



# NEXT HORIZON

The Campaign for FIU

**COLLEGE OF  
COMMUNICATION,  
ARCHITECTURE + THE ARTS**

# THE CAMPAIGN FOR FIU

Next Horizon—The Campaign for FIU is the University's groundbreaking fundraising effort. The campaign's \$750 million fundraising goal is ambitious and representative of just how high FIU has set its sights. The College of Communication, Architecture + The Arts (CARTA) plays a critical role in achieving this goal.

Through the campaign, we will secure the funds necessary to improve the future of every FIU student, our Miami home, and those we reach across the world through the teaching, research, and creative output of CARTA.

The Next Horizon of discovery and innovation; health and society; weather and environment; influence and enterprise; and community, arts, and culture will be achieved by focusing on two pillars—student success and research preeminence—and attracting investments in the following campaign objectives:

- INCREASE SCHOLARSHIPS AND STUDENT SUPPORT
- OPTIMIZE 21<sup>ST</sup>-CENTURY TEACHING
- ADVANCE A VIBRANT, HEALTHY MIAMI
- ACCELERATE RESEARCH AND DISCOVERIES
- ESCALATE DISCOVERY TO ENTERPRISE

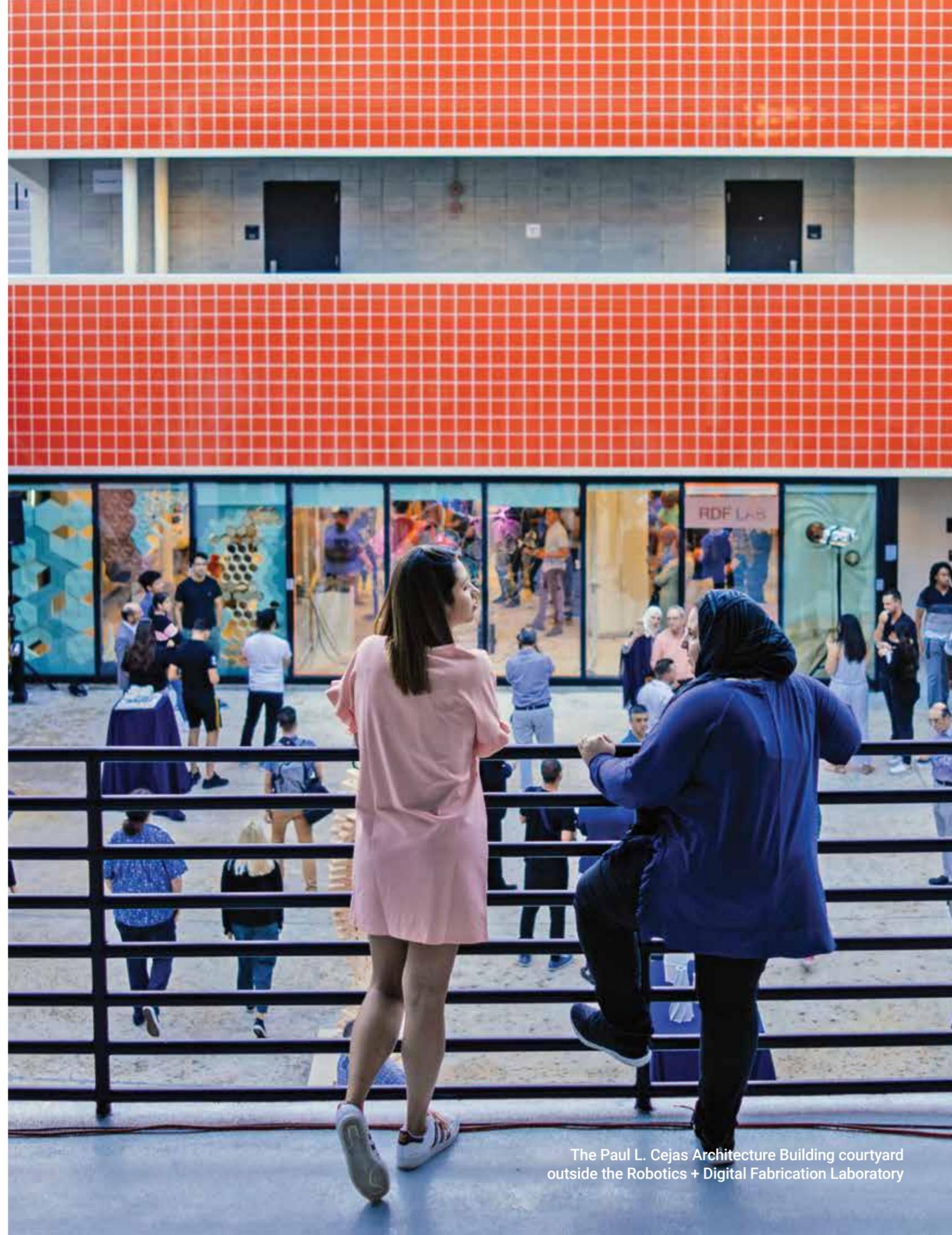


The Department of Architecture's annual Walk on Water competition

# CARTA IS INFUSING SOUTH FLORIDA'S CREATIVE ECONOMY WITH ARTS, TECHNOLOGY, DESIGN, INFORMATION, AND CULTURE

Miami has strategically transformed itself from a tourism-based economy to a global creative and information economy, fueled by arts, technology, design, information, and culture—the same disciplines that unite the College of Communication, Architecture + The Arts (CARTA). This makes CARTA and Miami a perfect fit. The solutions we propose for our city's environmental, economic, urban, and social challenges impact the nation and the world.

FIU's \$750 million Next Horizon campaign will help CARTA capitalize on this unique moment to chart a new course for our College, region, nation, and world.



The Paul L. Cejas Architecture Building courtyard outside the Robotics + Digital Fabrication Laboratory

# 1<sup>st</sup>

The first and one of only a few colleges in the country to offer a graduate degree in Spanish Language Journalism

# 80

Students from 80 countries

# +200%

More than 200 percent growth in the number of majors between 2010 and 2018

# \$50M

CARTA Next Horizon Goal

