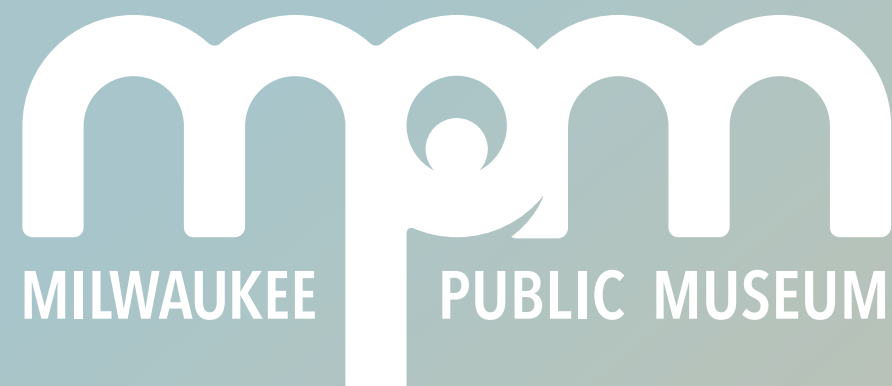


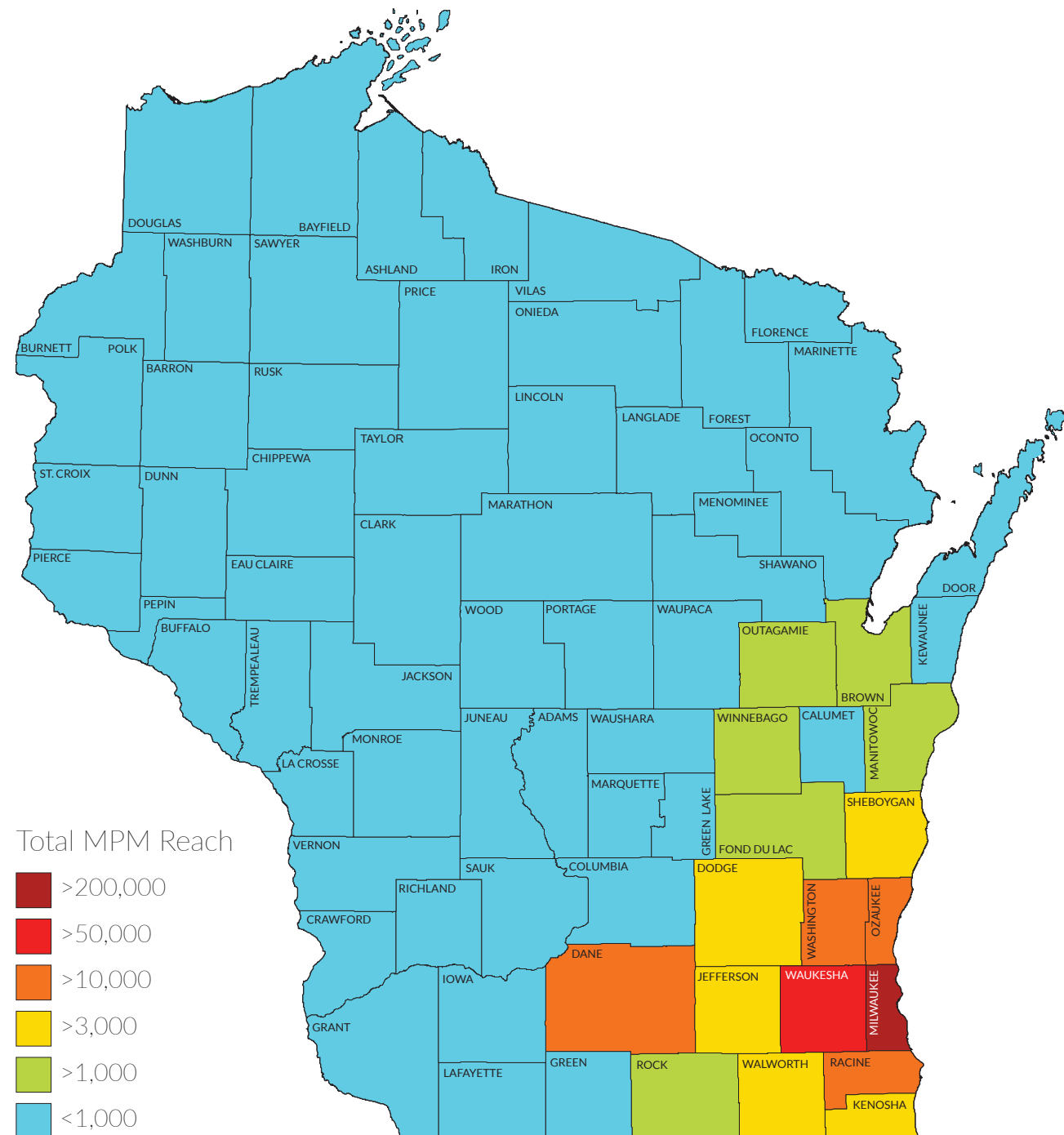
ENVISIONING THE FUTURE



OUR MISSION

The mission of the Milwaukee Public Museum is to **INSPIRE** curiosity, excite minds, and increase desire to **PRESERVE** and **PROTECT** our world's natural and cultural diversity through exhibitions, educational programs, collections, and research.





Since its beginnings in 1882, MPM has sparked
JOY and CURIOSITY, created cherished
MEMORIES for GENERATIONS, and THRIVED as
an active educational center.

Over the past five years, nearly **2.4 MILLION** visitors experienced the **WONDERS OF THE WORLD** through world-class exhibits, programs, and theater shows. Additionally, committed to access, MPM welcomed over **375,000 FREE VISITORS**, including underserved families and school groups during this time.

