

The Creative School New York City 2025

MAY 26–MAY 30



The
Creative
School

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Partners

The Creative School New York City 2025

New York Experience: Creative Enterprise provides students with an immersive experience to learn directly from creative industry professionals working and living in New York City.

Transdisciplinary and disciplinary perspectives will be explored through lectures, workshops, guest speakers, site visits and networking events.

Creative enterprises, international markets and global creative industries will be explored in and out of the classroom.

Students will consider their personal and professional trajectories toward becoming changemakers in creative fields.

The team



Joseph Medaglia
Associate Professor
New York Hub Academic Lead

jmedaglia@torontomu.ca

Michael Bergmann
Associate Professor
New York Hub Academic Instructor



mfb@torontomu.ca



Sadia Kamran
Associate Director,
Communications & International Development

sadia.kamran@torontomu.ca

Meet The Creative School
New York City 2025 team

If you have any questions, contact global.creative@torontomu.ca

Programming

May 26–30



DAY 1 MONDAY, MAY 26

TRANSDISCIPLINARY SESSION
All students must be in attendance.

10:00 AM–
12:00 PM

Lead: **Michael Bergmann**


 307 W 38th Street, 1401 Manhattan, NY 10018


DISCIPLINE-SPECIFIC SESSIONS
You can sign up for **one session only** on the same day.