# COLLEGE OF COMMUNICATION, ARCHITECTURE + THE ARTS

At the College of Communication, Architecture + The Arts (CARTA), our teaching, research, creative activities, and engagement drive the information, innovation, and cultural economy of South Florida and beyond. Our College has a unique composition, consisting of three distinct, yet related, disciplines: Communication + Journalism, Architecture, and Visual + Performing Arts. FIU is one of only three universities in the nation to house these disciplines in one college with a common, unifying mission.

CARTA students are aspiring designers, entrepreneurs, musicians, producers, animators, communicators, actors, curators, directors, authors, reporters, make-up artists, editors, architects, playwrights, and artists, to name a few.

Whether the major is communication, journalism, architecture, design, visual arts, or the performing arts, CARTA's curricula emphasize the importance of technology and experiential learning, providing students with ample opportunities to hone their skill sets as they "learn by doing." In addition to traditional classrooms and lecture halls, the College is comprised of studios, labs, incubators, critique rooms, stages, concert halls, dance floors, practice rooms, exhibition spaces, an orchestra pit, and a newsroom.

CARTA is preparing its graduates for the creative jobs of the future.



*"In a rapidly changing world that increasingly relies on creative solutions to meet the demands of the future, CARTA is uniquely positioned to educate the next generation of doers and creators. With your investment in the Next Horizon campaign, together we will ensure a brighter future for our students and community—Our Future Is Now!"*

**— BRIAN SCHRINER**

**Dean, College of Communication, Architecture + The Arts**



# 8

## ACADEMIC UNITS IN CARTA:

Architecture; Interior Architecture; Landscape Architecture + Environmental and Urban Design; Art + Art History; Communication; Music; Journalism + Media; and Theatre



## PRIORITY INITIATIVES

We are living in an age of substantial change, one that thought leaders have dubbed the Fourth Industrial Revolution—where technology is leveraged for rapid growth in every industry and sector, including higher education. The fundraising initiatives described in this document are designed to address these challenges and opportunities, while capitalizing on the unique assets of our College, University, and city. These priorities are aligned with FIU's goals and leverage the expertise and creativity of CARTA's faculty, students, and alumni, as well as its partnerships in support of student learning, solution-oriented research, and creative activities.

