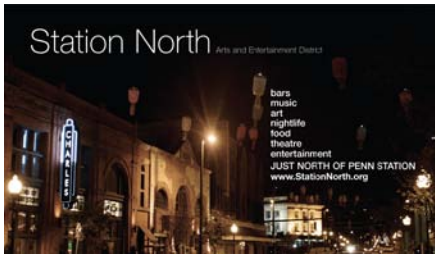


MICA NEWS

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October 28, 2010

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MICA STUDENTS PROMOTE STATION NORTH ON CHARM CITY CIRCULATOR

Advertisements Will Appear on Shuttle Service, Dec. 1–March 1

BALTIMORE—**Maryland Institute College of Art** (MICA) graphic design students have partnered with the Station North Arts and Entertainment District, the Central Baltimore Partnership and local advertising agency Mjach Designs to create advertisements promoting tourism in Station North. Three advertisements, individually designed by juniors **Julian Haddad**, **Monica Picca** and **Justine Smith**, will rotate on display on the Charm City Circulator, a fleet of free shuttles traveling in and around downtown Baltimore City, **Wednesday, Dec. 1–Tuesday, March 1**.

MICA students designed the advertisements after visiting the Station North neighborhood, documenting its characteristic features, generating ideas about its future potential and interviewing riders on the Circulator. Located in the heart of Baltimore and adjacent to MICA's campus, Station North was the first area in the city to receive the state designation as an arts and entertainment district. Spanning the communities of Charles North, Greenmount West and Barclay, Station North is a diverse collection of artist live-work spaces, galleries, row houses and businesses just steps away from Penn Station and Mount Vernon.

The final ad selections were chosen out of work by more than 40 graphic design students. Draft concepts were reviewed by David Bielenberg of Station North Arts and Entertainment District; Melissa Lentz of Mjach Designs; and Ashley Wallace of Central Baltimore Partnership, a coalition of neighborhood, private, public and institutional interests implementing a community development strategy in the central Baltimore area.

About the student finalists:

Julian Haddad is a graphic design student from Miami. His work is vibrant and professional, inspired by his intentions to reach large populations with his ideas. He participates in many student groups and works in the College's Office of Student Activities.

Monica Picca is a graphic design major from New Jersey. She has held internships in graphic design and is also interested in costume design. When designing, she enjoys finding inventive ways of working with mixed media and draws much of her inspiration from film. If she finds a moment of spare time, she enjoys reading, cooking and playing with her pet rabbit.

Justine Smith is a graphic design and photography double major from Pennsylvania who enjoys combining her passions for two different disciplines in her work. She is passionate about introducing the arts into communities.

When Justine isn't designing, she works at an animal hospital.

For more information, contact MICA's Department of Graphic Design at 410.225.2382. For high resolution images, contact the Office of Communications at 410.225.2300.

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Founded in 1826, Maryland Institute College of Art (MICA) is the oldest continuously degree-granting college of art and design in the nation. The College enrolls more than 2,000 undergraduate, graduate and continuing studies students from 46 states and 53 countries in fine arts, design, electronic media, art education, liberal arts and professional studies degree and non-credit programs. Redefining art and design education, MICA is pioneering interdisciplinary approaches to problem solving, research, and community and social engagement. Alumni and programming reach around the globe, even as MICA remains a cultural cornerstone in the Baltimore/Washington region, hosting hundreds of exhibitions and events annually by students, faculty, and other established artists.

Image captions (left-right): Advertisements by Julian Haddad (detail), Justine Smith (detail) and Monica Picca.