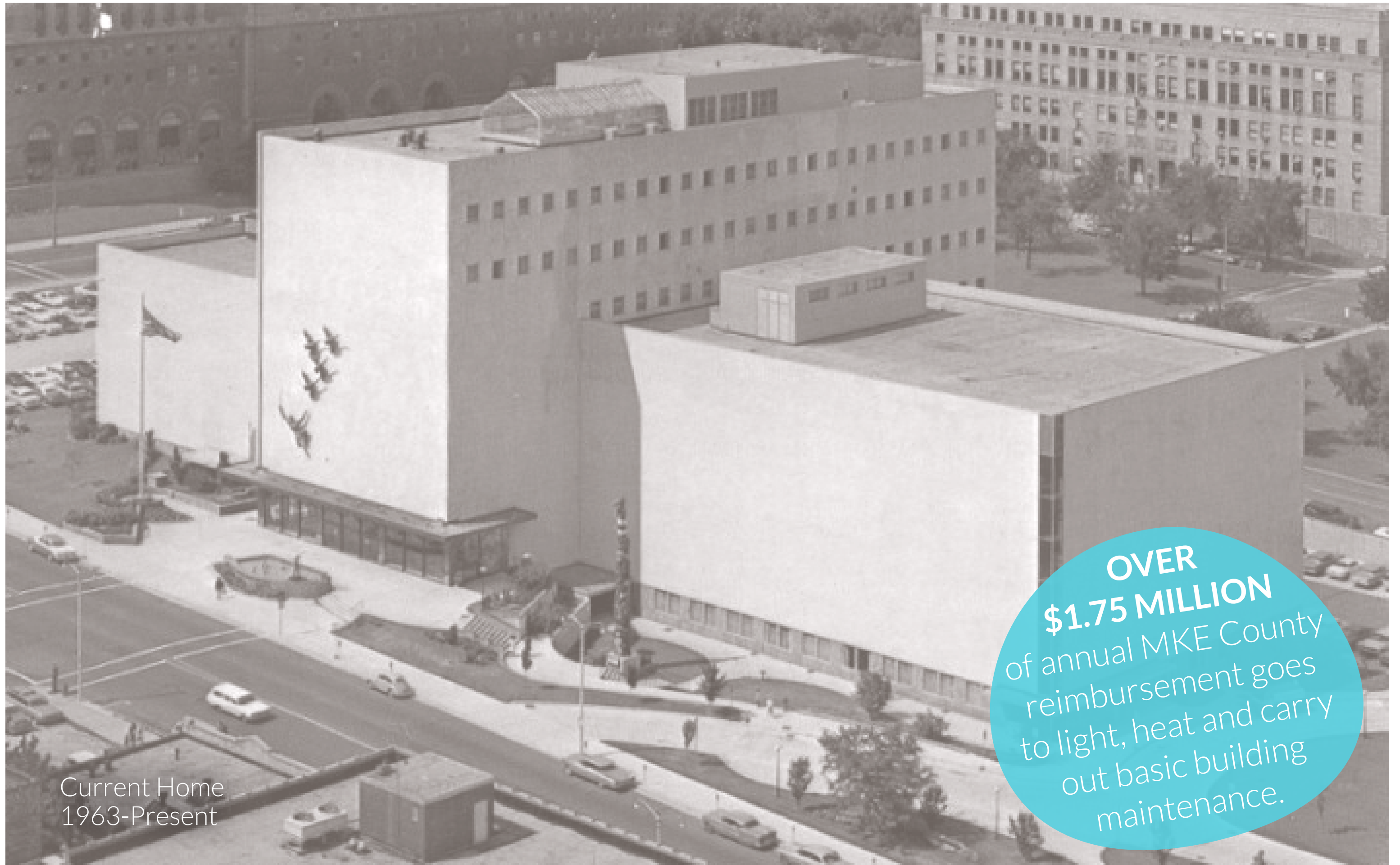
PRESERVING COLLECTIONS



Milwaukee Public Museum contains over **4 MILLION SPECIMENS & ARTIFACTS** from all corners of the State of Wisconsin and the globe. These collections are an irreplaceable **LIBRARY OF LIFE**, supporting research in the natural and environmental sciences, history and culture.

It is our **COLLECTIVE RESPONSIBILITY** to join together as a city, county and state, and **PRESERVE** our **HERITAGE**.

We must leave future generations this priceless and irreplaceable **LEGACY**.



Current Home
1963-Present

**OVER
\$1.75 MILLION**
of annual MKE County
reimbursement goes
to light, heat and carry
out basic building
maintenance.

TOUR OF HOMES



Public Library & Museum
1898-1963



Industrial Exposition Hall
1884-1898



German-English Academy
1851-1884

The Milwaukee Public Museum has lived in four homes over the course of its long history, spending 134 years west of the Milwaukee River.

The origins of MPM dates back to the Natural History Society of Milwaukee of the 1850s, making it older than any cultural institution in Milwaukee, Chicago's Field Museum, and even the National Park Service.

The original collections, collected and studied by the students of the **German-English Academy**—now the University School of Milwaukee—were the cornerstones to unlocking the mysteries of the natural world. Combined with the collections of Wisconsin naturalist Increase Lapham, the scope of the collections eventually outgrew the capacity of the school and by the 1880s, a new home was needed.

In 1882, the City of Milwaukee was the first city in the nation to charter the creation of a Public Museum with free and open access to the public.

