



Media alert

Monster sand sculptures go presidential

Date: Friday, August 24, 2007, 2 – 4 p.m.
Place: Atwater Beach, Shorewood; corner of Lake Dr. and Capitol Dr.

PRESS RELEASE

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Looking for a different ‘back to college’ angle?

MIAD’s new college president to get ‘in the trenches’ with freshmen

A glorious late-summer tradition continues as MIAD President Neil Hoffman joins 185 new students at the Milwaukee Institute of Art & Design in turning Atwater Beach into a giant gallery of fanciful sand sculptures.

Befitting Wisconsin’s only independent, four-year college of art and design, the new students will unleash their creative 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 freshmen, coordinates the contest, which is enjoyed by onlookers of all ages.

The sand sculpture completes orientation week for MIAD’s new and transfer students. The 185 students in the class of 2011 represent 14 states and 7 foreign countries.

Hoffman began his tenure June 1. The three-time art and design college president is a nationally recognized expert and lifelong advocate for the arts and community arts education.

In case of rain, an additional notice will be sent out.

MIAD is Wisconsin’s only college devoted exclusively to the education of artists and designers. Founded in 1974, it enrolls 640 talented students from across the country who are taught by artists and designers recognized regionally and nationally for their professional and educational accomplishments. Its student-centered 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 2,300 graduates living and working in Wisconsin, the college contributes a vital “brain gain” to the state that shapes its creative and economic future.