
Press Release**For Immediate Release****Media Contact:**

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NewSchool of Architecture & Design Teams Up with the City of Portland, Mackenzie Inc., and Intrinsic Ventures to Revitalize and Develop a New, Sustainable Urban Neighborhood

More than 60 fourth-year undergraduate architecture students to collaborate and lead conversations on contemporary, urban design for the revitalization of the Portland's industrial Ford District

San Diego CA, October 18, 2016 – [NewSchool of Architecture & Design](#) (NewSchool) has teamed up with the City of Portland, integrated design firm Mackenzie Inc., and real estate company Intrinsic Ventures in an exciting new project to revitalize a rapidly growing neighborhood in the Central Eastside industrial district of Portland, Oregon. Under the direction of NewSchool faculty member, [Daniela Deutsch](#), more than 60 undergraduate architecture students will work over the next several months to collaborate with a variety of industry partners and create a vision and strategies for the development of a new, sustainable urban neighborhood in the Ford District.

This project is part of NewSchool's Integrated Design Studio and was developed to engage students in the ongoing conversation about contemporary directions in urban design and architecture. The project also aims to disseminate the experience of the City of Portland area to other regions of the West Coast and their adaptation to local climate, cultural and economic conditions.

NewSchool strives to provide students with experiences to learn from other regions in the country, which will sharpen their understanding of customized, simple and innovative solutions in the city.

“At the core of the NewSchool academic experience is the desire to encourage students to engage in community projects,” said Marvin J. Malecha, president and chief academic officer, NewSchool of Architecture & Design. “This project represents the best of the aspirations of the NewSchool learning experience as it begins with the optimism of engaging the community in a meaningful manner and continues by engaging design professionals and academics in a multidisciplinary team to guide students.

The project also supports our “Here For Good” corporate social responsibility and sustainability initiative, as we are providing students with the opportunity to give back and help improve the lives of those impacted by this revitalization. This holistic approach to learning represents the true DNA of the NewSchool community.”

The Integrated Design Studio will run over two quarters - fall (October - December) and winter (January -March). The studio consists of three main parts: Lectures by experts, technical workshops, and studio work. In addition, students will be given an opportunity to participate in a three-day field trip, including a visit of the sites, multiple lectures, as well as workshops and pin-ups with the Portland team that will give important feedback and impulses. Visits of similar state of the art green neighborhoods and highly performative buildings will provide further suggestions.

The studio will also combine the holistic urban and district planning with integrated design solutions on the building level, and addresses architecture and development, transit oriented urban areas, sustainable neighborhoods, and energy efficient building design. The project's ideal aim should develop into a viable strategy for new city communities, as well as communicate, via their technical systems, materiality and programmatic optimization, that architecture is capable to address current social and ecological challenges, and deliver an innovative solution. Students will present their master plan and the scale model of the proposed new Ford District to public in April 2017, in both San Diego and Portland.

“What’s special about this course is the confluence of three major architectural concentrations: architectural design, real estate development, and construction engineering,” said NewSchool faculty leader Daniela Deutsch. “While these topics often remain part of specialized programs or elective studios, our philosophy is that they must be treated as equally relevant, and opened to discussion and research for each student of architecture in an accredited program before they finish their diploma. In our program the goal is achieved by developing an integrated design approach in the framework of a mandatory Integrated Design Project.”

The complete collaborative team this year, consists of:

- Mackenzie Inc. (Architecture/Engineering/Interiors/Planning)
- Intrinsic Ventures in Portland
- NewSchool of Architecture and Design faculty and students
- The Green Building Initiative
- Glumac Engineers
- KPFF Consulting Engineers
- UCSD Structural Engineering Department
- SDSU Civil Engineering Department

This week, the students and faculty will travel to Portland from Thursday, Oct. 20 to Saturday, Oct. 22, 2016. During the trip, students will visit the site, attend workshops and lectures and engage in collaborative discussions with industry partners.

For more information on The Ford District please visit: <http://www.pdxforddistrict.com/>

For more information on NewSchool of Architecture and Design please contact Rachael Lighty at rlighty@newschoolarch.edu.

About NewSchool of Architecture & Design:

Located in San Diego’s design district, NewSchool of Architecture & Design prepares students for career success in design fields through an emphasis on interdisciplinary and global design

skills, industry collaborations and real-world projects. Programs include architecture, construction management, product design, media design, design studies, and interior architecture and design. NewSchool is accredited by the Western Association of Schools and Colleges Senior College and University Commission. NewSchool's Bachelor and Master of Architecture programs are accredited by the National Architectural Accrediting Board (NAAB). NewSchool is one of more than 70 institutions in 25 countries that comprise the Laureate International Universities network. Laureate Education, Inc. is a public benefit corporation. Both Laureate and NewSchool also both completed a rigorous, independent assessment to become a Certified B Corp®. Through collaborations with sister institutions in the Laureate network, including Domus Academy in Milan, Italy, NewSchool students are prepared to work in global and diverse organizations. For more information, visit www.newschoolarch.edu and www.laureate.net.