

Gretchen Von Koenig C.V.

Historian • Designer • Educator | [www.gvonkoenig.com](http://www.gvonkoenig.com)  
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Gretchen is a PhD student in the Hagley Program for the History of Capitalism, Technology and Culture at the University of Delaware. She is a designer and design historian interested in the intersection of the design industry, business history and the history of technology. She has taught design history and theory at Parsons, Michael Graves School of Design, Montclair State University and New Jersey Institute of Technology. She has a background in grant writing and curation for historic homes, museums and arts related nonprofits. She is an advisor for *Plots: A Design Studies Journal* and editor for *Dense Magazine*, investigating designed conditions of New Jersey. Her past research has investigated how American capitalism influenced industrial design education and has previously written for *Metropolis Magazine*, *Cooper Hewitt* and *ArchDaily*. She has co-chaired sessions and presented original research at the Design History Society, College Art Association and National Conference on the Beginning Design Student. Her PhD studies focus on the design and use of home security and surveillance systems in the 1960s-80s, studying the material manifestations that resulted from new cultural definitions of domestic safety in the early information age.

### Education

- 2021-      PhD Student, History of Capitalism, Technology & Culture  
University of Delaware. Hagley Scholar  
Dr. Arwen Mohun, Advisor. President, Society for the History of Technology
- 2018      M.A. History of Design & Curatorial Studies, Parsons School of Design, Cooper-Hewitt  
National Design Museum | Thesis: *Undergraduate Industrial and Product Design Pedagogy & the History Curriculum: How We Teach History to Practitioners in Training* (Advisor: Dr. Margot Bauman) GPA: 3.76
- 2015      B.S. Industrial Design & B.A. Theater Arts & Technology, College of Architecture &  
Design, New Jersey Institute of Technology | *Honors: School of Art & Design Medal, Highlander Leadership Award* GPA: 3.81

### Teaching Experience

- 2016 - 22      Instructor of design history & theory courses
- Parsons School of Design, The New School. New York City, NY  
PGIN 5000 *Industrial Design History*  
PGID 5015 *Form, Function & Meaning of Constructed Spaces (Interiors) 1400-2000*  
PLSD 3500 *Advanced Research Seminar: Constructed Environments*  
PAMT 3500 *Advanced Research Seminar: Art & Design Practice*
- College of Architecture & Design, New Jersey Institute of Technology. Newark, NJ  
INT 310 *History of Furniture*  
AD 490 *History of Industrial Design*  
ID 390 *Ethnographic & Market Research for Industrial Design*

ARCH 390 *Ethnographic Research for Architectural Design*  
AD 110 *Communication in Art & Design*

Michael Graves School of Design, Kean University. Union, NJ  
AD 101 *World History of Design: Pre History to Industrial Revolution*  
IND 300 *History of Industrial Design 1850-2010*

School of Art & Design, Montclair State University  
PLVS 2000 *History of Product Design*

Honors College, University of Delaware. Newark, DE  
HONS 280 *The Material Culture of Technology* (Writing Seminar)

2016-2018 Graduate Teaching Assistant, Parsons School of Design  
*History of Modern Design, 1850-2000*  
*Intro to Design Studies*  
*Intro to Visual Culture*  
*Post-Election America*

Publications and Journalism:

2023 Forthcoming: "How the Traveling Public Became the Motoring Economy: The Political Interiors of New Jersey Rest Stops, 1950-1965," in *Interiors on Edge*. Routledge. Edited by: Erica Morawski - Assistant Professor of History of Art and Design, Pratt Institute  
Deborah Schneiderman - Professor of Interior Design, Pratt Institute  
Keena Suh - Associate Professor of Interior Design, Pratt Institute  
Karyn Zieve - Assistant Professor of History of Art and Design, Pratt Institute

Forthcoming: "Review of *In the Midst of Things: The Social Lives of Objects in the Public Spaces of New York City*, by Mike Owen Benediktsson" *Winterthur Portfolio*. Summer 2023.

Forthcoming: "Handheld: A Take on the History of Mirrors," *American Design Club* in conjunction with New York City Design Week. Brooklyn/Manhattan New York.

2022 *5049 Miles on the Turnpike*. Dense Magazine, Montclair, New Jersey.  
Dense Editor Gretchen Von Koenig considers the everyday design of rest stops and their subtle power to distribute assumptions about people and place.

2021 Editor, *1951: The Turnpike*. Dense Magazine Issue 1.

2018 *Inciting 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.

