

Gretchen Von Koenig

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Education

MA History of Design & Curatorial Studies

Parsons School of Design, Cooper-Hewitt National Design Museum, Thesis: *Undergraduate Industrial and Product Design Pedagogy and the History Curriculum: How We Teach History to Practitioners in Training*

BS Industrial Design / BA Technical Theater & Set Design

New Jersey Institute of Technology, College of Architecture & Design, Department of Humanities

Professor of Record

Constructed Environments: Advanced Research Seminar, PLSD 3500 | Parsons, School for Design

Art + Design Practice: Advanced Research Seminar, PLHT 3500 | Parsons, School for Design

Required, Architecture, Interior Design & Product Design 4th yr.

Fall 2018, Spring 2019, Fall 2019

History of Industrial Design, ID 3310 | Michael Graves School of Design

Required, Industrial Design 3rd yr.

Spring 2018, Spring 2019

History of Furniture - INT 310, New Jersey Institute of Technology

Required, Interior Design 3rd yr.

Fall 2017, Fall 2018, Fall 2019

History of Industrial Design, AD 490 | New Jersey Institute of Technology

Elective, Upper Level Art & Design Elective

Spring 2018

Ethnographic & Market Research for Design Process - ID 310, New Jersey Institute of Technology

Required, Industrial Design 3rd yr.

Fall 2016, Fall 2017, Fall 2018, Special ARCH Elective Spring 2019

Communication in Art & Design: Digital Media - AD 112, New Jersey Institute of Technology

Required, First Year all Design Majors

Spring 2017

Professional Experience

2019- Curator & Grant Specialist, Office of Cultural Affairs, Jersey City, NJ for Apple Tree House
Action Grant, *New Jersey Council of the Humanities*
Cooperative Marketing Grant, *NJ Tourism Grant*

2019- Assistant Director, Art Fair 14c, Jersey City, NJ.

2019 - 17 Academic Advisor for BFA Product Design, Parsons School of Design

2017- 16 Contributor on Design Education, Metropolis Magazine
Selected Writings:
[Peter Zellner's New Architecture School: No Tuition & a Radical Curriculum](#)
[How to Get More Minority Students in Architecture? Look to 1968](#)
[At Cooper Hewitt, Socially Responsible Design Takes Center Stage](#)
["Baltimore Is a Blank Slate," and That Makes It Ripe for a New Design Program](#)
[RIT Spearheads Program to Attract Deaf Students to Technical Design](#)
[RISD Students Disrupt the Gendered Nature of Wearable Tech](#)
[Diversity Champions: 8 Schools That Aren't Just Paying Lip Service To Diversity](#)
[Get Licensed While in Architecture School? Deans Weigh in](#)
[College for Creative Studies' New MFA Pairs Design with Industry Savvy](#)
[The 7 Best Sustainable Design Courses in America](#)
[The New School's New Hire Asserts Design's Role in the Refugee Crisis](#)
[SCI-Arc Launches Scholarship for L.A. Public School Students](#)
[Diane Lewis, Architect and Cooper Union Professor, Dies](#)
Book Review, David Brody's *Housekeeping by Design* (Print only)

2017-16 Graduate Teaching Assistant, Parsons School of Design
History of Modern Design, 1850-2000
Intro to Design Studies
Intro to Visual Culture
Post-Election America

2017-16 Contributor on Design, TL Magazine
2016-15 Educational Fellow, Cooper Hewitt National Design Museum, New York, NY.
2015 Curatorial Intern, Brooklyn Museum, Department of Decorative Arts, Brooklyn, NY.
2015-12 Archivist, Jim Wise Theater Archive, Newark NJ
2012-13 Digital Archivist, Society of Architectural Historians, New York NY

Academic Presentations:

2020 College Art Association, Co-Chair *Beyond the Bauhaus: Histories of American Design Education* with Colin Fanning, Chicago, Feb 12-15.

2019 Design History Society "American Industry & Design Schools: Tracing Influence from Enterprise to Education" School of Art, Design and Social Sciences Northumbria University Newcastle-upon-Tyne, UK. Sep 8-10.

