



Media alert

Powered by rubber bands, MIAD students vie to avoid ‘egg on their face’

Annual egg event is unique among art and design colleges

PRESS RELEASE

Event: “Egg in the Whole” challenge
Date: Friday, March 2, 11 a.m. to noon.
Place: First floor, MIAD, 273 E. Erie St., Third Ward
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Thirty Industrial Design sophomores at the Milwaukee Institute of Art and Design are designing and building rubber-band-powered mechanisms that streak down an elevated pair of cables and, untouched by human hands, pick up a raw egg from a nest and drop it into a hole in a piece of toast contained in a frying pan.

Got that Emeril?

The curricular assignment was designed by 3-D Lab Director Steve Lacey and Lab Supervisor Frank Lukasavitz to foster the ID majors’ problem-solving skills and help them experience the engineering challenges inherent in new product design.

Industrial Design is 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.

According to BusinessWeek magazine’s annual “Best Product Design” section, design is a “must-have competency for corporations” as consumers look to design as the “new differentiator” in a sea of new products (2005, 2006).

Industrial design is currently MIAD’s largest major; nearly 90% of the college’s renowned ID alumni 2000-2005 are employed within their first year of graduation and report employment satisfaction. They are employed by such regional corporations and product firms as Master Lock, Trek, Harley-Davidson, GE Healthcare, Johnson Outdoors, DCI Marketing, Kohler, Flux Design and Brooks Stevens Design.

The egg challenge – held in a new form each year – at MIAD is unique among art and design colleges and brings out the MIAD student body and faculty to cheer on the sophomores.

MIAD is Wisconsin’s only four-year college devoted exclusively to the education of 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 2,000 graduates living and working in Wisconsin, the college contributes a “brain gain” to the state that shapes its creative and economic future.