading designers. The response of the designer-critic represents for these undergraduates a significant part of their training. The professional's criticism or approval, the helpful suggestion that modifies concept or shape or color—these become signposts that provide the student with the insights and sophistication of a full-fledged professional designer.

At the 1976 Critics Awards Show, you will have the opportunity to observe the results of this unique education program.

THE 1976 CRITICS ARE:

DONALD BROOKS ALBERT CAPRARO

LIZ CLAIBORNE PIERRO DIMITRI

ELINORE FISHMAN DONNA KARAN

KASPER CALVIN KLEIN

ANTHONY MUTO LEO NARDUCCI

SHANNON RODGERS ANN WEBSTER

CHESTER WEINBERG



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 Jerry Silverman
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FASHION CRITICS AWARDS SHOW SPONSORING COMMITTEE

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 John J. Pomerantz
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 Shannon Rodgers
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 Kalman Ruttenstein
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 Diane Von Furstenberg
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 Elmer L. Ward, Jr.
 Paul Woolard

PARSONS SCHOOL OF DESIGN AFFILIATED WITH THE NEW SCHOOL

66 WEST 12TH STREET NEW YORK, NEW YORK 10011 (212) 741-5662



PARSONS SCHOOL OF DESIGN

66 WEST 12TH STREET

NEW YORK, N. Y. 10011

~~OREGON 3-2700~~

741-5662

OFFICE OF THE DIRECTOR OF DEVELOPMENT

February 18, 1976

Ms. Susan Porter
The White House
Washington, D. C.

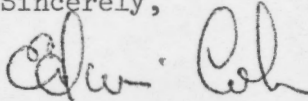
Dear Ms. Porter:

I am enclosing twelve (12) sets of the invitation to the March 29th Parsons Fashion Critics Awards Show honoring Mrs. Ford.

Please let me know if you need additional copies of this invitation, or if there are any other people to whom I should send them.

Look forward to hearing from you.

Sincerely,



Edwin Cohen
Director of Development

Enclosure



PARSONS SCHOOL OF DESIGN

66 WEST 12TH STREET

NEW YORK, N. Y. 10011

OREGON 5-2200

741-5662

OFFICE OF THE DIRECTOR OF DEVELOPMENT

November 17, 1975

Mrs. Susan Porter
The White House
Washington, D.C.

Dear Mrs. Porter,

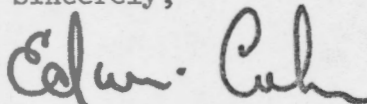
Pursuant to our telephone conversation, I have reserved The New York Hilton for Monday, March 29, 1976 for the Parsons School of Design Critics Awards Show, at which Mrs. Ford will receive the 1976 Parsons Award.

The tentative schedule for that evening calls for a cocktail reception at 6 P.M., fashion show and awards presentation at 7 P.M. and dinner dance at 8:30 P.M.

I will, of course, be in touch with your office at a later date to discuss plans for that evening in greater detail.

Thank you for all of your wonderful cooperation.

Sincerely,



Edwin Cohen
Director of Development



PARSONS

SCHOOL OF DESIGN

66 FIFTH AVENUE
NEW YORK, NEW YORK 10011
~~212/243-3940~~ 741-5662
AFFILIATED WITH
THE NEW SCHOOL

October 17, 1975

*- noted on
existing calendar;
- will need action
present.*

Miss Susan Porter
The White House
Washington, D.C.

Dear Miss Porter,

On October 9, Mrs. Ford met with Albert Capraro at The Waldorf Astoria in New York. At that meeting Mrs. Ford graciously consented to accept the 1976 Parsons Award from the Parsons School of Design, at its Annual Critics Awards Show.

This event will be held early Spring, 1976.

Mrs. Ford asked that I write you with some suggested dates for her consideration. We would like to schedule our 1976 Show on Tuesday, April 20, Wednesday, March 31, or Monday, March 29.

Please let me know if any of these dates are acceptable to Mrs. Ford, or any dates that would be more convenient for her.

I look forward to hearing from you at your earliest convenience.

