

D E S I G N I N G

# DREAMS



THE CAMPAIGN FOR THE OSMOSIS DESIGN CENTER

The vision of Project Osmosis is to become Chicago's premiere design education initiative dedicated to ensuring design inclusion in all realms of design.





As a Black youth growing up in one of the toughest areas of St. Louis, I didn't think I would live to see 21. The neighborhood I grew up in wasn't much different than the one many Black youth living in impoverished urban neighborhoods in the U.S. are navigating.

Despite everything I saw happening around me, I was still able to tap into my creativity thanks to "Baby Girl," aka my mom. As a talented design hopeful herself, she encouraged me to explore my creative gifts. She always told me, "Baby, you can be and do anything you want." And I believed her. That belief is probably what saved my life.

Fast forward to 2020. In a design career that has spanned decades, I consider myself fortunate and have committed myself to paying that forward.

**In 2000, a group of socially conscious Black designers in Chicago came together to form Project Osmosis. For more than 20 years, we've worked to provide programs, resources, and opportunities to our students.** We have partnered with numerous organizations to open our youth's minds to the opportunities available to them in the design industry; whether that's graphic, fashion, industrial, architectural, animation or interior design.

I believe that we all have the human right to be creative!

More than ever we need to create programs and spaces that nurture our youth.

**I challenge you to invest in our youth to let them know that their dreams *do* matter. Join us in building a multi-million dollar state-of-the-art creative space for our underserved youth in Chicago that will allow them to flourish.**

This vision for the \$25 million Osmosis Design Center is to become a best in class center to house our brilliant students, staff and design education initiatives. We are committed to creating a hub in Chicago's South Side where our youth can realize their creative potential. A place where artists can dream, express themselves, and experience the many worlds of design and creativity. A place where they can grow up to become exactly who they are supposed to be.

Thank you for taking the time to consider being a part of this transformative chapter for the next generation of Black designers.

Because we all have the human right to be creative.

One Love,

Vernon Lockhart, Executive Director, Project Osmosis  
vernonl@projectosmosis.org

# ABOUT

The **mission** of Project Osmosis is to create programs and initiatives that identify, develop, and support young people from minority communities with demonstrated abilities and skills in the applied arts. We are committed to increasing the presence and influence of art and design professionals from minority communities, while expanding the reach of artistic expression for all people. Our ultimate goal is to develop an interdependent exchange of artistic and cultural expression which includes and values the contributions of artists from all communities, regardless of gender, race, or socio-economic status.

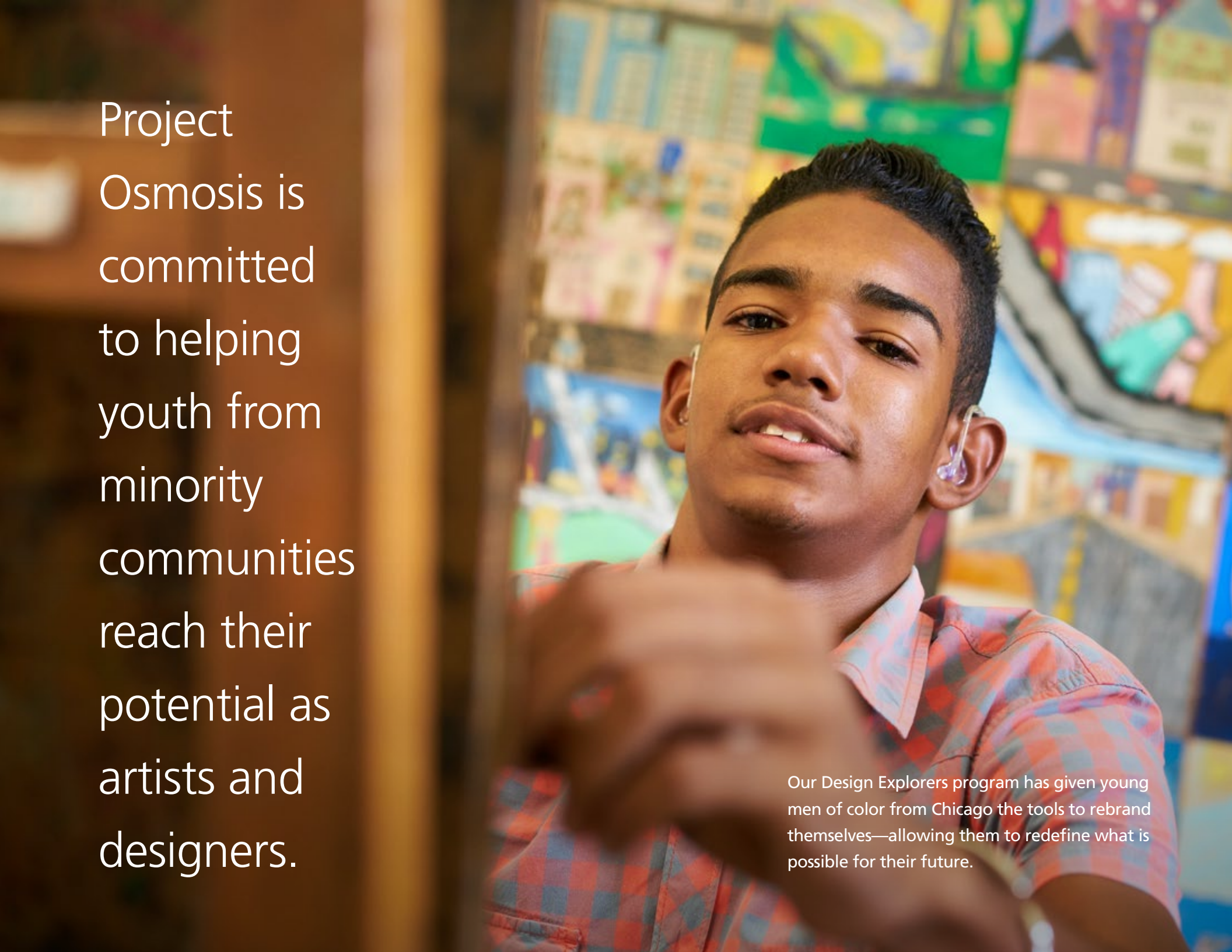
Our values:

