



‘Change Is Possible’ at MIAD Creativity Series with Dana Arnett, brand, design and enterprise leader, March 25

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PRESS RELEASE

Summary: Dana Arnett, founding principal and CEO of VSA Partners, presents at the MIAD Creativity Series, Tuesday, March 25, 6 p.m. Reception to follow. Free and open to the public. miad.edu/creativityseries

MILWAUKEE... Chicago-based **Dana Arnett** – founding principal and CEO at VSA Partners, and international branding, design and enterprise leader – propels the fifth installment of the MIAD Creativity Series with “**Change Is Possible,**” **Tuesday, March 25, 6 p.m.** at the Milwaukee Institute of Art & Design.

In a Design Thinking Out Loud video series, Arnett says, “You have to have a creative mindset to solve today’s complex business problems.”

Arnett brings his creative mindset to MIAD for “Change Is Possible,” on the Third Floor at the college, followed by a reception. Both the speaking event and reception are free and open to the public. Arnett will also engage with students across the college during his two-day visit.

About Dana Arnett

[Dana Arnett](#) is a founding principal and CEO of the internationally recognized firm [VSA Partners](#), headquartered in Chicago, with offices in New York City and Detroit. Arnett leads enterprise activities including strategic planning, growth initiatives, people development, and the integration and delivery of the firm’s diverse set of creative and strategic capabilities.

He was a 1999 inductee into the Alliance Graphique Internationale, and holds the honor of being named to the ID40, which has cited him as one of the 40 most important people shaping design internationally. A former member of the AIGA National Board of Directors, he currently serves as a board member of the Architecture and Design Society of the Art Institute of Chicago. Arnett was recently announced as the 2014 recipient of the AIGA Medal, the highest honor of the design profession.

Arnett and his colleagues are known for creating award-winning design programs, digital and interactive initiatives and brand marketing solutions for a diverse roster of clients, including Harley-Davidson Motor Company, IBM, General Electric, Coca-Cola, Thomson Reuters, Kraft and Nike.

About the MIAD Creativity Series

Founded by MIAD Board Chair Madeleine Kelly Lubar and her husband, David Lubar, the [MIAD Creativity Series](#) has previously featured visiting creatives Mark Rios, Dana Schutz & Ryan Johnson, James Ludwig, and Nicola López & Gandalf Gaván.

[Read](#) Dana Arnett’s bio.

[Watch](#) Dana Arnett’s Design Thinking Out Loud video, “[Dana Arnett: Beyond Design.](#)”

At the Milwaukee Institute of Art & Design, students driven to become creative professionals have the freedom to develop their talents beyond traditional boundaries while immersed in a transformative studio, academic and career-driven curriculum. On graduation, they join thousands of successful MIAD alumni whose talents are continuously in demand, and whose lifework is driven by the passion to inspire, problem solve and innovate for our economy and society.