



## MIAD selects The Park at 1824 as residence hall New residence hall offers students' 'suite' life

**For release:** March 9, 2011

**For more info:** Vivian Rothschild, Director of Communications; 414.847.3239,  
cell, 414.507.7364, vivianrothschild@miad.edu

PRESS RELEASE

**MILWAUKEE...** As part of tremendous positive change occurring at the Milwaukee Institute of Art & Design – from a reinvented First Year Curriculum, to re-designed physical spaces and continually enhanced student services – the college has announced The Park at 1824 as its student housing beginning in Fall 2011.

This state of the art building will be occupied solely by students, resident assistants and the residence hall director of MIAD, the state's only non-profit, independent college of art and design.

“The decision to occupy The Park at 1824 is based on MIAD’s commitment to providing the best possible service to our students,” said MIAD President Neil Hoffman. “Over the last three years, the college has seen exponential enrollment growth that prompted us to investigate off-campus housing options beyond our current residence hall facility.

“Yet in keeping with MIAD’s mission to meet both our educational and social goals for our students, this growth is allowing us to provide new opportunities while maintaining the small class sizes for which the college is known.”

Located just 3½ miles from MIAD, The Park at 1824 offers:

- The opportunity to feature onsite social activities and student programming
- A green environment with environmentally friendly lighting and construction
- Apartment-style suites housing three students per apartment, in either single- or double-occupancy rooms
- Furnished units, including a fully equipped kitchen with stainless appliances and dishwasher, a 42” plasma television in the living area, cable television and wireless internet; a lounge, fitness center and onsite laundry
- A location on Milwaukee’s East Side, an area full of shopping, restaurants, theaters, parks and students, just a short walk from the Urban Ecology Center, where many MIAD student perform Service Learning (community service)
- A private shuttle provided by MIAD and The Park at 1824 to transport students to and from campus and the residence hall; and the advantage of being on a single bus line to MIAD

“We are very pleased to have established the relationship with a college the quality of MIAD,” said Wayne Wiertzema, Executive Vice President of Wangard Partners, which developed The Park at 1824.

During the three-year contract with Wangard, MIAD will raise funds to build a \$10 million residence hall for 250 students at 252 E. Menomonee St, across from the academic building, said Hoffman.

The new arrangement with Wangard and plans for a new dorm are based both on a 22% increase in enrollment over three years and a mission to provide an integrated and holistic learning experience. MIAD currently has 700 students, with an eventual cap of 1,000, Hoffman said.

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.