### INVESTING IN STUDENTS AND FACULTY

At the heart of any great institution are the people whose vision and talents define it. Through the Next Horizon campaign, alumni and friends can support CARTA's exceptional faculty and students. Endowed undergraduate scholarships and graduate fellowships support today's most promising students, tomorrow's talented artists and designers, journalists and architects, actors and scholars, among others.

CARTA's growing global reputation rests heavily on the quality of its faculty. Investments in faculty can take several different forms. Endowed professorships, for example, will allow us to attract and retain renowned faculty. Support for faculty research fellows, visiting artists-in-residence, and designers-in-residence ensures our students learn from luminaries in all disciplines of the College.

12

Undergraduate degrees

13

Graduate degrees

## ENGAGING OUR COMMUNITY

CARTA is located in Miami, Miami Beach, New York City, and Washington, DC, four of the nation's most vibrant, diverse, and creative cities. As a strategic community partner, CARTA produces talent that strengthens our nation's economic and cultural development and positions Miami as an international epicenter for architecture, art, design, and culture.

Campaign investment will strengthen CARTA's community engagement initiatives. These include research, creative activities, and a wide variety of programming, such as concerts, theatre productions, exhibitions, charrettes, festivals, master classes, competitions, and the planned CARTA Medallion, an international award that recognizes excellence. All of these are critical components of our students' education and advance our mission of enriching the communities we serve.

## BUILDING FOR THE FUTURE

To provide students with the most relevant and up-to-date education, CARTA needs first-rate facilities, equipment, and technology. Expanding The Paul L. Cejas School of Architecture Building will enable the Department of Art + Art History to relocate from aging facilities around campus and to create artists' studio spaces, graphic design labs, classrooms, and faculty offices. Also important, CARTA seeks investments in CARTA | Mana Wynwood and in performance spaces through expansion of the Herbert + Nicole Wertheim Performing Arts Center and the Coconut Grove Playhouse—strengthening both our community ties and our degree offerings.

Additionally, on Miami Beach, CARTA will use campaign support to purchase space and construct a stand-alone CARTA | Miami Beach Innovation Institute, which, building upon the explorations around 3-D printing and maker technologies at CARTA Miami Beach Urban Studios (MBUS), will bolster degree offerings, research, and creative activities. Funding will also enable CARTA to create a permanent home for the FIU Miami Bauhaus Dessau Master House and its FIU Miami Bauhaus Think Tank. This new building will bring an interdisciplinary approach to advancing art, design, and architecture to the Miami community and beyond.

1<sup>st</sup>

FIU is the first—and only—university in the nation to have a formal academic partnership with the Bauhaus Dessau Foundation that allows for an international design competition and the construction of a Master House in the United States.

