



\$1.4 million donation of materials from Harley-Davidson Motor Company helps MIAD students re-design campus

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PRESS RELEASE

MILWAUKEE... The [Milwaukee Institute of Art & Design](#) has received a \$1.4 million donation of materials from the Harley-Davidson Motor Company that is helping students transform their learning community at the state's only independent, fully accredited four-year college of art and design.

Interior Architecture + Design students are seeking input from throughout the college community as they re-design spaces in the college's Jane Pettit Bradley academic building using the fixtures, tables, flooring, lighting and wall components received through the gift. They have already transformed the MIAD Café using the donated materials.

"MIAD is deeply appreciative of this unprecedented donation of materials by [Harley-Davidson](#)," said MIAD President Neil Hoffman. "The donation benefits the college not only by enhancing our ability to create lively social spaces for all students to gather and interact near their work spaces. It also provides a deep learning experience for students in Interior Architecture + Design – who have garnered national awards and whose work has benefited local organizations throughout the community, such as the Urban Ecology Center and the Salvation Army."

Harley-Davidson President and COO Matt Levatich, who was recently elected to MIAD's Board of Trustees, said, "Harley-Davidson is energized by our growing partnership with MIAD and ability to assist in the development of the college's campus and its students. Harley Stylists play an integral role in the college's ground-breaking Industrial Design [PowerSports course](#), which they helped to found in 2008, and, last fall, students from across five majors participated in [The Helmet Project](#), Harley-Davidson Museum's first feature exhibition. It is especially gratifying now to see how the Interior Architecture + Design students are using the donated materials to transform MIAD's campus for all students."

The materials donated to MIAD were designed for the Harley-owned Buell Motorcycle Company by DCI Marketing, where MIAD alumnus Jim Wiemer is vice president and creative director.

MIAD is a degree-granting college where individuals discover and realize their creative potential. Founded in 1974 as Wisconsin's only fully accredited, independent college of art and design, it enrolls 680 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 3,000 graduates using their innovative skills in Wisconsin, the college contributes a vital "brain gain" to the state that shapes its creative and economic future.