



FOR IMMEDIATE RELEASE

MAKE48 AND HARLEY-DAVIDSON BRING INVENTION COMPETITION TO MILWAUKEE, WISCONSIN

MIAD SELECTED AS HOST

Applications for July event now open nationwide!

Kansas City, MO (March 10, 2022) – [Make48](#) in collaboration with [Harley-Davidson](#) is bringing its signature invention-competition City Series to Milwaukee, Wisconsin this summer. The celebrated 48-hour maker challenge has tapped [Milwaukee Institute of Art & Design](#) (MIAD) – Wisconsin's only four-year, independent art and design college – to host the event at their campus. The competition is scheduled for **July 15-17, 2022**.

Now open to teams nationwide, innovators from Milwaukee and beyond will be able to participate in Make48's unique competition, which helps participants discover what is possible in just 48 hours. Eight teams will receive a challenge at the top of the clock, which counts down backwards for two days while they compete to create a prototype, promotional video, sales sheet, and present their idea to a panel of judges. MIAD will lend access to their makerspaces and technology while Make48, MIAD, and selected sponsors will provide Tool Techs and hands-on expertise.

Applications are now open. Details can be found at
<https://www.make48.com/milwaukee-2022>.

The winning team will win \$2,000 and advance to compete at 2023's national competition. Make48's Milwaukee City Series theme, selected by challenge sponsor Harley-Davidson, is **Interactive Outdoor Play**. Specific challenge details will not be revealed until the competition kicks off.

Says Make48 CEO **Tom Gray**, "With the expansion of nationwide team applicants, we know that well-known, innovative brands like Harley-Davidson will help us tap into a pool of passionate teams. The opportunity to create and innovate with a brand like this will now be more accessible to those all over the USA, not just at the local level."

Motorcycle giant Harley-Davidson will serve as the competition's Challenge Sponsor, helping craft the teams' objectives. As a company with humble entrepreneurial roots that

evolved into the most desirable motorcycle brand in the world, Harley-Davidson is uniquely suited to sponsor a challenge predicated on innovation.

“Harley-Davidson is excited to be partnering with Make48 to bring makers, thinkers and innovators of all ages and backgrounds together to create. Harley-Davidson was built on imagination and innovation right here in Milwaukee and we know first-hand how important it is to keep that tradition alive,” said **Tori Termaat**, Chief Human Resources Officer at Harley-Davidson.

MIAD’s campus features state-of-the-art makerspaces, equipped with capabilities to support working in mediums such as photography, printmaking, sculpture, textiles, woodworking, rapid prototyping, immersive technology, and physical computing. Participants will also have access to tools, materials, workspace, and guidance.

Following a successful four-city series of events in 2021, Make48 is expanding its reach in myriad ways for 2022. Applicants to City Series competitions were previously restricted to participants residing in the host city. Applications are now open nationwide, allowing for diversity and removing geographical limitations. Make48 recently launched a licensing initiative for its competition blueprint, giving community makerspaces, colleges and high schools the opportunity to host their own events by licensing the Make48 name and format. In addition, Roku has just announced the Make48 docuseries, currently in syndication on PBS, as featured programming in their newly launched This Old House Makers Channel.

###

About Make48

Make48 is a nationwide invention-competition docuseries distributed by leading syndicator American Public Television that gives teams a challenge at the start of a two-day event. With just 48 hours, teams must create a prototype, promotional video and sales sheet, and present their idea to a panel of judges. The teams have access to a makerspace and numerous Tool Techs that can make almost anything, patent attorneys, marketing experts, and more. This format allows everyone to have a level playing field and the chance to win, with no prior technical knowledge necessary. [Make48](#) [Facebook](#) [YouTube](#) [Twitter](#) [Instagram](#)

About Harley-Davidson

Harley-Davidson, Inc. is the parent company of Harley-Davidson Motor Company and Harley-Davidson Financial Services. Our vision: Building our legend and leading our industry through innovation, evolution and emotion. Our mission: More than building machines, we stand for the timeless pursuit of adventure. Freedom for the soul. Our ambition is to maintain our place as the most desirable motorcycle brand in the world. Since 1903, Harley-Davidson has

defined motorcycle culture by delivering a motorcycle lifestyle with distinctive and customizable motorcycles, experiences, motorcycle accessories, riding gear and apparel.

About MIAD

The Milwaukee Institute of Art & Design (MIAD) is Wisconsin's only four-year, independent art and design college that has launched the professional careers of thousands of designers, entrepreneurs and creatives since 1974, bringing real value to our local creative economy. The college offers a Bachelor of Fine Arts Degree in Communication Design, Illustration, Interior Architecture and Design, Product Design, and Fine Arts, as well as 18 academic minors.

Media Contact:

Jessica Ricci/Late Bar PR

jessica@latebarpr.com

347.410.2798

