



**The Art Institute  
of Michigan™ – Troy**

CREATE TOMORROW

---

June 27, 2011

As the creative arts community and regional economy in metro Detroit continues to grow and prosper, we are pleased to announce that there will be a new addition to the discipline of arts education: The Art Institute of Michigan – Troy.

The Art Institute of Michigan – Troy, an additional location of The Illinois Institute of Art – Chicago, is scheduled to begin classes in October 2011. The school is one of The Art Institutes, a system of more than 45 education institutions located throughout North America.

Initially, The Art Institute of Michigan -- Troy will offer bachelor's degree programs in Digital Photography, Fashion Marketing & Management, Graphic Design, Interior Design, Media Arts & Animation, and Web Design & Interactive Media; associate's degree programs in Fashion Merchandising, and Graphic Design; and diploma programs in Digital Image Management, Fashion Retailing, Web Design & Development, and Web Design & Interactive Communications.

The new school's location in Oakland County, MI will offer students in greater Detroit a convenient and dynamic environment in which to study quality creative arts disciplines.

The Art Institute of Michigan – Troy hopes to make an important contribution to the economic growth and social well-being of the Detroit communities that it serves, providing higher education opportunities that prepare graduates for entry-level positions in the creative arts professions they have selected.

After you've had a chance to review the enclosed media kit, I would like to extend a personal invitation for you to speak with Turner Berg, Campus Director of The Art Institute of Michigan – Troy. Mr. Berg is available to the media to discuss the importance of the community to The Art Institute of Michigan – Troy; its strengths, mission, people and programs; and plans for future growth and development.

We will contact your news outlet over the next several weeks to arrange a possible meeting. In the meantime, please do not hesitate to contact me at (412) 995-7263, [mtoth@edmc.edu](mailto:mtoth@edmc.edu); or Leslie Pardo at Marx Layne & Company, (248) 855-6777 or [lpardo@marxlayne.com](mailto:lpardo@marxlayne.com), if you have any questions, or want to set up a discussion in advance.

Thank you for the opportunity to deliver communication on this new educational endeavor to the community it will serve.

Sincerely,



Mark C. Toth  
Senior Director of Communications

CORPORATE MEDIA CONTACT:  
Mark C. Toth  
Senior Director of Communications  
Education Management Corporation (EDMC)  
Office: (412) 995-7263  
Mobile: (412) 657-8636  
[mtoth@edmc.edu](mailto:mtoth@edmc.edu)

DETROIT MEDIA CONTACT:  
Leslie Pardo  
Senior Vice President  
Marx Layne & Company  
Office : (248) 855-6777  
Mobile : (248) 563-7213  
[lpardo@marxlayne.com](mailto:lpardo@marxlayne.com)

**THE ART INSTITUTES TO OPEN SECOND SCHOOL  
TO SERVE CREATIVE ARTS STUDENTS IN METRO DETROIT**  
*The Art Institute of Michigan – Troy Slated to Begin Classes in October 2011*

(DETROIT – June 27, 2011) The Art Institutes today announced the opening of a new school, The Art Institute of Michigan – Troy, which will hold its first day of classes on October 3, 2011.

The Art Institute of Michigan – Troy will occupy approximately 18,900 square feet of remodeled space at 1414 East Maple Road in the Detroit suburb of Troy, MI. The school is enrolling students now.

“We are excited to expand our fashion, design and media arts programs in the greater Detroit community,” said John Mazzone, President of The Art Institutes. “After looking at the amount of creative talent and the professional opportunities in this area, we knew there was no question about where to open an additional location in the state, to provide the same caliber of education as our Novi, Michigan school.”

Initially, The Art Institute of Michigan – Troy will offer bachelor’s degree programs in Digital Photography, Fashion Marketing & Management, Graphic Design, Interior Design, Media Arts & Animation, and Web Design & Interactive Media; associate’s degree programs in Fashion Merchandising and Graphic Design; and diploma programs in Digital Image Management, Fashion Retailing, Web Design & Development, and Web Design & Interactive Communications.

“We’re very proud to open our doors here in Oakland County and the city of Troy,” said Turner Berg, newly-appointed Campus Director of The Art Institute of Michigan – Troy. “We look forward to working with the many fine businesses and organizations to help meet their employment needs in this part of metro Detroit.”