Sincerely,

Edwin Cohen

Edwin Cohen
Director of Development

Easter is April 18.

66 W. 12th St.
NYC.
(212) 741-5662



PARSONS AWARD/Revised Draft
March 29, 1976

The Parsons School of Design is such an important creative force in American fashion and the arts, and I am very flattered by this honor. The marvelous display of talent and innovation tonight shows why Parsons deserves its "top of the line" reputation.

Being here tonight brings back many exciting memories of buying trips to New York as a fashion co-ordinator for a Grand Rapids department store and of those days when I lived in this fabulous city.

As a professional buyer and now as a consumer, I have always been enthusiastic about American clothes. American clothes are fantastic---versatile, practical and expressive.

Wherever I go, I see the best fashion show of all---people wearing and enjoying American clothes. That's why I am delighted you think I have helped your industry, which does its job ^{so} well with much imagination *and artistry.*



MARCH 29, 1976 PARSONS FASHION AWARDS SHOW AND DINNER DANCE

GUESTS SITTING AT MRS. FORD'S TABLE

(Left)
Dr. & Mrs. John R. Everett (Elsie)
President, New School for Social Research and Parsons School of Design.

Mr. & Mrs. August Heckscher (Claude)
159 East 94th Street, N.Y.C.

Mr. Heckscher is Chairman, Board of Overseers, Parsons School of Design;
Trustee, New School.

(right)
Mr. & Mrs. Albert List (Vera)
650 Park Avenue, N.Y.C.

Mrs. List is a Trustee of The New School.

Mr. & Mrs. Henry A. Loeb (Louise)
50 East 77th Street, N.Y.C.

Mr. Loeb is Chairman, Board of Trustees, New School; partner, Loeb Rhoades.

Mr. & Mrs. Sanford J. Zimmerman (Eve)
71 East 71st Street, N.Y.C.

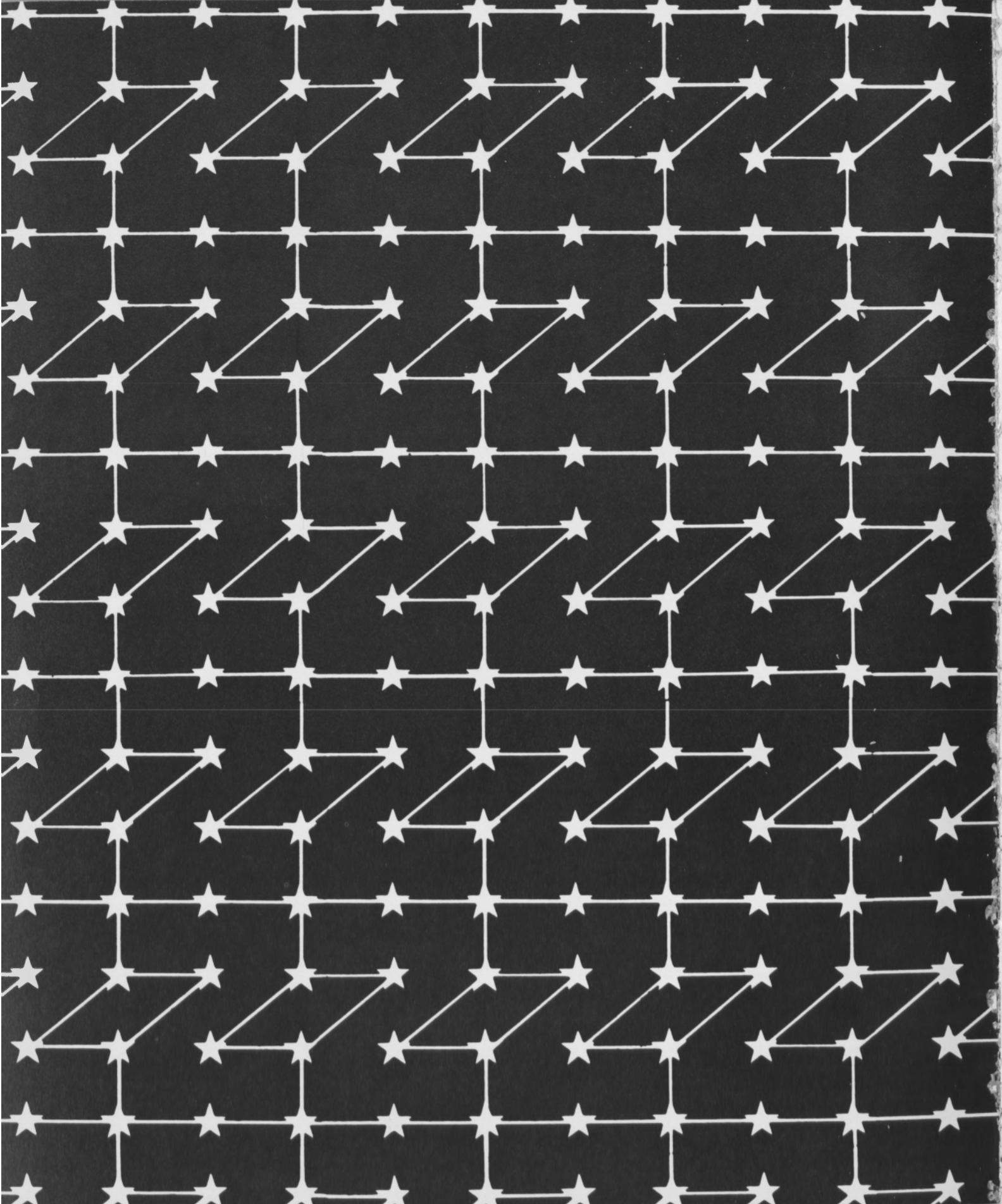
Mr. Zimmerman is Chairman of the Board, Abraham and Straus and Chairman of
the Dinner Committee - Parsons Fashion Critics Awards Show.



