

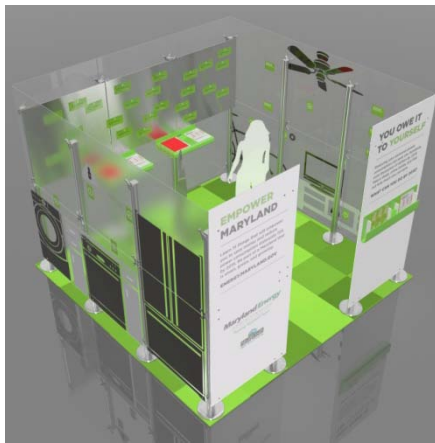
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MICA STUDENTS DESIGN INTERACTIVE ENERGY-SAVING MOBILE INFORMATION STATION FOR MEA'S *EmPOWER MARYLAND* CAMPAIGN

*Maryland Energy Administration Launches Statewide,
Eight-College Tour to Inform and Educate Residents About Sustainability*

BALTIMORE—Maryland Institute College of Art (MICA) and the Maryland Energy Administration (MEA) have partnered to develop an energy-saving interactive mobile information station that demonstrates to users how to save money and reduce power consumption with simple behavior changes. The exhibit, *EmPower Maryland: You Owe It to Yourself*, is the product of a year and a half partnership with the MEA and MICA's Center for Design Practice (CDP) on designing innovative communication strategies for the state's campaign on energy efficiency, *EmPOWER MARYLAND*. MEA is launching this exhibit with a **statewide eight-college tour** beginning at MICA through Wednesday, Sept. 22 in the Brown Center's Leidy Atrium (1301 W. Mount Royal Ave.).

The modular 10" x 10" translucent box made with eco-resin, an eco-friendly, recycled material, is a participatory experience in which the users interact with the exhibit and calculate a number that represents their personal savings from energy-efficient behaviors by 2015. MEA's campaign is designed to educate and inspire Marylanders to reduce energy consumption statewide by 15 percent by 2015, and to live more sustainable lives.

"The Maryland Energy Administration continually seeks ways to support our local communities through the promotion of energy resources, incentives and reliable information statewide. Our multi-year partnership with MICA is a true reflection of innovative, grassroots and fun educational outreach that integrates compelling design concepts with solid energy information," says Christina Twomey, spokesperson for MEA and the director of this initiative. "We encourage the public to visit this exhibit as it travels across Maryland and to learn about combinations of energy saving measures that are most appropriate for their homes and lifestyles; as in many cases, these measures do not require a financial investment, but do add up to big results towards saving money and the environment."

The exhibit will travel for the 2010-11 school year to seven additional college campuses across the state as a mobile information station designed by MICA students and promoted by MEA. The tour continues to **University of Maryland, Baltimore County**, Thursday, Sept. 23–Friday, Oct. 1; **Johns Hopkins University**, Monday, Oct. 18–Friday, Oct. 29; and tentative dates at the **University of Maryland, College Park**; **Salisbury University**; **Towson University**; **Morgan State University**; and one additional location to be determined. It will be installed at each school for approximately three to four weeks.

The project developed after the CDP completed a successful branding campaign for the MEA. MICA designers continued to investigate strategies for public dissemination of information and encouraging energy-efficient behaviors. Not only does the project disseminate valuable information to target audiences, it also becomes a valuable data resource for the MEA as it assesses and develops new energy programs.

The CDP, housed within MICA's Office of Research, takes an interdisciplinary approach in students and faculty partnering with outside organizations to create solutions to issues facing communities.

For high-resolution images and interviews with the designers, call MICA's Office of Communications at 410.225.2300. To reach the MEA for comment, call spokeswoman Alexis Revis Yeoman at 301.918.8418, ext. 102. For updated information, visit fyi.mica.edu.

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Founded in 1826, MICA is among the top visual arts colleges in the nation. It enrolls 1,752 undergraduate and 206 graduate students from 46 states and 54 foreign countries, offering programs of study leading to the bachelor of fine arts (B.F.A.), master of arts (M.A.), and master of fine arts (M.F.A.) degrees. MICA's outstanding graduate programs were ranked in the top 4 of 220 programs in U.S. News & World Report's 2008-2010 Best Graduate Schools Edition and first nationally among specialty schools as a producer of Fulbright Scholars in an analysis by the Chronicle of Higher Education. The College also offers post-baccalaureate certificate programs and a full slate of credit and noncredit courses for adults, college-bound students, and children. MICA is recognized as an important cultural resource for the Baltimore/Washington region, sponsoring many public and community-outreach programs—including more than 100 exhibitions by students, faculty, and nationally and internationally known artists annually—as well as artists' residencies, film series, lectures, readings, and performances.

Image captions: The *EmPOWER MARYLAND, You Owe It to Yourself* booth is on display at MICA's Brown Center before it travels to college campuses across the state.