



Mark Dziersk – award-winning designer of Lunar Design – talks Design Thinking, Creativity & Risk at MIAD Creativity Series Nov. 12

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Summary: Mark Dziersk, Lunar Design, presents at the MIAD Creativity Series, Wednesday, November 12, 6 p.m. Free and open to the public. Reception to follow. 273 E. Erie Street. miad.edu/creativityseries

PRESS RELEASE

MILWAUKEE... The MIAD Creativity Series returns with internationally recognized expert Mark Dziersk, FIDSA, on **Wednesday, November 12, 6 p.m.**, on the Fourth Floor of the Milwaukee Institute of Art & Design for a free public discussion “Design Thinking, Creativity and Risk.” A reception will follow the event.

In this third year of the [MIAD Creativity Series](#), founded by MIAD Board Chair Madeleine Kelly Lubar and generously sponsored in part by the Bert L. & Patricia S. Steigleder Charitable Trust, Dziersk takes a unique perspective on risks within the growing topic of Design Thinking in his discussion.

[Dziersk](#) is Managing Director of [Lunar Design](#) – one of the world’s top design firms – and is an internationally recognized expert known for reinventing and revitalizing brands through the use of design. His clients at Lunar include Unilever, Dell and Nestle. Previously at Brandimage, Dziersk also designed Dove’s award-winning “Real Beauty” campaign.

He uses his design strategy expertise in his additional work as Fast Company’s blogger for “Design Finds You” and says “Design strategy is increasingly recognized by leading companies as an exceedingly effective way to succeed in today’s markets.”

Dziersk joins previous Creativity Series artists in continuing the mission of the series to enrich the experiences of MIAD students while engaging the community in new ways of thinking about, and appreciating the arts and the world of design. Previous visiting artists include: Mark Rios (2012), Dana Schutz & Ryan Johnson (2013), James Ludwig (2013), Nicola López & Gandalf Gaván (2013), and Dana Arnett (2014).

Coming February 25, 2015, the MIAD Creativity Series welcomes Robert Sabuda, #1 *New York Times* best-selling children’s book creator, pop-up book artist and paper engineer.

[Read Mark Dziersk’s bio.](#)

Read recent Fast Company articles by Dziersk including “[Head Before Hands: When Design Meets Strategy](#)” and “[Brand Bloodlines](#).”

More information on the [MIAD Creativity Series and previous visiting artists](#).

[Save the Date](#) for the 2014 Student/Alumni Art & Design Sale, December 4 – 6. Generously sponsored by Blick Art Materials. Proceeds benefit the participating artists and designers.

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 applied creative talents are continuously in demand, and whose lifework is driven by the passion to inspire, problem solve and innovate for our economy and society.