



# PCA Professionals



PARIS  
COLLEGE  
OF ART

Created by the PCA Careers Office

# PARTNERSHIPS AND PROJECTS

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Paris College of Art offers a world-class education to tomorrow’s artists and designers, molding students into creative professionals open to the world and engaged with society.

**Through professional projects, integrated into the PCA curriculum, students work for companies and cultural institutions on projects in art, design, and design management.** Companies find new ideas and inspiration, and our students gain rich and rewarding first professional experiences.

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Johannes Boehl (Designer of the Year 2013) presents his senior collection to Barbara Bui.

## COMPANY PROJECTS

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Paris College of Art, faithful to its tradition and origins, has always been engaged with the professional world. We constantly strive to create meaningful exchanges, opportunities and projects in order to enrich the relationship between students and the business sphere.





Hermès, world leader in luxury

#### THE BRIEF

The communication director of Hermès commissioned students to design and create window displays for the Hermès flagship store on Avenue Georges V in Paris.

#### STUDENT CONTRIBUTION

Design, creation and installation of 15 window displays:

- Different teams of students worked together to create three different designs around the theme of the Saut d'Hermès.
- At the end of the fall semester, the Hermès jury chose the winning project.
- In the following semester, students developed and created the winning project idea, researching materials, drawing up technical plans, creating a budget, finding suppliers and replicating the design of the 15 window displays.
- As well, students installed and set up the window displays, according to the official Hermès guidelines.

#### PROJECT OUTCOME

- A whimsical and creative approach to symbolize the Saut d'Hermès: a collection of equestrian figures in motion, fashion from origami.
- Installation to commemorate the Saut d'Hermès, an event which coincided with the opening of the window displays.
- Length of the exhibition: three months at the Hermès store, Avenue Georges V.

#### FEEDBACK FROM HERMÈS

*"I really feel like galloping after those butterflies on Avenue George V! The horses' gait is light and airy, and the exhibition is energetic and brightly colored. Bravo to everyone and thank you for your commitment and your energy."*

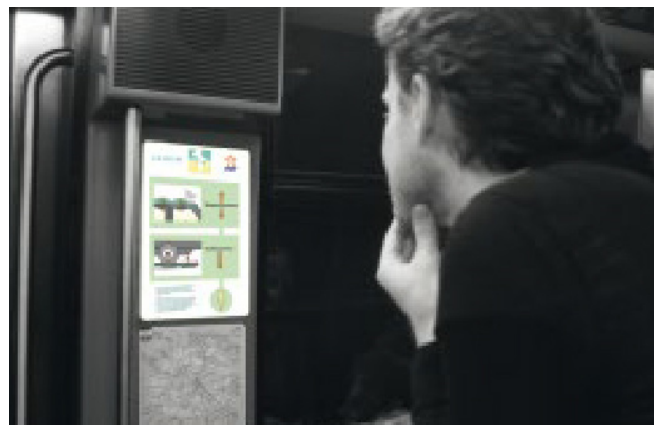
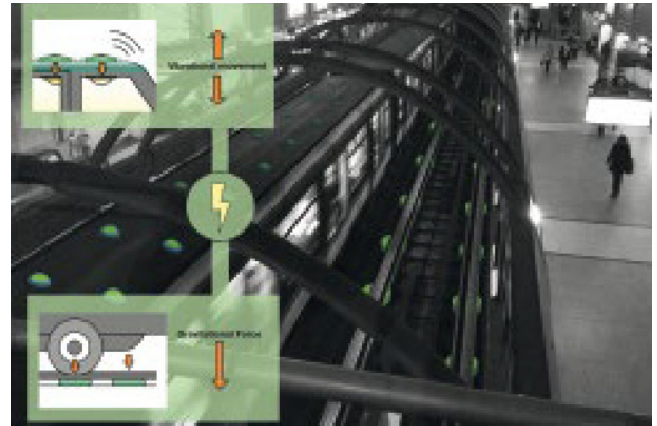


PARTNER

ELECTRICITÉ DE FRANCE  
(EDF)

DEPARTMENT

*Design Management /  
Communication Design  
Design Research  
Methods & Design  
Development courses*



Electricité de France, European energy leader

#### THE BRIEF

*EDF Sustainable Design Challenge:* Sustainability challenge aiming to encourage responsible energy use for a better planet.

