Publicolor
20 West 36th Street, 9th Floor, New York NY 10018
Telephone 212 213 6121 Fax 212 213 6131
www.publicolor.org

Publicolor Press Kit

Creating a path to college + career

New York, January 2020

Publicolor is a stay-in-school youth development program that engages high-risk students in their education 3 days a week for 4-6 years through a continuum of design-based programs that mentor them for success in college, career, and life.

NYPD

Publicolor by the numbers

Our Students

Publicolor selects students who evidence key indicators for being at high risk of not completing school. Students may have behavioral challenges, chronic absences, grade repetitions, learning disabilities, or are failing core subjects like math and English. Other indicators that are obstacles to success are also present:

96% are eligible for free lunch due to low family income
83% are first-generation citizens
68% experience food insecurity during the year
66% speak a non-English language at home
48% reside in a single-parent household

Publicolor Students Overcome the Odds

100% graduate high school on-time compared to 64% of their peers
95% matriculate to college compared to 57% of their peers; the other 5% go on to post-secondary accreditation programs
98% persist in college compared to 66% of their peers
62% complete their college degree compared to 18% of students from high-poverty households

The Return on your Investment

Every dollar donated yields a return on investment of at least $39, based on the new earning power as a college graduate. This does not include the savings to society had they dropped out of school.

Publicolor's Impact

280 New York City schools and **244** under-resourced community sites have been Publicolored since 1996 affecting over **1.1 million** students, parents + teachers and over **2.6 million** residents of low-income communities. **We are proud to have twice been recognized at the White House:** first in 2000 to accept the **President's Service Award** for our work with volunteers and the community, and again in 2014 to receive the **National Arts + Humanities Award** for creative youth programming.

SDS 2019 Summer Learning Loss Diagnostic Test Results

No student in SDS Pratt or SDS Prep evidenced summer learning loss.

SDS Pratt Critical Reading score increase average: **42%**

SDS Pratt Math score increase average: **48%**

SDS Prep Critical Reading score increase average: **88%**

SDS Prep Math score increase average: **79%**

SDS 2019 SAT Prep Diagnostic Test Results

All **15 students** experienced score increases in both critical reading and math.

Critical Reading score increase average: **22%**

Math score increase average: **31%**

The cohort increased their **overall test scores** by an average of **27%**

SDS Pratt 2019 attendance average 87%

SDS Prep 2019 attendance average 90%

Publicolor

Paint Club

The transformation begins

Our gateway after-school program hosted in the city's most struggling schools. For 10 weeks, the schools' most disengaged students paint all the public spaces in their schools and learn the marketable skill of commercial painting. The vibrant and energizing colors transform their once institutional-looking schools into welcoming learning environments. Principals cherish the new sense of community and safety, along with the culture of determination Paint Clubs create. Participants are themselves transformed as they work with our caring staff, and learn strong and transferable work habits.

COLOR Club (Community of Leaders Organizing Revitalization)

Building a foundation for success

Our 3-day-a-week, multi-year after-school program for at-risk Paint Club graduates in 7th, 8th and 9th grades that prepares the students for success in high school. COLOR Club offers academic supports and career exposure and life-skills workshops designed to help students plan and prepare for a rewarding future. On Saturdays, students continue to develop their work-readiness and leadership skills as they paint alongside corporate volunteers at Paint Club sites and underserved community facilities.

Next Steps

Preparing for college + career

Our apprenticeship program for at-risk students in the 10th, 11th, and 12th grades that follows the 3-day/week, multi-year COLOR Club model. Next Steps offers innovative workshops designed to help participants develop a clear understanding of personal career goals and what it takes to realize them, while also building leadership and work-readiness skills, career exploration, and preparing for success in college or a trade. Next Steps offers weekly academic supports, intensive SAT prep sessions both during the year and over the summer, and hosts 2 multi-day, multi-campus college tours per year. High school seniors and college freshmen are paired with mentors who are successful professionals in the students' desired careers.

Summer Design Studio (SDS)

Combating summer learning loss

Our 7-week college-level summer enrichment and project-based learning program is an effective antidote to summer learning loss. Morning classes are held at Pratt Institute where students are immersed in literacy and math through the scaffold of product design. Publicolor emphasizes the use of design for social change. All students also learn the fundamentals of the Adobe Creative Suite (Photoshop, Illustrator, InDesign) and all learn the basics of 3D printing. SDS also offers participants crucial summer employment. Afternoons are dedicated to painting under-resourced but vital community facilities including city-run homeless shelters, day-care centers, as well as schools. Each Publicolor student devotes 300 hours a year to community service. There's no program in the country like it!

Fresh Coat
Internship program

Our semi-professional painting crew, comprised of seasoned apprentices selected for their demonstrated leadership and work-readiness skills, teaches the students entrepreneurial skills needed to run their own painting business that can help defray college expenses. These accomplished painters are paid hourly wages and touch up previously Publicolored schools and community sites, thereby extending the power of our transformations for thousands more to experience.

Scholarship
Making college possible

Graduating high school seniors are paired with mentors and awarded a 5-year gap scholarship to support their success in college or a post-secondary accreditation program. Providing a pathway to their chosen career ensures that Publicolor students break out of the cycle of poverty and into the middle class.

