

**PARSONS
THE NEW
SCHOOL
FOR
DESIGN**



FONDATION D'ENTREPRISE CATHAY CAPITAL PRIVATE EQUITY
FRANCE CHINE ENTREPRENDRE



**Fondation D'Entreprise Cathay Capital Prize for
School of Design Strategies Paris
BBA Parsons Paris and MS SDM Parsons NY
Partnership**

Founder Description:

Aware of the importance of exchanges between French and Chinese entrepreneurs for the mutual enrichment of both cultures, Cathay Capital Private Equity created the Fondation France Chine Entreprendre in 2011 with the backing of numerous Chinese and French business leaders.

The objective of the [Fondation d'Entreprise France Chine Entreprendre](#) is to focus on projects linked to the development of Franco-Chinese partnerships:

- **In the socio-cultural sphere**, to nurture intercultural understanding between France and China, in particular for entrepreneurs of both countries.
- **In the socio-educational sphere**, to increase awareness of the importance of developing relations between Asia and Europe for students and their professors and to exchange knowledge in all fields: cultural, artistic, and economic, in the spirit of mutual understanding.

The Call:

The Cathay Foundation has established a prize at Parsons Paris to recognize innovative work in strategic design that specifically connects France and China that recognizes excellence in the Digital and Design and Management fields. The project can address a wide range of issues— from climate change to entrepreneurship.

It is a semester long collaboration to develop an in-depth well researched proposal

- Leveraging both Chinese and French Cultures (this is the focus of the Foundation)
- Innovative / out of the mainstream proposals
- Directly applicable to a company environment / organization or entrepreneurial start-up /
- Executable idea

The Opportunity

This partnership offers the 6 applicants the opportunity to collaborate internationally on strategic global issues. For graduate students, these projects can be further developed in your second year research and studio courses or maybe further developed by Cathay and their partners following The [New School IP policy](#). The challenge offers a chance to mentor 3 BBA students and for three lucky graduates to spend a week in Paris working intensively on a charrette to wrap up your presentations with your partners in person to then present to a jury.

Eligibility:

The call is open to three Parsons NY MS SDM first year students (both on-campus and online) and for three BBA Paris SDM BBA Students for the Spring Semester.

Entry Deadline for MS SDM First Year Student Proposals:

12:00 PM, December 5th, 2014.

Application Requirements:

Parsons NY SDM MS students are required to submit project proposals by December 5th. Selected proposals will be sent to BBA students in Paris who then will submit statements of interest by December 19th.

For Parsons NY SDM MS Students: Project Proposal Format:

The proposal will be between 500-1000 characters long. PDF format emailed to Rhea Alexander alexanrc@newschool.edu.

For SDM BBA Students: Statement of Interest Format:

The Statement of Interest will be between 500-1000 characters long. PDF format emailed to Katherine Scott scottkh@newschool.edu

Final Project Presentation Format: The final presentation can be in a multi-media format able to be viewed over the internet and shared. It can include video, sound, slides and text. It can be in Keynote, PowerPoint or Google Presentation and no longer than 20 min with 10min Q&A. Keep in mind the jury will be partially online in NYC and the balance in Paris. It may include a physical or digital prototype.

Selection Process:

1. Project proposals will be reviewed by a jury located in both NY and Paris including the Dean of Parsons Paris, Program Director of SDM Paris, NY Studio Program Coordinator of MS SDM, a Cathay Foundation representative and the faculty mentors in order to select three proposals.
2. BBA students in Paris will submit their Statements of Interests for the NY SDM MS selected proposals by December 19th.
3. Selected three SDM MS Project Proposals will then be paired (by NY MS students and faculty advisors) with three BBA Paris Statements of Interests in order to create 3 competing compatible teams of 2 students each.

Timeline:

January through early May:

With faculty guidance, the students will communicate to organize and prepare for the development of their projects together. The students will be given a budget (300-500 Euros) for executing their project.

Late May:

After the end of the semester, the NY MS students would be funded to travel to Paris (Airfare and partial expenses to cover ground transport and accommodations or dorms) to work with the BBA students for an intensive final workweek (May 23rd- May 30th) to prepare their projects for The Final Presentation to the jury.

Final Jury Presentation Late May while in Paris

Project proposals will be presented in front of the jury located in both NY and Paris including the Dean of Parsons Paris, Program Director of SDM Paris, NY Studio Program Coordinator of MS SDM, a Cathay Foundation representative and the faculty mentors.

Cathay Foundation Prizes:

Three prizes will be awarded to the teams accordingly:

First Prize - 1500 EUR

Second Prize - 700 EUR

Third Prize - 300 EUR