

PORTFOLIOWORKS

SPRING 2021



Large scale installation by Brussels based student applying to US BA programs.

UPDATES

Hello from Paris! It is incredible and frustrating to think that this is our third newsletter in the time of COVID. We hope that you are all well, and also hope that we are all inching closer to the light at the end of the tunnel.

We are so proud of our students and their hard work in this challenging moment, who this year came to us from France, Belgium, the U.S., Mexico, Saudi Arabia and Hong Kong. They are pursuing degrees in Architecture, Animation, Film Studies, Studio Art, Fashion Design, Graphic Design, Industrial Design, and Foundation Diplomas.

As you probably know, this was an intensely competitive year, and we wholeheartedly congratulate them on their acceptances (to date)- from Parsons NY, Parsons Paris, USC, Columbia College, SCAD, Northeastern, Ringling,

Pratt, Rensselaer Polytechnic Institute, Art Institute of Chicago, University of Edinburgh School of Architecture (ESALA), Cambridge School of Visual and Performing Arts, University of Westminster School of the Arts, London College of Fashion, Norwich University of the Arts, University of Portsmouth, UWE Bristol, Arts University Bournemouth, Marangoni Fashion Institute, IE School of Architecture and Design (Madrid), Ecole Cantonale d'Art de Lausanne (ECAL), Design Academy Eindhoven (DAE), L'Institut Supérieur des Arts Appliqués (LISAA), including some awesome scholarships thanks to the quality of their portfolios.

We hope you enjoy this season's newsletter.

Take good care,

Maggie and Allison



Sculpture made by a Paris based student applying to European Design programs.

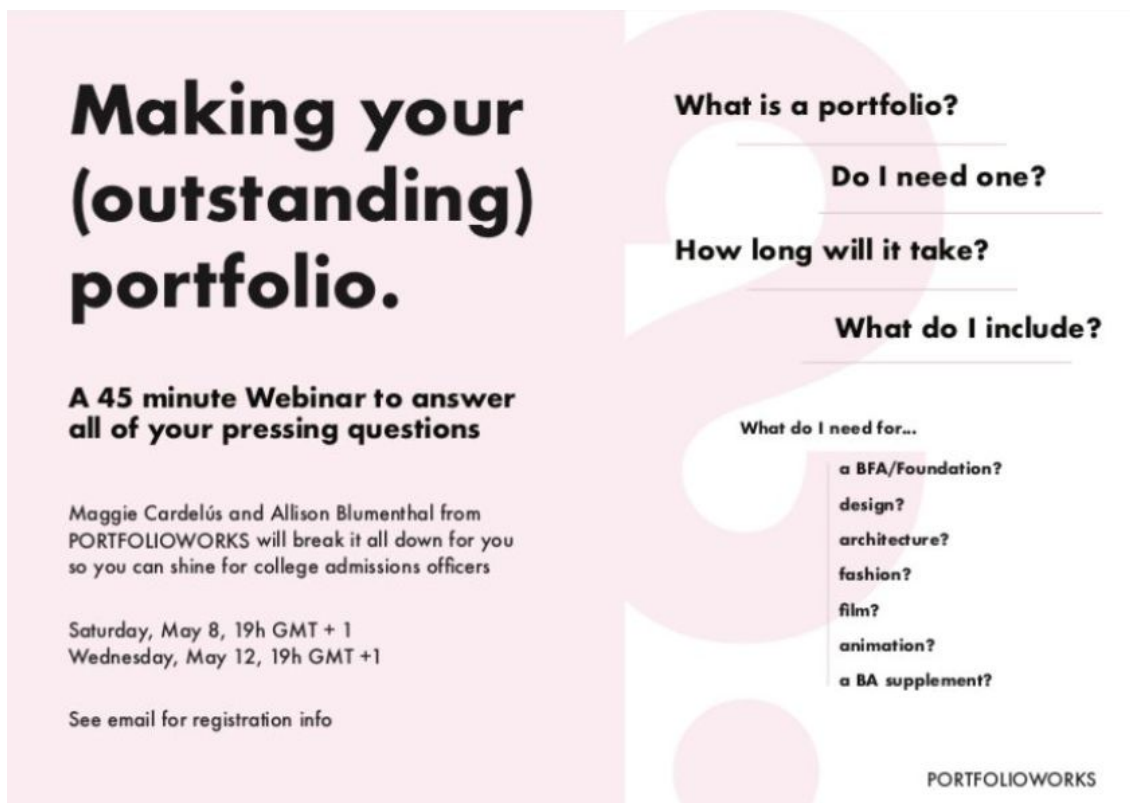
Upcoming Webinar!

A 45 minute session for Juniors (and their counselors!) to learn more about what it really means to have a stellar portfolio.

Saturday, May 8 or

Wednesday, May 12 at 7pm GMT + 1 (1pm EST)

please email us at allison@portfolioworksparis.com to register!



Making your (outstanding) portfolio.

A 45 minute Webinar to answer all of your pressing questions

Maggie Cardelús and Allison Blumenthal from PORTFOLIOWORKS will break it all down for you so you can shine for college admissions officers

Saturday, May 8, 19h GMT + 1
Wednesday, May 12, 19h GMT +1

See email for registration info

What is a portfolio?

Do I need one?

How long will it take?

What do I include?

What do I need for...

- a BFA/Foundation?
- design?
- architecture?
- fashion?
- film?
- animation?
- a BA supplement?

PORTFOLIOWORKS

Pre-College Summer Program

We are offering a condensed summer package, specially designed as an

alternative for students who were hoping to attend an in-person portfolio preparation course this summer that has been cancelled.

