



Utrecht art supply to open second WI store at MIAD

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PRESS RELEASE

MILWAUKEE... Internationally renowned Utrecht art supply store will open its second Wisconsin location on the campus of the Milwaukee Institute of Art & Design, Wisconsin's only independent four-year college of art and design. Among the store's first clients during its opening the week of August 11 will be members of the largest incoming class in MIAD's history.

"This new partnership will provide our students with the highest quality art and design materials and supplies by a company that has been known for unique quality and value since its founding in 1949," said MIAD President Neil Hoffman. "Our partnership with Utrecht is just one important aspect of the college's dedication to providing the best services to our students."

Bill Houghton, manager of the east side Utrecht store, said, "Partnering with a college the caliber of MIAD has been a goal of ours for years. We are extremely excited to be opening the new store and look forward to a long and successful relationship."

MIAD alumnus Steve Lubahn '94 (Drawing), an exhibiting artist and assistant manager of Utrecht's east side store for seven years, will be the new store's manager. Store location is 143 N. Broadway in a building owned by the college adjacent to the Student Union. Store hours will be 7:30 a.m. – 7 p.m. Monday – Friday; 10 a.m. – 6 p.m. Saturdays; 11 a.m. – 4 p.m. Sundays.

In addition to its own line of products, Utrecht also offers an extensive assortment of fine art materials and supplies from the leading national brands available. For more information on Utrecht, visit utrechtart.com.

For more information about Wisconsin's only independent college of art and design, visit miad.edu.

MIAD is a degree-granting college where individuals discover and realize their creative potential. Founded in 1974 as Wisconsin's only independent college of art and design, 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 unique 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 2,500 graduates living and working in Wisconsin, the college contributes a vital "brain gain" to the state that shapes its creative and economic future.