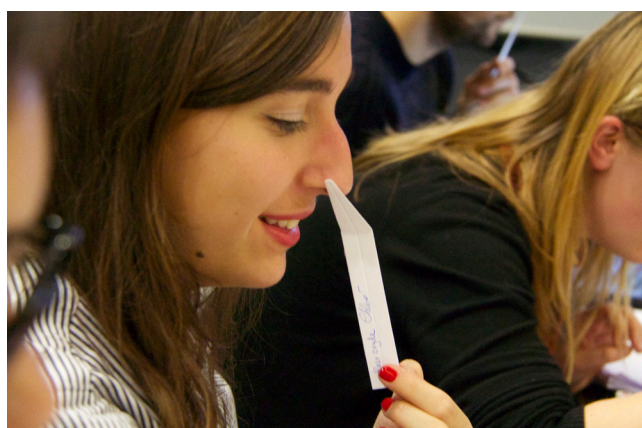
#### STUDENT CONTRIBUTION

Researched piezo energy potential and developed projects utilizing this sustainable energy source:

- Presented research and analysis to jury.
- Created video, prototypes and 3D models to communicate concept.

#### PROJECT OUTCOME

The jury selected "A step in the right direction" to be exhibited at the London Olympic Games and at the Biennale Internationale de Design de Saint-Etienne.



Takasago, world leader in the perfume industry. Licensed with Burberry, Elie Saab, Jean-Paul Gaultier, etc.

#### THE BRIEF

Creation of an original fragrance to complement a fashion collection.

#### STUDENT CONTRIBUTION

Senior fashion students presented their thesis collections as well as a brief for a perfume stemming from their design vision.

- Students collaborated closely with the Takasago perfume creator in order to create their perfume, participating in several workshops about the perfume world hosted by the Takasago team.

#### PROJECT OUTCOME

- Creation of a fragrance that reflects the essence of students' thesis collection.
- Presentation of the winning fragrance during Paris College of Art's End of Year Fashion Show.
- A limited edition production of the winning fragrance, labeled with the designer's name.





Tai Ping, founded in 1956 in Hong Kong, is a specialist in luxurious, one-of-a-kind carpets.

#### THE BRIEF

Tai Ping works with world-class designers and decorators, transforming their most imaginative designs into custom-made, hand-tufted rugs. PCA students were invited to work on two specific projects for the Research & Development department at Tai Ping.

#### STUDENT CONTRIBUTION

- Researched the carpet offerings on the international market and designed innovative carpet samples.
- Analyzed in-store carpet marketing and current trends in the carpet industry.

#### PROJECT OUTCOME

- Presentation of a mini-collection of carpets for multi-brand distributors of Tai Ping.
- Proposal of new marketing tools for the B2C market (most of Tai Ping's current business is B2B).

#### FEEDBACK FROM TAI PING

*"Our team was very pleased by our collaboration; the project was very constructive."*



Compagnons du Devoir, heirs of the modern trade guild movement

## THE BRIEF

Compagnons du Devoir promotes the values of craftsmanship, the wealth of practical experience and the passing down of expertise. Trade guilds are registered on UNESCO's World Heritage List. The collaborative project with Compagnons du Devoir offered students and young professionals the opportunity to work in a professional environment during the course of their training.

## STUDENT CONTRIBUTION

Design and creation of prototype for a leather handbag:

- PCA students designed innovative handbags and collaborated with the Compagnons du Devoir apprentices to manufacture two prototypes of the leather bags.
- PCA students reflected on the materials, design and concept of the shared project, while the guild apprentices contributed their advanced techniques and leatherwork skills.

## PROJECT OUTCOME

- Together, the group created two prototypes of the winning projects in the Compagnons du Devoir workshop in Marseille.





City council of Souillac, in Dordogne (middle of France)

#### THE BRIEF

Commissioned by the municipality in the context of the reflection on the role of the Convention Centre, to be transformed in a cultural and entertainment center

#### STUDENT CONTRIBUTION

Prototype and 3D model of the project:

- Analysis of the recent and future context of the convention center (cinema and conference rooms/ convention center transformable in theatre and festival venue).
- Research on possible activities and services to be offered (bar, restaurant, exhibition hall).
- Presentation of 3D models of the new layout and equipment of the building.

#### PROJECT OUTCOME

- The municipality has been impressed by the innovation of the projects presented by the students, thanks to creative and playful approach.
- The best projects were invited by the municipality to be presented to the decision making committee (city council, president of the municipality, president of the region, Conseil Général).
- The proposals that were selected for consideration have been transmitted to the design office for a further feasibility study and evaluation on technical development within the context of the allocated budget.



