

## **MEDIA ALERT**

# **Monster sand sculpture competition**

**Date:** Friday, August 25, 2006  
**Time:** 3 – 5 p.m.  
**Place:** Atwater Beach, Shorewood; corner of Lake Dr. and Capitol Dr.

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200 new students at the Milwaukee Institute of Art & Design will turn Shorewood's Atwater Beach into an art gallery of giant sand sculptures on Friday. Famous faces and mythical monsters are just some of the "personalities" that may emerge from the sand.

Befitting Wisconsin's only independent, B.F.A.-granting college of art and design, the new students will unleash their talent in teams to design and build up to 20 giant beach sculptures. Prizes will go to the best overall sculpture, the most creative idea and other categories invented on the spot.

MIAD professor James Barany, who teaches first-year students at the college, coordinates the contest.

The sand sculpture contest completes orientation week for MIAD's new and transfer students. The new class of 2010 includes 200 students representing 16 states and four foreign countries.

With 80 percent of MIAD's 1,800 graduates living and working in Wisconsin, the new students have begun the journey to join those contributing a vital "brain gain" to the state that shapes its creative and economic future.

MIAD is Wisconsin's only college devoted exclusively to the education of professional artists and designers. Founded in 1974, it is accredited to award the Bachelor of Fine Arts degree in 11 majors, such as painting, communication design, industrial design, sculpture, photography, and video and animation.