



Art Directors Club

Trip Proposal to Paris

Prepared for: The City Tech Foundation

Prepared by: Louisa McCabe, Faculty Advisor

Art Directors Club @ City Tech / ADGA

September 20, 2013

EXECUTIVE SUMMARY

The Art Directors Club was established five years ago. Over the past five years, the club has released an annual design publication, *Command + J* and helped to curate the 11th floor. The Art Directors Club has also hosted a speaker series, *Meet the Pros*, which is open to all students and features professionals from the advertising, illustration and design fields.

This year the club members are proposing a trip for one week in April to Paris, France, which is one of the greatest artistic centers of the world. Paris is filled with neighborhoods and cafes where internationally-known historical art figures lived and worked. Some of the most amazing museums in the world, the Musée du Louvre, the Musée d'Orsay, and the Rodin Museum would greatly benefit a Communication Design student. Paris is also the center for fashion design and spectacular architecture representing centuries of classical and revolutionary styles; the kind of styles that would influence our students' designs. As visitors, our eleven students, accompanied by me, would prepare a presentation on the current culture of Paris, as well as the vast collections of historic art. The students would have the opportunity to compare the French way of life and design, with the American way of life.

New York City College of Technology (City Tech) is the only public CUNY branch that offers a Bachelors of Technology in Communication Design. City Tech students compete with two of the most acclaimed private art and design colleges: Pratt and the School of Visual Arts. They also compete with SUNY's competitor, the Fashion Institute of Technology, which offers international visits and stays for their students. This trip will greatly boost City Tech's credibility, specifically the Communications Department. It will also offer a travel experience that will give our students a career advantage as they compete with the Ivy League schools of art and design. In addition, few of the students have been outside the New York City area and even fewer of them have been abroad. This experience will give them the ability to impress future employers with their adventurous travels, broaden their minds and gain cultural knowledge. This opportunity embodies City Tech's mission of fostering intellectual curiosity, an appreciation for the aesthetic dimension of life and work, and a respect for cultural diversity.

The Communication Design faculty work diligently to provide the students with an understanding of how the masterpieces housed in Paris' great museums are immensely influential, but seeing art slides from a projector does not compare to seeing the work firsthand. While in Paris, the students will have the opportunity to visit the *Vogue Paris* publication office, Ogilvy & Mathers (an advertising agency) and Ubisoft (a game design studio). These connections will be invaluable to their future careers and create a global network for our students and faculty. This opportunity could lead to internships, as well as job offerings, which would, otherwise, be difficult to achieve from within the United States. Furthermore, this will enable the students to function well in a variety of work environments.

After the trip, the students will write and design an article based on their experiences abroad to share with other students from the Communications Design major in the club's publication, *Command + J*. The students will also create a short documentary, in which they hope to interview designers from the agencies and studios and will share the documentary on the club's website, Facebook and all other social media outlets. Furthermore, the students plan on curating the gallery space inside the Welcome Center with photographs taken from their trip in hopes of inspiring other students with the message that nothing is impossible.

The budget for the entire trip is \$22,435.10. We are respectfully requesting the City Tech Foundation cover 50% of the flight cost, which is approximately \$5,000.00. The club has been granted from the Advertising Design/Graphic Arts Department (ADGA) \$5,000.00. The club has also requested \$5,000.00 from the Student Government Association (SGA). The money from SGA will contribute to the cost of the hotel. SGA has air marked \$5,000.00 for The Art Director's Club with the stipulation that the funds will not be released until both the City Tech Foundation and the ADGA Department agree to cover the students' airfares.

Lastly, the students are also diligently fundraising so that they can cover the remaining costs of: transportation, food and museum entrance fees, which is approximately \$7,435.10. As of today the students have raised \$1,600.00. As the club's faculty advisor, I understand that I must cover the cost of all of my expenses. On behalf of our faculty

and students, we thank you for your time and consideration of this wonderful opportunity.

Description

The Art Directors Club is seeking to travel to Paris, France between Tuesday, April 15, 2014 and Tuesday, April 22, 2014. We are flying from JFK airport to Charles de Gaulle airport in economy class.