ORAL B, a Procter & Gamble brand, is a world leader in dental hygiene

#### THE BRIEF

World leader in the electric toothbrush market, Oral B wanted to work with PCA students in partnership with the Association for Preventive Dental Care in Africa to create an artistic homage to manual toothbrushes with a humanitarian focus.

#### STUDENT CONTRIBUTION

First-year students participated in a contest to transform the 20,000 toothbrushes delivered by Oral B into works of art.

#### PROJECT OUTCOME

- Each student created an original work of art using different media (sculpture, photography, painting, 3D, design object, etc).
- The ten winning projects were auctioned off and the profits donated to the Oral B Foundation in Africa.
- Final jury panel covered by journalists and broadcast via social media.





France Cosmetics: creator and distributor of a line of beauty products including perfumes, make-up and cosmetics since 1973

## THE BRIEF

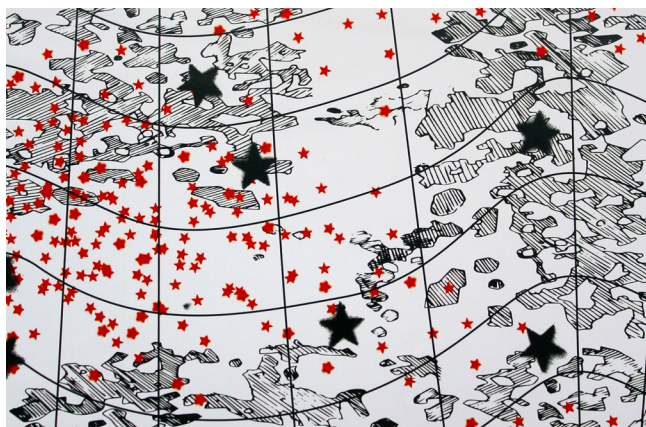
Over the course of two semesters, our students worked on the design of a perfume bottle for France Cosmetics' new perfume line.

## STUDENT CONTRIBUTION

- Proposal of a name for the new line
- Studies on the brand's visual identity, logo, and website layout
- Designs and prototypes of the perfume bottle and packaging

## PROJECT OUTCOME

- The three best projects were awarded a cash prize
- The student whose design was used in production was awarded royalties



Fédération Française des Dentelles et Broderies (FFDB): created in 1935 and descendent of one of the largest guilds of the Middle Ages.

#### THE BRIEF

Our students have participated twice in the annual contests organized by the FFDB for students in the creative industries.

#### STUDENT CONTRIBUTION

**2013-2014 Contest:** Détournement de matières – Interprétations de dentelles et broderies pour de nouvelles applications

- Prototypes of reimagined uses for lace, based upon materials provided by the FFDB
- Description of the fabric treatments and techniques used with a focus on innovative materials
- Study on possible uses and applications

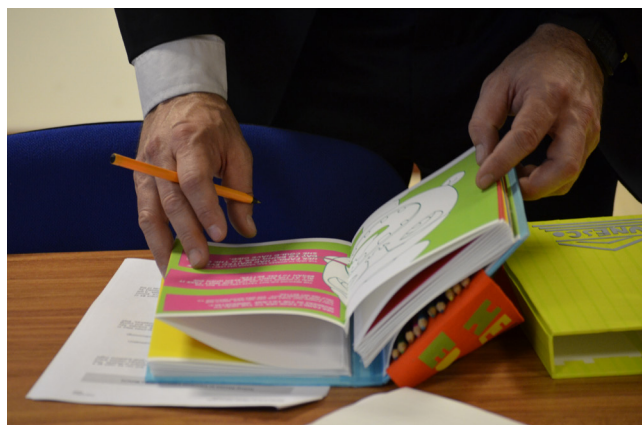
**2014-2015 Contest:** I.Design – Dessins pour dentelles et broderies

- Presentation of innovative lace designs based around a given theme
- Application of these designs on a garment

#### PROJECT OUTCOME

- Identify new leads for exploring innovation and diversification in the lace industry.
- Contribute to the modernization of the image of lace through the exchange between industry experts and future designers.
- The jury, headed by Mr. Hubert Barrère, artistic director of Lesage, chooses three projects based on presentation, technical feasibility and future commercialization
- Two Paris College of Art students have had their work exposed at the lace museum in Caudry (Pas-de-Calais).





