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MKE AIRPORT UNVEILS NEW STUDENT ART INSTALLATION
Travelers will experience new art installation in partnership with MIAD

MILWAUKEE (June 27, 2024) – Milwaukee Mitchell International Airport (MKE) and the Milwaukee Institute of Art and Design (MIAD) have joined forces to introduce an exciting new art installation as part of a long-term partnership at the Airport. With MKE Airport gearing up for peak summer travel and MIAD celebrating its 50th Anniversary, this collaboration marks an exciting development for travelers and art enthusiasts alike.

MIAD's colorful new art installation can be found on Concourse D, conveniently located near the gates for Delta Air Lines and Spirit Airlines. The first installation at this site, titled PROJECT REFRAME, is the work of MIAD graduate, Liz Geoffrey. This inaugural exhibit promises to enrich the travel experience for all visitors to MKE Airport.

"MKE Airport's collaboration with MIAD underscores our commitment to showcasing our community to the millions of travelers who fly MKE every year. Liz Geoffrey's work represents the creativity that MIAD students have been known for over the past 50 years," Airport Director Brian Dranzik said. "We look forward to continuing to display engaging art from MIAD students and alumni at the Airport, enhancing the travel experience for many years to come."



"We are honored to be among Milwaukee Mitchell International Airport's many community partners, especially during our 50th anniversary year," said MIAD's President Jeffrey Morin. "Liz Geoffrey's project is an example of our students' and graduates' creative skills and the deep empathy that fuels their work, whether they major in illustration like Liz, or in product design, fashion and apparel design or our other majors. Creating innovative solutions for area business while also providing learning and internship opportunities to hundreds of high school students is central to our college's mission."

Geoffrey created PROJECT REFRAME in response to the negative impacts of pandemic life on mental health and as part of their senior capstone project at MIAD. A series of 1,000 positive affirmation postcards printed using letterpress printing, the project invited viewers to personalize and mail the postcards, spreading encouragement and fostering connections during a time of isolation. MIAD's Airport display reimagines the original project, further exploring Geoffrey's passion for both analog printing and mental health. Click here to watch a video showing the process used in creating the artwork. <https://vimeo.com/956058166?share=copy>

A limited supply of Geoffrey's postcards representing the exhibit will be available inside the TripAdvisor store located immediately adjacent to the exhibit. PROJECT REFRAME will be on display at MKE through at least the end of 2024. A new student exhibition will be installed by MIAD sometime in 2025.

Milwaukee Mitchell International Airport offers nonstop flights to 35+ destinations coast-to-coast, and more than 200 international destinations are available with one easy connection. MKE is served by Alaska, American, Delta, Frontier, JetBlue, Southwest, Spirit, Sun Country, and United. The complete list of nonstop cities can be found at flymke.com.

MKE, the winner of 2021 and 2022 ASQ Best Airport – North America awards for outstanding customer experience, is owned by Milwaukee County and operated by the Department of Transportation, Airport Division, under the policy direction of the Milwaukee County Executive and the County Board of Supervisors. The Airport is entirely funded by user fees; no property tax dollars are used for the Airport's capital improvements or for its day-to-day operation.

The Milwaukee Institute of Art & Design (MIAD) was founded in 1974, born from the nationally acclaimed Layton School of Art, which was established in 1920. The college fosters innovative, entrepreneurial, and disruptive thinking that benefits our students and our corporate and nonprofit partners. MIAD brings robust career pathways and college readiness experiences to underrepresented and low-income high school youth, educates future art and design leaders and provides cultural experiences and events to the Greater Milwaukee community. MIAD is an accredited, nonprofit college offering the Bachelor of Fine Arts degree and the only private art and design college in Wisconsin.

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