



## User Experience exhibition traces design evolution of everyday products on Fall Gallery Night at MIAD

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**Summary:** User Experience: Products That Shape Our Lives, Oct. 21 – Feb. 25, MIAD's Brooks Stevens Gallery, 273 E. Erie St., Free admission; [miad.edu](http://miad.edu)  
Opening Reception on Fall Gallery Night: Friday, Oct. 21, 5 - 9 p.m.

PRESS RELEASE

**MILWAUKEE...** Today's cell phones are physical extensions of ourselves in a way rotary telephones never were. Good design is one main reason for it. The newest exhibition at the Milwaukee Institute of Art & Design traces telephones and many other devices through their design evolutions over the years.

***User Experience: Products That Shape Our Lives***, on view in the **Brooks Stevens Gallery October 21 – February 25**, hosts an Opening Reception during **Fall Gallery Night on Friday, October 21, 5 – 9 p.m.**

Utilizing MIAD's extensive product design collection and in collaboration with Milwaukee Tool, the exhibition highlights how design transforms products from difficult and dangerous to use during the Industrial Revolution into safe and easy-to-use, powerful tools today.

Viewers see improvements made from Thomas Edison's wax cylinder phonograph to the iPod, General Electric's first production monitor-top refrigerator to the stainless steel Electrolux and more.

Co-curated by James Wiemer and Mark Lawson with art direction by Dale Shidler, ***User Experience*** offers a glimpse into the engineering, ergonomic and emotional advancements that have reformed our products, and therefore our world.

***User Experience: Products That Shape Our Lives*** debuts with an Opening Reception on Fall Gallery Night, Friday, October 21, 5 – 9 p.m. The exhibition runs through February 25 in the Brooks Stevens Gallery. It is free and open to the public. Gallery hours are Monday – Saturday, 10 a.m. – 5 p.m. Free gallery tours are available at [miad.edu/gallerytours](http://miad.edu/gallerytours).

*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.*