



Media alert

Painting the town MIAD

Largest incoming class to create giant permanent wall mural

Event: “Giant Mural Project”
Date: Sunday, August 17, 9:30 – 10:30 a.m.
Place: South wall of new Utrecht store, 149 N. Broadway, Third Ward, opposite the college’s main building at 273. E. Erie St.
For more info: Vivian M. Rothschild, Communications Director; 414.847.3239, cell, 414.507.7364; vrothsch@miad.edu; **day of:** Ricky Heldt, 414.759.8169.

PRESS RELEASE

Can 250 artists and designers create one mural of lasting beauty? Michelangelo would be proud...

Students in MIAD’s largest incoming class in history will work 125 strong, alternating for five minutes at a time, as they create an 8 by 40 foot outdoor mural that will enhance the MIAD campus and the Third Ward.

The mural marks the start of Orientation 2008, a weeklong interactive program that allows students to share their unique personalities and talents while getting to know their classmates and the people, programs and services that support their undergraduate experience.

The 250 students of the class of 2012 represent 23 states and 7 foreign countries. These future artists and designers will graduate with multidisciplinary professional skills, excelling in the best tradition of the Renaissance in visual, verbal, written and media literacy.

In case of rain, an additional notice will be sent out; but the weather looks as glorious as the mural will be.

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 650 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 academic 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.