



Harvard University  
Graduate School of Design

## Black in Design (BiD) Conference

*Revealing the boundless capacity and power of a network of Black designers*



*Black in Design Conference, Fall 2019*

## **Harvard University's Graduate School of Design**

The Harvard University Graduate School of Design (GSD) has a rich legacy of design leadership and innovation, pushing the frontiers of knowledge and research across all design disciplines for more than 80 years. As a leading global design school, the GSD offers programs in architecture, landscape architecture, urban planning and design, design studies, and design engineering. And as a global leader in each of these fields, the GSD is redefining design as a critical response to increasingly complex issues faced by people and cities and ecologies, across the United States and around the world.

The GSD's method of design education involves transdisciplinary collaboration across all of the School's departments and programs, as well as with other schools and units at Harvard. It is through this cross-practice that the GSD fosters a deep connection between design and other academic fields, which is reflected in the joint degree programs with the Harvard John A. Paulson School of Engineering and Applied Sciences, the Harvard T.H. Chan School of Public Health, the John F. Kennedy School of Government, and the Harvard Law School.

The GSD is educating leaders in design, research, and scholarship, who will directly impact and improve the built environment to create a resilient, just, and beautiful world, now and in the future.

## **The Black in Design Conference**

Organized by the Harvard University Graduate School of Design African American Student Union (GSD AASU), the Black in Design Conference, recognizes the contributions of the African diaspora to the design fields and promotes discourse around the agency of the design profession to address and dismantle the institutional barriers faced by our communities.

The Conference highlights the contributions made by leaders across nontraditional fields in creating spaces for actions and representations of resistance. Through this exploration, we broaden the definition of design, understanding it through the lens of these visionaries in their work.

Running every other year, Black in Design first started in 2015, with the the fourth and upcoming conference in October 2021.

Organizers begin their planning work in earnest in March of each year of the event. Roughly 10 months of planning are necessary due to all the shifting pieces of the conference while each conference is charged with creating a vision for the urgency of the moment in direct response to the nation's cultural and political climate.

During the off-year, the AASU Board selects the next Conference Committee.

To support our Black student population, the GSD seeks build a fund to reinforce this conference for the next ten years with the ultimate hope of endowing the conference. The leadership committee for 2021 Black in Design Conference is already underway and moving forward with a virtual conference which will open the topic to many new audiences. We imagine testing this format and then pursuing a possible hybrid option in the future.

## The Opportunity

We are looking for a sponsor for this remarkable student effort. A gift of \$300,000 endowed at the GSD would support this conference in perpetuity.

- \$180K would support three BiD Conferences
- \$120K would support two BiD Conferences
- \$60K would support one BiD Conference

Conference expenses are budgeted at \$60,000 every other year. The budget includes web design and platform marketing, graphic design, marketing collaterals, publicity and speaker honoraria, and other expenses associated with hosting this conference. The conference has a broad audience with typically 500 participants total for the weekend from design schools around the world, design firms, and activist groups.

## The Benefits and Visibility

- Action for racial justice within the design fields.
- Attendance, exposure, and participation opportunities in the Black in Design Conference.
- Get information on the impact of the Racial Equity and Anti-Racism Fund grants through an annual email update
- Name/logo visibility across the Harvard GSD website, the Alumni and Friends website, and when appropriate, social media and Design News/Event news newsletters.
- Facilitated access to world-class faculty, students, and a broad network of internal and external stakeholders.
- Receive the GSD's annual Giving Report with information on philanthropy at the GSD and the impact of giving

## Thank You

This is the time for us to take a collective stand and support our Black family. Thank you for considering a gift to ensure the Black in Design Conference is sustained for the next ten years. The fields of design need greater participation and representation. Here in the GSD, at Harvard, we have the platform to make that happen for future generations.

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