- **Dreams**
- **Self Expression**
- **Community**
- **Design Inclusion**

We help artists express themselves and fulfill their greatest potential.



Project  
Osmosis is  
committed  
to helping  
youth from  
minority  
communities  
reach their  
potential as  
artists and  
designers.



Our Design Explorers program has given young men of color from Chicago the tools to rebrand themselves—allowing them to redefine what is possible for their future.



Over the past 20 years, more than 10,000 youth have experienced our programs — all of which are geared towards exposing students to careers in design.

One of our primary goals is to change the world of design through design education. Our programs encompass various disciplines of design including illustration, fine art, graphic design, user interface design, web design, interactive design, packaging design, industrial design, fashion design, interior design and architecture. Building the Osmosis Design Center will allow us to offer these programs—and more—year-round to an even broader community of youth in the Chicagoland area.

### **ALL HIGH SCHOOL DESIGN COMPETITION**

The All High School Design Competition encourages high school students to be creative thinkers and innovators by expressing their natural talents. A multi-disciplinary project with a theme, students enter their work to win an Apple Laptop, iPad or Scholar Award. The Awards Ceremony is held at our annual benefit where winners' work is also showcased.

### **BUSINESS ARTISTS INCUBATOR**

This 10-week incubator is designed to teach students what it takes to make

it in the competitive world of freelancing today. Students learn to master the skills necessary to land them a dream internship or job with one of our corporate partners.

### **CHARLES HARRISON SCHOLARSHIP**

The UIC Osmosis Charles Harrison Scholarship is named after Osmosis' Advisory Board member and design visionary Charles Harrison, the first minority industrial designer to work for Sears Roebuck. Offered by the University of Illinois in Chicago's School of Design, this award is designed to bridge creative excellence identified in Osmosis youth programs with mentorship and financial support for college level design studies.

### **DESIGN EXPLORERS**

Design Explorers allows teens to explore multiple design concentrations. Our mentors take students on a journey through architecture, graphic, industrial, interior, urban, app, fashion and multimedia design. Afterwards, they are given a project culminating in one or more of the disciplines based on students' individual interests. Our goal is to educate students on various

career opportunities in the world of design while connecting them to the design community.

### **DESIGN YOUTH FORUM**

Our Design Youth Forum geared toward high school students, is an all-day city-wide showcase of the various design fields. Students are assigned projects in their selected disciplines and the best ones are awarded with prizes. Our goal is to support pre-professional career discovery.

### **EXPRESS YOURSELF PORTRAIT**

The Express YourSelf Portrait program creates positive self-esteem by having youth paint a portrait of themselves with the assistance of a professional designer or artist.

### **PIGMENT ARCHIVES**

The Pigment Archives documents the work of female artists and designers of color in the United States and abroad. Our goal is to create an online archive which includes biographies, digital recordings, and visual images in both digital and print format.

