



**JAMES PEARSON DUFFY DEPARTMENT OF ART AND ART HISTORY**

**Freudenberg North America Corporate Center**  
47690 E. Anchor Ct.  
Plymouth, MI 48170-2455

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**Exhibition:** *Freudenberg PICS (Parts Inspired Creative Solutions)*  
**Reception:** October 24, 6-8PM  
**Contact:** tpyrzewski@wayne.edu

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The James Pearson Duffy Department of Art and Art History is pleased to present  
***Freudenberg PICS*** (Parts Inspired Creative Solutions)

An exhibit at the Freudenberg North America Regional Corporate Center

Plymouth, October 22, 2013. Freudenberg, a global conglomerate of 16 highly specialized businesses, sponsored an art competition for Wayne State's James Pearson Duffy Department of Art and Art History students. Seventeen students entered the works inspired by and created from materials representing Freudenberg's manufacturing processes and products. The three best works plus two honorary mentions were awarded monetary prizes in support of student's further academic and creative development.

"Supporting education and art and promoting cultural richness of our communities is a long-standing Freudenberg tradition. That is why we are delighted to partner with Wayne State University and provide our support to its art program," says Leesa Smith, Freudenberg North America president and regional representative and adds, "Creativity expressed through the artwork resonates with Freudenberg's employees because it largely resembles innovation and entrepreneurship so important for success of our business."

"Working on this project with Wayne State Art Department was an absolute pleasure. Enthusiasm with which the students approached this project is contagious. Their work has sparked a lot of interest with our employees; we now have a challenging task of finding a creative way of sharing it with almost 8,000 Freudenberg employees in the U.S. Canada and Mexico," says Indira Sadikovic, Freudenberg North America communications manager who coordinated the project together with Tom Pyrzewski, Director of Art Galleries at Wayne State University.

Wayne State University greatly appreciates the ongoing support of Freudenberg and is pleased to present art and design works by the following graduate and undergraduate students: **Brooke Breckner, Alex Buzzalini, Dan Cicchelli, Joe Culver, Laurie D. D'Alessandro, Kyle Dill, Ani Garabedian, Irina Haralambis, Julie Howells, Matthew Hunt, Khaalida Jefferson, Hiroko Lancour, Laura Maker, Nicole Richards, Samantha Russell, Kathryn Whitlock, and Jessica Wildman.**

As he guided and assisted the student participants, Mr. Pyrzewski found the project to be a "significant opportunity that challenged our students to create artworks out of non-traditional art materials, resulting in new concepts and unexpected discoveries, and culminating in an extraordinary exhibition. We are very grateful for all that Freudenberg has provided to us, including materials and supplies, generous awards, and an experience that is invaluable."

About the James Pearson Duffy Department of Art and Art History: The department is one of the largest and most comprehensive departments of art in the United States with 800 majors, 30 full-time faculty, 30 part-time faculty and 10 staff. The department is an active community of students, staff, and faculty that advances the study and practice of art history, design, and fine art. The department sustains and furthers these disciplines through rigorous research, creative production, instruction, and community engagement in Detroit, Michigan and beyond.

About the Freudenberg Group: The Freudenberg Group is a family-owned company offering customers technologically advanced and support-intensive products and services. The Group develops and manufactures seals, vibration control technology components, filters, nonwovens, surface treatment products, release agents and specialty lubricants, medical technology and mechatronic products. Freudenberg also develops software solutions and IT services primarily for small and medium-sized enterprises. Consumers enjoy Freudenberg's state-of-the-art household products marketed under the vileda®, O-Cedar®, Wettex®, Gala® and SWASH® brands. In 2012 the Freudenberg Group had 37,453 employees in 57 countries and generated revenue of more than 6.3 billion euros. More information about Freudenberg is available on the internet under [www.freudenberg.com](http://www.freudenberg.com).

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