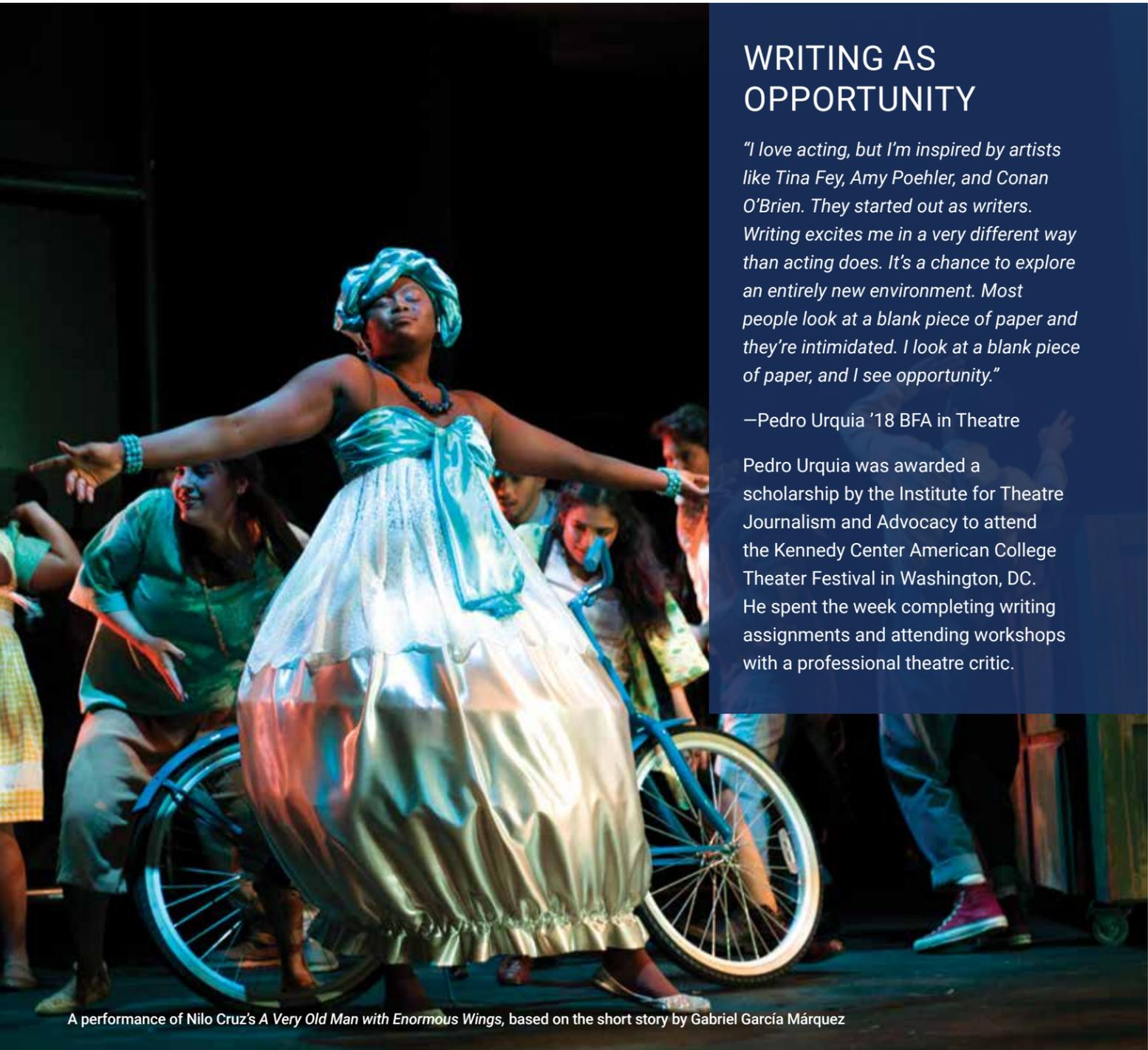
## IMAGINING NEW WORLDS

*"My job is creating architecture that is not yet physically tangible and making CGI scenes that feel and look 'real' to clients. They need our images to visualize the space. To understand it. To buy it. We use floor plans, sections, elevations to build our concept. I apply my degree every day as I need to understand the spaces and build the story around it."*

—Zoe Russian Moreno '16 M. Arch

Zoe Russian Moreno earned a master's degree in Architecture at FIU. A 2016 Worlds Ahead graduate, she is now a 3-D CGI (computer-generated imagery) Designer at DBOX.

A student immersed in "The Globe Experience," the first project to be featured at FIU's Integrated Computer Augmented Virtual Environment (I-CAVE).



A performance of Nilo Cruz's *A Very Old Man with Enormous Wings*, based on the short story by Gabriel García Márquez

## WRITING AS OPPORTUNITY

*"I love acting, but I'm inspired by artists like Tina Fey, Amy Poehler, and Conan O'Brien. They started out as writers. Writing excites me in a very different way than acting does. It's a chance to explore an entirely new environment. Most people look at a blank piece of paper and they're intimidated. I look at a blank piece of paper, and I see opportunity."*

—Pedro Urquía '18 BFA in Theatre

Pedro Urquía was awarded a scholarship by the Institute for Theatre Journalism and Advocacy to attend the Kennedy Center American College Theater Festival in Washington, DC. He spent the week completing writing assignments and attending workshops with a professional theatre critic.

## SUPPORTING WORLD-CLASS PROGRAMS

CARTA is home to a number of leading-edge academic and creative activities that prepare our graduates to use the power of communication, architecture, and the arts to advance culture, build community, and address the most pressing challenges of the 21<sup>st</sup> century.

Campaign support will strengthen several of the College's strategic initiatives, including CARTA iHUB, a research, visualization, and teaching initiative that links all the advanced technologies of the College, such as our laboratories for Structural and Environmental Technology (SET) and Robotics + Digital Fabrication (RDF), as well as our 3-D Printer Maker and Innovation Lab, Immersive Studio for Altered Reality (iSTAR), and Integrated Computer Augmented Virtual Environment (iCAVE).

