

MATC STUDENTS WIN 43 SILVER AND GOLD AWARDS AT THE 2008 MADISON ADDYS

Madison Area Technical College's Graphic Design, Illustration and Photography students made an incredible showing at this year's Madison Advertising Federation's 2008 Annual ADDY Awards, winning an unprecedented 43 major Silver and Gold ADDY Awards!

The yearly gala event, recognizing creative excellence in the advertising field, was held on Saturday, February 23 at the Overture Center for the Arts.

For the second year in a row, Best Of Show/Gold Addy Award in the Student Category was won by Diane Neukirch of MATC for a beautiful self-promo tin of postcards. This award won Diane a \$1,000 scholarship from Madison Ad Fed.

First Runner-Up/Gold Addy was won by Holly Bobula, another MATC student, for her Repartee Type Mailer Promotion. Runner-Up placement won Holly a \$500 scholarship award.

The full listing of the 43 MATC Gold and Silver Addy Winners follows, (along with their program of study in parenthesis).

GOLD ADDY AWARDS

Rebecca Heitzinger - GOLD Addy for Newspaper: Willy Strret Coop Ad Series
(Graphic Design and Illustration program)

Rebecca Jeske - GOLD Addy for Newspaper: Artisan Gallery Ad Series
(Graphic Design and Illustration program)

David Reinemann - GOLD Addy for Collateral: The Laramie Project
(Graphic Design and Illustration program)

Diane Neukirch - GOLD Addy for Collateral: Boiled Owl Pub and Eatery Stationery Package
(Graphic Design and Illustration program)

Holly Bobula - GOLD Addy for Collateral: Patron Saints Calendar
(Graphic Design and Illustration program)

Holly Bobula - GOLD Addy for Direct Marketing: Repartee Type Mailer
(Graphic Design and Illustration program)

Diane Neukirch - GOLD Addy for Direct Marketing: MATC Portfolio Invitation
(Graphic Design and Illustration program)

Rebecca Heitzinger - GOLD Addy for Mixed Media campaign: Electric Earth Rebranding Campaign
(Graphic Design and Illustration program)

Kazuyo Sakiya - GOLD Addy for Packaging: Monte Bianco Cake Boxes
(Graphic Design and Illustration program)

Diane Neukirch - GOLD Addy for Sales Promotion Point Of Purchase: Jeanswear Co. Hang Tags
(Graphic Design and Illustration program)

Rebecca Jeske - GOLD Addy for Elements of Advertising/Logo: Fair Oaks Diner Logo
(Graphic Design and Illustration program)

Diane Neukirch - GOLD Addy for Elements of Advertising/Illustration: Self Promo Tin of Postcards
(Graphic Design and Illustration program)

Rebecca Heitzinger - GOLD Addy for Elements of Advertising/Illustration: Abode Wine Illustrations
(Graphic Design and Illustration program)

Aaron Gilmore - GOLD Addy for Elements of Advertising/Illustration: Hans Christian Anderson
(Graphic Design and Illustration program)

Anriana Gross - GOLD Addy for Elements of Advertising/Photography: Rose Madonna
(Photography program)

Aaron Stoltenburg - GOLD Addy for Elements of Advertising/Photography: Iron Man
(Photography program)

SILVER ADDY AWARDS

Maria Russell - SILVER Addy for Out Of Home: Madison Metro
(Graphic Design and Illustration program)

Phillip McKeown - SILVER Addy for Collateral: Poster for the Madison Area Music Awards
(Graphic Design and Illustration program)

Erin M. Ruffledt - SILVER Addy for Collateral Poster: Family Literacy Day
(Graphic Design and Illustration program)

Rebecca Heitzinger - SILVER Addy for Collateral Poster: Anna Christie
(Graphic Design and Illustration program)

Michelle Storm - SILVER Addy for Collateral Poster: Educational Poster
(Graphic Design and Illustration program)

Tracy Harris - SILVER Addy for Stationery Package: Amaretti Stationery
(Graphic Design and Illustration program)

Kazuyo Sakiya - SILVER Addy for Stationery Package: Monte Bianco Stationery
(Graphic Design and Illustration program)

Ann Foley - SILVER Addy for Stationery Package: Ditto Vintage Stationery
(Graphic Design and Illustration program)

Aericka Helf - SILVER Addy for Stationery Package: RiverHorse Stationery
(Graphic Design and Illustration program)

Jennifer Krapfel - SILVER Addy for Collateral Brochure/Annual Report: Kodak Annual Report
(Graphic Design and Illustration program)

Michelle Storm - SILVER Addy for Collateral: Maggie Mikula Calendar
(Graphic Design and Illustration program)

Aericka Helf - SILVER Addy for Direct Marketing: MATC Portfolio Show Invitation
(Graphic Design and Illustration program)

Maria Russell - SILVER Addy for Mixed Media Campaign: Madison Metro
(Graphic Design and Illustration program)

Rebecca Heitzinger - SILVER Addy for Packaging: Abode Wine Bottles
(Graphic Design and Illustration program)

Phillip McKeown - SILVER Addy for Elements of Advertising/Logo: GIFT (Growing In Faith Together)
Logo (Graphic Design and Illustration program)

Phillip McKeown - SILVER Addy for Elements of Advertising/Logo: Moose Valley Farms Logo
(Graphic Design and Illustration program)

Tracy Harris - SILVER Addy for Elements of Advertising/Logo: Amaretti Logo
(Graphic Design and Illustration program)

Kazuyo Sakiya - SILVER Addy for Elements of Advertising/Illustration: How to Make Waffles
(Graphic Design and Illustration program)

Diane Neukirch - SILVER Addy for Elements of Advertising/Illustration: Goodbye, My Sweet
(Graphic Design and Illustration program)

Kazuyo Sakiya - SILVER Addy for Elements of Advertising/Illustration: Holiday Card Illustration
(Graphic Design and Illustration program)

Maria Russell - SILVER Addy for Elements of Advertising/Illustration: Kaw, Kaw, Meow, Meow
(Graphic Design and Illustration program)

Tessa Trueden - SILVER Addy for Elements of Advertising/Photography: Anika in the Clouds
(Photography program)

Erin M. Ruffedt - SILVER Addy for Elements of Advertising/Photography: A. Anichini
(Graphic Design and Illustration program)

Michael Dennis - SILVER Addy for Editorial Design: Asana
(Graphic Design and Illustration program)

Elizabeth Tara - SILVER Addy for Editorial Design: Sophie's World
(Graphic Design and Illustration program)

David Reinemann - SILVER Addy for Editorial Design: Isthmus Cover
(Graphic Design and Illustration program)

Holly Bobula - SILVER Addy for Nontraditional Advertising: Sauk County Humane Society Calendar
(Graphic Design and Illustration program)

43 awards is truly an amazing showing. The talk circulating amongst the professionals viewing the winning work displayed the exhibition hall of Overture after the awards was to the effect of "Can you believe how strong the student work was?"

The entire art faculty of MATC proudly gives these deserving students a round of applause and a tip of the hat. Words fail to express how proud we are of you. **Kudos.**