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Gerald R. Ford Presidential Library for access to this material.

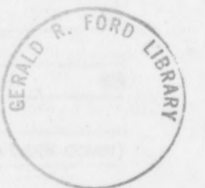
Parsons School of Design





PARSONS SCHOOL OF DESIGN

affiliated with The New School



Portfolio & Catalog

Introduction

Introduction

This portfolio and catalog has two aims; to describe the curriculum of Parsons School of Design and to tell its readers about the kind of place Parsons is. It also sketches the quality of student life at our campus in Greenwich Village, part of the larger campus complex of The New School, our parent university. Additionally, the student work we have reproduced here demonstrates vividly the results achieved by the programs we describe.

The illustrated pages of this catalog contain a cross-section of student projects from freshman through senior year in all of our departments and, while we recognize that they cannot capture the excitement of being here, the electricity of our annual student exhibit, or the glamour of our fashion show, they do tell a story that we believe to be of the utmost importance. The measure of a school of the arts is, after all, the visual production of its students.

Parsons School of Design functions at the very center of the international world of art and design. The reader of this publication will find that Parsons' faculty includes a startling number of its giants. To gain the most from contact with these great professionals and from the ambiance they do so much to create at the college, a student must share with us a commitment to professionalism in the arts as a way of life.

Yet the student should also know that the most important task we have set ourselves is that of helping to develop values based on a belief in the necessity of the arts. To do this we must teach skills and relate them to the ideals that form the most laudable features of our culture. We hope, if you are reading this book with the thought of joining us, that you will contribute your own enthusiasm to ours and take a long step with us towards a new and fulfilling prospect.

David C. Levy, Dean

A "logotype" or corporate identity symbol, designed by a junior student in Communication Design, enlarges to a powerful and compelling image.

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Parsons School of Design is an institution of higher education holding an absolute charter from the Board of Regents of the State of New York. Parsons is an accredited member of the Middle States Association of Colleges and Secondary Schools and the National Association of Schools of Art.