The new Troy school is the second Art Institutes location in the state: The Art Institute of Michigan, located in Novi, opened doors to students in 2007.

For more information about The Art Institute of Michigan – Troy, call (877) 320-3275 or visit [www.artinstitutes.edu/troy](http://www.artinstitutes.edu/troy).

*The Art Institute of Michigan – Troy is an additional location of the Illinois Institute of Art – Chicago, which is accredited by the Higher Learning Commission and a member of the North Central Association (230 S. LaSalle Street, Suite 7-500, Chicago, IL 60604-1413, 1-800-621-7440, [www.ncahlc.org](http://www.ncahlc.org)).*

*The Art Institute of Michigan – Troy is licensed under the laws of the Michigan Department of Labor and Economic Growth.*

*The Art Institute of Michigan – Troy is one of The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)), a system of more than 45 education institutions located throughout North America. The Art Institutes system is America's Leader in Creative Education providing an important source for design, media arts, fashion and culinary arts professionals. Several institutions included in The Art Institutes system are campuses of South University.*

**###**

**CORPORATE MEDIA CONTACT:**

Mark C. Toth  
Sr. Director of Communications  
Office: (412) 995-7263  
Mobile: (412) 657-8636  
[mtoth@edmc.edu](mailto:mtoth@edmc.edu)

**DETROIT MEDIA CONTACT:**

Leslie Pardo  
Marx Layne & Company  
Office: (248) 855-6777  
Mobile: (248) 563-7213  
[lpardo@marxlayne.com](mailto:lpardo@marxlayne.com)

**CAMPUS DIRECTOR**

Turner Berg

**ABOUT THE ART INSTITUTE OF MICHIGAN – TROY**

- The Art Institute of Michigan – Troy is one of The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)), a system of more than 45 education institutions located throughout North America.
- The Art Institutes system is America’s Leader in Creative Education providing an important source for design, media arts, fashion and culinary arts professionals. Several institutions included in The Art Institutes system are campuses of South University.
- The Art Institute of Michigan – Troy was founded in 2011 and will occupy approximately 18,900 square feet of classrooms, computer labs, library, and office space.
- The new school in Troy, MI joins an additional Art Institutes school in the state of Michigan, located in Novi.

**PROGRAM OFFERINGS**

*Bachelor of Fine Arts*

- Digital Photography
- Graphic Design
- Interior Design
- Media Arts & Animation
- Web Design & Interactive Media

*Bachelor of Arts*

- Fashion Marketing & Management

*Associate of Applied Science*

- Fashion Merchandising
- Graphic Design

*Diploma Programs*

- Digital Image Management
- Fashion Retailing
- Web Design & Development
- Web Design & Interactive Communications

**ACCREDITATION & STATE LICENSING INFORMATION**

The Art Institute of Michigan – Troy is an additional location of the Illinois Institute of Art – Chicago, which is accredited by the Higher Learning Commission and a member of the North Central Association (230 S. LaSalle Street, Suite 7-500, Chicago, IL 60604-1413, 1-800-621-7440, [www.ncahlc.org](http://www.ncahlc.org)).

The Art Institute of Michigan – Troy is licensed under the laws of the Michigan Department of Labor and Economic Growth.

**LOCATION**

1414 East Maple Road  
Troy, MI 48083  
Phone: (877) 320-3275  
[www.artinstitutes.edu/troy](http://www.artinstitutes.edu/troy)

**CORPORATE MEDIA CONTACT:**

Mark C. Toth  
Sr. Director of Communications  
Office: (412) 995-7263  
Mobile: (412) 657-8636  
[mtoth@edmc.edu](mailto:mtoth@edmc.edu)

**DETROIT MEDIA CONTACT:**

Leslie Pardo  
Marx Layne & Company  
Office: (248) 855-6777  
Mobile: (248) 563-7213  
[lpardo@marxlayne.com](mailto:lpardo@marxlayne.com)



**TURNER BERG  
CAMPUS DIRECTOR  
THE ART INSTITUTE OF MICHIGAN – TROY**

Turner Berg, Ed.D. (ABD), is campus director of The Art Institute of Michigan – Troy. Prior to joining the Troy, MI school, Berg served as Senior Director of Admissions at The Art Institute of Michigan in Novi. In this role, Berg managed the school's team of admissions and enrollment officers, and conducted training for admissions team members with Art Institutes schools in Boston, New York, Cincinnati, and Pittsburgh. Berg also served as Director of Admissions at The Art Institute of Indianapolis, and Training Associate Director of Admissions at The Art Institute of Colorado.

