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Shop Where It's "Brand Spankin New"

by - *Nicole Bumgardner, Student Manager*

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www.brandspankinnew.org

In this modern world of mass commercialism and faceless production lines, a new company as unique as the products it makes has entered the market in home and office décor. BSN (Brand Spankin New) is the first ecommerce site in the country offering high quality pieces of functional art designed, manufactured, and marketed by undergraduates as part of their coursework.

This revolutionary pedagogy is the brainchild of Marketing Professor Mick Jackowski and Industrial Design Professors Ken Phillips and David Klein at the Metropolitan State College of Denver. These educators envisioned the company as a method by which they could better prepare students for their careers. Through BSN, Metro students develop hands-on knowledge about the details of running a business. "Instead of training students for the job," says Jackowski, "we thought it would be more valuable to bring the job into the training."

Each semester, marketing students develop feasibility plans for each student design. At the end of the term, these plans are presented before a panel of expert judges who decide which designs will receive a cash investment and be brought to market through BSN. Each manufactured piece then becomes a signed and numbered limited edition that comes with its own certificate of authenticity.

These "best of class" pieces of functional art are displayed on the website, where you can not only buy the hottest designs to decorate your home or office, but also learn more about our designers and join the BSN community through our mailing list and participating in the BSN Blogs. Additionally, visitors who would like to help this revolutionary teaching method can make a donation or "Adopt-A-Design," where donors bring student designs from the "Can't Have It Gallery" to the marketplace.

All of this is what makes BSN unique and the word is starting to spread. In addition to the enthusiastic support given by Tom Martino, here are a few more friends of BSN who are helping this first-of-its-kind educational venture grow: One Home Design (onehomedesign.com), Brand Iron Marketing (www.brandiron.net), Colorado Homes & Lifestyles (coloradohomesmag.com), Lindsay Associates, and the Center for Visual Arts (www.mscd.edu/news/cva).

I, myself, am a Metro marketing student who has been fortunate to see the process from beginning to end. I truly believe the experience I gained through my work at BSN will really help as I move into my career. Our experience with BSN not only builds our confidence as soon-to-be employees, but also prepares us to be successful leaders in our chosen fields.

BSN is a non-profit entity and all proceeds go directly back into product design, manufacture and marketing of our new pieces of functional art. Be a part of something Brand Spankin New and help us grow at www.brandspankinnew.org.