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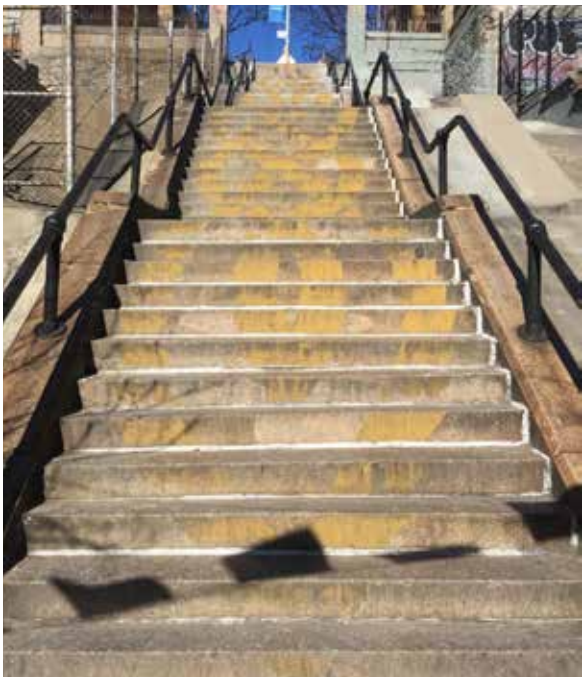

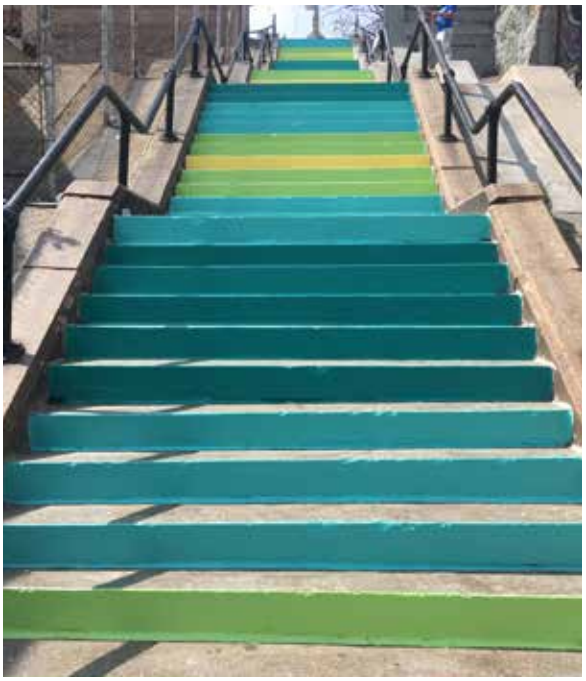

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The Impact of Color on Learning
by Kathie Engelbrecht, Assoc. IIDA.

"When color is transmitted through the human eye, the brain releases a hormone which affects our moods, mental clarity and energy level."

"Color's demonstrated effectiveness on improving student's attention span as well as both student and teacher's sense of time, is a further reason as to how color can increase the productivity in a classroom. The mental stimulation passively received by the color in a room, helps the student and teacher stay focused on the task at hand."

"Humans were also found to turn inward in monotone environments, which may induce feelings of anxiety, fear and distress resulting from under stimulation. This lack of stimulation further creates a sense of restlessness, excessive emotional response, difficulty in concentration and irritation."

"Color can create a system of order and help to distinguish important and unimportant elements in the environment."

"Businesses have credited the use of functional color with a decrease in worker absenteeism, an improved quality of work and an increase in productivity. Color psychologists have linked color with brain development and the human transition from child to adult."

The Impact of Light and Colour on Psychological Mood: a Cross-Cultural Study of Indoor Work Environments
by Kuller, Mikellides, & Janssens

"One practical implication is that a moderate use of good color design will serve to improve the overall mood and well-being of people."

"Light and color should be treated as part of a more complex system making up the totality of a healthy building."

International Association of Color Consultants – North America (IACC-NA)

"A school's physical environment has a powerful psycho-physiological impact on its students. Appropriate color design is important in protecting eyesight, in creating surroundings that are conducive to studying, and in promoting physical and mental health.' ...premature fatigue, lack of interest and behavioral problems can be attributed directly to incorrect environmental conditions involving poorly planned color and lighting."

"Brightly colored corridors encourage people to move from place to place."

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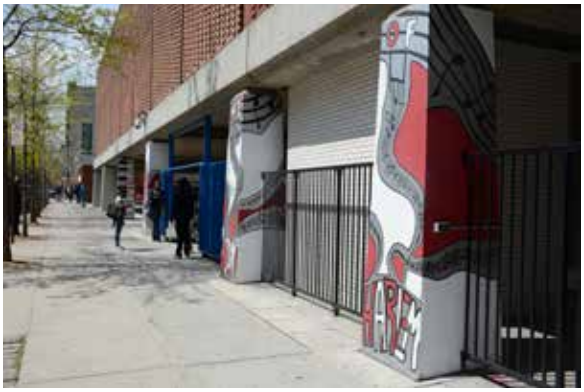


Color is an Optimum Learning Environment

by Dr. Willard R. Daggett. International Center for Leadership in Education.

"Color is an important factor in the physical learning environment and is a major element in interior design that impacts student achievement, as well as teacher effectiveness and staff efficiency. Research has demonstrated that specific colors and patterns directly influence the health, morale, emotions, behavior, and performance of learners."

"Color in the learning environment provides an unthreatening environment that improves visual processing, reduces stress, and challenges brain development through visual stimulation /relationships and patterns seeking. Visual stimulation actually rewires the brain, making stronger connections while fostering visual thinking, problem solving, and creativity. Color variety reduces boredom and passivity."

