MIAD alumni exhibition pays tribute to renowned industrial design program
From Hummer, LEGO, healthcare and beyond, alumni break new ground and gender stereotypes

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MILWAUKEE… MIAD President Robert Rindler has announced that Making It For Real/Industrial Design Alumni Exhibition Part I, an exhibit of some of MIAD’s most accomplished and diverse graduates from 1997-2005, opens at 5 p.m. on Gallery Night, Friday, July 28, in the college’s Brooks Stevens Gallery of Industrial Design. Gallery hours are Tuesday through Saturday from 10 a.m. to 5 p.m. Admission is free. A participating designers’ reception open to the public will be held on Friday, August 4, 2006, 6 – 8 p.m.

In addition to breaking new ground in industrial design (ID), the participating graduates also break the gender stereotypes regarding ID – the professional service of creating and developing concepts and specifications that optimize the function, value and appearance of products and systems for the mutual benefit of both user and manufacturer, according to the IDSA, the Industrial Designers Society of America.

From product design to point of purchase displays, the exhibition exemplifies the myriad genres in which industrial designers apply their skills. Seen through actual products, prototypes or images are sports helmets; tennis rackets; the Hummer; LEGO theme sets (Dino Attack 2010, Harry Potter, Batman); Neverlate 7 Day Alarm Clock; award-winning Radio Flyer’s Twist Trike; combination padlocks; commercial furniture; children’s games; and healthcare, home, gardening and outdoor leisure products. (IMAGES ARE AVAILABLE)

The exhibition includes the work of Wisconsonites Laura Hackbarth ’03 (DCI Marketing); Casey Ketterhagen ’98 (Johnson Outdoors, Inc.); Daniel J. Lipscomb ’98 (Fiskars Garden and Outdoor Living); Michael and Brian Potempa ’03 (Twin Images, Inc.); Ryan J. Ramos ’02 (GE Healthcare); Mark Van Handel ’02 (Johnson Health Tech. North America) and Ami Verhalen ’97 (Design Concepts, Inc.). Out-of-state alumni include Jason Crowe ’02 (Allsteel, Inc.); Brian Ellis ’02 (The LEGO Company); Chris Heckman ’01 (Kaleidoscope); Eleodoro Pacheco Jr. ’99 (General Motors Corporation); and Oved Valadez ’05 (ZIBA Design).

(MORE)
Since its inception in 1984, MIAD’s industrial design program has contributed many talented practitioners regionally, nationally and internationally to this multi-faceted profession. Between 1982 and 1995 they were taught and mentored by internationally renowned industrial design pioneer Brooks Stevens, who helped to establish MIAD’s ID program and for whom the gallery is named. During his long career, Stevens designed products and logos for more than 500 companies. His product designs included the Hiawatha Train, first windowed and lighted clothes dryer, first towable mobile home, the Jeepster and Jeep Wagoneer, Oscar Mayer Weinermobile and the Excalibur automobile.

The exhibition was curated by veteran Director of Galleries Mark Lawson with the assistance of ID Professor Pascal Malassigné, FIDSA, named this year as one of America’s top 43 “Most Admired Industrial Design Educators for 2006” by Design Intelligence Magazine’s Seventh Annual Survey; Steve Lacey, IDSA, 3D Lab Director and ID Instructor; and recently retired ID Professor Tom David (FIDSA).


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 B.F.A. degree.