



RE: NextGen Hatch Award Nomination

March 7, 2023

To the Judges,

Each year at BU we are fortunate as former practicing creative professionals to help instruct and mentor those who'll become the future of the creative advertising world.

And within each year we inevitably have several remarkable students whose creative talent is notable and deserving of the NextGen award. But this year I'm pushing all my chips behind one student nominee for reasons you'll see below.

I wholeheartedly nominate Nupur Chowdhury, a recent M.S. graduate student in the advertising track at the Boston University College of Communication for the AdClub's NextGen award.

In the fall of 2022, I taught Nupur in CM754 Portfolio II, and CM518 Creative Video Development. Both courses are designed to help graduate students develop professional level portfolio work that is measured against its ability to compete in the marketplace not only in the classroom. These classes are demanding and full of critique. You know, like your life in advertising. 😊

In both classes, Nupur was uniquely engaged. Her work was consistently strong, and when she didn't meet a challenge in a part of a project, she took critique like a champ, and came back later with improvement.

Her body of work over the course of just one semester in my classes led to a significant number of student award show entries in not only this show, but also the Young Ones, and D&AD New Blood.

Even when she was paired with a team member with lesser ability all she did was pick up the slack and make sure the work was great. She never complained about occasionally having to do the work of more than one.

If you've read this far, you may be thinking: "these are table stakes for greatness". But Nupur's dedication in the classroom, to the work, and respect for her peers is all there is.

Late one Friday afternoon Nupur came to me and asked if she could leave class a few minutes early because she had to pick up her son. And I said "wait? You have a son"? I discovered she was a single

mom, and now I'm thinking "Whoa, she's carrying a full course load in a demanding graduate program with a son in daycare".

But there's more, Nupur is also from India.

Not only was she one of COM's most promising creative students, raising a son as a single mom and trying to make their life better — but her main support system was 7500 miles away.

Never a complaint, never an excuse, never. Only: "What can I do to be better"?

There are few who could perform at such a high level without a break in stride.

I add with confidence Nupur would be embarrassed to know I am writing this nomination because she is as humble, and respectful as she is creatively gifted.

I hope reading this nomination and looking at her work helps you see what I see: a remarkable, talented young mother with a bright career in creativity ahead.

You can meet her work here on her [website](#).

But you should meet Nupur the person someday.

Sincerely,

A handwritten signature in black ink that reads "Doug Gould". The signature is fluid and cursive, with the first name "Doug" and last name "Gould" clearly legible.

Doug Gould

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