"Color improves attention span by avoiding a monotonous environment and helping the student stay focused through mental stimulation, thereby increasing productivity and accuracy. Eyestrain, contrast, glare, minimal distraction, degree of stimulation and degree of concentration are impacted directly by color. Color can alter perception of time, increase school pride, reduce disruptive behavior and aggression, reduce vandalism, reduce absenteeism, and provide a supportive background for the activities being performed."

Learning, Lighting, and Color

by Randall Fielding

"Research shows that learning benefits from a stimulus-rich environment, which is not supported by a palette that is dominated by gray, beige, white or off-white; this applies to both building interiors and exteriors. There is rarely a good reason to take a neutral approach with educational architecture."

Publicolor Community Museum

This is Publicolor's new paradigm for a museum. Visual beauty is food for soul. We recognize that most low-income residents have no time or inclination to visit our city's museums. So we're bringing art to them! The Publicolor community museum will involve discovering schools or community sites instead of going from room to room in a museum to enjoy works of art. A map, laying this out, is planned.

Publicolor painted two Sol leWitt (photos on left) murals in a cafeteria at Fashion Industries and a Carmen Herrera (photos on right) mural at MS 244 in the Bronx.

Colleges Attended by Publicolor Students

Alfred State College SUNY
Baruch College CUNY
Berkeley College
Binghamton University SUNY
Bloomfield College
Borough of Manhattan CC CUNY
Boston University
Bronx CC CUNY
Brooklyn College CUNY
Brooklyn Educational Opportunity Center SUNY
Buffalo State University SUNY
Cazenovia College
City College of New York CUNY
Cobleskill University SUNY
College of Mount St. Vincent
College of New Rochelle
College of Staten Island CUNY
Columbus Technical College
Delaware State University
Delhi University SUNY
Fashion Institute of Technology SUNY
Fordham University
Guttman CC CUNY
Hampshire College
Howard University
Hunter College CUNY
Illinois Institute of Technology
Institute of Audio Research
Iona College
Ithaca College
Jefferson CC SUNY
John Jay College CUNY
Kentucky State University
Kingsborough CC CUNY
Lafayette College
LaGuardia CC CUNY
Lehman College CUNY
Long Island University Brooklyn
Manhattan College
Manhattanville College
Medgar Evers College CUNY
Mercy College
Molloy College
Monroe College
Morgan State University
Morrisville State College SUNY
New England College
New Paltz University SUNY
New York City College of Technology CUNY
North Carolina A&T
Nyack College
Oneonta University SUNY
Oswego University SUNY
Pace University
Penn State University
Plattsburgh University SUNY
Pratt Institute
Purchase College SUNY
Queens College CUNY
Rensselaer Polytechnic Institute
Rutgers University
Schenectady County CC SUNY
Siena College
St. John's University
Stony Brook University
SUNY Polytechnic Institute
Syracuse University
The College of Saint Rose
University at Albany SUNY
University at Buffalo SUNY
University of Bridgeport
Vaughn College of Aeronautics
Virginia State University
Virginia Wesleyan College
York College CUNY

Testimonials

"Because of you, thousands of school children as well as all New Yorkers have more color in their lives and as a true believer in Publicolor, let me thank you!"
— Michael R. Bloomberg
108th Mayor of New York City

"I laud Publicolor for its strong commitments and dedication to serving the needs of students and their communities. By transforming public schools and community facilities into vibrant and welcoming centers for learning and productivity, you help create an environment in which effective teaching and learning are truly possible."
— Kirsten E. Gillibrand
US Senator for New York

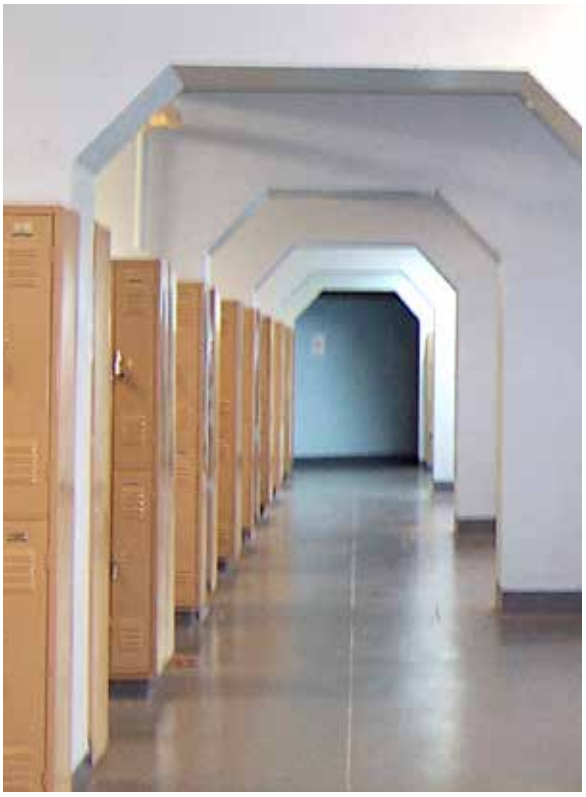
"I heard that NY1 recently named you New Yorker of the week in recognition of your work with Publicolor – congratulations! What a wonderful testament to the important role the organization plays in transforming the city's schools, and the lives of the students who attend them."
— Bill Clinton
42nd President of the United States

