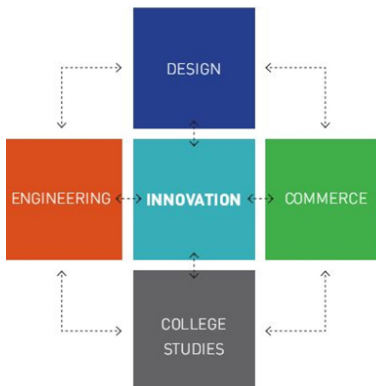


Achieving Innovation



The Intersection of Design, Engineering and Commerce

Philadelphia University is achieving innovation by developing distinctive, collaborative curricula focused on innovation and leadership and exemplified by the creation of the College of Design, Engineering and Commerce.

Innovation is spawned at the intersection of business, engineering and design. Formalizing the integration of these disciplines will develop an education for leaders and decision makers. At the intersection of design, engineering and commerce is innovation — the heart of the academic experience that leads to success and leadership in the professions.

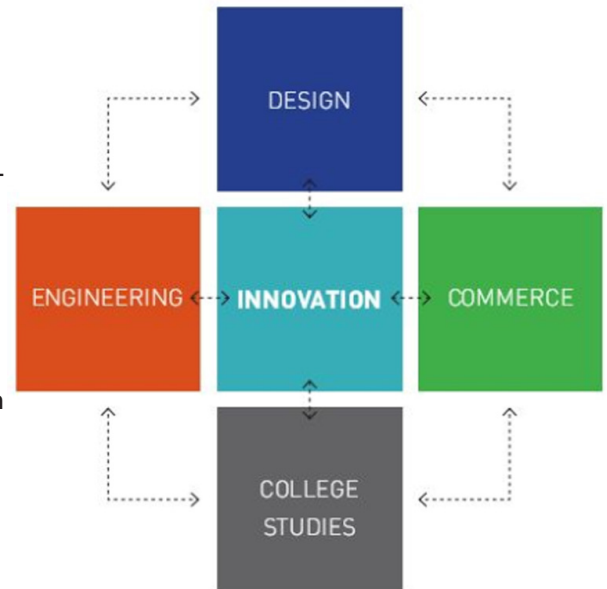
At Philadelphia University, our goal is to promulgate an academic learning community that embraces all elements of the design, engineering and commerce curricula, where ongoing collaboration and teamwork are the keys to creating successful leaders.

Traditional design produces products that are safer, easier to use, aesthetically pleasing, highly cost effective, and environmentally friendly. Corporations have begun to realize that there is exceptional power in the design process, or design thinking, not just the product.

Design, as a discipline, contributes its process, which identifies the needs, opportunities, and applications of capabilities; design also serves as the integrator — synthesizing the complementary design, engineering and commerce discipline methodologies.

Engineering applies the principles of mathematics and the laws of natural science to analyze, design, develop and devise improvements that benefit humanity. The engineering major provides for flexibility to address the unknown technical challenges that will confront society.

Commerce is the act of leading a team toward accomplishing a goal beyond the scope of individual effort with the intent of creating and capturing value. Business must be opportunity seeking, holistic in its approach to problem solving and driven to create and capture value for a broad set of stakeholders.



Our Vision

Philadelphia University will be the model for professional education in the 21st century.

We are achieving this Vision through the implementation of our strategic plan's seven initiatives.

Go to www.PhilaU.edu/strategicinitiatives to learn more.

Philadelphia University offers more than 50 undergraduate and graduate degree programs in the Schools of Architecture, Business Administration, Design and Media, Engineering and Textiles, Liberal Arts, and Science and Health.

2009 Senior Design Show

The 2009 Senior Design Show celebrated the innovation and achievements of Philadelphia University design seniors. For the first time, the event showcased student work from all design disciplines: architecture, digital design, fashion design, graphic design, industrial design, interior design, landscape architecture and textile design. A highlight of the show was the presentation of the Maurice Kanbar Awards for Excellence in Design.