For rising Sophomores, Juniors, and Seniors

8 hours of one on one, online meetings over 6 weeks, scheduled at your convenience.

June 14-July 31 or when convenient for you

[Click here for more info on the Pre-College Summer Program!](#)



Digital designs by a Paris based student applying to UK Film programs.

PORTFOLIO PROCESS #3



Art training: very little in-school, one summer program

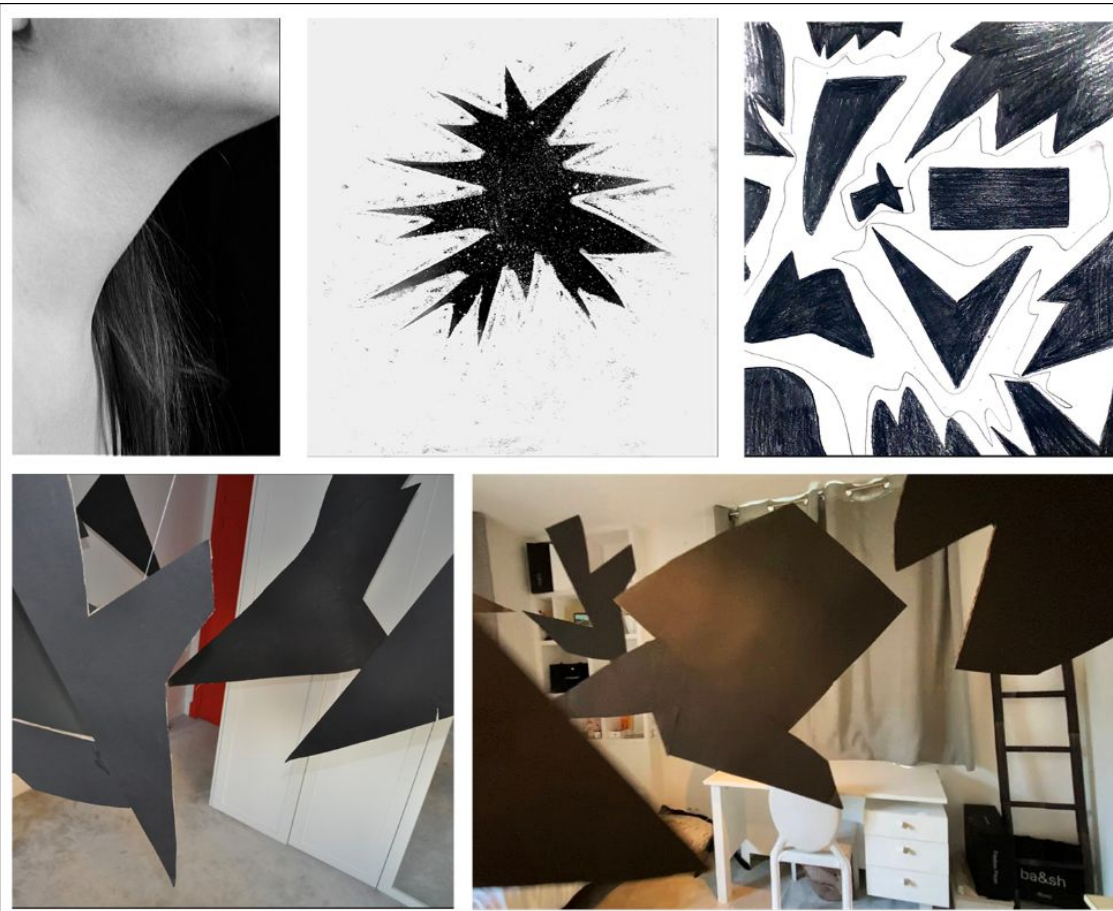
University goals: Fashion study in the UK or France

Communication mode: Zoom

Hours of advising/instruction: 15

This young woman (V) was referred to us by her college counselor as she was very motivated to go to a top fashion program but did not have much work to include in a portfolio. We work with many students, particularly in Europe, who have focussed a great deal of energy and time on academics and perhaps one extracurricular sport or activity, but who have not had any significant experience in making art.

V worked with us through the spring, summer and fall, moving from experimental work to help her discover more about herself, her concerns and her interests, into a number of more ambitious projects. She was also very self-motivated and continued to make additional work outside of what we assigned her. Given her interest in fashion, we encouraged her to explore work that investigated the body as well as her curiosity about how women in particular are perceived and constrained by certain conventions in society. We introduced her to other artists who used the body as medium or who questioned the roles of women in a patriarchal society.



This series of images shows V's work that began with drawings expressing her vulnerability in abstract form, and a self-portrait showing her exposed neck, which led her to make an ambitious installation in her room that transformed her two dimensional drawing in to an immersive three dimensional environment evoking all that threatens and intimidates her.

For your listening pleasure:

Lorne M. Buchman, President of ArtCenter College of Design, talks the Future of Art and Design Colleges, Rethinking the Model, and the Changing Landscape of Higher Education

In the wake of Art Centre College of Design president Lorne M. Buchman's announcement to retire from his position, we thought it an apt moment to highlight a recent conversation he had with Amanda Adams and Nicole Muller on the [BEYOND THE STUDIO](#) podcast in February, 2021. In this discussion, they ask and attempt to answer key questions regarding the future of arts education in the light of the shifting post-pandemic and changing political

landscape.

We also highly recommend his bi-weekly podcast, [Change Lab](#) that features interviews with the world's leading artist and designers.



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Fall 2020 Newsletter

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