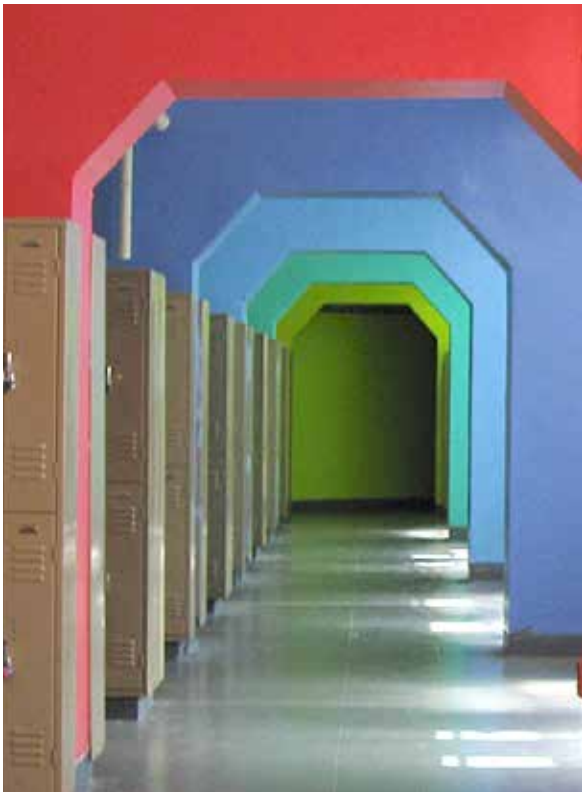
"Our scores have soared due to an environment conducive to learning."
– Alan D. Cohen
Principal, The New Vision School, PS 69

"Publicolor makes a difference at so many different levels. Kids get desperately needed mentorship and opportunities. Teachers get improved working environments. Communities get revived public spaces. And volunteers get opportunities to contribute and make a difference. This is a special program that is making a difference."
— Adam S. Weinberg
Dean of the College, Colgate University

"The colors make our clients feel happy, warm, peaceful, and safe. Before, it felt like a shelter and there was beige everywhere. People described it as prison colors. It made them feel depressed. Now the shelter doesn't feel hopeless, it feels hopeful, like a new beginning. It's a fresh start. The colors we chose make the residents feel alive."
— Thavenis Ellis
Director of Social Services, LIFE Center

"Since Publicolor beautified the school, teachers have seen a positive change in the demeanor of students. Children comment constantly about the bright, cheery environment, and the fact that colors were chosen by students. The colorful school-wide change has improved the tone both in and out of the classrooms –our colorful school is a kid-friendly space!"
— Benjamin Basile
Principal, MS 301 Paul Laurence Dunbar Academy