Divisions of the New School for Social Research

Affiliated Institution	Parsons School of Design
	Bachelor of Fine Arts (BFA) Certificate Programs & Associate in Applied Science (AAS) Department of Communication Design Department of Environmental Design Department of Fashion Design Department of Fine Arts Department of Illustration Concentration in Art Education Concentration in Photography Concentration in Crafts
Major Divisions	Adult Division
	Division of Humanities Division of Social Sciences Human Relations Work-Study Center The Language Center Creative and Performing Arts Institute for Retired Professionals Auxiliary Activities New School Art Center Conference on Wall Street and the Economy New School Concerts "The School Bulletin" (Monthly Bulletin)
	The Graduate Faculty
	Master of Arts (M.A.), Doctor of Philosophy (Ph.D.), and Doctor of Social Science (D.S.Sc.) Programs in: Anthropology Political Science Economics Psychology Philosophy Sociology Master of Arts in Liberal Studies Program Auxiliary Activities "Social Research" (Quarterly Journal) Specialized Research Programs Inter-University Consortium in Perception Post-Doctoral Programs
	Center for New York City Affairs
	Master of Arts Program in Urban Affairs and Policy Analysis Master of Arts Program in Human Resources Continuing Education Program in Urban Affairs Auxiliary Activities Research Program "City Almanac" (Bi-monthly publication)
	The Senior College
	Bachelor of Arts Program Freshman Year Program for High School Seniors The New School for Social Research Main Center 66 West 12th Street New York, New York 10011 Telephone 212/741-5600 Parsons School of Design an affiliate of The New School 66 Fifth Avenue New York, New York 10011 Telephone 212/741-8910

Parsons School of Design A Definition

The simplest way to describe Parsons School of Design is to call it an art school and most people are willing to accept this casual definition. But Parsons is not merely a school of art—it is one of the few colleges in this country that directs its energies solely to the education of the talented young people who in a few years will shape our visual world. Parsons' students are drawn from diverse backgrounds; 36 states of the union are represented and 28 foreign countries. Over 20% receive scholarships or other financial aid from the college and all, prior to admission, have met exacting standards of intellectual and artistic excellence, measured through the presentation of academic records and portfolios of work.

Some of our graduates will become painters and sculptors whose art will contribute to our cultural and intellectual life but the majority by far will become designers, those creative professionals who determine how our everyday world will look. They will design the homes and offices in which we live and work, the clothes we wear, the automobiles we drive, our books, magazines, movies and television. Parsons, by helping to form the designer, has a crucial effect upon our lives for our experience would be seriously limited without the designer's touch.

Parsons' impact upon visual America seems at first to be disproportionately great for, while its graduates make up a substantial percentage of the country's artists and designers, it is not a large school. Enrollment is approximately 900 full-time students plus 850 evening students and there are just over 150 faculty members, two thirds of whom are professionals teaching part-time. A brief history of the college may help account for the size of its contribution.

Origins

Parsons was founded 78 years ago, in 1896, by William Merritt Chase, one of America's leading painters and teachers of art at the turn of the century. As may be imagined, the Chase School, as it was first known, was devoted to the education of painters and sculptors and was not notably different from several other institutions that existed at the time—among them the Art Students League and the National Academy of Design. But in 1904, Frank Alvah Parsons of Teacher's College, Columbia University, joined the faculty and his influence on the school and its growth during the next 26 years was profound.

In 1902 the school was incorporated under the name of the New York School of Art and, in 1909 five years after Parsons first came to teach it was reincorporated under the name of the New York School of Art and, in 1909 five years after Parsons first came to teach it was reincorporated as The New York School of Fine and Applied Arts—a name which already reflected the influence of Parsons' thinking. In 1910 he assumed the school's presidency. It is in large measure due to the prophetic philosophy of Frank Alvah Parsons that the college (which today bears his name) occupies its unique position in American higher education.

Concepts

Frank Alvah Parsons was the first American educator to see a direct relationship between the education of the visual artist and the world of industry. Under his leadership, The New York School of Fine and Applied Arts initiated courses in Interior Architecture and Decoration, Fashion Design and Advertising Art. Parsons saw in our emerging industrial society the components for a new art in America and at the same time, a visual potential not previously accessible to American industry. In 1915 he

wrote, "Industry is this nation's life, art is the quality of beauty in expression, and industrial art is the cornerstone of our national art."