In the U.S., only 3%  
of graphic designers  
are African American.

2019 AIGA/GOOGLE DESIGN CENSUS

### **ABOUT CHARLES HARRISON**

Born in 1931 in Shreveport, LA, Charles “Chuck” Harrison was an American industrial designer who was a long-time resident of Chicago. Hired as a designer in 1961, he was the first African American executive to work at Sears, Roebuck and Company. He eventually became manager of the company’s global design group. Chuck was involved in the design of more than 750 consumer products including the portable hair dryer, toasters, stereos, lawnmowers, sewing machines, Craftsman power tools, and the first plastic trash can. Perhaps his most famous achievement was leading the team that redesigned the View-Master in 1958. Chuck was a long-time supporter and mentor of Project Osmosis.





# IMPACT

We're proud of the impact we've made in our community over the past 20 years.

**20**  
**YEARS**  
of serving our  
community

**10,000+**  
**YOUTH SERVED**  
in our programs

**50+**  
**PARTNERS**  
we've worked with  
over the years

Even with our limited operating budget (less than \$100,000/year), we've been able to serve thousands of students through being fiscally responsible and efficient; developing a strong network of volunteers and partners; and, using our creativity to ensure our students continue to receive the design education they deserve.

**\$200,000+**

IN SCHOLARSHIPS & AWARDS  
given to youth in  
our programs

**500+**

**VOLUNTEERS**

who have taught, mentored  
our youth and contributed  
to our growth

**31**

ART + DESIGN  
disciplines taught



Where are they now? Here are a few of our Project Osmosis alumni success stories: the “why” behind what we do.

# ALUMNI

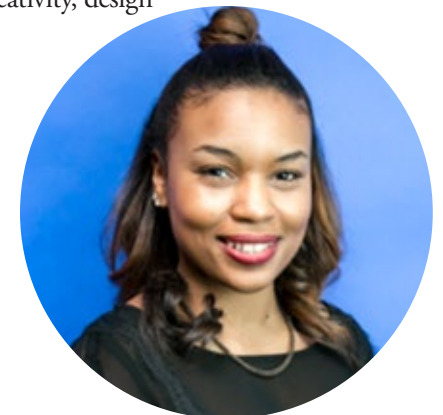


**KEITH PURVIS** has worked as a film editor and motion designer for various videos and short films including *Peep Game* (2003), a film featured at the Black Hollywood Film Festival, and *Reversal of Fortune* (2004), which was selected for the Russell Simmons Def Filmmaker Competition.

Starting as an art director and working with high profile clients including Whirlpool, Nike and the American Institute of Graphic Arts, he began looking for ways to merge his love of film making with new media. Keith founded The Junction Group, a new media production company that creates films and distributes them offline, online and via mobile.

**TAHITI MORGAN SPEARS** is a graphic designer and art enthusiast, based in Chicago. She is a graduate of Western Illinois University (BA) and Harrington College of Design (MA). She currently works as a Design Specialist at the American Bar Association and previously worked as an Art Director at Modern Luxury for their Hawaii and Dallas publications.

A clever thinker with a keen eye for detail, creativity, design aesthetic, and chic style all come naturally to this gifted designer. With a particular interest in design packaging, editorial layouts, brand identity, and experimental design, she enjoys immersing herself into any given design project.





**ALAN DAVIS'S** career as a creative professional started in 2013 when he left the world of film and stepped into the world of graphic design. In that short time, Alan has gone from being a total novice in the world of design to interning for two of the most prestigious design firms in Chicago (Art On The Loose and Thirst). He soon became the very first Art Director for the Black Ensemble Theater. Alan hopes to continue his life-long pursuit of excellence, while helping as many people as possible. His goal is to eventually create his own firm to keep designing the world he envisions.

**RAVEN BEDENFIELD** is a graphic and web designer with a focus on brand identity. She is also the Creative Director of Sheep Fed Apparel, a spiritual T-shirt line start-up that uses bold, non-traditional, thought-provoking designs to “feed the sheep”. Raven believes that dreams are not given to just be pondered upon, but instead lived out and in doing so, you achieve true success, the realization of your own power!



“As the former Director of Programming with Project Osmosis, my role with the organization helped me to become a much more strategic thinker. Osmosis has helped me develop my career as a design professional. I am now applying these skills as a web designer for Northwestern University.”

—RAVEN BEDENFIELD

Osmosis has taught me about self-branding and brand awareness and how I as a person have creative power! After our Design Youth Forum and Explorers brand workshop, I applied for my EIN number. I now have my own clothing company called Humbly Arrogant. My brand promotes self-confidence but also humble beginnings.

