



The Milwaukee Institute of Art & Design is excited to announce the completion of *Our Creative Future* comprehensive campaign, **exceeding the \$10 million campaign goal**. With profound gratitude to MIAD's community of supporters, we are pleased to share highlights of the work made possible by your generosity.

Campaign Goal #1: People

Goal: Enhance resources and scholarship funding for incoming and current students to increase access to our award-winning curriculum and ensure students' success throughout the college experience.

MIAD serves a diverse student body, recruits talented young people from across the country, and partners with local nonprofits and corporations to connect students to the city's creative industries. Guided by college leadership and a robust strategic plan, **MIAD's enrollment grew 50 percent over five years, currently enrolling nearly 900 students.**

Funding raised through the campaign assists MIAD in providing an impressive amount of scholarship funding to its students. More than **\$18 million in scholarship support is invested by MIAD each year to fill the gap left by state and federal assistance.** MIAD is proud to support our talented students, many of whom impact the creative sector even before they graduate.

Emma May Travitz, Product Design '24

Already a thoughtful and passionate designer studying Sustainability and Soft Goods Design at MIAD, Emma will hone her skills further as part of Nike's Global Apparel Materials (GLAM) Team during a Summer 2023 internship.

"I hope one day I can better the planet and people through... senses and stories. Material is a tangible change, and one I need to be a part of."—Emma May Travitz



Miah Brown, Fashion and Apparel Design '26

Miah created an installation in MIAD's lobby called "The Chocolate Dress," which links all five senses to create an immersive and personalized experience. A passionate dressmaker, Miah contributed work for MIAD's annual fundraising gala, *Creative Fusion: Fashion Forward*.

"This is something I'd rather do for the rest of my life."
—Miah Brown

Chad Alexander, New Studio Practice: Fine Arts '24

Chad is one of only 26 students nationwide to be accepted into the prestigious Yale Norfolk School of Art Summer Program, a six-week residency in Norfolk, Connecticut.

"To think that I wasn't going to go to school in the first place and now I'm getting this opportunity, it just feels like 'pinch me!' ... I hope to gain a better understanding of what drives my practice ... what is that deeper meaning?"—Chad Alexander

Ladasia Bryant, Communication Design '23

When tapped to create a mural for the Milwaukee Bucks, Ladasia turned to her fellow students in MIAD's Black Leaders and Artists Coalition (BLAC). Five additional students, as well as members of BLAC's Quilters Union, contributed to the work. Unveiled in February 2023 at Milwaukee's Fiserv Forum, the mural focuses on Milwaukee landmarks and weaves in elements and colors of Black History Month and basketball.



Brandon Luster '25 (New Studio Practice: Fine Arts), Desharr Saddler '24 (Product Design), Noah Teague '25 (Communication Design), Zara Dixon '25 (Illustration), and Jada Hendricks '24 (NSP: Fine Arts) contributed to the mural.

Catherine Currie, Communication Design '23

Exemplifying the Communication Design program's and MIAD's student excellence, Catherine will join Nike for a summer internship, chosen out of 1,500 graphic design candidates from across the country.

"[MIAD] does a really nice job of prioritizing their students and creating a relationship with their students. ... Being here I really built a foundation of trust and a network of professionals that I can rely on for the rest of my life."—Catherine Currie

Campaign Goal #2: Place

Goal: Complete the build-out of our campus to accommodate the college's growth and deepen our connection to Greater Milwaukee through strategic partnerships and service.

In summer 2021, MIAD renovated the entire 50,000-square-foot top floor, including 20,000 square feet of "raw space." This new floor now houses the Illustration, Communication Design, and Liberal Studies departments as well as the collections of Guido Brink and Brook Stevens. As the home for the Lubar Innovation Center and Lubar Emerging Technology Center, MIAD envisioned the new floor as a dynamic hub for professional work and collaboration with corporate, nonprofit, and community leaders.

The following new spaces and renovations demonstrate MIAD's commitment to providing the best possible learning environment for our students.

MIAD's **Equity + Inclusion Center** supports campus-wide efforts to live the college's value of inclusion by providing leadership development opportunities, social experiences, and academic support to students, with an emphasis on serving BIPOC students.

The Lubar Innovation Center connects real-world clients with MIAD students. Through creative development programs, the Lubar Innovation Center fosters innovative and entrepreneurial thinking to challenge students' individual interests, support academic programming, and collaborate with corporate and nonprofit partners.