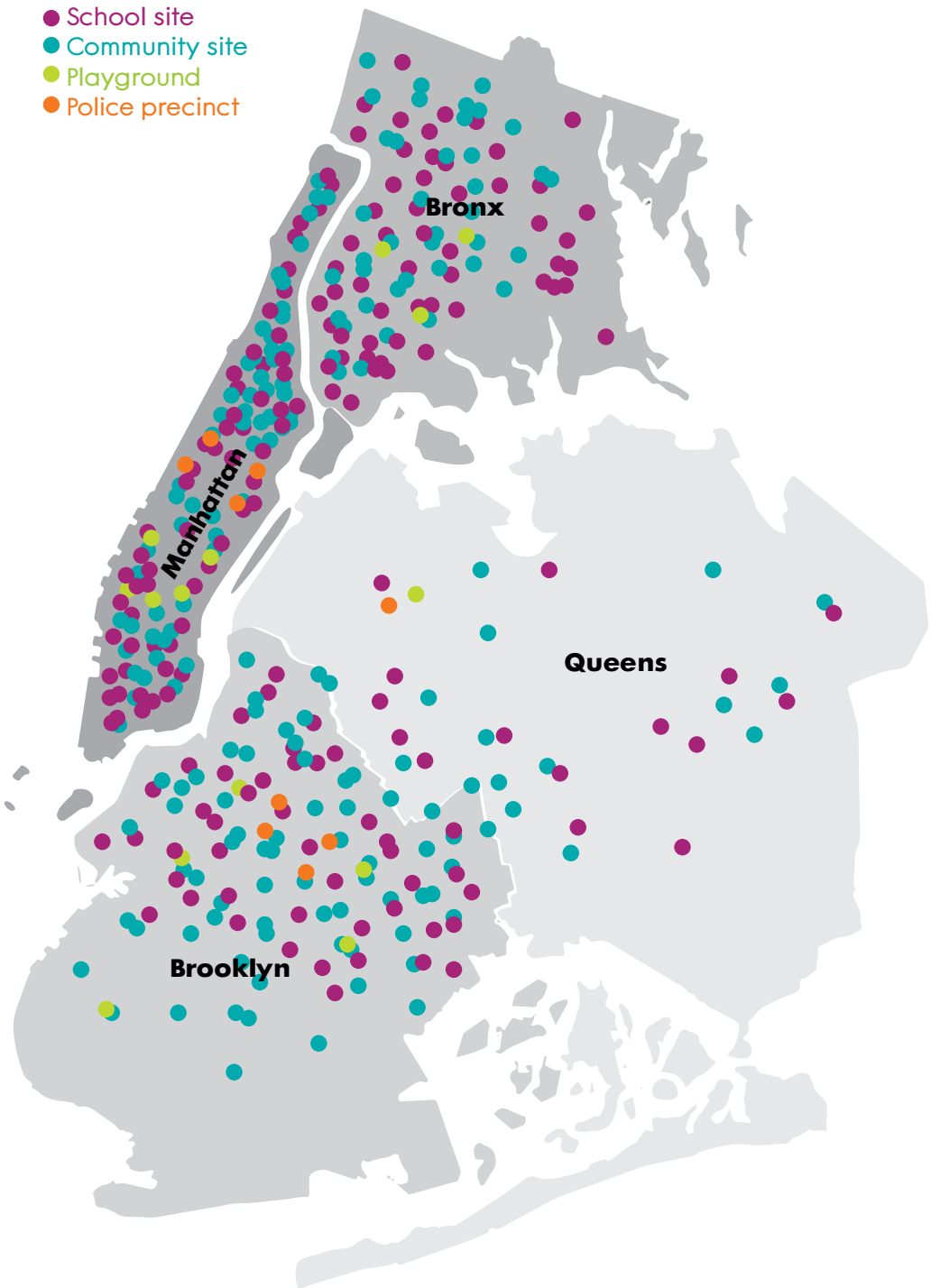




Publicolored Sites

Our model of revitalization starts with struggling underserved inner-city schools, but that's not where it stops. Once we finish a school, we extend our reach into the community, to local police precincts and neglected neighborhood facilities. At all sites we enlist volunteers, from parents to police to community site staff and beyond, so that all develop a new sense of belonging and pride in their community.

Since 1996, we've transformed **280 underperforming public schools, impacting over 1.1 million students, parents + teachers, and 244 community facilities** bringing dignity and respect over 2.6 million residents of low-income neighborhoods.



Schools

Bronx

Banana Kelly HS
Baychester Middle School
Bronx Aerospace HS
Bronx Alliance MS
Bronx Design & Construction Academy
Bronx Guild Community HS
Bronx Writing Academy
Claremont International HS
Collegiate Institute of Math and Science
Creston Academy
DeWitt Clinton HS
Frederick Douglass Academy
Immaculate Conception
IS 125
IS 174
IS 216/217
IS 232
IS 219 New Venture School
IS 339
JH 131 Albert Einstein
JHS 145 Arturo Toscanini
JHS 74
JHS 22 Jordan L. Mott
JHS 144 Michelangelo
JHS 080 The Mosholu Parkway
Jill Chaifetz Transfer High School
Kingsbridge International HS
Longwood Prep Academy
Leaders of Tomorrow
Monroe Educational Complex
Mott Hall Community School
MS 142 John Philip Sousa
MS 80
MS 223
MS 301
MS 390/PS 396
MS 399
MS 52
MS80
New Directions Secondary School
One World MS
Our Lady of Angels
Our Lady of Mercy
Our Lady of Refuge
Peace and Diversity Academy
PS 73
PS 112
PS 157 Grove Hill
PS 33 Timonthy Dwight
PS 65 Mother Hale Academy
PS 69 The New Vision School
School of Diplomacy
School For Excellence
St. Augustine
St. Simon Stock
The New School for Leadership and Journalism
Urban Assembly Bronx Academy of Letters
Urban Assembly of Civic Engagement

Brooklyn

Belmont Academy High School
Brooklyn West Alternative Learning Center
Brownsville Collaborative MS
Bushwick Community HS
Bushwick Leaders High School for Academic Excellence
East Flatbush Community Research School
Franklin K. Lane HS
HS 435 Thomas Jefferson HS
IS 166 George Gershwin School
IS 271 John M. Coleman School (JHS)
IS 275 Thelma J. Hamilton
IS 296 The Anna Gonzalez Community School
IS/HS 265
Dr. Susan McKinney School of the Arts
East NY MS of Excellence
JHS 117 Brooklyn Prepatory HS
JHS 258 David Ruggles School
JHS 263
JHS 292 Margaret S. Douglas
JHS 291 Roland Hayes School
JHS 293 The School for International Studies
John Ericsson Middle School
Liberty Avenue Middle School
Lyons Community School
MESACharter School
Metropolitan Corporate Academy
Metropolitan Diploma Plus HS
MS 61 Dr. Gladstone H. Atwell
MS 584
MS 571 Bergen Upper School
MS 582 Ten Eyeck Upper School
MS 57 The Ron Brown Academy
Middle School of Marketing and Legal Studies
Peace Academy
PS 139 Alexine A. Fenty
PS 373 Brooklyn Transition Center
PS 306 Ethan Allen
PS 25 Eubie Blake School
PS 269 Nostrand
PS 123 Suydam
PS/MS 27 The Agnes Y. Humphrey School for Leadership
PS/IS 323
Samuel J. Tilden High School
Satellite III/PS 56
School Of The Future
Science Skills Center High School for Science, Technology and the Creative Arts
The Secondary School for Law, Journlism, and Outreach
Thomas Jefferson HS
Williamsburg Prepatory HS
Winthrop Campus

