



Contact: Stacy Pearson  
Rose & Allyn Public Relations  
Office: 480.423.1414  
Cell: 602.577.6888  
Email: spearson@roseandallynpr.com

For Immediate Release  
February 17, 2007

## **ASU students to team up with Marketplace**

### **Students to design ‘green’ displays**

Eugene Scott  
The Arizona Republic  
February 17, 2007

Vestar Development Company is partnering with nearly 40 Arizona State University students to create thematic displays for Tempe Marketplace.

The partnership will focus on the importance of recycling and giving back to the community.

The students from ASU’s College of Design will fill the 1.3 million-square-foot shopping center development under construction near McClintock Drive and Rio Salado Parkway with art, décor and furniture made from recycled and reused materials.

Students will develop outreach materials and on-site educational programs.

Vestar is giving the Department of Visual Communication in the design college \$30,000 to work on the project and for other needs.

Mookesh Patel, interim chair of the department, said some of the money would be used for scholarships.

The project will provide the students with real-world experience that can’t be obtained in a classroom, Patel said.

“It forces students to look at the problem in a different way, not just the solutions,” he said. “Before they really come up with ideas, they do very in-depth research and analysis and develop a strategic plan and then come up with a solution.”

-more-

Vestar hopes to partner with the design college on future projects with sustainability themes.

“Our goal is to include unique installations through our properties that help educate our consumers to be more environmentally aware,” said Emily Bond, Vestar’s marketing director. “And the mission of ASU as a college itself is to teach its students how to create projects that will be able to withstand the changing environment we live in.”

The partnership came about after a Vestar employee came across a publication featuring the work of the university’s design students. The company eventually contacted Patel.

“As we were searching for partnerships, it really was a miracle,” Bond said. “This was a perfect fit for us.”

While ASU students get to work on a project usually reserved for professionals, Vestar representatives said they benefit as much from the collaboration as the students.

“We get a lot of feedback from these fresh minds about what they think will work and what won’t work,” Bond said. “They also are trendsetters. We really get a better understanding of what is new and fresh when working with them. It allows us to think outside of the perimeters of the development and an organization.”

Students will work on the project until the end of the semester and will have a preview before their work is officially showcased.

Bond said this likely won’t be the only project the company and ASU will work on together.

“We want this to be a long-term partnership that will lead to great innovations and communicate the importance of being involved in the community and the environment,” she said. “Our goal is to always be on the cutting edge.”