In his thinking and in the courses begun under him at the school, Parsons anticipated by almost a full decade the concepts that underlay that most prophetic of design schools, Walter Gropius' Bauhaus at Dessau, Germany. There can be no doubt that the effect of the New York School of Fine and Applied Arts, renamed Parsons School of Design in 1941, has been decisive in determining the visual direction of our lives.

Parsons and The New School

In the early months of 1970, Parsons' Board of Trustees made one of its most eventful decisions by determining that Parsons would affiliate with The New School for Social Research, one of America's unique universities. Never before had a school of design as distinguished as Parsons linked its strengths to an institution whose outlook was as progressive or whose commitment to the arts as deep as those of The New School.

This affiliation brought to Parsons resources that are unobtainable to most independent schools of art and design. It made possible the broadening of the liberal arts curriculum so that degree candidates are today able to choose among a vast range of courses in the humanities and social sciences which, when appropriate, can be closely related to the specific intellectual needs of the design student.

Physical Facilities

As a result of Parsons' affiliation with The New School, the college chose a new site, in the midst of the university campus. This setting on lower Fifth Avenue is six blocks above Greenwich Village's famous Washington Arch and in the center of the community that has traditionally been the nation's artistic and intellectual hub. It is also a place of historic landmarks and one of New York City's most sought-after residential communities.

After acquiring its two new buildings in the spring of 1972, they were completely renovated so that the fall 1972 term began in studio and laboratory facilities that are among the most modern available at any private college of the visual arts in New York. In addition, many specialized spaces for lectures, seminars, and exhibits are available to the Parsons faculty and students in the other buildings of the university that surround the college.

Major Programs

Parsons School of Design today reflects the philosophies of its founders in its view of the visual arts, its conviction that they are as necessary in our homes, offices or factories as in our expanding museums and galleries. The curricular offerings at Parsons are broad and students entering the college may matriculate for the Bachelor of Fine Arts degree, Professional Certificate or Associate in Applied Science degree. Because of maximum flexibility in course offerings a student can choose a program best suited to his needs.

There are eight areas of specialization—Communication Design, Illustration, Fashion Design, Environmental Design, Fine Arts, Art Education, Crafts and Photography.

MRS. FORD
NEW YORK THANK YOU'S
March 29, 1976

Mr. Richard R. Morsches
Vice Director for Operations
The Metropolitan Museum of Art
New York, N.Y.

Met Mrs. Ford at
Museum and welcomed
her for the Director.
Presented Scarf

Mrs. T. Reed
Mrs. (Diana) Ureeland
550 Park Avenue
New York, N.Y.

Developer of Exhibit.
Showed Mrs. Ford through
and gave colorful explanation
of all ladies reported.

Nancy Stalls
Associate Manager for Operations
The Metropolitan Museum of Art
New York, N.Y.

Exhibit Coordinator. Made
All arrangements for tour
and lined up employee
greeting party.

Mr. Joergen Hansen
General Manager
New York Hilton
1335 Avenue of the Americas
New York, N.Y.

Welcomed Mrs. Ford
to hotel & escorted
her to Park Suite
Flowers, Tea & Cookies

Mr. John G. Flynn
Banquet Manager
New York Hilton
1335 Avenue of the Americas
New York, N.Y.

Made all arrangements
for Suite and functions.
Very helpful to the
advance team.
Upd Ka & Refreshments
also flowers



Mr. Edwin Cohen
Director of Development
New School for Social Research
66 West 12th St.
New York, N.Y. 10011

Reception and program
Coordinator. Made
all arrangements on
behalf of Parsons.
(NOTE: Parsons is a
division of the New School)

Mr. Henry Loeb
50 E. 77th St.
New York, New York

Chairman, Board of Trustees.
Escorted Mrs. Ford to
the Fashion Show and
presented her with the
Parsons Award. He
& wife Louise were
at B7 table.

Mrs. S.I. (Mitzi) Newhouse
734 Park Avenue
N.Y. N.Y.

Escorted Mrs. Ford in
reception.