2016- 17 Contributor on Design Education, Metropolis Magazine. Selected Writings:  
[How to Get More Minority Students in Architecture? Look to 1968](#)  
[At Cooper Hewitt, Socially Responsible Design Takes Center Stage](#)  
[RISD Students Disrupt the Gendered Nature of Wearable Tech](#)  
[Diversity Champions: 8 Schools That Aren't Just Paying Lip Service To Diversity](#)  
[College for Creative Studies' New MFA Pairs Design with Industry](#)  
[The New School's New Hire Asserts Design's Role in the Refugee Crisis](#)  
[SCI-Arc Launches Scholarship for L.A. Public School Students](#)  
Book Review, David Brody's *Housekeeping by Design* (Print only)

### Professional Experience

- 2022- Editorial Assistant for Academic Programs, *Winterthur Portfolio*  
Manuscript & Book Review Editorial assistance, duties include: reading and evaluating submitted articles, researching and outreach to peer reviewers for accepted articles, researching and reading book titles for internal review, outreach and administrative oversight for book reviewer solicitation.
- 2022 Research Assistant, University of Delaware Anti-Racism Initiative, Legacies of Dispossession & Enslavement Committee. February - June 2022.
- 2021- Editor, *Dense Magazine*. Design Shed, 501c3  
I am an editor at Dense Magazine, a print publication that explores the relationship between the built environment and New Jersey, the densest state in the US. *Dense* is operated by DesignShed, a Montclair NJ based non-profit that aims to advance the awareness of design through programming and grantmaking. We raised \$43,000 to start the magazine and printed our first issue on the NJ Turnpike this past fall. Our second issue will be on the Paterson Silk Strikes.
- 2019-22 Deputy Director, Director of Design, Art Fair 14C (501c3). Jersey City, NJ.  
Recognizing that Art Fairs are now 46% percent of the global art market, but that most small and medium sized galleries are shut out, ART FAIR 14C is a nonprofit that addresses this imbalance to help strengthen careers in the visual arts. As the Deputy Director of ArtFair 14C, I have worn many hats that include design director for event infrastructure and print assets, grant writer and sponsorship outreach, exhibitor relations and event management.
- 2019-2021 Curator & Grant Specialist, Van Wagenen House (NRHP, 2006) Office of Cultural Affairs, City of Jersey City. COVID response April '20-August '20, managing all covid test results.  
Grant Portfolio: Action Grant (*New Jersey Council of the Humanities*), Hudson Co. History Program (*Hudson Co. Office of Tourism & Culture*), Cooperative Marketing Grant (*NJ Tourism*)

Curatorial work featured in New York Times: “*More of Collector’s Dutch and British Objects to Go to Museums*”. Eve Kahn, Art & Design Section, Jan 31, 2020.

- 2017 - 19 Academic Advisor for BFA Product Design, Parsons School of Design
- 2018 - 20 Peer Reviewer  
2020 Council of Readers for College Arts Association - Conference Sessions  
2019 National Conference on the Beginning Design Student - Conference Sessions  
2018-20 Plots Journal of Design Studies - Journal Article Submissions
- 2017 Research Assistant to Caroline Dionne, Towards a Theory of Participatory Design Methods
- 2016-17 Contributor on Design, TL Magazine
- 2015 Curatorial Intern, Brooklyn Museum, Department of Decorative Arts, Brooklyn, NY.
- 2012-15 Archival Cataloguer, Jim Wise Theater Archive, Newark NJ
- 2012-13 Digital Cataloguer Intern, SAH Archpedia  
Society of Architectural Historians. Under supervision of Dr. Gabrielle Esperdy

Academic Presentations:

- 2022 Design History Society, Paper Titled: “American Public Space and Capitalism: A Political Reading of Rest Stop Interior Design 1950-1970,” Session Moderated by Freddie Flore, session titled: “Commercial Transformations of Interiors,” Izmir, Turkey Sep 8-10.
- Session Moderator *Tech Resistance* with Abi Lua. The Disability Gaze: Material and Visual Approaches. Center for Material Culture Studies, University of Delaware. April 29-30.  
Rachael Gillibrand, *Assistive Aids and Identity: The Use of Disability Technologies as Visual Signifiers in the Middle Ages*. Aberystwyth University.  
Frank Mondelli, *FM Unit: A Deaf Musical Response to Hearing Exams*. Stanford University.  
Aparna Nair, *Representations of Guide Dogs in Twentieth-Century Visual and Material Culture*. University of Toronto-Scarborough.
- 2021 Co-Chair *Towards a Socialist History of US Design: The Material Culture of Progressive Movements* with Rachel Hunnicutt. College Art Association, New York, Feb 12-15.  
Prof. Amanda Horton, *Alternative Movie Posters: An Examination of Progressive Practice in Film Poster Design*, University of Central Oklahoma  
Jessica Fletcher, *The District Health Center in New York City: From “Wall Street’s Back Yard” to City-Wide Program (1913-1937)*, The Graduate Center, CUNY

Prof. Danielle Aubert, *Contemporary Graphic Design on the Left*, Wayne State University

J. Dakota Brown, *Phototypesetting and the "Life-Cycle" of Socialism*, School of the Art Institute of Chicago

Ellen Christen and Christopher Cote, *Common Goods: Everyday Objects in New Rituals of Care During the Covid-19 Pandemic*, San Francisco State University

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

Prof. Holly Gore, *Cooperative Projects: The Socially-Engaged Woodworking Classroom of Molly Gregory*, UC Berkeley

Dr. Tim Stott, *Sim Van der Ryn's Outlaw Building*, Dublin School of Creative Arts

PJ Carlino, *De-centering the Bauhaus: Industrial Design Education at Parsons School of Design and RISD*, Boston University

Prof. Brockett Horne, *Teaching Taste through Typography: American Pedagogy for a Consumer Culture*, Maryland Institute College of Art.