Manhattan

Bard High School Early College
Brandeis HS
Business of Sports School
Cascades High School
Central Park East High School
East Side Community High School
Edward A. Reynolds West Side HS
Global Technology Preparatory
Gramercy Arts HS
Harlem Renaissance HS
Henry Street Complex
HS for Excellence and Innovation
HS 489 High School of Economics and Finance
HS 580 Richard R. Green High School
HS 630 High School of Art & Design
HS for International Business: College Academy
IS 117 Alternative Education Complex
IS 164 Edward Stitt School
IS 286
IS 90 Las Hermanas Mirabel School
JHS 13 Jackie Robinson
JHS 99 Educational Complex
Life Sciences Secondary School
Marta Valle High School
Martin Luther King Jr. HS
Mount Carmel-Holy Rosary
MS 258 Community Action School
MS 319 Maria Teresa Mirabal
MS 44 - The Middle School for Science, Technology, and the Arts
MS 45/ STARS Prep Academy
MS7/Global Technology Prep.
Murry Bergtraum High School for Business Careers
PS 89
PS 191 Amsterdam School
PS 101 Andrew Draper School
PS 33 Chelsea School
PS 34 Franklin R. Roosevelt School
PS 368 Hamilton Heights
PS 154 Harriet Tubman School
PS 188 Island School
PS 7 Samuel Stern
PS 140 The Nathan Straus Prep. School of Humanities
PS/IS 50 Vito Marcantonio
PS/MS 206 Jose Celso Barbosa
PS/MS 149 Sojourner Truth School
Quest to Learn
Renaissance School for the Arts
The College Academy
The High School of Fashion Industries
UA for Green Careers
UA Maker Academy
University Neighborhood HS (UNHS)
Uran Assembly School for the Performing Arts

Queens

August Martin High School
High School for Construction Trades, Engineering, Architecture
HS 492 Math, Science, Research & Technology Magnet HS
Jamaica High School
JHS 8 Richard Grossley
JHS 226 Virgil I. Grissom School
MS 053 Brian Piccolo
MS 72 Catherine & Count Basie School
PS 127 Aerospace Science Magnet
PS 219
PS 223
PS 45 Clarence Witherspoon
Richard Goddard (MS202/HS308)
Richmond Hill High School
York Early College Academy

Other

Peabody High School (Pittburgh, PA)
University Prep High School (Pittburgh, PA)
Central HS (Newark, NJ)

Publicolor

Community Centers, Police Precincts + Playground

Bronx

Adlai E. Stevenson HS
All Hallows High School
Andrew Freedman Home
The Ruth Fernandez Family Shelters
Beach Avenue Houses
BECA/I.S 166
BronxWorks
Bronx River Community Center
Camp Interactive
Carmen Herrera Installation @ MS 244
Dewitt Clinton HS
Dept. of Transportation Step Street Project
University Family Center - DHS
Willow Shelter - DHS
East Side House Patterson Community Center
East Side House Settlement
HELP USA - Morris
In Motion Bronx Office
JHS 22
Joan of Arc Music School
Lambert Houses
La Peninsula Community Organization, Inc.
MS 301
Marble Hill Houses Community Center
Montefiore Hospital
NAACP Early Childhood Center
New Directions Secondary School
North Central Bronx Hospital's Pediatric Ambulatory Care Center
PS 33
PS 536
PS 59
PS 71
PS 175
PS 114
Sarah Burke House
West Farms Commercial Plaza
Parkside Houses Community Center
Penn-Wortman Houses Community Center
Phipps Career Education Center
Mullaly Community Center - SCAN
St. Joan of Arc Music School
West Farms Commerical Plaza
Women in Need's Sojourner Truth House

Brooklyn

79th Police Pct.
81st Police Pct.
83rd Police Pct.
88th Police Pct.
Animal Care & Control Brooklyn Shelter Beacon Family Place
Bedford Stuyvesant Head Start
Berean Baptist Center
Blum
Boulevard Houses Community Center
Boys Town
Brooklyn Child and Family Services Brooklyn Educational Opportunity Center
Brooklyn Community Housing Services
Brownsville Multi-Service Family Health Center
Bushwick High School
Bushwick Houses Community Center Bushwick Hyland
Bushwick United Daycare
Child Development Support Corporation
Cumberland Diagnostic and Treatment Center
Cypress Hills Community Center
Auburn Shelter - DHS
Flatlands Family Shelter - DHS
DOE Administration Building
DuBois HS
DUMBO Improvement District
Beacon Family Place
Ebbets Field Senior Center
EZ Parking Wall
Farragut Houses NYCHA
Fifth Avenue Committee
Franklin K. Lane H.S.
Gowanus - NYCHA
Grace Baptist Church
Grand Street Settlement
Greenpoint YMCA
I Have A Dream
Ingersoll Houses - NYCHA
Kianga House Shelter
Kings County Hospital
Lafayette Gardens - NYCHA
LIFE Center - John Coker
Make the Road
Metropolitan Pool
MS 61
Museum of Contemporary African Diaspora Art
Myrtle Avenue Revitalization Partnership
New Carlton Rehabilitation & Nursing Center
Nuestros Ninos Child Day Care
Cooper Park - NYCHA
PS 7
PS 24
PS 25
PS 34
PS 130
PS 139 - Alexine A. Fenty
PS 171
PS 298
Penn-Wortman Houses Community Center
Park Place/Fundamentals Academy
Rose F. Kennedy Family Center
Shirley Chisholm Daycare
School of the Future
Surfside School
St. Andrew's Daycare
St. John's Recreation Center
St. Louis Sr. Center
Strong Place for Hope Day Care Center
SUNY Brooklyn Educational Opportunity Center
The Center for Antiviolence Education
Thomas Jefferson H.S.
Women in Need's Junius Street Family Residence
Youth Empowerment Mission