MPM opened its first public facility in Milwaukee's **Industrial Exposition Hall**, which now is the location of the Milwaukee Theater, in 1884.

Due to the explosive growth in popularity and breadth of collections, the Museum moved into its third home—the City of Milwaukee **Public Library and Museum**—in 1898. During this time, the Common Council of Milwaukee established the first mill tax in the nation dedicated to funding the Museum in perpetuity.

The Museum weathered the booms and busts of the first half of the 20th Century and continued to grow. By the 1940s, it was apparent that MPM required a purpose-built home of its own. Several decades of planning and a narrowly passed City of Milwaukee referendum in 1958 led to the building and opening of its **Current Home** in 1963.



WHY WOULD WE MOVE THE MUSEUM?

MISALIGNED SPACE & BUDGET

At nearly half a million gross square feet with 145,000 s/f of exhibit galleries, MPM's building is much larger than our community can support and is not aligned with comparable 21st century collecting institutions.

DAMAGE OF COLLECTIONS

Deterioration of the Museum's collections, due to current building deficiencies, is happening now. The building does not meet current museum standards and has resulted in more than \$250,000 in County-paid insurance claims over the past 3 years. Major and irreversible damage to the collections is inevitable.

\$89+ MILLION 20-YEAR CAPEX ESTIMATE

Opened in 1963, MPM was built in the same era as the Milwaukee County Domes and War Memorial. Like many of the County's assets, MPM has a significant backlog of deferred maintenance problems. In 2015, the County conducted a Facility Condition Assessment estimating the 20-year projected cost of repairs and renewals for the building at over \$89 million.