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

Session Co-Chair *Teaching Design Studies: Practice, Methods, & Resources*, with Dr. Carla Cesare. College Art Association, New York, Feb 14.

Claudia Marina, *Ephemeral Materiality: Problematizing Design*, Parsons School

Dr. Kjetil Fallan, *Making Design History Matter*, University of Oslo

Prof. Keren Ben-Horin and Sarah C. Byrd, *Teaching the Unpredictable: Co-Teaching in Museum Practicum Courses*, Fashion Institute of Technology

Prof. Kenneth Segal & Dr. J. Ventura, *Designing Cultural Objects: Cultural Design Anthropology as Innovation in the Classroom*, Hadassah Academic College Jerusalem

Panelist: Ellen Lupton (Cooper Hewitt), Dr. David Raizman (Drexel University)

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 May3-4

Guest Lectures & Interviews:

2022 *Interiors of Rest Stops: The Politics of the Everyday*, Presentation and Interview with Claudia Marina. PLDS Intro to Design Studies, Required Sophomore course for all Parsons School of Design.

2021 Guest Crit MFA Interiors Design, Parsons School of Design Second Year Spring Presentations.

2020 *The Future of Design Education*, Interviewed by Renee Collins for Montclair Design Week  
*Design Education & Industry*, Guest Lecturer at Pratt Institute MFA Industrial Design

2019 Guest Crit at Parsons Capstone Review, Senior Showcase, Parsons School of Design

Fellowships, Awards & Press:

2022 Research Assistantship, University of Delaware Anti Racism Initiative, Committee of Enslavement & Dispossession

2020 Health Hero for the City of Jersey City for Covid response on managing testing sites and constituent results. Managed results for all senior citizen housing.

2020 “*More of Collector’s Dutch and British Objects to Go to Museums*”, New York Times feature on curatorial efforts at the Van Wagenen House, Gretchen Von Koenig interviewed by author Eve Kahn, Art & Design section, Jan 31, 2020.

2019 Parsons Part-Time Faculty Development Grant, Design History Society

2018 Research Development Stipend, Office of Student Success, Parsons School of Design

2015-18 Parsons Dean Scholarship

2016-17 National Art Dealers’ Association Funding Recipient - Smithsonian Scholarship

2015-16 Smithsonian Institute Fellow

- 2015 School of Art & Design Medal, College of Architecture and Design, NJIT.
- 2014 Undergraduate Presidential Leadership Award, NJIT.
- 2014 Student Excellence Award - Top Junior Industrial Design Student, College of Arch & Design

Professional Committee & Leadership

- 2021 Jersey City Arts Council 501c3, Grants committee
- 2018-20 Jersey City Arts Council (501c3), Co-Chair 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

- 2020-2023 Freelance website designer  
[History Fair website](#) for Jersey City Public School's social studies curriculum  
University of Delaware's Anti-Racism Initiative online portfolio for [Legacies of Enslavement and Dispossession at UD](#)
- 2019-2022 Director of Design, *Art Fair 14C*. Non-profit visual art organization with annual programming that attracts over 10,000 over the calendar year. I direct all aspects of design: fair infrastructure and design valuing over \$150,000 in walls, lighting, desks, lounge furniture; all graphic design including logos, sponsorship decks, fair brochures and wayfinding.
- 2016 Seed Packet Design selected for GROWTH Exhibition, NYCxDesign, Astor Place  
Sponsored by AmDC, The Sill & NYC Department of Design & Construction. With artist Allison Underwood.
- 2014-16 Studio Manager, Kiel Mead Designs, Brooklyn NY  
Sales Representative, American Design Club, Brooklyn NY  
NYCxDesign events, public shows in Astor Place, Times Square, Wanted Design, ArchDigest Show & NYNow
- 2012-15 Graphic Designer, Jim Wise Theater, Newark NJ

- 2014 Pillow Design, *Cheaper than the Real Thing*, selected for AmDC *Field Day* Exhibition at Wanted Design @ Industry City
- 2014 *Rubber Ottoman*, featured in DesignMilks Best in Show for ICFF 2014
- 2013 Design Intern, WorkHorse Design, Set design for Radiolab live show *Apocalyptic*  
Design Intern, POD Design, Principle Brooks Atwood
- 2012 Graphic Designer, Newark Downtown District, Special Improvement District

Professional Membership Past & Current:

Design History Society (DHS)  
Society for the History of Technology (SHOT)  
College Art Association of America (CAA)  
Industrial Designers Society of America (IDSA)  
Association of Independent Colleges of Art & Design (AICAD)  
Design Research Society (DRS)

References

Dr. David Brody, Professor of Design Studies  
Parsons School of Design  
BrodyD@newschool.edu

Dr. Margot Bauman, Director of BFA Design History and Practice  
Parsons School of Design  
BoumanM@newschool.edu

Dr. Roger Horowitz, Director of Center For The History Of Business, Technology, And Society  
Hagley Museum and Library, University of Delaware  
rhorowitz@hagley.org