Manhattan

10th Police Pct.
20th Police Pct.
23rd Police Pct.
28th Police Pct.
7th Police Pct.
145th Street Armory
168th Street Armory
Alianza Dominicana Daycare Center
Alianza Dominicana Faith
Alianza Dominicana Hope
Alianza Dominicana Main
Animal Care & Control's Harlem Animal Shelter
APACA Community Center
Bayard Rustin Educational Complex
Boriken Health Center
Carver Houses - NYCHA
Center for Employment Opportunities
Child Care at Corona
Children's Aid Society
Choir Academy / Global Commerce
City Lights Youth Theatre
Clinton Center for Adult Services
Concerned Parents of Jamaica Early Learn
Corsi Senior Center
Department of Cultural Affairs
District Council 1707
East Harlem Bilingual Head Start
East Harlem Center for Education
East Harlem Children's Zone
East Harlem Tutorial Center
Flavorpill Offices
Fort Washington Senior Center
Fort Washington Senior Center
Gaylord White Senior Center
Garment Industry Daycare
Girls and Boys Harbor Conservatory for the Performing Arts
Girls & Boys Harbor Teen Clinic
Good Shepherd Services' Chelsea
Good Shepherd Services' St. Helena's Residences
Grand Street Settlement House
Greenwich House
Gutenberg Playground
Harlem Children's Zone Countee Culleen Teen Center
Harlem RBI
Harlem Renaissance
Harlem Village Academy
Hell's Kitchen Neighborhood Association Public Works Project
HELP USA -Harbor
HELP USA - Haven
HELP USA - HELP 1
HELP USA - SEC
HS of Economics & Finance
Hudson Guild's Fulton Center for Adult Services
IS 217
In Motion
Jackie Robinson Recreation Center
James Baldwin High School
James Weldon Johnson Senior Center
KIPP Infinity Charter
LaGuardia House - SCAN
La Placita/La Marqueta
Legal Outreach
LIFE Center -Catherine Street Shelter
Management Leadership for Tomorrow
Mary McLoed Bethune Senior Center
Midtown Precinct South
Mount Sinai Hospital's Pediatric Intensive Care Unit
Murray Bergtraum High School
New Police Service Area
North General Hospital
NYC Mission Society
Minisink Townhouse
NY Common Pantry
PS182/83
PS 452
PS 811 Mickey Mantle School
Project Find Senior Center
Randall's Island
Renaissance Leadership Academy
Houses Community Center
SoHo Photo Gallery
Sol Lewitt Installation @ HS of Fashion Industries
Stanley M. Isaacs Center
St. Nicholas Community Center
Supportive Children's Advocacy Network LaGuardia House
Sylvia Rivera Food Pantry
The Kitchen
The LIFE Center
The Museum for African Art at World Financial Center
Union Settlement House
UPACA Senior Center
Urban Assembly Gov't & Law
Washington Houses - NYCHA
West 39th Street Bird Park
Wilson Houses - NYCHA
Wise Towers - NYCHA
YWCA

Queens

August Martin HS
21st Footbridge
108th Police Pct.
Jamaica Family Center - DHS
Elmhurst Hospital
FDA's Regulatory Lab & Offices
Flushing Senior Center
HELP USA - Hillside House
Jamaica Cornerstone - NYCHA
Long Island City Footbrige
NY Public Library at Laurelton
Oceans Bay Community Center
PS 255
PS/IS 87
Ravenswood Community Center
St. John's Residence & School for Boys

Other

Bridgehampton Child Care & Recreation Center (Bridgehampton)
Gaynor McCown Expeditionary Learning School (Staten Island) NYCHA
Berry Houses Community Center (Staten Island)
South Beach Houses Community Center (Staten Island)
Vintage Senior Center, CORO (Pittsburgh, PA)

Publicolor

Accomplishments

Publicolor has been recognized by many as a leader and innovator in youth development and community service. We are continuously involved in some of New York's most extraordinary initiatives.

National Arts + Humanities Youth Program Award (NAHYP)
Honoree, 2014

By the President's Committee on the Arts and the Humanities and its partner agencies, the Institute of Museum and Library Services, the National Endowment for the Arts, and the National Endownment for the Humanities.

National Arts + Humanities Youth Program Award (NAHYP) Finalist, 2012

Recognized by the President's Committee on the Arts and the Humanities, 2010
As one of the "top arts-and humanities- based programs in the country."

October 8th declared "PublicolorDay" citywide, 2006
By Mayor Bloomberg in honor of our 10th anniversary.

The President's Volunteer Service Award, 2000
The nation's highest honor for volunteer work, awarded by the Points of Light Foundation and given in the Oval Room by President Bill Clinton.

Named a lead partner in Mayor Bloomberg's Serve Our Schools
A key program within the NYC Service volunteer initiative.

100% placement for interested students in summer jobs and paid internships since 2008
At companies such as Bloomberg, Bluefly, Columbia University, York Capital Management, Camp Interactive, Kmart, STUDIOS Architecture, and Clarendon Management Company.

Other recognitions
The Walt Disney VoluntEARS Award, Donna Hanover Cool School Award, and Community Action Network Service Award.

Recognition for Ruth Lande Shuman
The New York Women's Agenda's Rising Star, Nice Modernist Award by Dwell magazine, 2009 Purpose Prize Fellowship Award, NY Post Liberty Award Nomination, ABNY's Volunteer of the Month Award and has been NY1's 'New Yorker of the Week' a number of times.