College Art Association, Co-Chair *Teaching Design Studies: Practice, Methods, & Resources*,

with Carla Cesare, New York, Feb 14.

National Conference on the Beginning Design Student “*History As Context: Case Study on Activating History Classroom*” University of Cincinnati, Cincinnati, Ohio, March 12-14.

2018 Chicago Design: Histories and Narratives, Questions and Methods “*Chicago and the Precedent Of Design Education: Pedagogy, Curricula, and Capitalist Influences*” School of the Art Institute of Chicago, November 8-10.

National Conference on the Beginning Design Student “*ICiting Criticality in Design Education: How We Teach History to Product Design Students*” University of Cincinnati, Cincinnati, Ohio, March 1-3.

2017 Mid-Atlantic Popular Culture Association, “*Bauhaus: A Capitalist Fetish Beyond Socialist Intentions & Historical Representations*”, Philadelphia, Pennsylvania, October 2017
Parsons Graduate Symposium, “*Business Practices of the Bauhaus & The Bard Textbook*”, Parsons School of Design, New York, NY May 4-6

2016 Parsons Graduate Symposium Spring 2016 “*Bruce Rogers & Modernism: How Euclid Changed His Aesthetic*”, Parsons School of Design, New York, NY May 3-4

Academic Publications:

2018 “*ICiting Criticality in Design Education: How We Teach History to Product Design Students*” University of Cincinnati, vol. 34 no. 1 (2018): The 34th National Conference on the Beginning Design Student. Published Sep. 2018.

Honors & Awards:

2018 Research Development Stipend, Office of Student Success, Parsons School of Design
2018-15 Parsons Dean Scholarship
2017 National Art Dealers’ Association Funding Recipient - Smithsonian Scholarship
2016 National Art Dealers’ Association Funding Recipient - Smithsonian Scholarship
2016-15 Smithsonian Institute Fellow
2015 School of Art & Design Medal, College of Architecture and Design, NJIT

Professional Committee & Leadership

2019-18 Jersey City Arts Council, Architecture & Design Committee
Exhibition: Urban Crossroads, Hudson County Community College

2018-17 Co-Chair - Assessment Committee for Institutional Effectiveness
Faculty Advisor, IDSA Student Chapter, Parsons School of Design
Faculty Advisor, Alpha Rho Chi, New Jersey Institute of Technology
Committee Member - Assessment Committee for Academic Advising Surveys
Committee Member - Careers Committee for Academic Advising

2017 ADHT Graduate Symposium Organizer

Design Practice, Press & Awards

- 2016 Seed Packet Design selected for GROWTH Exhibition, NYCxDesign, Astor Place
Sponsored by AmDC, The Sill & NYC Department of Design & Construction.
Seed Packets, collaboration with artist Allison Underwood.
- 2016-14 Studio Manager, Kiel Mead Designs, Brooklyn NY
Sales Representative, American Design Club, Brooklyn NY
Helped organize public shows for NYCxDesign events, public shows in Astor Place, Times Square and in various
Design shows such as Wanted Design, ArchDigest Show & NYNow.
- 2015-12 Graphic Designer, Jim Wise Theater, Newark NJ
- 2014 *Rubber Ottoman*, featured in DesignMilks [Best in Show](#) for ICFE 2014
- 2013 Design Intern, WorkHorse Design, Set design for Radiolab live show *Apocalyptical*
Design Intern, POD Design, Principle Brooks Atwood
- 2012 Graphic Designer, Newark Downtown District, Special Improvement District

Research Positions:

- 2017 Research Assistant to Caroline Dionne, Towards a Theory of Participatory Design Methods
- 2016 Researcher for Education Department, Cooper Hewitt for development of new Docent
Training on Question Based Learning
- 2014-13 Digital Researcher for SAH Archpedia, University of Pennsylvania. Under supervision of G.
Esperdy

Professional Development / Attended Conferences

- 2018 Assessment Institute, National Association of Academic Advising, Daytona Beach, FL
- 2016 Mid Atlantic Popular Culture Association Conference, Atlantic City, NJ

Professional Membership:

College Art Association of America
Association of Independent Colleges of Art & Design
Design Research Society
Industrial Designers Society of America