COST SUMMARY / USE OF ALLOCATIONS

Flight	Airlines	Price X Amount	Total
JFK to CDG	British Airways	\$1,109.25 X 11 people	\$12,201.75
JFK to CDG	Turkish Airlines	\$864.10 X 11 people	\$9,505.10
JFK to CDG	Aeroflot	\$850.06 X 11 people	\$9,350.66

These are the flight options from JFK airport to CDG airport for 11 people.

The above pricing for airfares is what we are respectfully asking the City Tech Foundation to cover.

Below are the hotel expenses that will be covered by the Student Government Association as well as the list of other expenses that the club will fund-raise through donation sites like indiegogo.com, bake sales, selling prints on etsy.com, free-lancing, raffles and donation boxes.

Hotels	Hotel Name	Price X Amount	Total
Paris, France	Holiday Inn Paris - St. Germain des Pres	\$195 X 6 nights X 6 rooms	\$7,020 (\$638 per person)
Paris, France	Villa Beaumarchais	\$185 X 6 nights X 6 rooms	\$6,660 (\$605 per person)
Paris, France	Acte V	\$180 X 6 nights X 6 rooms	\$6,480 (\$589 per person)

These are the hotel options for a 6 night stay with 6 rooms and 2 people per room.

Transportation	Transportation Name	Price X Amount	Total
CDG to Paris City Center	RATP - RER B	\$12 X 11 people X 2 (roundtrip)	\$264
Metro Carte	RATP - Paris Visite Zones 1-2 (for 5 days unlimited pass)	\$53 X 11 people	\$583
Metro Carte	RATP - Mobilis (unlimited day passes)	\$13 X 11 people X 2 days	\$286
		Total for all transportation costs	=\$1,133 (\$103 per person)

These are the transportation options in the city center of Paris for 7 days (with a 5 day unlimited pass plus 2-one day unlimited passes) and transportation to and from CDG Airport.

Miscellaneous Expenses	Name of Expense	Price X Amount	Total
Food	Breakfast, Lunch & Dinner	\$60 X 11 people X 7 days	\$4,620 (\$420 per person)
This is the expense for 3 full meals (breakfast, lunch and dinner) for 11 people for 7 days (approximately 15€ per meal).			

Attractions	Description	Price X Amount	Total
Musée du Louvre	Art Museum	\$15 X 11 people	\$165
Musée d'Orsay	Art Museum	\$12 X 11 people	\$132
Rodin Museum	Art Museum	\$12 X 3 people \$7 X 8 people (18 to 25 years discount).	\$92
Grand Palais Museum	Art Museum	\$12 X 11 people	\$132
Musée de Moderne Art de la Ville de Paris	Art Museum	Free	\$0
Pompidou Museum	Art Museum	\$16 X 11 people	\$176
		Total cost of attractions:	= \$697 (\$63 per person)

These are the expenses for the main art museums in Paris (as per our itinerary including definitive discounts).

Names of Participating Faculty Members:

Louisa McCabe

Names of Participating Students:

William Lopez //15022359

Kacy Charles // 15105792

Perla Sanchez // 12178457

Louisa Garcia // 14241117

Keith Brown // 15038147

Arben Miftari // 14030325

Samy Acosta // 15124464

Delmar Springer // 15200968

Ogulcan Gol // 15133082

Hema Puran // 23023561

Daniel Gomez // 14109549

Itinerary

Tuesday, April 15	Wednesday, April 16	Thursday, April 17	Friday, April 18
Take off from JFK to CDG	Arrive in the morning	Breakfast	Breakfast
	Settle in the morning	Musée du Louvre	Vogue Paris Magazine Tour
	Arc de Triomphe	Lunch	Lunch
	Lunch	Musée d'Orsay	Ogilvy & Mathers Tour
	Eiffel Tower	Dinner	Dinner
	Champ de Mars		
	Dinner		

Itinerary (continued)

Saturday, April 19	Sunday, April 20	Monday, April 21	Tuesday, April 22
Breakfast	Breakfast	Breakfast	Breakfast
La Defense	Notre Dame Cathedral	Ubisoft Studios Tour	Rodin Museum
Lunch	Saint Chapelle Cathedral	Lunch	Lunch
Promenade Plantée	Luxembourg Gardens	Musée Moderne Art de la Ville de Paris	La Défense
	Saint Sulpice Cathedral	Dinner	Take off from CDG to JFK
	Dinner		

