



## MKE<->LAX at MIAD transforms gallery into a platform for cultural exchange

PRESS RELEASE

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**Summary:** MKE<->LAX exhibition, October 19 – December 8, 2012; Opening Reception, October 19, 5– 9 p.m.; 273 E. Erie St.; Tuesday – Saturday, 10 a.m. – 5 p.m. Free. 414.847.3200. [miad.edu](http://miad.edu).

**MILWAUKEE...** Through a series of installations, programs and residencies, the non-traditional exhibition MKE<->LAX turns MIAD's Frederick Layton Gallery into an incubator for cultural exchange from Gallery Night, October 19, through December 8, 2012, at the college's Third Ward campus.

The exhibition is embedded within an overarching, multiple-year initiative of the same name directed by Sara Daleiden that moves between two regions to question the influence of numerous factors on the production of the arts and cultural identity. Aiming to promote awareness and empathy both regionally and nationally, it features artists with Milwaukee roots who have spent time in Los Angeles through residency programs or relocation, many of whom are MIAD alumni.

“Just as the exhibition questions the influence of location, size, market, cultural values and other factors that typically isolate ideas regionally, it also offers opportunities to discuss core questions raised by the [MKE<->LAX initiative](#), such as the value of critiquing, networking, mentorship, residency, fundraising and professional practice,” explained Daleiden.

“Exhibition participants are interdisciplinary researchers who respond to fine art and commercial markets. Their areas include visual art, performance, film, music, architecture, animation, product design, communication design and critical writing.”

MKE<->LAX is organized in collaboration with artist as MIAD Director of Galleries Mark Lawson, artist as exhibition designer and alumnus Harvey Opgenorth, artist as project consultant Jessica Steeber, and artist as platforming protégé and alumna Ashley Janke. It is an iteration of the experimentation with gallery space begun by [New Exchanges](#) at MIAD early in 2012.

In addition to Opgenorth and Janke, exhibition participants include MIAD alumni Paul Druecke (also a MIAD instructor), Thomas Everts and Jena Lee; MIAD instructors Nicholas Frank and Shana McCaw (with Brent Budsberg); and Nina Bednarski, Mark Escribano and Cat Pham. Read more about them and those above at [www.mke-lax.org/talent](http://www.mke-lax.org/talent).

Daleiden, a Waukesha native, is based in both Milwaukee and Los Angeles, and collaborates with organizations in the two regions. She is a board member of Friends of Blue Dress Park, an advisor for IN:SITE and a board member for the Milwaukee Artist Resource Network. In Los Angeles, she is affiliated with multiple projects, including Being Pedestrian, the Los Angeles Urban Rangers and MAK Center's “How Many Billboards.” Read more about her below and at [www.mke-lax.org/about](http://www.mke-lax.org/about).

Current public programs associated with MKE<->LAX at MIAD include:

- **MIAD Parent/Partner Day**, October 20, 11 a.m. - 4 p.m., Frederick Layton Gallery, free. Workshops and discussions with platforming organizations and exhibition participants, many of whom are MIAD alumni, faculty and staff.
- **Fundraising I and II, Milwaukee Artist Resource Network (MARN) Workshop**, October 25 and November 1, 6 - 9 p.m., Frederick Layton Gallery, \$40. Presented by Daleiden in collaboration with MARN; learn creative fundraising during challenging economic times. To register, visit [artsinmilwaukee.org](http://artsinmilwaukee.org).

(MORE)

Additional public program information is forthcoming and will be on [miad.edu](http://miad.edu) and [mke-lax.org](http://mke-lax.org) as it becomes available. MKE<->LAX at MIAD is supported in part by the Greater Milwaukee Foundation's Mary L. Nohl Fund.

Daleiden directs the MKE<->LAX initiative under the auspices of s(o)ul, which focuses on cultural production and exchange through the creation of social interactions in developing landscapes. With bases in Los Angeles and Milwaukee, the agency offers support for empathetic, structural development of individual, organizational and community identity embracing various scales of experimentation, connection and production. It consults with nonprofit and for-profit entities, as well as with cultural workers of many disciplines and levels.

The Frederick Layton Gallery and Fourth Floor Gallery at MIAD 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 Milwaukee Institute of Art & Design is a degree-granting college where individuals discover and realize their creative potential.

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 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.