Investments in CARTA's many research centers will foster the development of solutions with local and global impact. These centers include the Climate Change Studio, a cutting-edge practice, research, and education center in urban sustainability and resilient design of the built environment; the Lillian Lodge Kopenhagen Center for the Advancement of Women in Communication, a research center that empowers women in the fields of communication; the Institute for Media, Science + Technology, a research and service initiative that improves communication of the sciences to the general public; and the Center for Miami's Creative Economy, a research center that provides decision makers with a better understanding of metro Miami's creative economy.

Through the campaign, we will elevate student-facing initiatives like the South Florida Media Network (SFMN), a student-produced and faculty-directed digital media platform; the BOLD Agency, a student-produced and faculty-directed strategic communication agency; and the Ratcliffe Art + Design Incubator, an incubator for students that bridges the gap between talent and entrepreneurship while promoting innovative art and design.

Our commitment to excellence through the All-Steinway School initiative will enable the School of Music to purchase more Steinway-made pianos, placing us among only 175 music schools worldwide with the elite "All Steinway" designation.

Support for these world-class programs will accelerate creativity, discovery, and innovation at CARTA for the digital age.

# JOURNEY WITH FIU TO THE NEXT HORIZON

The generosity of alumni, parents, friends, foundations, and corporations has helped to make the College of Communication, Architecture + The Arts exceptional. Since CARTA's inception in 2006, we have emerged as a forward-thinking college that has successfully integrated communication, architecture, and the arts. We have reimagined the role of these disciplines and their relevance in public life, while also effectively partnering with public, private, and nonprofit institutions.

Now we draw on the power of philanthropy to reach new heights. Working together, we will secure CARTA's role as the Next Horizon in transforming the region's information, innovation, and cultural economy. With your support, we will harness creativity to animate bigger dreams, stimulate and enrich greater discoveries, and cultivate stronger and deeper partnerships throughout South Florida and beyond.

Jazz ensemble at Herbert + Nicole Wertheim Performing Arts Center

## CAMPAIGN FUNDING OPPORTUNITIES

### INVESTING IN STUDENTS AND FACULTY

- CARTA | Endowed Scholarships
- CARTA | Endowed Professorships
- CARTA | Endowed Artists- and Designers- In-Residence
- CARTA | Endowed Faculty Research Fellows
- CARTA | Graduate Fellowships
- CARTA | Student + Faculty Awards

### ENGAGING OUR COMMUNITY

- CARTA | Medallion
- School of Music | Concert Series
- Department of Theatre | Productions
- Department of Art + Art History | Art Exhibitions
- Department of Interior Architecture | Festival of the Trees

### BUILDING FOR THE FUTURE

- School of Architecture | Department of Art + Art History | Renovation and Expansion of The Paul L. Cejas School of Architecture Building
- CARTA | Mana Wynwood
- School of Music | Department of Theatre | Expansion of the Herbert + Nicole Wertheim Performing Arts Center
- CARTA | Miami Beach Innovation Institute
- Department of Theatre | School of Music | Coconut Grove Playhouse
- CARTA | FIU Miami Bauhaus Dessau Master House | FIU Miami Bauhaus Think Tank

### SUPPORTING WORLD-CLASS PROGRAMS

- CARTA | iHUB
- CARTA | Structural and Environmental Technology (SET) Laboratory
- CARTA | Robotics + Digital Fabrication Laboratory
- CARTA | 3-D Maker + Innovation Laboratory
- CARTA | Immersive Studio for Altered Reality (iSTAR)
- CARTA | Integrated Computer Augmented Virtual Environment (iCAVE)
- CARTA | Climate Change Studio
- CARTA | Lillian Lodge Kopenhagen Center for the Advancement of Women in Communication
- Department of Communication | Institute for Media, Science + Technology
- CARTA | Center for Miami's Creative Economy
- Department of Journalism + Media | South Florida Media Network (SFMN)
- Department of Communication | BOLD Agency
- CARTA | Ratcliffe Art + Design Incubator
- School of Music | All-Steinway School Initiative



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