> Home

- 1 Dates
- 2 Flights
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- 5 Payment
- 6 Confirmation

Flight: Departing John F Kennedy (NY) (New York), 15 Apr 2014

Total price to pay (US Dollars, USD, \$)	\$ 1,109.25
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[> Got a promotion code or eVoucher?](#)

Check your flight details

→ Outbound - Tuesday 15 Apr, 2014							> Email price quote > Baggage allowance > Currency calculator > Change flights
	17:00 15 Apr	06:45 16 Apr	John F Kennedy (NY) (New York)	Charles de Gaulle (Paris)	BA1534 American Airlines	Economy	
← Inbound - Tuesday 22 Apr, 2014							
	13:40 22 Apr	16:15 22 Apr	Orly (Paris)	Newark Liberty International (NJ) (New York)	BA8003 OpenSkies	Eco	
\$ 1,109.25							

Passenger	Fare	Taxes, fees and carrier charges per person	Total price**
1 Adult	\$ 468.00	\$ 641.25	\$ 1,109.25

** The inclusive total of your ticket includes a fuel surcharge per flight levied by the carrier. [> More details](#)



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*per person

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Your Flight for Paris Charles de Gaulle Airport, (CDG)

Tue, Apr 15, 2014 - Tue, Apr 22, 2014 | 1 Adult | [Change search](#)

\$864.10

1 ticket total

Additional baggage fees may apply

Tue, Apr 15:	Depart 12:50PM Arrive 10:30PM Next day	New York J F Kennedy International Airport, NY (JFK) Paris Charles de Gaulle Airport, (CDG)	1 Stop Turkish Airlines - Flight 4 / 1829
Tue, Apr 22:	Depart 11:25AM Arrive 09:55PM	Paris Charles de Gaulle Airport, (CDG) New York J F Kennedy International Airport, NY (JFK)	1 Stop Turkish Airlines - Flight 1822 / 11

[Change Flight](#)

[Continue with Flight Only](#)

Compare Travelocity

From: To:
 Depart: Return:
 # of Travelers:

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Add a Hotel & Save! Flight + 7 Night Hotel Stay, 1 Room, 1 Adult

Note: The package price shown includes items selected and Taxes, Tax Recovery Charge + Airline & Agency Fees but does not yet include (if applicable) Airline baggage fees, Extra Person Fees, Child Fees, Additional Mandatory Hotel Charges or optional incidentals, such as parking, room service or movies.

You Selected this Flight

Turkish Airlines
 NYC - PAR
 Tue, Apr 15: 12:50PM - 10:30PM
 Tue, Apr 22: 11:25AM - 09:55PM

Now Add this Hotel

Novotel Paris Bercy



South Paris: Gare de Lyon - Bercy - Bibliotheque, PARIS, FR
 1 Room, 7 Nights, 1 Adult

★★★★☆

Exclusive: Free Concierge Service

Total Flight + Hotel Price

\$1,984.28

\$1,984.28 total per person

[Select Flight + Hotel](#)

You Selected this Flight

Turkish Airlines
 NYC - PAR
 Tue, Apr 15: 12:50PM - 10:30PM
 Tue, Apr 22: 11:25AM - 09:55PM

Now Add this Hotel

Sofitel Paris La Defense



West Paris: La Defense - Business Area, PARIS LA DEFENSE, FR
 1 Room, 7 Nights, 1 Adult

★★★★★

4 out of 5 / 2 reviews

Exclusive: Free Concierge Service

Total Flight + Hotel Price

~~\$2,568.73~~ **\$2,527.49**

\$2,527.49 total per person

[Total Savings \\$41.25](#)

[Select Flight + Hotel](#)



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Select

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Payment

From JFK To CDG On Apr 15, From CDG To JFK On Apr 22

Outbound From : New York To : Paris-charles De Gaulle Duration : 14h 25min Stops : 1

