



Media alert

Augment your reality! Revisit Milwaukee's Bridge War of 1845!
March 22 offers a day of visual global treats!

For release: March 14, 2012

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PRESS RELEASE

More than 1,000 printmakers from around the world will build bridges, augment audience realities and experience some very hot presses Friday, March 22, at the Milwaukee Institute of Art & Design for the international print conference, Print:MKE.

Among the day's packed activities:

Augmented Reality by Quad/Graphics

Friday, March 22, 11 a.m. – 4 p.m., Saturday, March 23, 10 a.m. – 2 p.m.; Room 250 A/B/C and Room 245
Quad/Graphics, Wisconsin's premiere commercial and interactive print provider, opens its augmented reality platform to creative experimentation and play. Three four-hour workshops, hosted by Quad/Graphics and supported by MIAD faculty, allow participants to create content responding to, and layering, an audience's experience of original and pre-existing 2D and 3D artworks.

Three Bridges

Friday, March 22, 1 – 4 p.m., East Gallery

Experience Milwaukee's Bridge War of 1845 like never before by joining 30 students and faculty from Ohio University, Northern Illinois University and the University of Tennessee-Knoxville to create three printed sections of an ideal city, linked by bridges.

The Unique Print: Monotyping Wisconsin Style Fresh Hot Press

Friday, March 22, 1 – 2:25 p.m., Room 345

Hot off the Madison presses, University of Wisconsin-Madison's printmaking club, Fresh Hot Press, will lead the audience in a charge of printmaking, using a litho stone, photoplate and a sheet of plexiglass. Participation is highly encouraged, as this demo succeeds through tossing out traditional printmaking norms and taking risks to discover a new take on printmaking.

Print:MKE is the 41st conference of Southern Graphics Council International (SGCI), hosted by MIAD and University of Milwaukee's Peck School of the Arts from March 20 – 23. Printmakers will flood Milwaukee for exhibitions, panels, presentations, demonstrations and more. All conference events are open to the media. Additional detailed information on Print:MKE, including exhibitions on view throughout Milwaukee, can be found at <http://printmke2013.org>.

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.

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