OPTION 1

1:00 PM–
2:30 PM

Theme: **Production & Strategy** Company: **COLORSxSTUDIOS**


 **Meesha Holder**, Head of Production & Experiential


 307 W 38th Street, 1401 Manhattan, NY 10018

OPTION 2

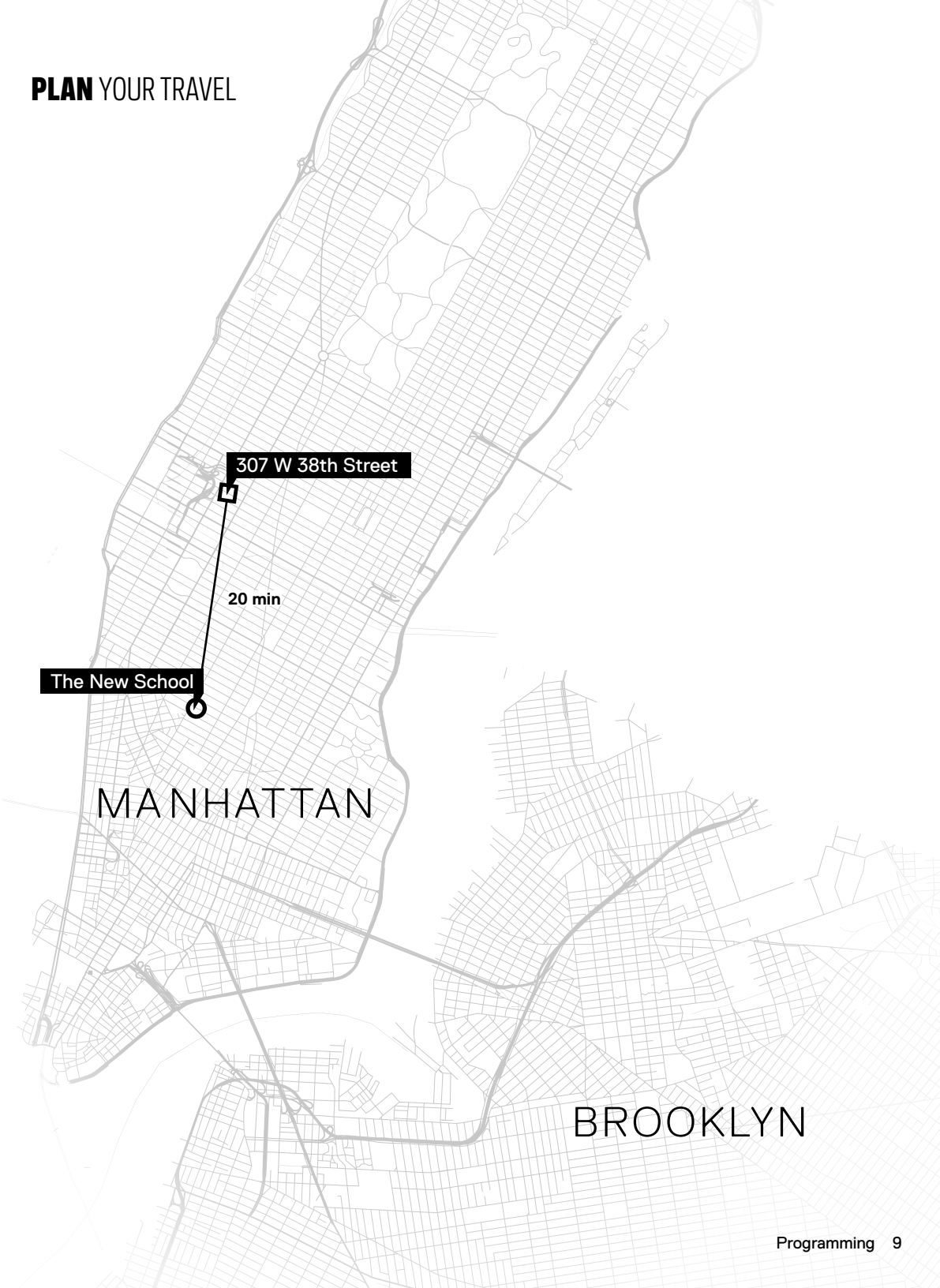
3:00 PM–
4:30 PM

Theme: **Television, Radio & Film** Company: **Re-Emerging Films**

 **Jeff L. Lieberman**, Director, Writer, Producer, Filmmaker and Journalist

 307 W 38th Street, 1401 Manhattan, NY 10018

PLAN YOUR TRAVEL



DAY 2 TUESDAY, MAY 27

TRANSDISCIPLINARY SESSION
All students must be in attendance.

10:00 AM–
12:00 PM

Lead: **Peter Nigrini**

The New School, Alvin Johnson/J.M. Kaplan Hall, room A407
66 West 12th Street, NYC, NY 10011

DISCIPLINE-SPECIFIC SESSIONS
You can sign up for **one session only** on the same day.

OPTION 1

1:00 PM–
2:30 PM

Theme: **Performance & Media** Company: **The Metropolitan Opera**

Lee Milliken, Production Manager | **David Feheley**, Technical Director
30 Lincoln Center Plaza, NYC, NY 10023

OPTION 2

Theme: **Television, Radio & Film** Company: **Condé Nast Next Gen studios**

Bruce Perlmutter, Head of Production
Syracuse University-NYC Campus, 19 East 31st Street, NYC, NY 10023

OPTION 3

3:00 PM–
4:30 PM

Theme: **Design Agency & Project Development** Company: **Porto Rocha**

Samantha Cruz, Project Manager
75 Stewart Ave Unit 315, Brooklyn, NY 11237

OPTION 4

Theme: **Brand Management, Marketing, Strategy, & Entrepreneurship**
Company: **J Wolf Advisors**

Javier Farfan, President and Founder
Syracuse University-NYC Campus, 19 East 31st Street, NYC, NY 10023

OPTION 5

Theme: **Art Historial Narratives, Storytelling, Curation & Community Engagement** | Company: **The Bishop Gallery**

Mary Ogundare, Director of Operations
630 Flushing Ave, Brooklyn, NY 11206

PLAN YOUR TRAVEL



DAY 3 WEDNESDAY, MAY 28

TRANSDISCIPLINARY SESSION
All students must be in attendance.

9:30 AM–
11:00 AM

Lead: **Chris Buck**

The New School, Alvin Johnson/J.M. Kaplan Hall, room A407
66 West 12th Street, NYC, NY 10011

DISCIPLINE-SPECIFIC SESSIONS
You can sign up for **one session only** on the same day.

OPTION 1

11:30 AM–
2:00 PM

Theme: **Design & Interiors** Company: **Yabu Pushelberg**

Joe Kim, Design Director | **Andressa Lopes**, Design Director-Lighting
Christian Cotrina, Branding & Communications Manager
Aldington Coombs, Project Leader
Nico Van der Meulen, Intermediate Designer
66 White St, NYC, NY 10013

OPTION 2

3:00 PM–
4:30 PM

Theme: **Photography** Company: **Freelancer**

Chris Buck, Photographer & Director
55 Meadow Street, Unit 111, Brooklyn, NY 11206

OPTION 3

Theme: **Advertising** Company: **Omnicom Group**

Joanne Trout, SVP, Chief Communications Officer, Global Communications
Syracuse University-NYC Campus, 19 East 31st Street, NYC, NY 10023

OPTION 4

Theme: **Media** Company: **Scholastic**

Billy DiMichele, Senior Vice President, Brand Marketing
& Corporate Social Responsibility
130 Mercer Street, NYC, NY, 10012

OPTION 5

Theme: **Sustainability, Technology, Entrepreneurship** Company: **Newlab**

Kelsey Richmond, Senior Manager, Community
19 Morris Ave, Brooklyn, NY, 11205

PLAN YOUR TRAVEL



DAY 4 THURSDAY, MAY 29

TRANSDISCIPLINARY SESSION
All students must be in attendance.

