MIAD Industrial Design senior wins international prize

For release: December 13, 2006
For more info: Vivian M. Rothschild, Communications Director; 414.847.3239, cell, 414.507.7364; vrothsch@miad.edu; Megan M. Gordon, cell, 715.938.3223 (headshot of Gordon; image of Rockalounge attached)

MILWAUKEE… MIAD Industrial Design senior Megan M. Gordon has won first prize in the 2006 Student Design Competition held by the Association of Rotational Molders International.

Gordon was selected by a panel of industry experts for her Rockalounge entry, a plastic rocking chair designed to overcome challenges in existing wood and metal furniture. It is lightweight and sturdy, easy to clean, available in a variety of colors, and is intended for outdoor use but would also be a beautiful addition to interiors.

Originally from Marinette, Wis., Gordon became interested in plastics after researching Verner Panton’s work with plastics, especially the “Panton” chair, the first single-form injection-molded plastic chair.

She was awarded her $2,000 prize in Washington, D.C., in November. This is the fifth year of the international competition, with entries received from students in the United States, Mexico and United Kingdom.

Currently a Brady St. resident, Gordon says she plans to move to New York City on graduating this spring to “design housewares items and spaces for people to live, work and play in.”

MAD 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 unique academic approach blends curricular and extracurricular experiences, a community service course requirement, and liberal studies in 11 majors toward the bachelor of fine arts degree. With 80% of its 2,000 graduates living and working in Wisconsin, the college contributes a vital “brain gain” to the state that shapes its creative and economic future.