DEPART Aeroflot Russian Air More Info 02:20 PM, Tue, Apr 15 New York (JFK)	ARRIVE 07:45 AM, Wed, Apr 16 Sheremetyevo (SVO)
Time between flights: 01 hour(s) and 05 minute(s).	
DEPART Aeroflot Russian Air More Info 08:50 AM, Wed, Apr 16 Sheremetyevo (SVO)	ARRIVE 10:45 AM, Wed, Apr 16 Paris-charles De Gaulle (CDG)

Inbound From : Paris-charles De Gaulle To : New York Duration : 18h 55min Stops : 1

DEPART Aeroflot Russian Air More Info 11:25 PM, Tue, Apr 22 Paris-charles De Gaulle (CDG)	ARRIVE 05:00 AM, Wed, Apr 23 Sheremetyevo (SVO)
Time between flights: 05 hour(s) and 15 minute(s).	
DEPART Aeroflot Russian Air More Info 10:15 AM, Wed, Apr 23 Sheremetyevo (SVO)	ARRIVE 12:20 PM, Wed, Apr 23 New York (JFK)

Ticket Type: E-Ticket. Your reservation will be electronically ticketed and no paper tickets will be issued.

Price Details

Item Name	Pax 1	Total
AirBaseFare	\$341.98	\$341.98
AirTax	\$508.08	\$508.08
Total	\$850.06	\$850.06
Prices are quoted in USD (United States Dollars) TOTAL DUE:		\$850.06

Payment Schedule

Payment Type	Due Date/Time	Paid Date	Amount
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Change search: Paris, France; 04/16/14 - 04/22/14; 5 rooms 10 adults

Holiday Inn Paris - Saint Germain des Prés ★★★★★

~~\$607~~ **\$180** [Book Now](#)
average/night

92 Rue De Vaugirard, Paris, 75006 France 1-855-239-9227 | [Welcome Rewards](#)

[Best Price Guarantee](#)

Hotel description

Map

Reviews

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[Price Watch](#) [Share](#) [Save](#)



3.9 [Good](#)
out of 5 (106 reviews)

[From 472 reviews](#)
TripAdvisor
Traveller Rating

(Neighborhood average 4.2)
Hotels.com Guest Rating

Loved air conditioning. Was 90 degrees in Paris. Very silent a/c also. Buffet breakfast was 18 Euros a little steep.

by Bruce from NJ on 08/05/13

Overview

4-star hotel in Saint-Germain-des-Prés

Artsy neighborhood

Holiday Inn Paris Saint Germain des Prés puts you on the bohemian Left Bank, where Picasso and Hemingway once walked. You'll be in the 6th arrondissement, less than 2 km from the Musée d'Orsay and Place Saint-Michel. Saint-Placide Metro Station is steps from the hotel.

Frolic in the garden

The sprawling Luxembourg Gardens are 600 meters away. You can sit in the sun by the pond or skip through the finely manicured lawns. Montparnasse Cemetery and the underground catacombs are also nearby, 900 meters away.

Grab a bite to eat

Le Neuf Deux, the onsite restaurant and bar, serves lunch and dinner as well as cocktails in the evening. WiFi is available throughout. A business center and underground parking are other handy perks.

Adjoining rooms

Air-conditioned guestrooms have a vintage look, with faux-leather chairs and bright splashes of pink. Modern features include satellite TV, minibars, and coffeemakers.

[Welcome Rewards](#) 1 2 3 4 5 6 7 8 9 10

Choose your room

04/16/14 - 04/22/14; 5 rooms 10 adults [Change search](#)

[Best Price Guarantee](#)

Room type	Max	Options	Hotels.com loyalty	Price	
Design One Queen Bed Non-Smoking  Bed choices • Queen Bed Hotel Info: 1-866-539-8117 Show room information		Non-refundable FREE WIFI	Welcome Rewards ✓ Collect ✓ Redeem	\$180 31 average/night	Book
		Free cancellation Until Apr 15, 2014 FREE WIFI	Welcome Rewards ✓ Collect ✓ Redeem	\$199 31 average/night	Book
		Free cancellation Until Apr 15, 2014 FREE WIFI	Welcome Rewards ✓ Collect ✓ Redeem	\$217 31 average/night	Book