RISK OF ACCREDITATION LOSS

MPM is at risk of losing its AAM museum accreditation in 2020 without a viable plan for the future. If accreditation is lost, MPM will not be eligible to receive federal grants or host major traveling exhibits, both invaluable sources of revenue. A huge black eye for the State, it would be the largest museum in the U.S. to ever lose its accreditation.



COMPARABLE MUSEUMS



UTAH NATURAL HISTORY MUSEUM

Salt Lake City, Utah

Project: New Museum

Completion: 2011

Total Project Cost: \$103 million

Metro Population: 1.3 million



CINCINNATI NATURAL HISTORY MUSEUM

Cincinnati, Ohio

Project: Renovation

Expected Completion: 2018

Total Project Cost: \$283 million

Metro Population: 2.1 million



DENVER MUSEUM OF NATURE & SCIENCE

Denver, Colorado

Project: Expansion

Completion: 2014

Total Project Cost: \$70 million

Metro Population: 2.8 million



LA COUNTY NATURAL HISTORY MUSEUM

Los Angeles, California

Project: Renovation & Expansion

Completion: 2013

Total Project Cost: \$173 million

Metro Population: 18.5 million

FUTURE MUSEUM EXPERIENCE

Put **COLLECTIONS** at
the front and center



Inspire a **SENSE OF WONDER** and discovery through “impact” environments, interactive technologies, and little “surprises”

Celebrate **HUMAN CULTURE & INGENUITY** while addressing our impact on the world around us



Encourage **PARTICIPATION** of visitors with different interest levels through multi-sensory presentation techniques



Share **PERSONAL STORIES** that make direct connections to history, to the visitor, and to today

OUR STORIES

For generations to come, the new MPM will help visitors understand the world we live in.

Humans are part of the natural world.





Our planet's ability
to support life
depends on
diversity.



All of nature is
interconnected.



Human intellect
affords us
responsibility
for our planet.



The past informs
both our present
and future.

