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CONTACT:

Melissa Meyers
Marketing Manager
Desotorow Gallery
marketing@desotorow.org
912.335.8204

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Desotorow Gallery presents “Finding the Fortay”

SAVANNAH, Ga. –Desotorow Gallery, 2427 De Soto Ave., presents “Finding the Fortay,” an MFA advertising design thesis exhibition by Mikey Mioduski, on display October 9-14. An opening reception will be held October 10, 6-9 p.m. Both the exhibition and the reception are free and open to the public.

Mioduski combines a background in history and creativity to the work of “Finding the Fortay,” and explores the idea of branding a product or company both historically and with a modern day perspective. He adopts the premise of “Core not more” and notes that, “brands are trying too hard to grow up too fast and appeal to too many” and are lacking in a substance that allows them to stand the test of time.

“Finding the Fortay” marks Mioduski’s completion of an MFA degree in advertising design at the Savannah College of Art and Design. He also holds a BA in history and Latin American and Caribbean studies from DePauw University. Mioduski is the creative designer at Compendium Blogware in Indianapolis, Ind., and co-founder of Fortay, LLC. Information about Mioduski’s project can be found at www.findingthefortay.com.

For additional information about this show, call 912.355.8204 or email info@desotorow.org.

About Desotorow

Desotorow is an art gallery that fosters an awareness and appreciation of the arts by providing affordable exhibition space for emerging and professional artists and by offering educational outreach programming open to artists and the community. Desotorow hosts weekly art exhibitions and several music events each month. As a part of its community outreach programming, it also hosts film screenings, artist talks, and open critiques.

Desotorow Gallery is located in Savannah’s Starland Arts District at 2427 De Soto Avenue. Hours of operation are Sunday-Wednesday and Friday 2-5 p.m., and Saturday 10 a.m.-2 p.m.

Image 1: promo image for “Finding the Fortay”

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1 IMAGE ATTACHED