Berg is nearing completion of the dissertation portion of his Doctor of Educational Leadership in Higher Education Administration from Argosy University, Denver, and has earned a Master earned a Doctor of Education in Educational Leadership/Higher Education Administration from Argosy University, Denver; a Master of Arts in Higher Education Administration from Regis University; and a Bachelor of Arts in Broadcast Journalism from the University of Wisconsin – Eau Claire. Berg also is creator of the weblog *Higher Education Today*, designed to aid in the search for relevant, useful, and ethical information in relation to higher education in the United States.



# The Art Institute of Michigan™ – Troy

CREATE TOMORROW

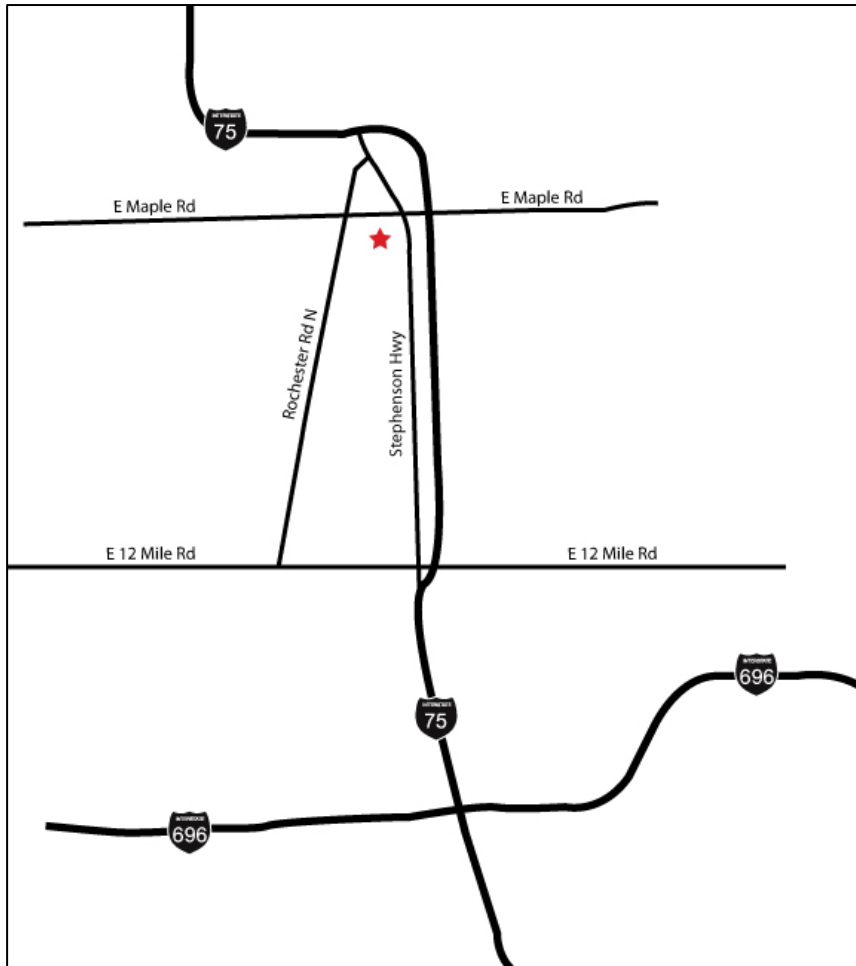
## LOCAL MAP AND DIRECTIONS

### CORPORATE MEDIA CONTACT:

Mark C. Toth  
Sr. Director of Communications  
Office: (412) 995-7263  
Mobile: (412) 657-8636  
[mtoth@edmc.edu](mailto:mtoth@edmc.edu)

### DETROIT MEDIA CONTACT:

Leslie Pardo  
Marx Layne & Company  
Office: (248) 855-6777  
Mobile: (248) 563-7213  
[lpardo@marxlayne.com](mailto:lpardo@marxlayne.com)



### From Points North/Northwest:

Merge onto I-75 S via the ramp to Detroit. Take exit 67 for Rochester Rd. Keep right at the fork, follow signs for Stephenson Hwy/Rochester Rd S and merge onto Rochester Rd N. Continue onto Clinton-River Shore Hwy/Stephenson Hwy. Turn right onto E Maple Rd. The school will be on the left.