United Nations organization for education, science and culture, based in Paris

#### THE BRIEF

Students were challenged to collaborate with UNESCO's communication service to redesign their communication materials.

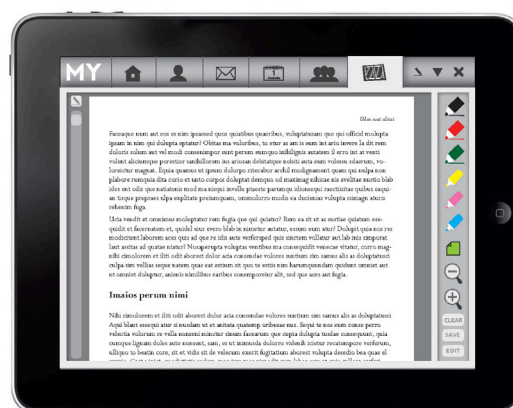
#### STUDENT CONTRIBUTION

Create a new design concept:

- Create new concepts and designs for different communication materials including brochures and leaflets, animations, videos, banners and other products.
- Propose innovative ideas for written and digital media.

#### PROJECT OUTCOME

- Presentation of design prototypes aligned with UNESCO's strategic direction
- Internship opportunity offered for the best project



Alcatel-Lucent Bell Labs, world leader in telecommunication infrastructure

#### THE BRIEF

As part of the creation department's research, students were asked to do prospective research on how to retain Alcatel's final users.

#### STUDENT CONTRIBUTION

- Trend reports: In the preliminary phase, students considered the project from many different angles — cultural, sociological, and technological.
- Students synthesized research and presented their findings.
- The final deliverables were supported by sketches, drawings, models and interactive demos that illustrated the proposals validated by the jury.

#### PROJECT OUTCOME

- Creation of a research cell at Paris College of Art
- Creation of an interactive tool allowing Alcatel's final users to capture, save and manage their communications while sharing and protecting their important information



Alexander Wang | **American Retro** | Andrew GN | **Anne Valérie Hash** | Anne Valérie Hash | **Antik Batik** | Aquent | **Aesthete** | Assouline Media | **Aubade** | Bibliothèque Kandinsky | **Balmain** | BETC Design | **Bismarck Phillips** | Communication Media | **Boucheron** | Carré Noir | **Carven** | Céline | **Celio** | Cerruti 1881 | **Centre Pompidou** | Centre de Recherche du Château de Versailles | **Chloé** | Christian Dior | **Christian Lacroix** | Christian Louboutin | **Christie's** | Colors | **Condé Nast Publications** | Delphine Murat | **Des Petits Hauts** | Devi Kroell | **Dice Kayek** | Dim | **Diane von Furstenberg** | Dior Homme | **DM Media** | Emanuel Ungaro | **Elixir** | Euro RSCG | **Fred & Farid** | Galerie Hussenot | **Galerie Thaddaeus Ropac** | Giambattista Valli | **Girault Totem** | Givenchy | **Groupe Idoine** | Hachette Filipacchi | **Hans de Foer** | Hermès | **Hervé Leger** | Hao-Qui | **IMG World** | Jacques Fath | **Jed Root Europe** | John Ribbe | **La Chambre Claire** | Lehman Brothers | **Lagerfeld Gallery** | Lancôme | **Lanvin** | Libération | **L'Oréal** | LVMH | **Kenzo** | Kaeido | **Magnum Photos** | Martin Grant | **Martine Sitbon** | Musée des Arts Décoratifs | **Natalys** | Nina Ricci | **Oscar De La Renta** | Ogilvy | **Paco Rabanne** | Pfeiffer Consulting | **Philip Lim** | Quicksand | **Ralph Kemp** | Red Dragon | **Reed Krakoff** | Rick Owens | **Rochas** | Rue Du Mail | **Shigeru Ban** | Smart Design | **Sonia Rykiel** | Sutton Lane | **Sotheby's** | Swarovski | **Terra Foundation for American Art** | Tod's | **Torrente** | Tissus Malhia Kent | **Tom van Lingen** | Ubik / Starck Network | **Van Cleef & Arpels** | Viktor & Rolf | **Versace** | Victoria and Albert Museum | **Vogue** | Vouelle | **Wilmotte et Associés** | Woman's Wear Daily | **Young & Rubicam**

# INTERNSHIPS

Students at Paris College of Art are encouraged to do internships throughout the course of their studies. Students have the opportunity to do part-time internships during the academic year as well as full-time internships during the summer (from the end of May until the end of August). PCA provides students with *conventions de stage* (required in France for doing an internship) for a maximum of six months.



