Steamroller (prints), alumni lead the way at inaugural ‘Art in Flux’ benefit

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Summary: Art in Flux, an inaugural benefit for the academic programs of the Milwaukee Institute of Art & Design. Saturday, August 5, 2006, 5 – 10 p.m., at Flux Design, 811 E. Vienna Ave. Fine art, fine food, drink, music and silent auction as 25 artists create large, woodcut steamroller prints in the street, show their works in a time-based media show and create mixed-media sculpture live on site. $25 at door or through www.miad.edu. Sponsored by Flux Design, BIGMPG Design/Marketing and Water Buffalo.

Milwaukee… Southeastern Wisconsin will experience a new collaborative art event to benefit the academic programs of the Milwaukee Institute of Art & Design. Art in Flux will be held on Saturday, August 5, 2006, 5 – 10 p.m., at Flux Design, 811 E. Vienna Ave., Milwaukee.

Art in Flux was conceived and is being hosted by MIAD alumni at Flux Design in partnership with MIAD. It offers attendees a unique opportunity to become enveloped in the artistic process as 4-feet by 8-feet steamroller prints are created in the street, sculpture from steel, wood and plastic is created live and time-based media works are shown. Most of the 25 participating artists are MIAD alumni or faculty. The event also features a silent auction of selected works, including smaller steamroller prints, as well as fine food, drink (cash bar) and music. Tickets are $25 at the door or through www.miad.edu, where the list of participating artists is available.

"Many of us at Flux Design are MIAD alumni with very different creative skills, and hosting a collaborative art event like Art in Flux to benefit MIAD is something we’ve wanted to do for some time," said Jeremy Shamrowicz ’98, co-founder of Flux Design Ltd., a leading custom design/build firm. "Our goal is to highlight the many creative forces here in Milwaukee, which MIAD plays a leadership role in educating and fostering. The college’s academic programs are extremely strong, and Flux Design would not be where it is today were it not for the strength of MIAD’s curriculum."

"My fascination with the process of creating large steamroller prints actually began during my MIAD studies, and I am excited to introduce it with other artists at Art in Flux," said Steve Sorrentino ’02, Flux’s project/office manager. "We will carve into full sheets of plywood and then run over them with a steamroller to create a woodcut or relief print. With a team of printmakers and artists taking on various rolls from mixing ink, to maneuvering the plywood plates to driving the steamroller, we can promise that most people will experience something they have never seen before."

"MIAD is extremely proud of and grateful for the efforts Jeremy Shamrowicz, Steve Sorrentino and our other alumni at Flux Design have made on MIAD’s behalf. They exemplify all the talented MIAD alumni who are leaders of Milwaukee’s creative class," said MIAD President Robert Rindler. “Art in Flux shows not only our alumni’s commitment to MIAD’s current students and programs, but also to the college’s role in engaging members of the community in the creative process."

MIAD is Wisconsin’s only college devoted exclusively to the education of artists and designers. Founded in 1974, it enrolls 650 talented students from across the country who are taught by artists and designers recognized regionally and nationally for their professional and educational accomplishments. Its academic approach blends curricular and extracurricular experiences, a community service requirement and liberal studies in 11 majors toward the bachelor of fine arts degree.