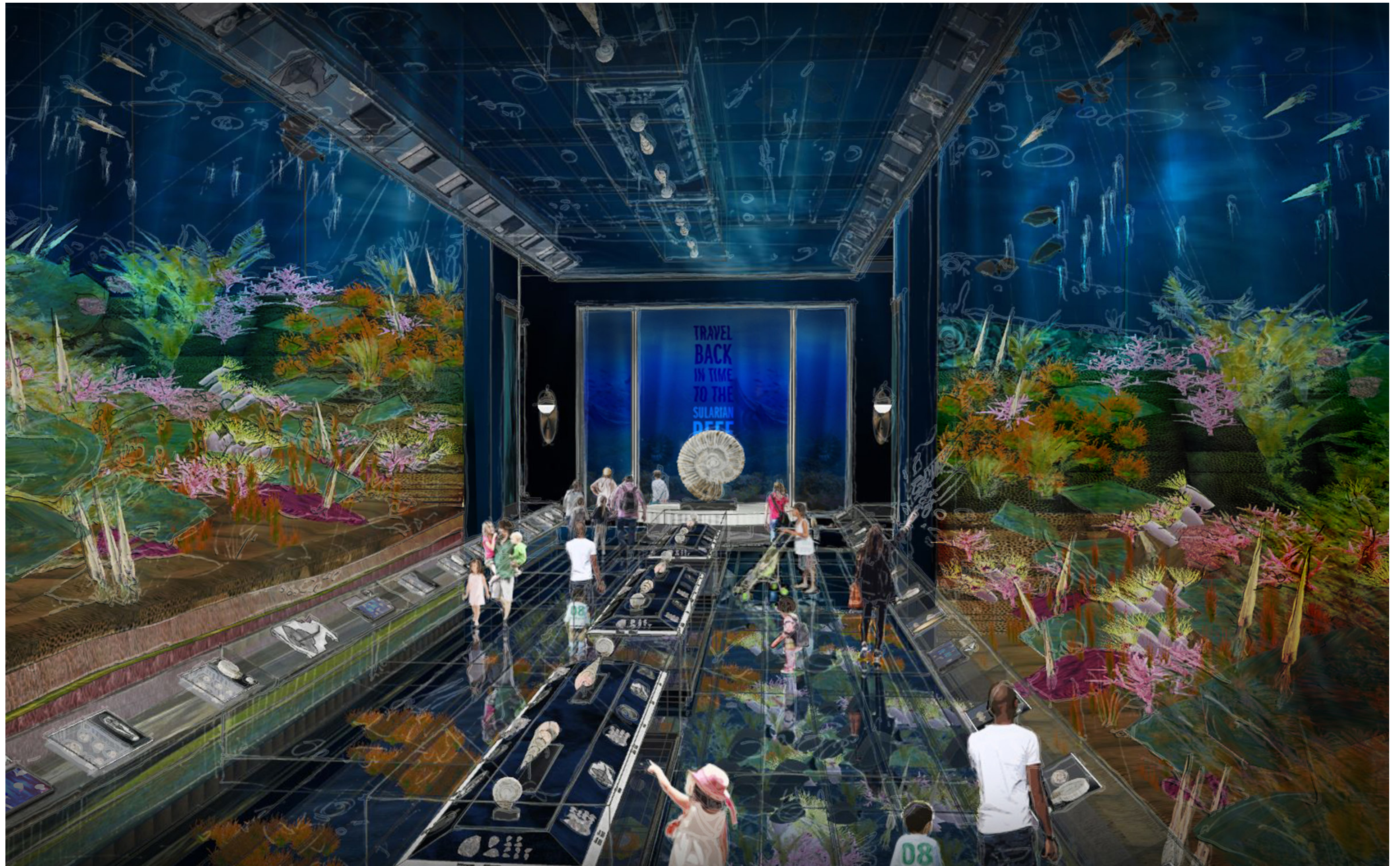
FUTURE CONCEPTS

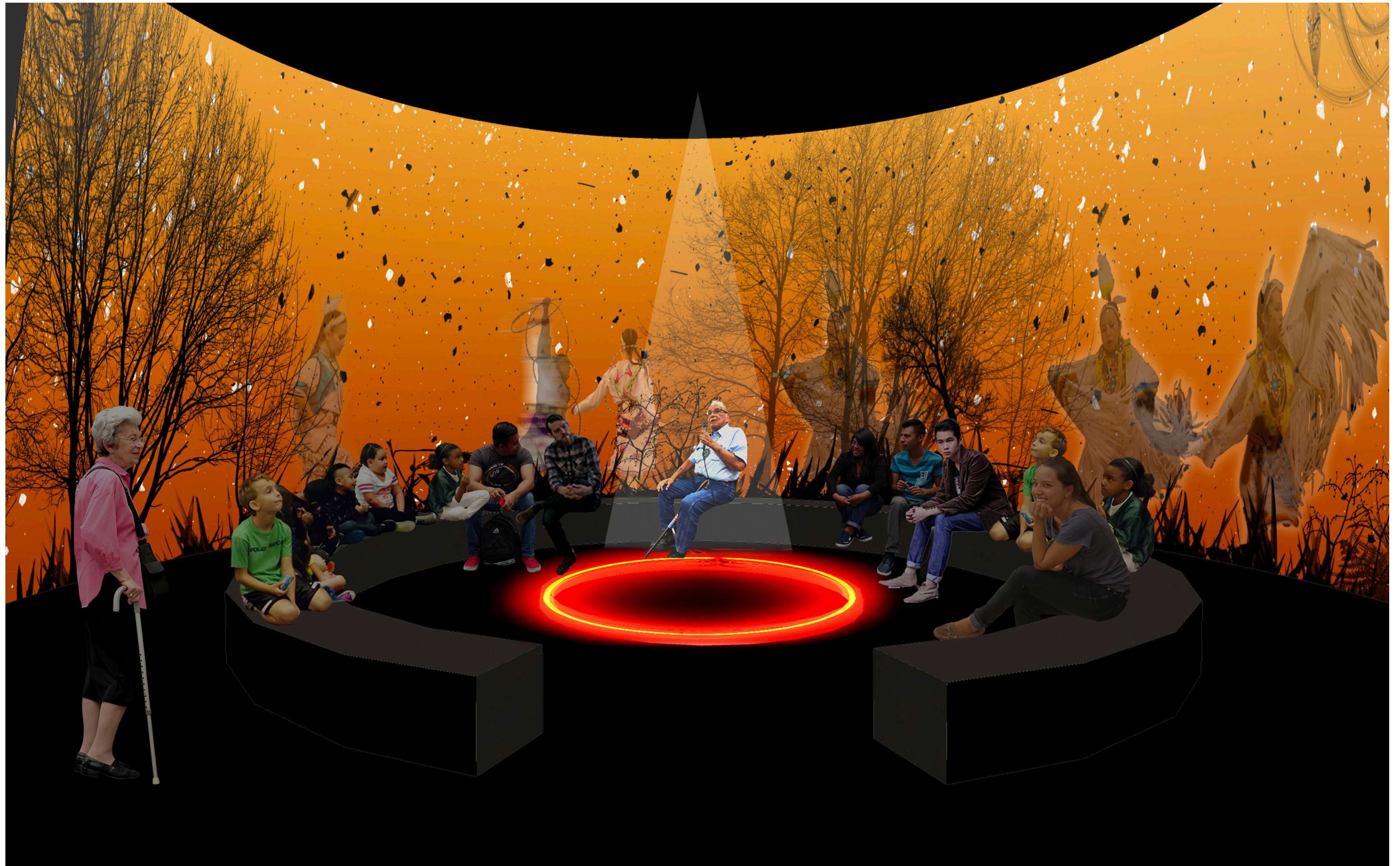
EXHIBITS













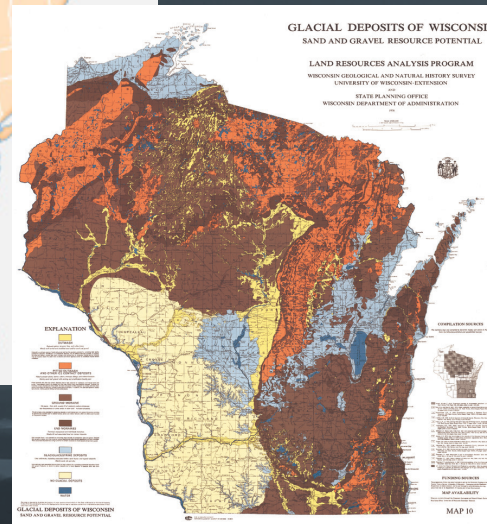
FUTURE CONCEPTS

ARCHITECTURE

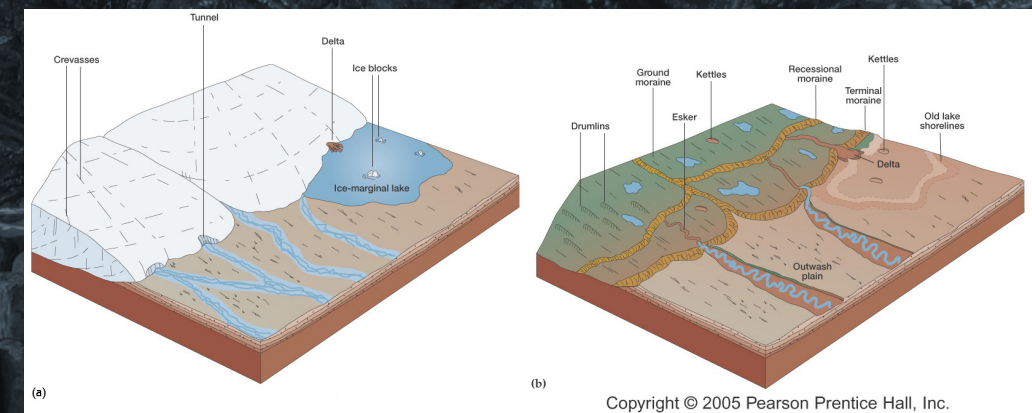