|             |  |
|-------------|--|
| INTERN      | April Dutheil  |
| ROLE        | Assist the regional director of corporate communications for Europe, Middle East, Africa and India on internal and external communications.  |
| WHY INTERN? | <i>"I wanted to work with the Estée Lauder Companies (ELC) to sharpen my skills at the corporate level. And working with a global company, like ELC, is an amazing opportunity to do just that. The company is global, which means that I get to interact with people from around the world, learn about regional markets and stay on top of geopolitical issues."</i>   |
| EXPERIENCE  | <i>"Any opportunity to learn — to me, this is most valuable. I especially enjoy learning about the complexity of the cosmetics industry and how issues at the local, global, economic, social, cultural and environmental level come together. It's exciting and always changing. I'm also very interested in ELC's work in corporate social responsibility, for example, their commitment to Breast Cancer Awareness, MAC AIDS and the number of women working at the corporate level — it's impressive."</i> |
| OUTCOME     | April was hired as a full-time employee at Estée Lauder Companies after completing her internship.   |





|            |   |
|------------|---|
| INTERN     | Ofo Obuobi  |
| ROLE       | Supporting the conception/development of window display concepts, packaging for various products and designing internal invitation both printed and for e-commerce.   |
| EXPERIENCE | <i>"After this experience working in fashion, I am even more eager to try opportunities that could come from other areas. Communication Design really spans an extensive area of possibilities, and I'd like to reach as far as I can. This internship is a great way to build your network, learn a lot of useful skills and get started on your career path."</i> |



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|             |   |
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| INTERN      | Irem Tonga  |
| ROLE        | Work on invitations and seating plans. Assist the senior PR manager on covering the VIPs, celebrities and the front row. Take care of the looks of the VIPs to avoid outfit repeats. Duties during the fashion show include double-checking the seating plan, distributing press releases on each seat and guiding guests to their seats. After the show, responsibilities included making presentation on press coverage and reviews of the show.  |
| WHY INTERN? | <i>"As a fashion design student, I was really interested in business during our fashion classes and I always wanted to know more about how things are working outside of the atelier."</i>  |
| EXPERIENCE  | <i>"I realized that social media and communication play a huge role in this sector. Experiencing the PR part of fashion also gave me thoughts about designing, how designers are communicating with people and how important the message is — sometimes even more than the designs themselves. I had the chance to see many important people from the fashion industry during Fashion Week and also at the office and showroom. But the most important thing that I gained from this internship is time management and organization."</i> |



