



Mayor Barrett to lead Ribbon Cutting of TWO50TWO – MIAD’s new res hall – at college’s 40th birthday party

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Summary: Ribbon Cutting for TWO50TWO, MIAD’s new residence apartments; **Wednesday, August 27, 3:30 p.m.**; Reception to follow. 252 E. Menomonee St., Historic Third Ward. Rain or shine. miad.edu/MIADat40

PRESS RELEASE

MILWAUKEE... Mayor Tom Barrett is scheduled to join the MIAD community in a participatory, visually thrilling Ribbon Cutting for TWO50TWO – the new student residence hall at 252 E. Menomonee St. in Milwaukee’s Historic Third Ward – Wednesday, August 27, 3:30 p.m.

The event, to be held rain or shine, is a celebratory birthday for MIAD, founded in 1974 in the Historic Third Ward.

The applied creative talents of MIAD alumni and students are widely acknowledged to have fueled the growth of the Ward, and played a key role in its naming as one of [America’s Top Twelve ArtPlaces](#) in 2013.

“In gathering for the ribbon cutting,” says MIAD President Neil Hoffman, “we celebrate the vision of the college’s founders, the generosity of its supporters and partners, the accomplishments of its alumni, the hard work of its students, faculty and staff, and the trust and support of its parents.”

The college is also celebrating its 40th birthday by being the only college in the country included in a 2014 book by the international Organisation for Economic Co-operation and Development (OECD) based on its impact beyond the Third Ward to the region’s design cluster and creative economy.

“The value of MIAD is inextricably linked to Milwaukee’s past and present economy, and, more importantly, to its plans for the future,” says Stuart Rosenfeld, Ph.D., in the book.

In 1974, seven educators from MIAD’s predecessor college, the Layton School of Art, pooled \$100 of their own money and took no salaries to found the college and educate 33 students in its first Third Ward location. By 1992, the college moved into its third and final location in the Third Ward at 273 E. Erie St.

Built across the street from the college’s academic building, TWO50TWO was designed specifically for art and design students by Engberg Anderson Architects and developed by General Capital Group. The sustainable building comprises five floors of fully furnished two-bedroom suites, each accommodating four students with a living room, kitchen, two bathrooms and state of the art amenities. Areas for display of student and other works include within suites, hallways and floor lounges.

Additionally, BLICK Art Materials – the nation’s largest provider of art supplies and a strong supporter of arts education nationwide – will celebrate its new location on the ground level and kick off ten days of opening festivities. These include gift bags for the first 100 attendees, raffle prizes, product discounts and product demonstrations. For more information visit www.bit.ly/NewBlickMIAD.

[Click here](#) to watch a time lapse of TWO50TWO’s construction (password: twofiftytwo). Images and info at <http://www.two50two.com>.

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.