



MIAD's Designing Desire exhibition explores the influence of marketing on cultural norms

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Summary: Designing Desire: The Cultural Effects of Marketing, October 6, 2012 – February 9, 2013; Opening Reception October 19, 5 – 9 p.m.; 273 E. Erie Street ;Tues. – Sat., 10 a.m. – 5 p.m., Free. 414.847.3200. miad.edu.

PRESS RELEASE

MILWAUKEE... MIAD's newest exhibition, **Designing Desire: The Cultural Effects of Marketing**, examines marketing's influence on creating, promoting and perpetuating cultural norms and its social impact on specific groups of people. The exhibition is on view October 8, 2012, through February 9, 2013, in the college's renowned Brooks Stevens Gallery of Industrial Design. An Opening Reception will be held Gallery Night, Friday, October 19, from 5 – 9 p.m., and a Gallery Talk, "The Changing Attitudes and Approaches of Marketing Since the Post-war Years," on Thursday, October 25, at 7 p.m. is the first in a series of Gallery Talks. A schedule of additional Gallery Talks is forthcoming.

The images and ad campaigns comprising the exhibition are viewed through a lens of anthropology. Co-curator and anthropologist Katinka Kooyer, Ph.D., ABD, said, "Like other cultural phenomenon, products and their marketing have complex interrelationships with the societies that produce them. They reflect and define the values and perspectives of the era in which they are created, as well as contribute to the ongoing evolution of culture."

Designing Desire begins its critique in the post-war era, continuing through the marketing of today. The exhibition reveals the cultural dynamic of socially desirable ideals during the mid-twentieth century, and how cultural perspectives have changed over time.

"Although this exhibit often presents a critical view of many marketing efforts, the aim is not to be negative, but to stimulate heightened awareness and an ongoing questioning of the methods and values behind these efforts," Hooyer added. "It equips us to become more empowered and savvy consumers, as well as more morally attuned designers of both products and their marketing programs."

Co-curator and MIAD Director of Galleries Mark Lawson said the exhibit has something for both the public and designers, "The exhibit provides a new lens for the public to view advertising, both in everyday life and in a global sense; for design practitioners, it highlights the significance of broad social considerations of their work."

The Brooks Stevens Gallery at MIAD is located in the college's Jane Bradley Pettit Building, 273 E. Erie Street, in Milwaukee's Historic Third Ward. Gallery hours are 10 a.m. to 5 p.m., Tuesday through Saturday, with the exception of school holidays. More information about building hours is available at miad.edu. Admission is free.

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MIAD is Wisconsin's only independent, non-profit college of art and design offering the Bachelor of Fine Arts degree - the most highly regarded undergraduate degree in the visual arts that is accredited at the national, regional and state levels. The college's graduates are creative thinkers whose leadership skills make them uniquely suited to address our 21st century economic and societal challenges. With its students, graduates and faculty, MIAD plays a transformational role in education, culture and business in Milwaukee and beyond.