### From Points East:

Merge onto I-696. Take exit 18 to merge onto I-75 N toward Flint. Take exit 67 for Rochester Rd. Turn left onto Rochester Rd N. Continue onto Clinton-River Shore Hwy/Stephenson Hwy. Turn right onto E Maple Rd. The school will be on the left.

### From Detroit and Points South:

Take I-75 N. Take exit 67 for Rochester Rd. Turn left onto Rochester Rd N. Continue onto Clinton-River Shore Hwy/Stephenson Hwy. Turn right onto E Maple Rd. The school will be on the left.

### From Points South and Southwest:

Merge onto I-696 E. Take exit 18 to merge onto I-75 N toward Flint. Take exit 67 for Rochester Rd. Turn left onto Rochester Rd N. Continue onto Clinton-River Shore Hwy/Stephenson Hwy. Turn right onto E Maple Rd. The school will be on the left.

### The Art Institute of Michigan – Troy

1414 East Maple Road  
Troy, MI 48083  
Phone: (877) 320-3275  
[www.artinstitutes.edu/troy](http://www.artinstitutes.edu/troy)

 **The Art Institute of Michigan™ – Troy**

CREATE TOMORROW

 **The Art Institute  
of Michigan™ – Troy**

CREATE TOMORROW

 **The Art Institute  
of Michigan™ – Troy**

CREATE TOMORROW

**CORPORATE MEDIA CONTACT:**

Jacquelyn P. Muller  
Vice President – Public Relations  
The Art Institutes  
Office: (412) 995-7262  
Mobile: (412) 606-9244  
[jpmuller@aii.edu](mailto:jpmuller@aii.edu)

Devra J. Pransky  
Sr. Director of Communications  
The Art Institutes  
Office: (412) 995-7685  
Mobile: (412) 657-8413  
[dpransky@aii.edu](mailto:dpransky@aii.edu)



**The Art Institutes**

The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)) is a system of more than 45 education institutions located throughout North America. The Art Institutes system is America's Leader in Creative Education providing an important source for design, media arts, fashion and culinary arts professionals. Several institutions included in The Art Institutes system are campuses of South University.

**School Locations:**

Arlington, VA  
Atlanta, GA  
Austin, TX  
Brookline (Boston), MA  
Charleston, SC  
Charlotte, NC  
Chicago, IL  
Cincinnati, OH  
Dallas, TX  
Decatur, GA  
Denver, CO  
Durham, NC  
Fort Lauderdale, FL  
Fort Worth, TX  
Houston, TX (two locations)  
Indianapolis, IN  
Jacksonville, FL

Lenexa (Kansas City), KS  
Henderson (Las Vegas), NV  
Los Angeles, CA  
Miami, FL  
Milwaukee, WI  
Minneapolis, MN  
Nashville, TN  
New York, NY  
Novi, MI  
Philadelphia, PA  
Phoenix, AZ  
Pittsburgh, PA  
Portland, OR  
Sacramento, CA  
Draper (Salt Lake City), UT  
San Antonio, TX  
San Bernardino, CA

San Diego, CA  
San Francisco, CA  
Santa Ana, CA  
Santa Monica, CA  
Schaumburg, IL  
Seattle, WA  
Sterling, VA  
Sunnyvale, CA  
Tampa, FL  
Tinley Park, IL  
Troy, MI  
Tucson, AZ  
Vancouver, BC  
Virginia Beach, VA  
York, PA



**The Art Institutes®**

CREATE TOMORROW

# FACT SHEET

[www.artinstitutes.edu](http://www.artinstitutes.edu)



## WHO WE ARE

The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)), a system of more than 45 education institutions located throughout North America, is America's Leader in Creative Education, providing an important source for design, media arts, fashion and culinary arts professionals. Several institutions included in The Art Institutes system are campuses of South University. Led by President John M. Mazzoni, each Art Institutes school is licensed by the state in which it is located and accredited by accrediting bodies recognized by the U.S. Department of Education.