10:00 AM–
12:00 PM

Lead: **Samantha Cruz**

📍 The New School, Alvin Johnson/J.M. Kaplan Hall, room A407
66 West 12th Street, NYC, NY 10011

PRESENTATIONS, PANELS AND NETWORKING
All students must be in attendance.

1:00 PM–
4:00 PM

Visual Presentations

The visual presentation is your opportunity to share your creative process, research, and artistic vision with industry partners in a polished and engaging way.

📍 Yabu Pushelberg Studios, 66 White St, NYC, NY 10013

5:30 PM–
8:00 PM

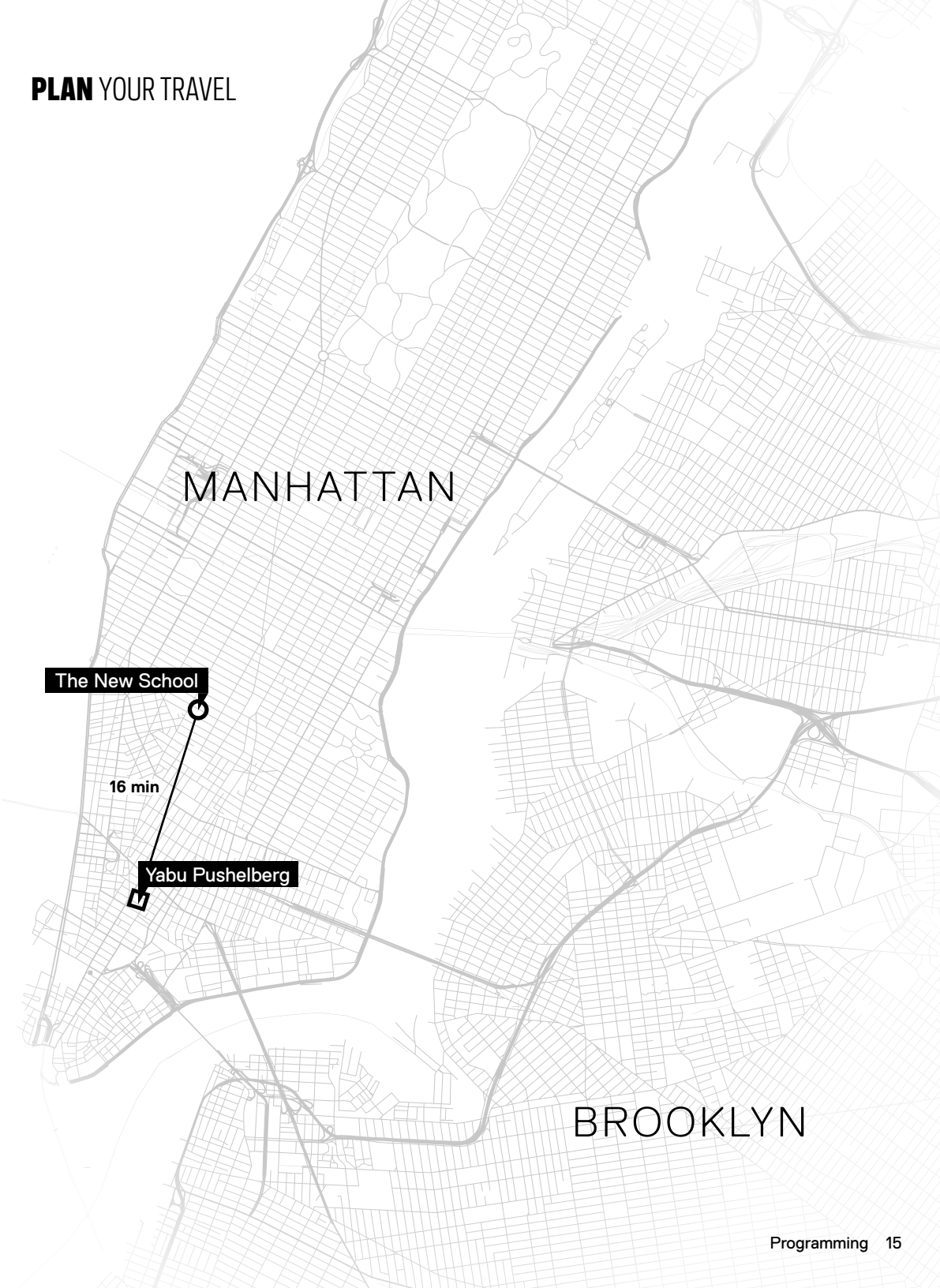
Industry Panel Discussion & Networking Event

Industry panel discussion and networking evening hosted by Yabu Pushelberg Studios. Complimentary drinks and hors d’ouerves provided.

