



PRESS RELEASE

## MIAD 2012-2013 exhibitions span the globe & media

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**MILWAUKEE...** From Milwaukee and Los Angeles, to China, South Korea, Poland, Mexico and Argentina, the 2012-2013 exhibitions at the Milwaukee Institute of Art & Design are as diverse in their geographic reach as they are in their educational, conceptual and experiential reach.

Of particular note, according to Director of Galleries Mark Lawson, are the:

- Extensive exhibition **MKE<->LAX**, curated by Sara Daleiden (Oct. 19 – Dec. 8) with related programming, which investigates cultural exchange between two American regions through a vast variety of media.
- Ambitious international print exhibition, **Makers in Print** (Jan. 18 – March 23), which explores and celebrates the global vitality of printmaking as part of the 41<sup>st</sup> conference of the Southern Graphic Council (SGC) International, co-hosted by MIAD and the Peck School of the Arts, University of Wisconsin-Milwaukee, March 20-23.
- In-depth look at the manner in which advertising and product development reflect our social aspirations. **Designing Desire: The Cultural Effects of Marketing**, Oct. 6 – Feb. 9, is curated by anthropologist Katinka Hooyer, Ph.D., ABD

MIAD's galleries are located in the college's Jane Bradley Pettit Building, 273 E. Erie Street, in Milwaukee's Historic Third Ward. Gallery hours are 10 a.m. to 5 p.m., Tuesday through Saturday, with the exception of school holidays. More information about building hours is available at [miad.edu](http://miad.edu). Admission is free.

*The 2012-2013 main gallery schedule:*

**2012 Faculty Exhibition**, through October 6, Frederick Layton Gallery

Opening Reception: Thursday, September 13, 6 p.m. to 9 p.m.

- From traditional media used in innovative ways to 21<sup>st</sup> century technologies and themes, the works of more than 30 faculty members entice dialogue and discussion.

**Fusione de Firenze**, through September 22, Entrance Gallery

Opening Reception: Thursday, September 13, 6 p.m. to 9 p.m.

- Works from MIAD's 2012 Florence Summer Study Abroad Program, led by MIAD faculty member Michael Aschenbrenner and Chair of 2D/4D Design Phil Belair.

**Shifting Identity: Creative Revolution in China**, through September 22, East Gallery

Opening Reception: Thursday, September 13, 6 p.m. to 9 p.m.

- Works from MIAD's 2012 China Summer Study Abroad Program, led by Professor/Core Coordinator Jason S. Yi.

**Senior Photo Majors**, through September 21, Perspectives Gallery

Closing Reception: Friday, September 21, 5 p.m. to 7 p.m.

- A selection of work from the portfolios of Photography seniors taught by Chair of Fine Arts Bob Smith.

**Designing Desire: The Cultural Effects of Marketing, curated by anthropologist Katinka Hooyer, Ph.D., ABD**

October 6, 2012 – February 9, 2013, Brooks Stevens Gallery

Opening Reception: Fall Gallery Night, Friday, October 19, 5 p.m. to 9 p.m.

Gallery Talks Schedule Forthcoming

- As a vital part of the design process, the art and science of marketing does not just sell products. It also sells and shapes our values and norms, transforming intangible ideas about what is socially desirable into tangible objects. This exhibition reveals this cultural dynamic during the mid-twentieth century, and how our cultural perspectives have changed over time.

**More on page 2: MKE<->LAX; Makers in Print; MIAD 2013 Senior Exhibition**

## MIAD 2012-2013 Exhibitions, page 2

### **MKE<->LAX, curated by Sara Daleiden (full press release to follow)**

Fall Gallery Night, October 19 – December 8, Frederick Layton Gallery

Opening Reception: Fall Gallery Night, Friday, October 19, 5 p.m. to 9 p.m.

- Through residencies and public programs, [MKE<->LAX](#) investigates cultural exchange between two American regions, with Milwaukee and Los Angeles as epicenters. The initiative, directed by Sara Daleiden, who is based in both Milwaukee and Los Angeles, moves between regions to question the influence of location, size, market, cultural values and other factors on the production of the arts and cultural identity.
- MKE<->LAX at MIAD is a platforming project in the form of an exhibition embedded within the overarching, multiple-year initiative of the same name. It is organized in collaboration with artist as MIAD Director of Galleries Mark Lawson, artist as exhibition designer and alumnus Harvey Oppenorth, artist as project consultant Jessica Steeber and artist and MIAD alumna as platforming protégé Ashley Janke.
- Through its installations, programs and residencies, this non-traditional exhibition turns the art gallery into an incubator for cultural exchange. Participants each have roots in Milwaukee and have spent time in Los Angeles, either through an MKE<->LAX residency or the commitment to relocation. They are interdisciplinary researchers who respond to fine art and commercial markets. Disciplinary arenas include visual art, performance, film, music, architecture, animation, product design, communication design and critical writing, as well as other related cultural investigations.
- MKE<->LAX is an iteration of the experimentation with gallery space started by New Exchanges at MIAD early in 2012. It is supported in part by the Greater Milwaukee Foundation's Mary L. Nohl Fund.

*MIAD and the University of Wisconsin-Milwaukee's Peck School of the Arts (PSOA) host the 41<sup>st</sup> SGC International Printmaking Conference, Print: MKE, March 20 – 23, 2013. Following are two of the many exhibitions beginning in 2013 to celebrate the international community of printmaking. SGC International is the largest print organization in North America. Its annual conference is the biggest annual gathering focused on the field of printmaking, drawing up to 2,000 attendees.*

### **Makers in Print: International Print Exhibition**

Winter Gallery Night, January 18 – March 23, 2013

Opening Reception: Winter Gallery Night, January 18, 5 p.m. to 9 p.m.

A joint exhibition at MIAD's Frederick Layton Gallery and PSOA's INOVA Gallery.

- **Makers in Print** explores the vitality of printmaking around the world through the work of artists from six countries – South Korea, China, South Africa, Poland, Mexico and Argentina – selected by curators from those countries who have deemed the works as exemplifying the foremost techniques and concepts in the medium.

### **Making Connections: A Juried Exhibition of MIAD Printmaking Alumni**

February 25 – March 23, 2013, Brooks Stevens Gallery

### **MIAD 2013 Senior Exhibition**

Spring Gallery Night, April 19 – May 11, 2013, All MIAD Galleries

Opening Reception: Friday, April 19, 5 p.m. to 9 p.m.

- The largest and most eagerly anticipated exhibition of its kind in the state celebrates the talent of tomorrow's creative leaders. The works span MIAD's 11 majors, and their diversity reflects the increasing numbers of students with double majors, and major and minor degrees.

*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 accredited at the national, regional and state levels. The college's graduates are creative thinkers whose leadership skills make them uniquely suited to address our 21<sup>st</sup> century economic and societal challenges.*