



PRESS RELEASE

Baird execs; wives to host 'Creative Fusion' May 3 Last year's sold-out event returns to benefit MIAD scholarships

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Summary: Creative Fusion, a celebratory benefit for the Milwaukee Institute of Art & Design; Saturday, May 3, 6 p.m., 273 E. Erie St. Tickets \$250 per person. Attire: "Fine Design from de la Renta to Diesel." 414.847.3200. miad.edu

MILWAUKEE... Four executives from Robert W. Baird & Co. and their wives will host this year's Creative Fusion benefit Saturday evening, May 3, at the Milwaukee Institute of Art & Design, Wisconsin's only independent four-year college of art and design. The event begins at 6 p.m. at the college's Third Ward campus, 273 E. Erie Street.

Speaking for the host group – Steve and Melanie Booth, Peter and Sarah Kies, Tom and Jane Lacy, Ross and Angela Williams – Tom Lacy said, "The impact of fine art and design on our lives is tremendous. Whether it's the industrial design of a kitchen appliance or the inspiring beauty of a sculpture, art and design enrich our lives every day. Those who pursue this field make our world, our community and our homes more functional and aesthetically pleasing."

"Creative Fusion is about supporting MIAD and its talented students," said Jane Lacy. "It's also about celebrating the unique talent and passion that the college inspires. We need a broad base of our community – businesses, families and other organizations – to encourage MIAD in its tradition of excellence in art education.

Guests at Creative Fusion, which was sold-out last year, will revel in MIAD's energetic atmosphere while bidding on one-of-a-kind art and design offerings through a silent and a live auction conducted by a Sotheby's auctioneer. All proceeds benefit the Creative Fusion Scholarship Fund, which helps support the 96% of MIAD students who receive financial aid. Among the auction items (IMAGES AVAILABLE):

- "Homage to Brooks Stevens," by renowned regional watercolorist **Anne Miotke**, showing products designed by Industrial Design pioneer Stevens (e.g., the Excalibur automobile, Hiawatha train and Oscar Meyer Wienermobile). It was commissioned in 1993 for the inaugural exhibition in MIAD's Brooks Stevens Gallery of Industrial Design.
- "Mural Sketch – Building," mixed media on paper by **Schomer Lichtner**, one of the best-known Wisconsin artists of his generation. Lichtner produced this study for a mural reminiscent of the style of the WPA murals. The rare sketch became a part of the diverse collection MIAD inherited from its predecessor college, the Layton School of Art.
- "Balancing Act," serigraph by **Clarence Carter**, an American modernist who began producing this "mandala" series in the mid-1960s. This print was donated to MIAD by Carter's estate with three others from the series.
- Untitled, mixed media by **Michel Scarpa** – perhaps the most monumental work in the U.S. by the Paris-born artist. Scarpa created the work using popular imagery applied to wooden blocks resembling vintage toys.
- A wall sculpture, digital archival lightjet print and collagraph by internationally exhibited MIAD faculty **Jill Sebastian, Jason Yi** and **Rina Yoon**, respectively.
- Non-art items such as a guided, educational trip for two with MIAD students and faculty in May 2009 that will steep art lovers in the culture, history and art of Florence, and a Harley-Davidson 105th Anniversary package for two.

Presenting Sponsor is Robert W. Baird & Co. The Argosy Foundation; Madeleine & David Lubar, founding event chairs; and Judy & Larry Moon, are Contributing Sponsors. Cindy & Jerry Benjamin, Everett Smith Group, Harley-Davidson Motor Company, M&I Bank, Mortara Instrument and Rite-Hite Holding Corporation are Colorful Patrons.

Tickets are \$250 per person and available, with sponsorship information, through April 18 by calling Arlene Remsik at Exceptional Events, 414.270.3000, ext. 230. Auction images will be available at miad.edu.

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 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.