

## NEW DESIGN SCHOOL

572 W. 6TH ST. FAYETTEVILLE, ARKANSAS 72701

Sonia Gutiérrez

[sonia@newdesignschool.org](mailto:sonia@newdesignschool.org)

479...587+9925

### **New Design School to Host Gala and Scholarship Fundraiser**

**FAYETTEVILLE** – New Design School, a state-licensed, nonprofit organization that provides digital design education, will host a gala and scholarship fundraiser on Saturday, December 8, 2007, from 4 p.m. to 6 p.m. at 572 W. 6th Street.

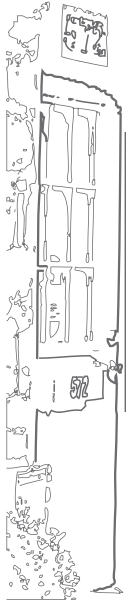
A suggested donation at the door of \$5 per person will go toward one of two New Design School scholarship awards that will be presented at the event. The second award will be funded by individuals and businesses from the community.

In addition to its goal of raising funds for two scholarships, the event will be a design exhibit and recognition party for the students enrolled in the New Design School's inaugural term. The gala will also feature live experimental jazz, a DJ, interactive design, installation art, and performance art.

“We will be giving a preview of our students’ work to the professional design community,” said Sonia Gutiérrez, founder and president of New Design School and one of the facility’s instructors.

New Design School offers a two-year professional certificate in graphic design. The program seminars blend and develop design theory, technical development, and business knowledge. Currently, there are four students enrolled in the certificate program.

Two awards will be handed out at the December event. The first, the Best of Show award, will be funded by supporters from the community and selected by a jury of local design professionals. The winner of this award will receive a scholarship to help pay for tuition at New Design School.



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Individuals, organizations, and businesses that are in the design field, or that support design, are encouraged to donate to the Best of Show award and scholarship. A donation form can be found at the school's Web site, [www.newdesignschool.org](http://www.newdesignschool.org).

A People's Choice Award will also be chosen and presented at the gala. This award will be funded and decided on by gala attendees, who will be given ballots to vote on their favorite design. A suggested donation at the door of \$5 per person will go toward this award. As with the Best of Show Award, the People's Choice donations will go into a scholarship fund, to help the winner pay for course work at New Design School.

"We want to recognize all the work of our first-term students, reward them with a scholarship, and help them get noticed by the professional community," Gutiérrez said. "I would like to see local design professionals saying to themselves, 'I'm checking out a particular student's work because I think she has a lot of potential. I would like to get to know this student and maybe hire her.'"

Gala attendees are encouraged to wear warm cocktail attire. Hors d'oeuvres, sweets, and beverages will be served. Free parking will be available on Government Street and at the old feed mill building on South School. Those who wish to request more information can call (479) 587-9925, send an e-mail to [info@newdesignschool.org](mailto:info@newdesignschool.org), or visit [www.newdesignschool.org](http://www.newdesignschool.org).

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