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Publicolor

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Personal

Ms. Shuman has two sons, a twelve year-old grandson and a seven year-old granddaughter, two golden retrievers and one havanese. Ms. Shuman was born in Montreal, Canada.

Awards and recognition

2018
Honorary Fellowship from the Royal Institute of British Architects (RIBA)
2014
On behalf of Publicolor she received the National Arts + Humanities Youth Program Award (for creative youth programming) from Michelle Obama in the White House.
2014
The WIFTS Foundation International Visionary Award Honoree
2014
Rowena Reed Kostellow Award from Pratt Institute
2012
Benjamin Moore Hue Award for Social Responsibilities and Use of Design for Social Change
2002
New York Women's Agenda's Rising Star Award
2000
On behalf of Publicolor she received the President's Service Award from President Bill Clinton in the White House. This is our nation's highest honor – in recognition of Publicolor's work with volunteers in the community
1998
Walt Disney VoluntEARS Award
1998
Community Action Network Service Award
1997
Donna Hanover Cool School Award

Other recognitions

2010
Publicolor was recognized by the President's Committee on the Arts and Humanities as one of the "top arts-and humanities-based programs in the country," and as finalists for their Coming Up Taller award
2009
Purpose Prize Fellowship Award
2008
Keynote speaker at ASID conference in Phoenix, Arizona
2006
NY1 New Yorker of the week
2004
Keynote speaker at Rye Country Day School graduation
2002 + 2009
Honored as NY1 New Yorker of the week
2003
NY1 New Yorker of the week
2000
Featured on Oprah in the Remembering Your Spirit segment
1998
Recipient of the first Jack Avrett Good Egg Award to a not-for-profit organization
1997
Featured on CNN Headline News, ABC Good Day, New York
1996–2009
Featured in a wide variety of publications including People Magazine, New York Times, House Beautiful Magazine and two books

THE NEW YORK
LANDMARKS
CONSERVANCY

March 22, 2018

Ms. Ruth Lande Shuman
1120 Park Avenue
New York, New York, 10028

Dear Ms. Shuman:

The New York Landmarks Conservancy would like to honor you as one of our "Living Landmarks" at our November 1 fundraising gala at The Plaza. David Patrick Columbia, who was an honoree last year and will host this year's gala, highly recommended you.

The award honors distinguished New Yorkers who help "preserve" the City in their own special ways. Publicolor's outstanding work with at-risk students in underserved communities certainly deserves our recognition.

We have several honorees each year. Peter Marino, Dr. Peter Sculco, Liz and Jeffrey Peek and Stephen Lash have already agreed to be honored. "Living Landmarks" alumni Leonard Lauder and Arie Kopelman are the honorary co-chairs. This will be the 25th Living Landmarks celebration.

Other past honorees include Paul Binder and Michael Christensen, Agnes Gund, Robert Caro, Wynton Marsalis, John Rosenwald, Angela Lansbury, Frank Stella, Jan and Marisa Vilcek and Tom Wolfe.

We ask our honorees to take a lead table and be available for an interview prior to the gala for a tape we show that evening. The evening is a fun and lively celebration of the City we love and crucial to the Conservancy's efforts to preserve New York's iconic buildings and neighborhoods.

The Conservancy is a respected advocate for preservation at City Hall and in Albany and Washington. Our unique financial and technical programs have loaned and granted more than $50 million, helping hundreds of building owners restore their homes, businesses, religious and cultural institutions.

I am enclosing information about the Conservancy and last year's gala. We do hope you will join us.

Sincerely,

Peg Breen
President

One Whitehall Street, New York NY 10004
tel 212.995.5260 fax 212.995.5268 nylandmarks.org

Publicolor

Founder and President, Ruth Lande Shuman

Career
Ms. Shuman is an industrial designer using design for social change.

In 1994 Ms. Shuman created a pilot program that led to her founding Publicolor in 1996. Ms. Shuman has run Publicolor ever since, creating all of our programs.

From 1991–1994 Ms. Shuman served as a Project Assistant to Gaetano Pesce, the cutting edge Italian architect and designer, on assignments in both Japan and France.

From 1989–1991 Ms. Shuman coordinated the exhibition, Mondo Materialis and an accompanying award-winning book (published by Abrams) for Steelcase Design Partnership.

From 1966–1967 she was Program Director of Architectural League.

From 1965–1966 she worked for Mayor Lindsay's Task Force on Urban Design.

Education
Ms. Shuman received her MS in Industrial Design at Pratt Institute in 1989, where she also completed a six-month post-graduate study on the psychological effects of color. She received her B.A. from the University of Pennsylvania in 1964, also studying art history at both NYU and Columbia University (1964-1965).

Service
Ms. Shuman has been committed to community-based volunteer work for over forty years, most notably as founding trustee of the Big Apple Circus, where she served as Trustee Emerita. For 17 consecutive years she chaired their annual Gala, which netted approximately $7.5 million and expanded their donor base enormously.

From 2005 until 2009 she was the Mayor's representative to the board of the Museum of Art & Design in New York City.

From 1995 until 2001 she served on the board of the Mayor's Voluntary Action Committee.

From 1993 until 2001 she served on the board of the Kitchen, the innovative non-profit, multi-disciplinary art and performance space, chairing their first fundraising benefit, which led to a 60% growth in new funders. From 1986–1991 she was a member of the Trustees' Counsel of Pennsylvania Women.

Beginning in 1989 she became a trustee of the Pratt Institute Rowena Reed Kostellow Committee, where she continues to serve.