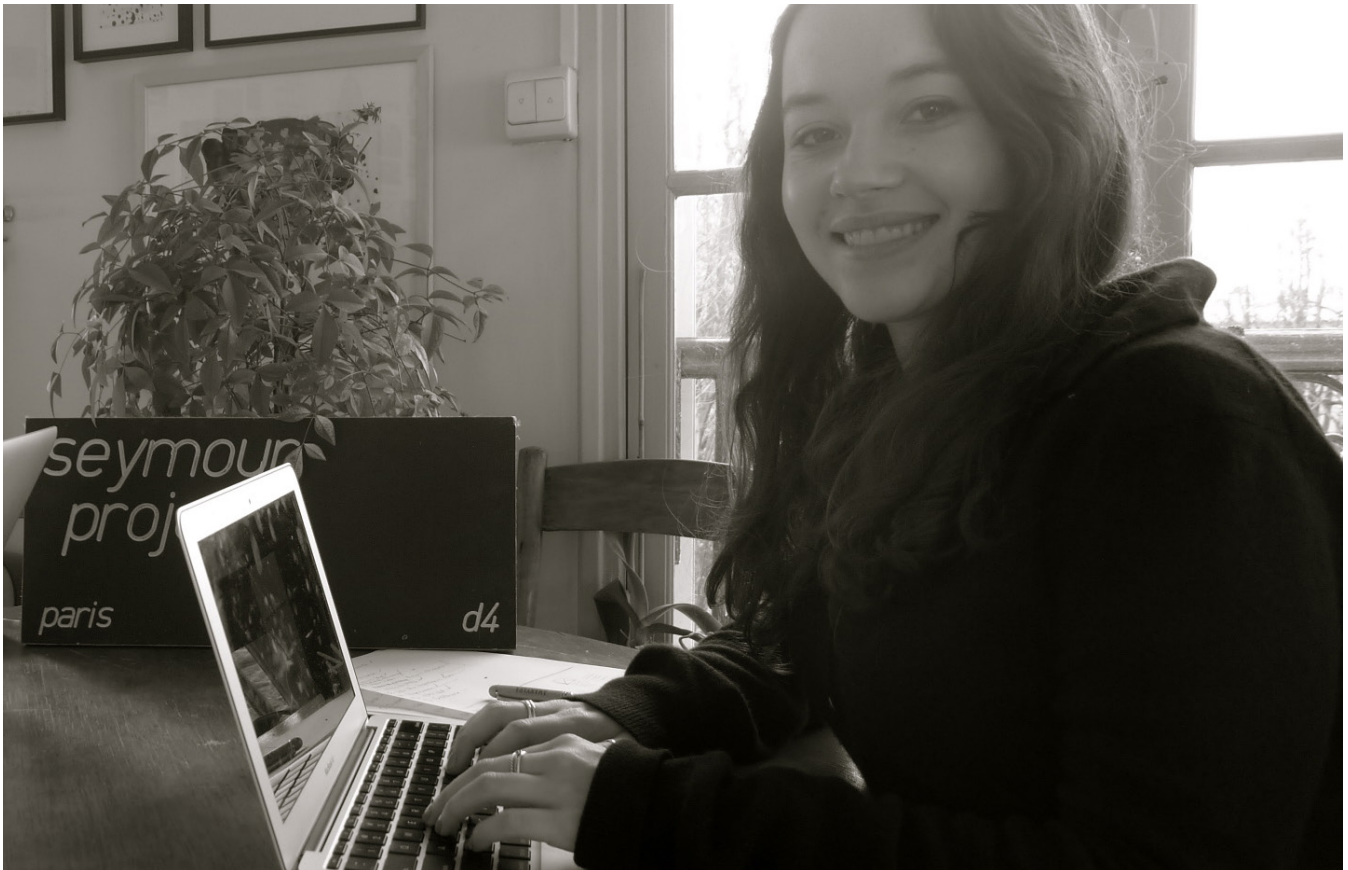


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| INTERN             | Ella Strowel and Efisio Marras  |
| ROLE               | Gallery representative for San Francisco-based Robert Koch Gallery. Deal with French-speaking clients and give information about the artworks exhibited.  |
| WHY INTERN?        | <i>"I wanted to see what it is like to be on the other side of the artistic field, the one that comes after the production of the art work, a gallery space."</i> [Efisio Marras]   |
| EXPERIENCE         | <i>"It made me discover that the way you present and talk about a work of art changes people's perception and appreciation of it."</i> [Efisio Marras]  |
| QUOTE FROM COMPANY | <i>"Ella Strowel was a pleasure to work with at Paris Photo. We appreciated her background in photography, her bilingual skills, as well as her positive attitude, and mature demeanor. We hope she found her experience educational working at a premier international photography fair."</i> [Ada Takahashi, director at Robert Koch Gallery] |



|             |   |
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| INTERN      | Julie Vielvoije   |
| ROLE        | Photograph different fashion shows and photograph the models with their hair and make-up backstage. Duties also included street photography in front of the entrance of the show, focusing on beauty portraits.   |
| WHY INTERN? | <i>"I got the chance to photograph the shows during Paris Fashion Week. That is something that I've always wanted. It is a very nice opportunity to infiltrate this world through an internship. Because you're on the press list, you can come in, otherwise it wouldn't happen so fast."</i>  |
| EXPERIENCE  | <i>"It is a crazy moshpit of photographers at a fashion show. You have to photograph every look, very fast. So there is no time for creative insight. But still, I think it is a very good lesson. I also met a few photographers who helped me out with my settings. Very nice, they added me on Facebook so we are still in contact."</i> |





