



**MIAD Industrial Design program ranked 10<sup>th</sup> in nation  
(see related release: Two students win international awards)**

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PRESS RELEASE

**MILWAUKEE...** The Industrial Design program at the Milwaukee Institute of Art & Design was named No. 10 in the nation in an annual ranking by the DesignIntelligence journal.

The rankings were generated from a survey of 220 leading firms throughout the United States. Organizational participants were questioned about which programs are best preparing students for professional practice.

The No. 10 rank on the “2011 America’s Best Architecture & Design Schools” list marks a move up from No. 14 in 2010.

MIAD remains committed to innovation within the program, which begins with outstanding faculty and outside partners who provide students with real-world experiences and opportunities in the design world.

Associate Professor of Industrial Design John Caruso has judged the World Kitchen Design Competition, will serve as a juror on the Appliance Design Panel in January and is currently designing cast iron cookware and stoves.

He recently received an Industrial Design Excellence Award for his part in developing Rapid Flood Deployment Wall barriers for Geocell Systems. Caruso also works with Eastman Plastics on market development and delivered a juried paper on the interface of aviation landing systems in August.

ID Professor Pascal Malassigné (FIDSA) is a past president of the Industrial Designers Society of America who holds five U.S. patents for adaptive assistive devices, such as wheelchairs and prone carts. Internationally recognized in this area, he recently discussed the development of mobility carts for spinal cord injured veterans in an interview for a national TV show.

Malassigné, who was named one of the Most Admired Design Educators in 2006 by DesignIntelligence, is currently working on a proposal to the Department of Veterans Affairs to design accessible showers and bathtub seat inserts for people with disabilities and the elderly. He is also involved with the National Institute of Health.

In spring 2011, for the 15<sup>th</sup> year, through a program Malassigné helped to found, Industrial Design juniors will partner with Milwaukee Public Schools to design personalized assistive products for differently-abled students.

This fall, students are collaborating with Master Lock, Delta Faucet and Fiskars to design a variety of products. One class has partnered with Fiskars to create universal cutting tools for the company’s kitchen and garden “Cuts + More” line. Another class is designing kitchen and bath faucets for Delta.

MIAD Industrial Design alumni are leading designers at such companies as Porsche, Lego, Trek Bikes, Fiskars, GE Healthcare, General Motors, Milwaukee Electric Tool, Master Lock and Weyco. The ID program rankings are listed in the November/December 2010 issue of DesignIntelligence.

MIAD is Wisconsin’s only independent, non-profit college of art and design offering the Bachelor of Fine Arts degree the most highly regarded undergraduate degree in the visual arts that is dually accredited at the national level. The college’s graduates are creative thinkers whose leadership skills make them uniquely suited to address our 21st century economic and societal challenges. With its students, graduates and faculty, MIAD plays a transformational role in education, culture and business in Milwaukee and beyond.