← Back to search results

Change search: Paris, France; 04/16/14 - 04/22/14; 5 rooms 10 adults

Acte V ★★☆☆

55 Rue Monge, Paris, 75005 France 1-866-539-0036 | Welcome Rewards

~~\$215~~ **\$164** average/night **Book Now**
Best Price Guarantee

Hotel description

Map

Reviews

Like 0 Send

Price Watch Share Save



Overview

A comfortable base in the heart of the Latin Quarter

Latin Quarter romance

Hotel Acte V places you in the heart of the Latin Quarter, one of the oldest, most romantic neighborhoods in all Paris. The banks of the River Seine and Notre Dame Cathedral are a 10-minute walk from your front door.

Mouthwatering street market

Need a break from the grander sights? Get to grips with daily Parisian life and stroll around the famous Rue Mouffetard street market, just 200 meters from the hotel.

Keen to help

A 2-minute walk away, Rue Mouffetard is renowned for its budget restaurants. If that doesn't appeal, Hotel Acte V has its own theatrical, red lounge bar. The hotel's staff are highly accommodating and happy to provide assistance with booking tours and tickets.

Bljou but practical

Guestrooms are compact, clean, and well-maintained, and upper-floor rooms at the rear even have views of Paris's well-preserved Roman arena, now a small park. Facilities include minibars and flat-screen TVs. There are free newspapers, and free WiFi throughout.

4.1 Excellent
out of 5 (403 reviews)



From 519 reviews
TripAdvisor Traveller Rating

(Neighborhood average 4.1)
Hotels.com Guest Rating

this is a great hotel, located in the beautiful Latin qtr. its close to everything, and there are two Metro stations near by for other locations in the...

by Keren from Tel Aviv on 09/17/13

Welcome Rewards



Choose your room

04/16/14 - 04/22/14; 5 rooms 10 adults Change search

Best Price Guarantee

Room type	Max	Options	Hotels.com loyalty	Price
Standard Double Room  Bed choices • Double Bed Hotel Info: 1-866-539-8117 Show room information		<u>Free cancellation</u> Until Apr 15, 2014 FREE WIFI	Welcome Rewards ✓ Collect ✓ Redeem	average/night \$164 Book Pay now or at hotel
			<u>Non-refundable</u> FREE WIFI	Welcome Rewards ✓ Collect ✓ Redeem

← Back to search results

Change search: Paris, France; 04/16/14 - 04/22/14; 5 rooms 10 adults

Villa Beaumarchais ★★★★★

5 Rue Des Arquebusiers, Paris, 75003 France 1-866-639-0036 | Welcome Rewards

\$205 **\$164** [Book Now](#)
average/night
Best Price Guarantee

Hotel description

Map

Reviews

Like 30 Send

Price Watch Share Save



3.8 Good
out of 5 (458 reviews)

From 346 reviews
TripAdvisor Traveller Rating

(Neighborhood average 3.8)
Hotels.com Guest Rating

Staff are very courteous and when asked for info, they are very helpful.

Reviewed by a Hotels.com guest on May 19, 2013

Overview

Comfy, friendly hotel on a quiet Marais side-street

Quiet, quiet setting

Tucked away on a quiet street near the bustling Marais district, Villa Beaumarchais provides a charming place to rest your head. Guestrooms overlook a central courtyard to help muffle city sounds. Chemin Vert and Saint-Sébastien-Froissart metro

Read more

Welcome Rewards

1 2 3 4 5 6 7 8 9 10

Choose your room

04/16/14 - 04/22/14; 5 rooms 10 adults Change search

Best Price Guarantee

Room type	Max	Options	Hotels.com loyalty	Offers	Price	
Standard Room  Bed choices • Double Bed • 2 Beds Extra beds available ✓ Rollaway bed Hotel Info: 1-866-639-8117 Show room information	 	Non-refundable  FREE WIFI	Welcome Rewards ✓ Collect ✓ Redeem	 Special deal	\$205 \$164 average/night	Book
		Free cancellation Until Apr 15, 2014  FREE WIFI	Welcome Rewards ✓ Collect ✓ Redeem	 Special deal	\$205 \$185 average/night	Book Pay now or at hotel