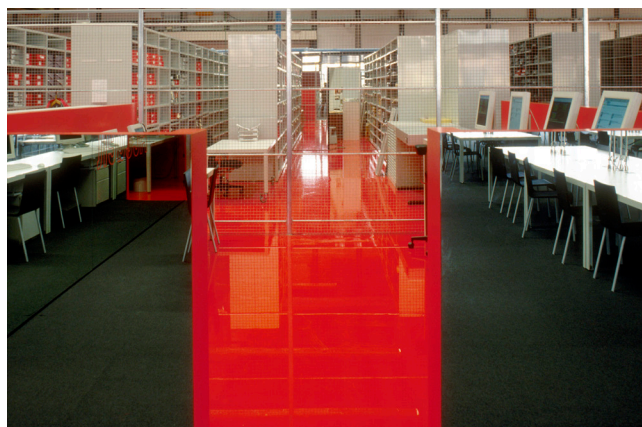
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| INTERN             | Nora Lalle  |
| ROLE               | Conceive and produce an interactive project for the Cutlog art fair in Paris. Project included designing a postcard, assembling materials and working at the fair. Help put together a database of contacts and work on layout of Seymour's holiday book.   |
| EXPERIENCE         | <i>"I gained communication and creative thinking skills. Also, I had opportunities to interact with the public. Most importantly, I built a strong relationship with my supervisor and I developed a real interest and passion for the organization."</i>   |
| QUOTE FROM COMPANY | <i>"Nora Lalle is fantastic; she is much more than an intern, she is an integral part of the organization. Her professionalism, intelligence, reliability and tact have made her a pleasure to work with. She has been very helpful in a variety of different areas most notably: her assistance was invaluable with the creative conception and production of our new space as well as with the design of our printed and other promotional materials. Her proficiency with Adobe programs such as InDesign, Photoshop and Illustrator have also been very useful. Nora also helps me with visitor relations and is terrific at interacting with the public. She assimilates a wide variety of information rapidly and is tremendously organized and efficient. I am beyond happy with the work she does here at Seymour." [Melissa Unger]</i> |
| OUTCOME            | Nora was hired as a full-time employee after completing her internship.   |

PARTNER

CENTRE POMPIDOU  
BIBLIOTHÈQUE  
KANDINSKY

DEPARTMENT

All departments



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INTERNS

Jessica Myers, Flora Gouin, Katya Costa, Aurora Van Zoelen and Elena Gileva

ROLES

Students conducted research projects aligned with the Kandinsky Library's programming and goals, created a new website for the library, and translated from Russian to English texts by Wassily Kandinsky. They also defined content as well as designed and created a weekly newsletter.





# ALUMNI

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The Alumni Association at Paris College of Art represents a worldwide network of artists, designers, and creative professionals spanning from Tokyo to Bogota. PCA alumni stay connected with their alma mater by attending guest lectures, vernissages, end of year activities at PCA as well as specific alumni events and dinners.

Notable alumni:

Tom Ford | Patrick Robinson | Lazaro Hernandez | Nicky Hoberman | Dimitar Lukonov |  
Ryan Mendoza | Hanna Ulvegarde Bak | Erin Fetherston | Bennu Gerede | Georgia Hardinge |  
Calla Haynes | David Peck | Margot Warre

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ALUM

CHARLOTTE ZOLLER  
*Class of 2012*

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DEPARTMENT

*Communication Design*



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CURRENT JOB

Marketing and social media director at Pitchfork

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LIFE AFTER PCA

During her communication design studies at Paris College of Art, Charlotte submitted her photography work to Pitchfork, which led to several freelance missions. After graduating in 2012, Charlotte worked with Steven Soderbergh, was the tour manager for Jukebox the Ghost and later the Social Media Manager for VH1. She continued freelancing for Pitchfork, and in January 2015, her hobby was transformed into a profession, when she was hired as Marketing and Social Media Manager.

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JOB EXPERIENCE

Charlotte works closely with the president and editor-in-chief as well as the editorial, publicity and design teams as all the social media content goes through her. Furthermore, she has the freedom to develop diverse and innovative projects.

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PCA EXPERIENCE

Charlotte says she loved her teachers, with special mention to Frédérique Krupa, chair of Communication Design; Evan Roth who pushed her to grow her social accounts and Taylor Holland who always believed in her and is still a great mentor.

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ALUM

DEPARTMENT

DAISY DE VILLENEUVE  
Class of 1999

*Illustration*



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ILLUSTRATOR

Book publisher of "I Should Have Said" and illustrator for companies such as Topshop, Habitat and Victoria & Albert Museum

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ABOUT HER WORK

Combining quirky, cartoon-like, felt-tip drawings with witty text, Daisy's book "I Should Have Said" depicts hilarious conversations between men and women.

Daisy combines modern illustrations with unassuming snippets of dialogue as she explores the drama of modern-day friendship and love.

She depicts the scenarios where you wish you had said that thing to an ex, love interest, or any man on the street who has left you reeling after a snarky comment. With a sketchbook, diary-style design, the pared-down but stylish illustrations are captioned with text guaranteed to make you laugh.

