



## HERRON SCHOOL *of* ART + DESIGN

# FOR IMMEDIATE RELEASE

*July 24, 2014*

## Furniture Design graduate students imagine a new version of Brunswick Billiard's most iconic pool table

### PRESS CONTACT:

#### Glenda McGann

Assistant Dean for Development  
and External Affairs  
Herron School of Art and Design,  
IUPUI

[gmmcgann@iupui.edu](mailto:gmmcgann@iupui.edu)

317-278-9477

735 W. New York St., HR224A  
Indianapolis, IN 46202  
[herron.iupui.edu](http://herron.iupui.edu)



Partnership with the Basile Center at Herron School of Art and Design drives new generation thinking into the Gold Crown VI

Through a partnership with Herron School of Art and Design on the campus of Indiana University Purdue University Indianapolis (IUPUI), Brunswick Billiards challenged graduate furniture design students to reimagine the Gold Crown pool table while holding true to its core attribute of superior playability.

The students studied Brunswick's rich history—including its emphasis on exceptional craftsmanship, played a little pool and embarked on an eight-week journey to define the new look of billiards. Three finalists—**Shelley Spicuzza**, a master of fine arts candidate from Indianapolis; and new M.F.A. graduates **Sam Ladwig** from Oklahoma and **Colin Tury** from Detroit—modernized the Gold Crown to appeal to consumers today who are attached to technology, attracted to clean lines and looking for a way to reconnect with family in the home.

The three presented their designs to Brunswick's leadership in June. A winning design will be selected this fall. The student whose design is selected will win a \$2,500 award and the professional credit for creating the Gold Crown VI. The two honorable mention designers will receive \$500 each. The company plans for the new table to hit the market in the latter part of 2015.

Billiards is one of the nation's oldest, most enduring pastimes, and Brunswick Billiards has been the game's gold standard name since 1845. The most iconic of

What matters. Where it matters.



## HERRON SCHOOL *of* ART + DESIGN

# FOR IMMEDIATE RELEASE

Brunswick's tables is the Gold Crown, preferred for professional tournaments and central to such classic movies as *The Color of Money* and *The Hustler*. To evolve the design of this table—the bestselling in Brunswick history—the brand's product team tapped into new thinking to come away with the most approachable table yet, for a younger generation.

“We are always looking at ways to blend craftsmanship and functionality in our tables,” said **Brent Hutton**, president of Brunswick Billiards, “I've seen the excellence of Herron students for years and knew they would be able to take our beloved Gold Crown into its sixth edition while maintaining the iconic attributes.”

**Cory Robinson**, chairman of the fine arts department and associate professor of furniture design at Herron, said “This project has allowed Furniture Design to expand an already well established reputation. Although digital design tools are driving more of the classroom experience, Herron is still rooted in its identity as a program that teaches an artist the skills necessary to design and build what they envision.

“This project elevated the expectations of our students. I was extremely happy with how they all applied their knowledge of materials, fabrication methods and design sensibilities to imagine and shape their presentations for the next generation of the Brunswick Gold Crown series pool table. I think Herron students again have proved that they are well positioned to solve this type of challenge with the perspectives of being able to ideate, design, problem solve and render their solutions to a real world, client driven problem.”

To view a video about the Brunswick project go to <http://vimeo.com/herron/brunswick>

### About Herron School of Art and Design

Established in 1902, Herron School of Art and Design was an independent art institute until 1967, when it merged with Indiana University. Two years later it became a school of the newly-formed IUPUI, Indiana University Purdue University-Indianapolis, one of the nation's premiere urban and public research universities. Herron is accredited, top-ranked nationally, and offers a variety of professional fine art and design degrees at the undergraduate and graduate levels.

### About Brunswick Billiards

Connecting generations through superior craftsmanship and innovation since 1845, Brunswick Billiards has been the leader in designing the highest-quality billiards and pool tables and game room furnishings preferred by experts around the world. Based in Bristol, Wis., the billiards division of Brunswick Corporation (NYSE: BC), has more than 300 retail dealer locations across the United States and international

What matters. Where it matters.



## HERRON SCHOOL *of* ART + DESIGN

# FOR IMMEDIATE RELEASE

distributors in more than 40 countries. For more information about Brunswick Billiards and its product line, visit [www.BrunswickBilliards.com](http://www.BrunswickBilliards.com).

### About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill “Genuine Ingenuity”(TM) in all its leading consumer brands, including Mercury and Princecraft, Quicksilver, Rayglass, Sea Ray, Uttern and Valiant boats; Life Fitness and Hammer Strength fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables and foosball tables. For more information, visit <http://www.brunswick.com>.

For more information, contact:

Audrey Wayne

KemperLesnik

[Audrey.wayne@kemperlesnik.com](mailto:Audrey.wayne@kemperlesnik.com)

**What matters. Where it matters.**