Internationally renowned designers create new MIAD identity

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MILWAUKEE… The legendary design firm Chermayeff & Geismar has created a new visual identity for the Milwaukee Institute of Art & Design, Wisconsin’s only independent, fully accredited, four-year art and design college (IMAGE; HEADSHOTS AVAILABLE).

“Ivan Chermayeff and Tom Geismar are internationally celebrated for creating classic brand identities for such firms and institutions as NBC – noted for its world-famous peacock – National Geographic, Smithsonian Institution, Chase, Mobil and Cornell University,” said Trustee Neil Casey, who chairs the college’s branding committee.

“Our vibrant new brand identity captures the spirit of MIAD’s commitment to artistic excellence, student enrichment and community outreach. It marks an exciting new chapter in the college’s history.”

Chermayeff and Geismar have individually and collectively received nearly every national and international award in the design field, including one of the first Presidential Design Awards for helping to establish a national system of standardized transportation symbols. They work in a wide range of design disciplines, including print; environmental design, both interior and exterior; content-driven exhibitions; motion graphics; and installations. In addition to their identity designs, their work is seen throughout the world, such as in the Statue of Liberty Museum, the Tiles of the Oceans mural at the Lisbon Aquarium and the recently opened Truman Library.

“On our very first visit to MIAD, we were impressed by the energy and dynamism of the college’s faculty and the caliber of the student work,” said Ivan Chermayeff.

“Our design solution creates a visual complement to the two-syllable pronunciation of MIAD, by which the college is commonly known, using a fresh color scheme that is warm, cheerful and inviting. That freshness complements the custom-drawn block letterforms to create a contemporary, bold look that reflects MIAD’s vitality and creativity.”

Chermayeff & Geismar greatly reduced its fee, which was paid by an anonymous donor, and provided a full spectrum solution, which includes print and electronic collateral, such as the concept for the college’s newly launched web site (www.miad.edu). The solution is being implemented gradually in conjunction with the college’s ongoing strategic planning process, scheduled for completion in 2006. It was well received by hundreds of members of the college community during a collaborative planning process involving students, alumni, trustees, faculty and staff.

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Thiel Design of Milwaukee, which employs MIAD graduates, was selected by MIAD and Chermayeff & Geismar as the local affiliate for the project because of the firm’s experience in creating and executing the University of Wisconsin-Milwaukee’s identity program.

Kari McIntyre, student representative to the Board of Trustees, said, “MIAD’s student body is excited about the new logo. We are especially proud that such a prestigious firm has recognized our college and our faculty’s reputation of educating artists and designers known for their critical thinking and creative abilities. Having Chermayeff & Geismar design our identity is a once-in-a-lifetime experience.”

“MIAD is deserving both of a brand identity created by one of the top five design firms in U.S. history and of the national awareness this initiative will generate,” said MIAD Alumni Council President Joe Hausch ’84, a design major. “I am personally and professionally proud to bear a new logo that reflects MIAD’s commitment to design excellence.”

For more information on Chermayeff & Geismar, visit www.chermayeffgeismar.com.

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. With 80 percent of its 1,800 graduates living and working in Wisconsin, the college contributes a vital “brain gain” to the state that shapes its creative and economic future.