The Art Institutes system of schools extends back to 1921, when The Art Institute of Pittsburgh opened its doors. In 1970, Education Management Corporation (EDMC) acquired the school and has served as the parent company of The Art Institutes ever since. EDMC is among the largest providers of private post-secondary education in North America, based on student enrollment and revenue. Founded in 1962, EDMC is headquartered in Pittsburgh.

## WHERE WE EDUCATE

The Art Institutes schools are located in these cities:

Arlington, VA	Milwaukee, WI
Atlanta, GA	Minneapolis, MN
Austin, TX	Nashville, TN
Boston, MA	New York, NY
(Brookline)	Orange County, CA
Charleston, SC	(Santa Ana)
Charlotte, NC	Philadelphia, PA
Chicago, IL	Phoenix, AZ
Cincinnati, OH	Pittsburgh, PA
Dallas, TX	Portland, OR
Decatur, GA	Sacramento, CA
Denver, CO	Salt Lake City, UT
Detroit, MI	(Draper)
(Novi)	San Antonio, TX
Durham, NC	San Bernardino, CA
Fort Lauderdale, FL	San Diego, CA
Fort Worth, TX	San Francisco, CA
Hollywood, CA	Schaumburg, IL
Houston, TX	Seattle, WA
(two locations)	Sterling, VA
Indianapolis, IN	Sunnyvale, CA
Jacksonville, FL	Tampa, FL
Kansas City, KS	Tinley Park, IL
(Lenexa)	Troy, MI
Las Vegas, NV	Tucson, AZ
(Henderson)	Vancouver, BC
Los Angeles, CA	(Burnaby)
Miami, FL	Virginia Beach, VA
	York, PA

The Art Institutes schools also offers many programs online.



## QUALITY

### What We Do

The Art Institutes offer a broad range of programs including Audio Production; Culinary Arts; Culinary Management; Fashion Design; Fashion Marketing; Graphic Design; Industrial Design; Web Design & Interactive Media; Interior Design; Media Arts & Animation; Photography; Restaurant Management; and Video Production. Not all programs are offered at all schools. Several institutions included in The Art Institutes system are campuses of South University.

The Art Institutes schools offer programs in a variety of formats – including traditional classroom work, online learning, night and weekend programs, and study abroad opportunities. In addition, The Art Institutes sponsor a variety of art competitions each year, including programs focused on fashion design, graphic design, and film.



## COMMUNITY

### How Our Students are Making a Difference

Faculty members of The Art Institutes schools are not only skilled instructors, but also trained professionals in their fields, enabling students to graduate from the program with skills necessary to pursue rewarding careers in a highly-competitive industry. To allow students to sharpen their creative skills outside the classroom, The Art Institutes also coordinate a number of innovative programs – from the “Cool vs. Cruel” fashion design competition to a national “Web Raising” project, in which students create dozens of websites for not-for-profit organizations providing services in the arts, the environment, social programs, and education.



## GROWTH

### Who We Educate

With a collective enrollment of more than 81,000 students as of Fall 2010, The Art Institutes schools continue strong enrollment and geographic growth as students seek a respected program in design, media arts, fashion, culinary arts, and more. To expand its reach to more students and honor the service of our nation's veterans, The Art Institutes are actively working with the U.S. Department of Veterans Affairs in the “Yellow Ribbon” reduced tuition program, part of the post-9/11 G.I. Bill.

## CONTACT

### Media Contact:

Devra Pransky  
Sr. Director of Communications  
The Art Institutes  
Office: (412) 995-7685  
Mobile: (412) 657-8413  
[dpransky@aii.edu](mailto:dpransky@aii.edu)

### Corporate Contact:

Jacquelyn P. Muller  
Vice President, Communications/PR  
Education Management Corporation  
Office: (412) 995-7262  
Mobile: (412) 606-9244  
[jpmuller@edmc.edu](mailto:jpmuller@edmc.edu)