MCAD Announces Addressing Race and Inequity Inside and Outside the Design World

Panel Discussion with Joseph Kunkel and Liz Ogbru, moderated by Greg Hoffman' 92

Minneapolis, MN—August, 14—The Minneapolis College of Art and Design (MCAD) will host the inaugural Race and Design: Annual Presidential Lecture Series on April 7, 2020.

Greg Hoffman (former VP of Global Brand at Nike) will moderate a candid, lively discussion between design leaders Joseph Kunkel (MASS Design Group) and Liz Ogbru (Studio O) in the College Center at MCAD.

Race and Design engages three internationally recognized creative leaders in direct conversation about racism and inequity in the design field. While the design field impacts the entire global population, the decision makers operate from a mostly white, Eurocentric perspective. Though change is occurring slowly, racism is still deeply embedded in design practices and products. Hoffman, Kunkel, and Ogbru will begin to imagine how the field could be more inclusive, more responsive to the communities it serves, and ultimately, more successful.

“As a community dedicated to educating future artists and designers, we have an obligation to confront inequity and to show our students we’re serious about creating change. It’s not enough to talk about the future, we must talk about the obstacles we’re facing today. Race and Design goes to the heart of racism and inequity in the design world and imagines a concrete path to change,” said President Sanjit Sethi.

Event Details
- **When:** Tuesday, April 7, 6:30 p.m.—7:00 p.m.
- **Where:** MCAD Auditorium 150, 2501 Stevens Ave, Minneapolis, MN 55404
- **Who:** Free and open to the public, RSVP required

**Joseph Kunkel** a citizen of the Northern Cheyenne Nation, is the Director of MASS Design Group’s Sustainable Native Communities Design Lab in Santa Fe, NM. As a community designer and educator, he is working on a growing portfolio of work in Indian Country focused on the research, design, and construction of exemplary Native American Indian housing nationwide. This work has developed into emerging best practices and online affordable housing development tools, funded by the Department of Housing & Urban Developments’ Policy, Development, and Research Office. From 2013-2016, Kunkel led the development of a 41-unit low-income housing development, supported by National Endowment for the Arts and ArtPlace America funding. In 2019, Kunkel was awarded an Obama Foundation Fellowship for his work exploring transformational change that aligns with indigenous values and honors the worldviews of Indigenous populations. As a 2019 Civil Society Fellow, and a member of the Aspen Global Leadership Network, Kunkel is working towards developing lasting impact within American society where Indigenous peoples have a seat at the table. Kunkel is a recipient of the Rauschenberg SEED award, Creative Capital Award, and Enterprise Rose Fellowship.
Greg Hoffman is a global brand leader, advisor, speaker, and former NIKE Chief Marketing Officer. For over twenty-seven years Hoffman held various marketing, design, and innovation leadership roles at NIKE, most recently as NIKE's VP of Global Brand Innovation. Hoffman has been recognized as one of Fast Company's Most Creative People in Business, the Business Insider's 50 Most Innovative CMO's, and AdAge's Power Players, transformative leaders in the marketing and advertising industry. He served on the Advisory Board of the NIKE Black Employee Network and as a member of the NIKE Foundation Board of Directors. He is a graduate of MCAD, class of ‘92 and today is a member of their Board of Trustees.

Liz Ogbu is a designer, urbanist, and spatial justice activist, Liz is an expert on engaging and transforming unjust urban environments. Her multidisciplinary design and innovation practice, Studio O, operates at the intersection of racial and spatial justice. She collaborates with/in communities in need to leverage design to catalyze sustained social impact. Among her honors, she is a TEDWomen speaker, Public Interest Design’s Top 100, and Aspen Ideas Festival Scholar.

ABOUT THE MINNEAPOLIS COLLEGE OF ART AND DESIGN
Recognized nationally and internationally for its innovative and interdisciplinary approaches to visual arts education, the Minneapolis College of Art and Design is home to more than 750 students and offers professional certificates, bachelor of fine arts and bachelor of science degrees, and graduate degrees.

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