CONCEPT: WISCONSIN'S PHYSICAL GEOGRAPHY



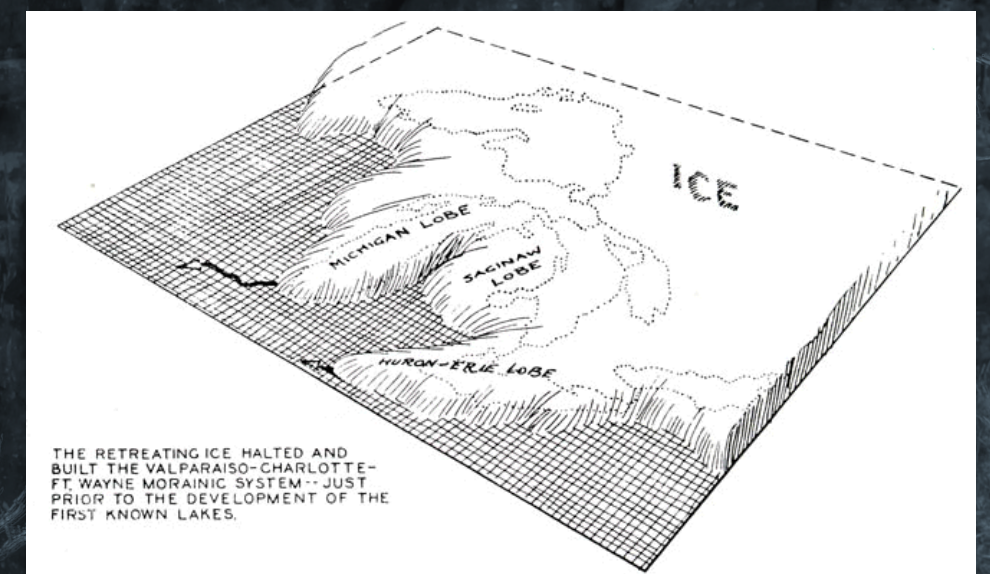
DRIFTLESS AREA



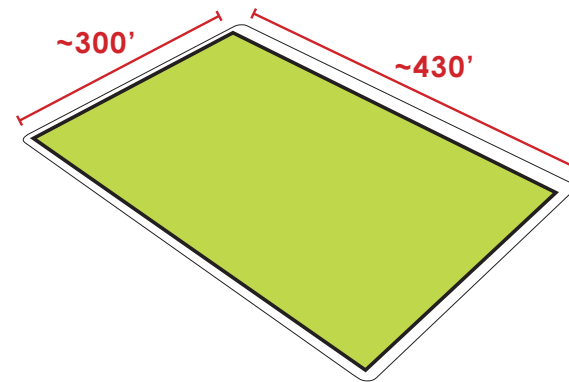
GLACIATION



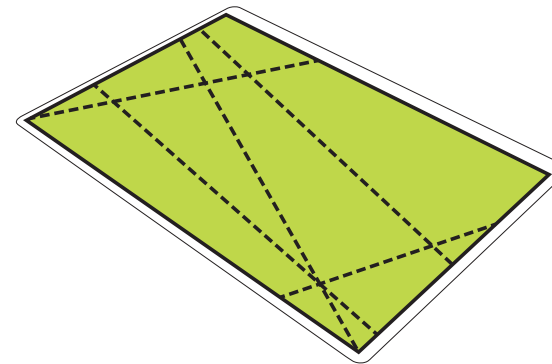
