This thesis examines the contextual implications of institutions going global, using Parsons School of Design as a vehicle. Being an international design school with a history of more than 100 years, the New York based Parsons has a satellite campus in Paris. Set up in the 1920s, the satellite campus in the French capital offers students of Parsons an insight into European culture. Hence the teaching philosophy adopted in Paris is American in methodology and European in flavour. Likewise, the proposed satellite campus in Singapore offers an insight into the development of art and design in Asia as well as an extension to Parsons' global network of campuses and affiliates.

The notion of context in the case of this thesis project would extend beyond that of the local. Not only would there be design implications that come from the local context but also its ‘other’ context in Manhattan, New York, where Parsons is based in. There would be attempts to introduce the ‘other’ context by drawing subtle, or at times surreal, references to New York or even Paris and also by layering the secondary context over the local. These attempts are based on the study of a series of diagrams formulated from the local context, such as ‘pause’ spots, flux and shadow diagrams, as well as a study of the environment and atmosphere of Parsons New York location off Union Square. The references to the New York context would be manifested in different ways throughout the scheme. For instance, the attempt to draw a parallel to Union Square and the introduction of Zen Palate (a popular concept restaurant and bar at Union Square); the manipulation of shadowed outdoor spaces to make it conducive for outdoor activity like the way parks and open spaces are used in New York; superimposition of virtual real-time projections of New York and Paris campus and street scenes.

The thesis would also be addressing the notion of a ‘24-hour’ building as the Singapore campus will function beyond normal hours for programmatic link-ups with the other two campuses. This implies that the relationship between the other buildings and services that are open or available 24 hours or till the wee hours of the day and the proposed satellite campus has to be examined in detail. Additional security could come in the form of ‘surveillance’ that is either ‘simulated’ through real-time projections or mutually ‘induced’ from the interface of different programs. Being sited in Orchard also has implications on the programmatic structure of the proposed project like the need to achieve a high plot ratio as well as the need to incorporate commercial aspects into the proposed development of the design institution.