A gritty and humorous look at modern-day relationships, "I Should Have Said" is a rich and affecting comedy of manners, an extended discourse on the nature — and more often than not, the failure of — communication between male and female friends and lovers.

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KATE HILEY  
Class of 2010

*Fine Arts*



#### CURRENT JOB

Painter, curator and Paris College of Art ambassador

#### LIFE AFTER PCA

After graduating in 2010, Kate Hiley specialized in painting. Having set up her studio in Paris, she moved back to London in 2012 to take part in the inaugural year of the Turps Painting Program. She has continued to show her work over the past five years in Europe, as well as curating shows in London, Leeds and Paris. Earlier this year, she set up the artist run space Le Cabinet Dentaire in Paris. The space runs a program of exhibitions dedicated to Painting.

#### WORK EXPERIENCE

In 2013, Kate began working with Burgess Studio in London, during which she produced the illustrations for Living Dead Guy Productions, as well as the poster for James Blake's Overgrown tour in the U.K., U.S. and Asia. Kate also travels in the U.K., Indonesia and Hong Kong meeting prospective students and helping them prepare for studying at Paris College of Art.

#### EXHIBITIONS

Kate has recently shown in the following exhibitions: "5 Paintings," The Three Crowns (solo show) London (2015), Figure This Out, Passage Choiseul, Paris and Asembly House, Leeds, UK (2015), Stripped to Tease, LOCOMOT, Vienna, Austria (2015), Let There Be Light, Yellow, Varese, Italy (2014), Studio Exhibition, V22 Exhibition Space, London (2013), Artist Of The Day, Flowers Gallery, London (2013), First come, first served, The Lion and Lamb Gallery, London (2012), Mindsurf, Galerie Christian Berst, Paris (2012) and Weekend Exchange, Studio 42, Glasgow (2012).





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**CURRENT JOB**

Creative director of Maram Paris

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**WORK EXPERIENCE**

Maram Aboul Enein, PCA Fashion Design Class of '13, launched her brand in 2014 at Tranoï for Fall | Winter 15/16 collection and has since continued showing her work in New York and Paris. MARAM's collection possesses a whimsical aspect and a compelling story, which arises from her theoretical research. Her creations incorporate various and intricate traditional craftsmanship techniques, paired with unconventional designs made for a woman who is daring, refined and dignified.

Recently, Maram presented her brand MARAM at Tranoï for Spring | Summer 16/17 collection for the second time. Tranoï is an artistic platform with a prestigious selection of more than 1000 premium designers from all over the world, created to meet the most influential fashion ambassadors. It also includes artistic installations, designers exhibitions, catwalk shows, fashion parties.

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## CURRENT JOB

Art critic for institutions such as Art Agenda and curator at Shanaynay Paris

## NEWS

Sabrina Tarasoff is a contributing writer for Art Agenda. Her recent article reviews the international contemporary art fair FIAC.

## EXAMPLE OF WORK

*"... Within the context of a fair, where artworks are arguably in their highest public demand-at least in an economic sense-'performance anxiety' of any kind seems resolutely forbidden. Due to its emphasis on performativity, the conditions created for the display of art are precisely attuned to the sexuality incited by the market-or more specifically, by consumerism-conflating not only symbolic and capital value in the works themselves, but ensuring the total collapse between financial affairs and personal relationships ..."*

ALUM

KAAMNA PATEL  
*Class of 2013*

DEPARTMENT

*Photography*



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CURRENT JOB

Photographer

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NEWS

Kaamna debuted "APPARITIONS" in October 2014 in the form of a self-published book that was handbound and in a limited edition of 50 copies, numbered and signed.

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EXHIBITION

Kaamna's recent exhibit "Limbo" refers to an in-between state, which is represented by anonymous, sometimes abstract, spaces and non-spaces that appear in her series' "Preludes" and "Uncharted."

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ALUM

LUCYLMAR DELGADO  
*Class of 2012*

DEPARTMENT

*Design Management*



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CURRENT JOB

Jewelry designer

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NEWS

Lucylmar Delgado was selected among 500 international designers to be one of the 20 Coup de Coeur of the Bijorhca International Fine, Fashion Jewellery and Watches Show, taking place at Paris Porte de Versailles – Pavilion

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WORK

Lucylmar's work can be seen on her company's Instagram account @LUCYLMAR

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## PARIS COLLEGE OF ART

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*American college established in Paris  
Établissement d'enseignement supérieur privé*

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