—JERIQ HOWARD, WINNER OSMOSIS DESIGN COMPETITION (2017)





A Space for Our Youth to Turn Their Design Dreams Into Reality

# THE OSMOSIS DESIGN CENTER

When we started Project Osmosis in 2000, we recognized the need to help our talented Black youth find a way out of the violence and despair that surrounded many of them every day. We saw the need for mentors, resources, funding, and a safe space where they could immerse themselves in the world of art and design with other creatives. This is why we are building the Osmosis Design Center.

This vision for the \$25 million Osmosis Design Center is to become a best in class center to house our brilliant students, staff and design education initiatives.

We are committed to creating a hub in Chicago's South Side where our youth can learn and grow. The Center will house classrooms for design programming, an auditorium and event space, a design library, an exhibit space for featuring the work of artists and designers of color, administrative offices, art and technology labs, sewing rooms, and eating and lounging spaces. It will be a place where artists can dream, express themselves, and experience the many worlds of design and creativity. The Center will allow us to ensure young creatives of color have access to opportunities to turn their skills into a successful career. It will also allow us to continue building a diverse pipeline of talent for the creative industries.

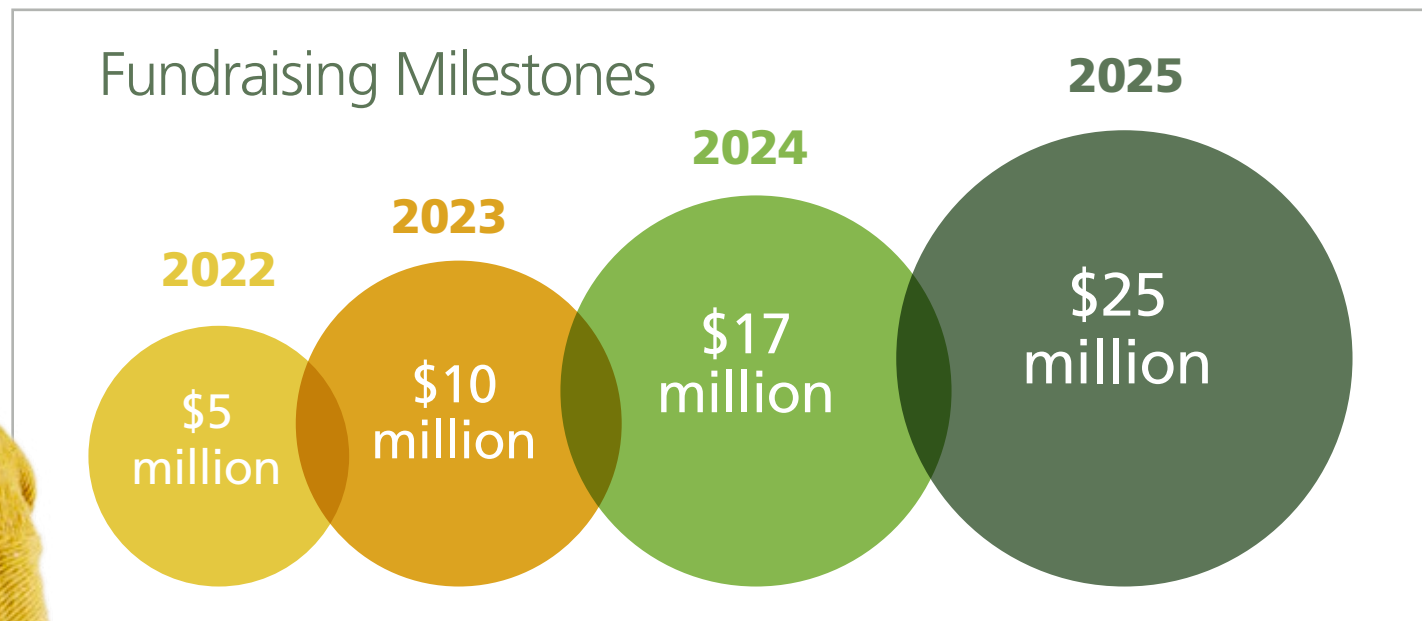


# FUNDING T

**To achieve our vision for a state-of-the-art, world class design center for our youth, we are raising \$25 million over five years.** Your contribution to our campaign will ensure that young designers of color throughout the city and beyond will have a space they can call their own. By donating to the Osmosis Design Center campaign, you will become part of a legacy to educate and empower young creatives who are the leaders and innovators of tomorrow.