Leads: Senior industry executives in Design

📍 Yabu Pushelberg Studios, 66 White St, NYC, NY 10013

PLAN YOUR TRAVEL



DAY 5 FRIDAY, MAY 30

10:00 AM–
2:00 PM

Art & Cultural Experiences

Choose one museum visit from these renowned NYC cultural destinations.

- Option 1** - MoMA (The Museum of Modern Art)
- Option 2** - The Metropolitan Museum of Art (The Met)
- Option 3** - Museum of the Moving Image
- Option 4** - Cooper Hewitt

2:00 PM

FREE TO EXPLORE NYC

PLAN YOUR TRAVEL



Partners

Learn directly from
creative industry professionals





meesh.ca
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Meesha Holder

Head of Production & Experiential at COLORSxSTUDIOS

A community-engaged producer, project manager and curator. Tameesha has collaborated with artists throughout her community to produce passion projects such as artists’ events and installations, panels and workshops. Her artistry focuses on the research, documentation and analysis of the black experience, through exploring their relationships with new media technologies.

Jeff L. Lieberman

Director, Writer, Producer, Filmmaker and Journalist

Jeff L. Lieberman is an Emmy & WGA-nominated Director, Writer, Producer, Filmmaker and Journalist. He is the founder of Re-Emerging Films, whose films include “Bella!”, “The Amazing Nina Simone” & “Re-Emerging: The Jews of Nigeria”.

His newest Oscar-qualifying documentary, “Bella!” profiles the trailblazing 1970’s congresswoman, Bella Abzug and stars Barbra Streisand, Hillary Clinton and Lily Tomlin. The film is a 2024 Writers Guild of America Nominee for Best Documentary Screenplay and the 2022 winner of the Library of Congress Lavine/Ken Burns Prize for Film.

Lieberman has previously held roles as a Co-Executive Producer on Vice’s “Sex Before The Internet”, and a Senior Producer at CNN, where he led a team through the production of the Emmy-nominated film: “Taking on Taylor Swift” which had a 2022 primetime broadcast on CNN.



re-emergingfilms.com



nigrini.net

Peter Nigrini

Projection Designer

Peter Nigrini is one of Broadway’s pioneering projection designers. His work includes Hell’s Kitchen, Here Lies Love, MJ; Ain’t Too Proud; Beetlejuice; The SpongeBob Musical; Dear Evan Hansen, A Doll’s House, Part 2; and Fela! In other venues, Grounded (Public Theater); Hans Zimmer Live; Lucia de Lammermoor and Don Giovanni (Santa Fe Opera) The Grace Jones Hurricane Tour; Deep Blue Sea (Bill T. Jones/Park Avenue Armory); and Real Enemies (BAM). He has been nominated for five Tony Awards and won a Lortel, a Drama Desk, a Jeff and an Obie.

David Feheley

Technical Director at The Metropolitan Opera

David Feheley is a seasoned technical and production professional with over 20 years of experience across major opera houses, theater companies, and live events. He is currently Technical Director at the Metropolitan Opera (since 2016) and Technical and Production Director at Houston Grand Opera (since 2013). Previously, David served as Technical Director at the Canadian Opera Company from 2002 to 2013, where he also contributed to the launch of the Four Seasons Centre for the Performing Arts and taught at PMArts.



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Lee Milliken

Production Manager at The Metropolitan Opera

Lee Milliken is a production professional with more than 25 years’ experience in opera. She has been the Production Manager for the Metropolitan Opera since 2018, where her focus is managing the development process of the Met’s new productions and participating in the company’s future season planning process.

Prior to joining the Met, she had a long career in Canada. As Production Manager at the Canadian Opera Company, she collaborated with many of the opera world’s leading directors, designers, and performers and worked with international opera companies on major co-productions as well as managing COC tours to the Hong Kong Festival, Melbourne Festival, Edinburgh Festival, and the Brooklyn Academy of Music.



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Bruce Perlmutter

Head of Production at Condé Nast Next Gen studios

Strategic executive who launches and grows multi-platform businesses. Oversees transformations, leader of teams. Expertise in premium scalable content distributed on multiple platforms: YouTube, social, FAST. Content monetization, audience growth, new revenue streams and business development.

Javier Farfan

President & Founder, J Wolf Advisors

For the past 25 years, Javier Farfan has been at the forefront of culture—as thought leader and innovative thinker in the world of marketing, film, communications and creative strategy. Renowned and recognized by clients and industry peers as a “man of the people,” Farfan places culture front and center in his work with large blue-chip corporations, young entrepreneurial start-ups and everything in between.