Collaboration across disciplines and among faculty and students was instrumental to the innovative design of the podium that debuted on stage at the inauguration of President Stephen Spinelli Jr., Ph.D. Central to the podium's design were faculty and students from industrial design, fashion design, engineering and textile design.



The Benson Rower



Industrial Design graduates **Dan Tafe '09** and **Tim Poiesz '09** and their innovative design for a new rowing machine were featured in a May 28 *Philadelphia Inquirer* story, "Philadelphia University students answer a technology challenge." They were also featured in *BusinessWeek* on May 14 in a story titled "Stroke of Genius."

The pair spent the better part of a year designing the Benson Rower, named for former New Hampshire Gov. Craig Benson, an avid rower who issued the challenge for students to build a rowing machine that would truly simulate being on the open water.



Designer William Calvert '91

Couture designer William Calvert was the 2009 recipient of Philadelphia University's Spirit of Design Award at the University's annual gala Fashion Show on April 30 at the Academy of Music.



Calvert, a '91 alumnus of the University's fashion design program, started his couture line in 1997, specializing in architecturally inspired eveningwear and wedding gowns. He has also designed collections for Diane von Furstenberg and Brooks Brothers, and, early in his career, worked on the couture collections of Balenciaga, Balmain and Rochas.

Shortly after establishing his own label, Fashion Group International gave him its Rising Star Award and Gen Art singled him out as one of its "Fresh Faces in Fashion." He was lauded as Moët & Chandon's Designer Debut in 2000.

"We are thrilled to welcome William Calvert back to Philadelphia University and to honor him by presenting to him the 2009 Spirit of Design Award," said Clara Henry, director of the fashion design program, in a press release prior to the Fashion Show. "As an alumnus of Philadelphia University, Calvert's talent, acumen and success is a testament to the skill and leadership our graduates bring to the fashion industry. His brilliant work has made a substantial mark in the fashion industry."

Wilsonart Competition



Six industrial design students who participated in the Wilsonart competition to design chairs using the firm's signature laminate product exhibited their chairs at the prestigious International Contemporary Furniture Fair in NYC in May.

Aodh O'Donnell's armadillo chair was the winning design, and Jeffrey Steel, Julianne Magliaro, Geoff Quinter, Dan Worthers and Alyward Omoding were runners-up in the competition.

"The breadth of creativity, depth of context and high caliber of craft were among the top I've seen," Grace Jeffers of Wilsonart said of the PhilaU students' chairs in an article featured in *The Curated Object*. The six students and their chairs were featured in *Interiors & Sources* magazine. O'Donnell's chair was featured in *Metropolis Magazine* and in *Time* magazine's online photo gallery.



2009 Senior Design Show

As part of the Senior Design Show each year, students exhibit the best of their creative and innovative senior capstone projects. Industrial Design students develop new products that help solve today's challenges. Graphic Design students create concepts for product packaging that increase company branding. Students exhibit bold poster campaigns to raise awareness and understanding about social and cultural issues.



Air-Powered Go-Cart

Four mechanical engineering students Nicholas White, Rachel Geschwindner, Timothy Rioux and Benjamin Knechel developed an air-powered go-cart, named "R.A.M. Cart." The students were challenged to design and fabricate a non-polluting, alternative-fuel vehicle that can be used for short distance transportation.



The team designed the cart to test the feasibility of compressed air as an alternative fuel source. Several companies around the world are working to perfect compressed-air technology so that it may be used to power full-sized cars. The student research project tested compressed-air technology and its current limitations within the alternative fuel market.

President Spinelli (pictured above) test drove the go-cart during the 2009 Senior Design Show. He is pictured at left with the air-powered go-cart, along with (standing right) Muthu Govindaraj, professor of textile engineering, (kneeling) White, Geschwindner and Rioux.