In addition to the capital costs of constructing and outfitting a new center, the funds donated will also go towards:

- Programs & Design Education
- Design Library & Bookstore
- Design Museum & Exhibits
- Supplies, Equipment & Technology
- Scholarships & Paid Internships
- Administration & Operations
- Project Osmosis Endowment



# THE DREAM

## Giving Levels

<b>Supporters Circle</b>	\$50-\$99
<b>Arts Circle</b>	\$100-\$249
<b>Creatives Circle</b>	\$250-\$499
<b>Designers Circle</b>	\$500-\$999
<b>Painters Circle</b>	\$1,000-\$2,499
<b>Friends Circle</b>	\$2,500-\$4,999
<b>Patrons Circle</b>	\$5,000-\$9,999
<b>Benefactors Circle</b>	\$10,000-\$24,999
<b>Leadership Circle</b>	\$25,000-\$49,999
<b>Design Explorers Circle</b>	\$50,000-\$99, 999
<b>Art Director's Circle</b>	\$100,000-\$249,999
<b>Creative Directors Circle</b>	\$250,000-\$499,999
<b>Osmosis Circle</b>	\$500,000-\$999,999
<b>Founders Circle</b>	\$1,000,000 & Above

*\*Pledges of \$1000 or more will be included in our Osmosis Design Center Campaign Donor Wall.*

### IN-KIND GIVING

- Computers and Equipment
- Art Supplies
- Custom T-shirts and other promotional merchandise
- Lego Sets and other design and build kits

### NAMED GIFT RECOGNITION OPPORTUNITIES

Please contact us if you are interested in having priority for named gift recognition opportunities.

### CONTACT US

Phone: 773.779.1352

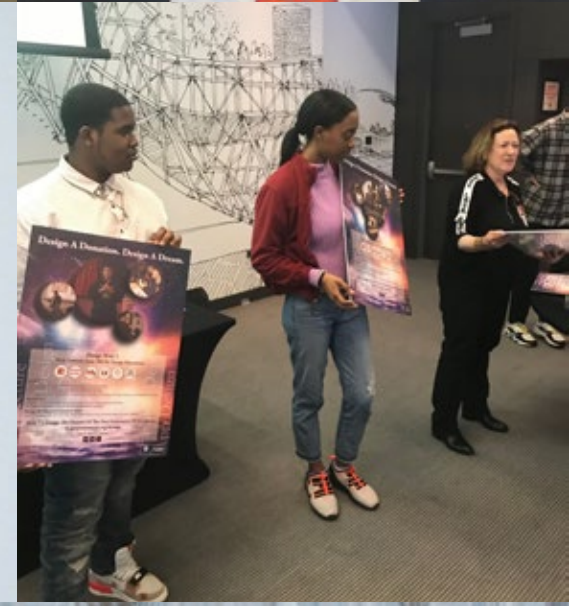
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There are many ways for you to support the Project Osmosis Capital Campaign, from traditional cash gifts to giving of your time and talent. Please go to [www.projectosmosis.org](http://www.projectosmosis.org) or contact us to learn more about how you can be a part of this historic campaign.



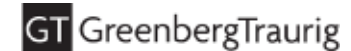




# PARTNERS

The impact we've been able to make over the years would not be possible without having key partners and sponsors who provide funding, supplies, space, and other resources that allow us to continue serving our students. We look forward to having you join us as a partner as we grow!

## FUNDERS



# JOIN US

For more than 20 years, Project Osmosis has helped to cultivate and promote the dreams of young designers of color in the Chicago area. It's now time to take the next major step in our growth that will allow us to serve thousands more underprivileged youth in Chicago's creative community.

**There has never been a more critical time for our youth to know that THEY MATTER.**

We invite you to be a part of this powerful campaign to change lives through design.

**Because we all have the human right to be creative.**

## **EXECUTIVE TEAM**

Vernon Lockhart, Executive Director  
Raquel Stallworth, Finance Director  
Shirley Justice Kelly, Education Director  
Doc Wheeler, Marketing Director  
Cyaira Adams, Director Of Social Media  
Lloyd Rice Jr., Osmosis Design Intern

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Gwen Williams

**FOR MORE INFORMATION** about donating to our campaign, please contact: [inf@projectosmosis.org](mailto:inf@projectosmosis.org), 1740 W. 99th Street, Chicago, IL 60643 O: 773.779.1352



OSMOSIS™

THE CAMPAIGN FOR THE  
OSMOSIS DESIGN CENTER

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