TENSION ZONE



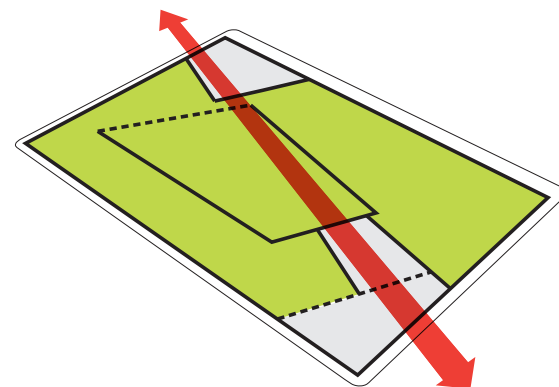
CONCEPT DIAGRAMS



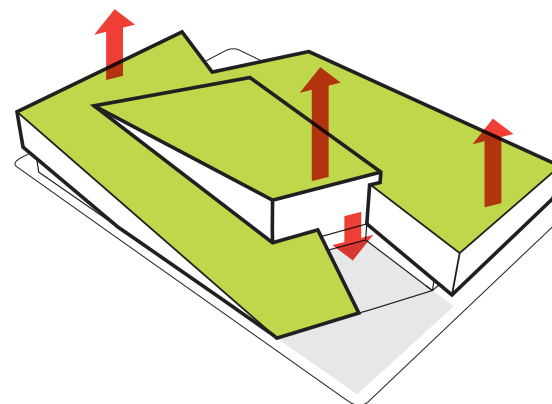
1. "TYPICAL" MILWAUKEE CITY BLOCK



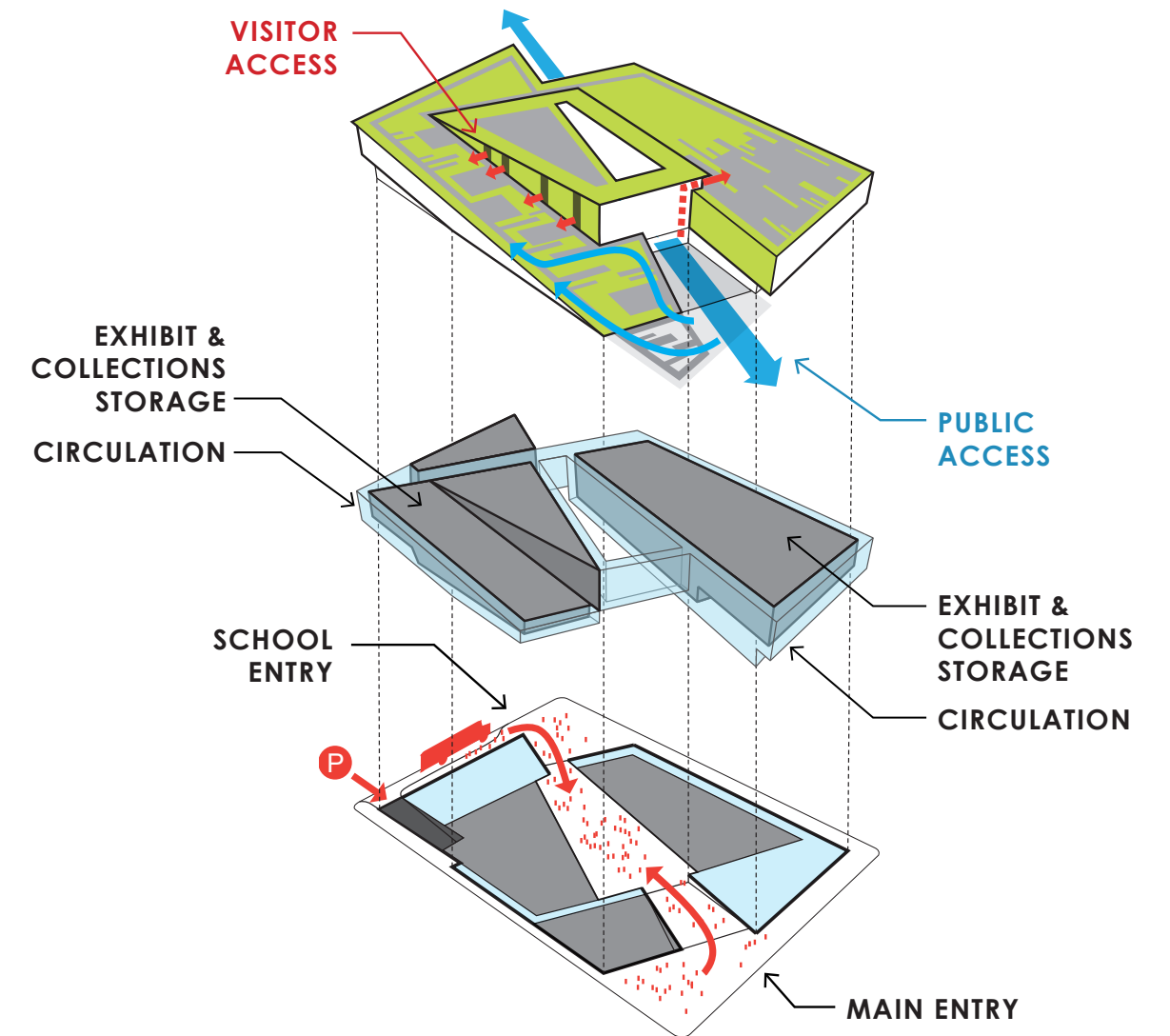
2. SLICE AND SCORE ALONG KEY AXES



3. OPEN UP CORNERS AND CREATE ACCESS THROUGH SITE



4. FOLD, LIFT AND PUSH TO CREATE VOLUMES



5. CREATE MULTIPLE LAYERS OF EXPERIENCE



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