



Global designer James Ludwig, Steelcase VP, continues MIAD Creativity Series

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Summary: Tuesday, April 23, 6 – 7:15 p.m., Discovery World 414.847.3200. miad.edu

PRESS RELEASE

MILWAUKEE... Industrial designer, architect and brand expert James Ludwig continues the MIAD Creativity Series with a public presentation and conversation – “Curiosity and Empathy as Essential to Design” – April 23, 6 – 7:15 p.m.

His visit is part of the series founded by MIAD Board Chair Madeleine Kelly Lubar and her husband, David Lubar. It is hosted in collaboration with Discovery World Center for Innovation, where the presentation will be held.

[Ludwig](#) is vice president of global design for [Steelcase Inc.](#), a global leader in the office furniture industry with a portfolio focusing on architecture, furniture and technology products.

In a video interview for the [Business Innovation Factory](#), Ludwig said of Steelcase, “We are as much concerned about what goes on around our products as the products themselves – broader social issues, cultural issues, anthropological issues, all those intertwined things.”

Before joining Steelcase in 1999, Ludwig was a founding partner of bold:architects.designers., an interdisciplinary design consultancy. There he promoted teams of architects and designers – both product and graphic – to realize diverse projects such as new buildings and renovations in the reconstruction of a reunited Berlin, furniture and office products, and graphic programs for international clients.

Madeleine Lubar said, “The college is honored to host an international designer of James Ludwig’s repute as the third ‘creative’ to participate in the MIAD Creativity Series.

By joining artists Dana Schutz and Ryan Johnson, who visited MIAD in March, and Mark Rios, who visited in November of 2012, James Ludwig elevates the series’ mission of enriching the experiences of MIAD students while engaging the community in new ways of thinking about, and appreciating, the arts and the world of design.”

In addition to his April 23 evening presentation at Discovery World, Ludwig will engage with MIAD students on that day, and on April 24, when he participates in MIAD Define Day, an integral part of the [2013 Senior Exhibition](#) encompassing campus-wide inquiry and discussion into the seniors’ journey and the MIAD experience.

[Read James Ludwig’s bio.](#)

[View a series of 25-second videos](#) with James Ludwig, including “Design is a full contact sport.”

Have [3 quick questions](#) to ask James Ludwig about integrated design?

MIAD is Wisconsin’s only independent, non-profit college of art and design offering the Bachelor of Fine Arts degree – the most highly regarded undergraduate degree in the visual arts that is accredited at the national, regional and state levels. The college’s graduates are creative thinkers whose leadership skills make them uniquely suited to address our 21st century economic and societal challenges.

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