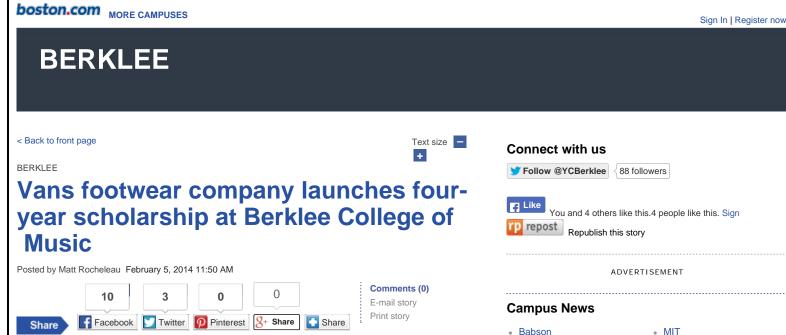
Vans footwear company launches four-year scholarship at Berklee College of Music - Berklee - Your Campus - Boston.com



By Matt Rocheleau, Boston.com Staff

Vans, the footwear and apparel company with deep roots in music culture, is launching a four-year scholarship at Berklee College of Music and plans to partner with the school and its students in other ways, officials announced this week.

The "Vans Berklee 'Off The Wall' Scholarship" will be awarded annually to a talented musician from the United States, the college and company said in a joint statement. The award will cover full tuition, room and board for four years.

Recipients will also be outfitted with a Vans-themed dorm room and laptop and will be given an opportunity to showcase their musical talents during events, like The Vans Warped Tour, and at venues like the House of Vans, officials said.

Vans also plans to offer opportunities to other Berklee students, including performances at Vans venues across the country, officials said. Vans Vinyl will also collaborate with Berklee's student-run label Heavy Rotation Records to produce and distribute a compilation of student music. Upperclassmen will also have the chance to participate in a music-related summer internship at Vans.

Vans Berklee Scholars will be chosen through auditions and interviews Berklee's admissions department holds each year. Scholars will be picked each May, officials said. The first scholar will be start at the college in the coming fall.

Officials described how they plan to pick recipients of the scholarship.

"At Vans, 'Off The Wall' is a state of mind, thinking differently and embracing people who love art, music, action sports and/or street culture," the statement said. "The ideal candidate for the Vans Berklee Scholarship will demonstrate the 'Off The Wall' spirit via their personal self-expression through music. The scholarship will be awarded to a musician whose focus and talent represents Vans' dedication to musical progression and evolution."

US citizens and residents will be eligible for the award, officials said. College applicants who qualify, based on merit and financial need, will be nominated for the Scholarship by Berklee's scholarship committee.

Scholarship applicants will be considered for a host of other scholarships that Berklee awards annually.

- Bentley
- Berklee
- Berklee
- Boston College
- Boston University
- Brandeis
- Emerson
- Harvard

Recent blog posts

 Group trying to save BU men's wrestling program seeks New Balance boycott

Northeastern

UMass Boston

Simmons

Wellesley

Suffolk

Tufts

- Group says MIT should double amount of graduate student housing it plans to build
- Vans footwear company launches four-year scholarship at Berklee College of Music
- Nelson Mandela's grandsons to speak at Brandeis tonight
- Realistic statue of man in his underwear at Wellesley College sparks controversy

ADVERTISEMENT

Get Updates

Y! N	ly Yahoo	
R	SS Feed	

Learn about RSS

Officials said the scholarship is the first educational initiative of its kind for Vans.

"Berklee awarded its first bachelor of music degrees in 1966, the year Vans was founded," Vans president Kevin Bailey said in a statement. "Throughout the decades, Vans and Berklee have both celebrated the freedom and individuality that comes from creative expression, making it a perfect partnership."

"Vans' history has been built alongside athletes, artists, designers, and musicians – as each has made Vans part of the canvas of their lives. That is something we look for in all of our brand relationships," he said. "We are looking forward to a long relationship together embracing and elevating students' creativity."

Jeffrey Dorenfeld, Berklee professor of music business/management and advisor to Heavy Rotation Records, spearheaded the partnership with Vans.

"Here you find two institutions with like-minded philosophies: freedom of selfexpression through creativity," said a statement from Dorenfeld. "For Vans it can be demonstrated on a skateboard, a bike or on stage. At Berklee, creativity is found in the classroom, on stage, in a studio or behind a computer. Together we hope to enable students to live out their dreams."

Matt Rocheleau can be reached at matthew.rocheleau@globe.com. Looking for more coverage of area colleges and universities? Go to our Your Campus pages.



RELATED CONTENT



If You Ever Want to Retire Look at This Chart Money Morning



16 Songs Everyone Over 50 Should Own

Millennials are Drinking so Much Wine

FROM THE WEB



Little Known Way to Pay Off Mortgage Weekly Financial Solutions



5 Foods You Should Never Eat Again My Diet



Sponsored Content by Taboola



NHL Stars With Famous Significant Others ThePostGame

FROM BOSTON.COM AND PARTNER

2013 American Music Awards stacked with

http://www.boston.com/yourcampus/news/berklee/2014/02/vans_footwear_company_launched_four-year_scholarship_at_berklee_college_of_music.html[2/9/2014 11:30:04 PM]

Vans footwear company launches four-year scholarship at Berklee College of Music - Berklee - Your Campus - Boston.com

They're Changing How it's Sold (Parade)	performances (Boston.com)	
Forget tattooing your brows and try this	24 test drive reviews of 2014	
(Dermstore)	models (Boston.com)	
Do These 7 Things and You'll Get	Christo's closes its doors after 49	
Alzheimer's (Newsmax Health)	years (Boston.com)	
7 Healthy Foods that Turned Out to Be	7 popular sex rumors proved true — or	
Unhealthy (My Diet)	totally false (Boston.com)	
4 Places You Should Avoid Using Your	Near nude statue of man creeping out	
Credit Card (Bankrate)	students at Wellesley College (Boston.com) Promoted Content by Taboola	
G Be the first to comment below Oldest Newest Best		
Please log In to comment.		
Home Today's Globe News Bi	usiness Sports Lifestyle A&E Things to Do Travel Cars Jobs Real Estate Local Search	
CONTACT BOSTON.COM Help Advertise Work here Privacy Policy Your Ad Choices Terms of Service Newsletters Mobile RSS feeds Sitemap		
CONTACT THE BOSTON GLOBE Subscribe Manag	e your subscription Advertise Boston Globe Insiders The Boston Globe Gallery © 2014 Boston Globe Media Partners, LLC	