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Samantha Cruz

Project Manager at Porto Rocha

Samantha Cruz is an artist and project manager at Porto Rocha, where she bridges creative vision with effective project leadership and collaborative team management. With a diverse background spanning fashion design, art, and project management, Cruz brings a unique perspective to branding projects across arts, crypto, entertainment, and tech. Raised in Riyadh, she honed her artistic skills at SCAD and MassArt before embarking on a global career journey that included three years in Madrid, developing her artistic practice. At Porto Rocha, she has played a key role in the company’s growth, notably co-producing their first in-house research project on the state of design. Cruz’s design and artistic excellence is recognized through multiple D&AD Pencils and Create Magazine publications.



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thebishopgallery.com

The Bishop Gallery

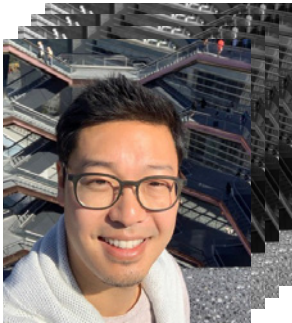


chrisbuck.com
@the_chris_buck

Chris Buck
Photographer

Chris Buck (IMA '87) developed his passion for photography and pop culture while at Ryerson and was a figure in the Toronto music scene. He moved to New York in 1990 and has since made it his primary base. Buck's celebrity portraits are renowned for their distinctive style: conceptual, irreverent, smart, and intimate. His subjects range from Kendrick Lamar and Donald Trump to Cindy Sherman and KAWS. In advertising, he's shot campaigns for many top brands including Coca-Cola, Google, Microsoft, Kia, and TD Bank. His personal projects include people who share his full name in Chris Buck's Chris Bucks, and the partners of exotic dancers in Gentlemen's Club.

Joe Kim
Design Director at Yabu Pushelberg



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Andressa Lopes
Design Director-Lighting at Yabu Pushelberg



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Christian Cotrina
Branding & Communications Manager at Yabu Pushelberg

With over 15 years of experience as a Project and Account Manager, I have a proven record of establishing long-term client relationships. My expertise lies in project management, brand and design agency management, excellent communication skills, and a detail-oriented approach. I am skilled in leading teams of clients and suppliers and managing multiple projects concurrently. My proficiency in supplier management, planning, scheduling, and budgeting projects, and my commitment to delivering high-quality results on time make me an asset to any team.

Aldington Coombs
Project Leader at Yabu Pushelberg



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Nico Van der Meulen
Intermediate Designer at Yabu Pushelberg

I am an Architecture major with a minor in Business at the University of Colorado, Boulder (Class of 2019). During University I have also studied landscape architecture, urban planning, and graphic design. I am a hard worker, a fast learner, and demonstrate strong interpersonal skills in all of my work. Outside of architecture, I spend most of my time pursuing my passion for travel and sport.



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Joanne Trout

SVP, Chief Communications Officer, Global Communications
at Omnicom Group

Accomplished communications professional with more than 30 years of public relations experience working with innovative global technology, marketing & advertising, consumer electronics and financial services companies. Experience includes leadership development and the management of large global and agency teams.



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Jef Kaminsky

Vice President of TV Development & Programming
Scholastic Inc.

Billy DiMichele

SVP, Brand Marketing & Corporate Social Responsibility
Scholastic Inc.

Billy DiMichele is a longtime creative leader at Scholastic, where he has produced hundreds of multimedia events and videos over his 28-year tenure. Highlights include large-scale Harry Potter launches, national literacy events, and 26 Scholastic Art & Writing Awards ceremonies. He pioneered Scholastic's live and virtual webcasts, reaching over 150 million students worldwide, and has grown the company's Corporate Social Responsibility profile through partnerships with leading cultural and philanthropic organizations. Billy is a recipient of multiple Webby and Telly Awards, as well as a 2002 Emmy® Award. He currently serves as Vice Chair of the Board of the Alliance for Young Artists & Writers and lives in New York City.



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Vince Commisso

President & CEO, 9 Story Media Group



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Kelsey Richmond

Senior Manager, Community at Newlab

As a student at The Creative School,
you are part of a dynamic faculty with
27 programs in media, design, and
creative industries.

Your journey here goes beyond creating—
it's about driving change. With deep
connections to the creative sector,
global experiences, and access to seven
innovation hubs and four international
hubs, you'll become a leader in creative
innovation, ready to break away from
conventional norms.

Let's connect

torontomu.ca/the-creative-school

@thecreativeschl

