

MIAD President Neil Hoffman's remarks, January 14, 2013
ArtPlace Press Conference designating Milwaukee as a Top 12 ArtPlace for 2013

Good morning! Welcome to the Milwaukee Institute of Art & Design, MIAD. The college is honored to host the kickoff of Milwaukee's designation as one of the Top 12 ArtPlaces in America.

We are also honored to have been an anchor of the Third Ward since 1974.

If you were standing here then, you would have seen many abandoned warehouses. You would also have seen our four-year college, theater groups and a few galleries.

But would you have seen *exactly* what they saw? They saw the promise of the Third Ward as a hotbed of creative talent, as a key driver of economic and societal innovation.

During the ensuing years, MIAD alumni fueled the growth of local design firms, founding many, and providing the talent for local galleries.

One-third of MIAD alumni own their own creative businesses. So MIAD graduates became known not only for revitalizing the Third Ward, but also for revitalizing many of Milwaukee's other neighborhoods.

Today, MIAD students, faculty and alumni continue to lead, and benefit from, a vital creative scene – from the small business owners to the global design leaders who provide professional and personal opportunities to our undergraduates. This talent-rich community fuels the college with its renowned faculty, who are working artists and designers with ties to the industries and galleries that we serve.

This thriving creative scene allows MIAD students to forge deep ties to our affordable community. So much so, that 80% of them choose to remain and work in Wisconsin after graduation, continuing to grow, and invigorate our city and region.

The growth of Milwaukee's art scene and our college is reflected all around you. For example, this Friday, on Gallery Night, MIAD hosts with UW-Milwaukee an international printmaking exhibition, and in March an international conference of printmakers, with an attendance of 1,500 artists, from throughout the country.

In April, all the college's galleries will be filled with senior capstone projects, and the region's community will come here by the thousands to view their work and hire MIAD graduates.

We all knew Milwaukee was on the creative map. Now, thanks to the collective vision of so many over the years and your acknowledgement, the rest of the country knows it too!