The Lubar Emerging Technology Center is MIAD's experimental lab. To help students meet the highest standards of excellence, MIAD provides access to emerging technologies and assists students with learning the technologies of today while preparing them to apply learned methodologies to the technologies of tomorrow.

The **MIAD Community Auditorium & Gallery** serves as a multi-use space, providing convenient access for Milwaukee and MIAD community members to gather for educational programming and to learn from both internationally renowned and local creatives.

The **Admissions Center** relocated to the first floor to provide an expanded, welcoming, and informative entryway to the promise of MIAD's award-winning academic programs and career preparation, and to the college's community programs.

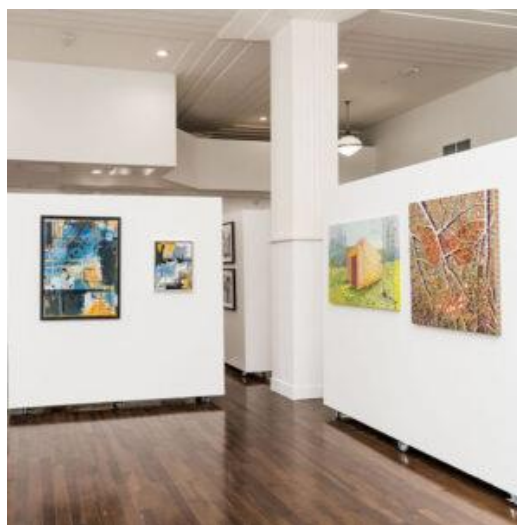
MIAD expanded its footprint by creating **MIAD Gallery at The Ave**—an off campus commercial gallery for students, faculty, staff, and alumni. This initiative is part of repurposing a once dilapidated and vacant mall in the heart of downtown Milwaukee into a revitalized hub of creativity and community. The dedicated gallery space provides hands-on arts management experience for students; additional income for students, alumni, faculty, and staff; and cultural opportunities for the community. MIAD Gallery at The Ave opened in March 2023.



Equity + Inclusion Center



MIAD Community Auditorium & Gallery



MIAD Gallery at The Ave

Campaign Goal #3: Programs

Goal: Meet the needs of record-breaking enrollment and, through curriculum innovation, increase teaching capacity and inclusivity, engagement with emerging technologies, and professional opportunities.

MIAD continues to establish innovative programming for its BFA students, youth, and the Milwaukee community. *Our Creative Future* provided funding to establish impactful programs, such as:

Design Internship is a free, yearlong opportunity structured around accessibility and repeat contact. Students learn foundational skills in design workshops from MIAD faculty and are immersed in a two-week, paid internship at one of MIAD's professional partners to explore hands-on projects and gain industry experience. With tuition-free access to Summer and Weekend Pre-College courses, interns may select from a variety of courses ranging from introductory to advanced. Fall and spring mentorship opportunities provide tools necessary to begin to design a path from high school to college to career. This program serves Milwaukee-area high school students, with priority given to students of color and low-income students.



MIAD launched an **Animation** track within the Illustration major in 2021. Students explore digital media including two- and three-dimensional, interactive animation, virtual reality, and video games as well as electives and animation-focused professional practice coursework to help hone their individual interests and storytelling abilities. Combining illustration and animation with a rich and sustained focus prepares students for versatile careers. MIAD's Illustration major has seen exponential growth over the past five years. In its 2023 rankings, *Animation Career Review* named MIAD's Animation program as the top in the state, and the college's Illustration program in the top ten in the Midwest.

A new **Fashion and Apparel Design** program will launch in Fall 2023. Students will learn and explore all aspects of the current fashion industry as well as gain an understanding of the path of entrepreneurship. Fashion and Apparel Design evolved from the work taking place in the Textiles Lab, which has been operating for five years and was the result of student interest in soft goods programming as well as interest from local companies such as Milwaukee Tool and Harley-Davidson.



To work toward a community of faculty that reflects the diversity of our student body, MIAD participates in the **Association of Independent Colleges of Art and Design (AICAD) Fellows program**. MIAD has welcomed seven AICAD Fellows since beginning the program in 2020-21. The fellowships are two-year appointments, and the Fellows are eligible for hire after the fellowship ends. So far, two former Fellows have been hired for full-time positions at MIAD. MIAD's participation has been so successful its senior leadership have taken national roles in the program.