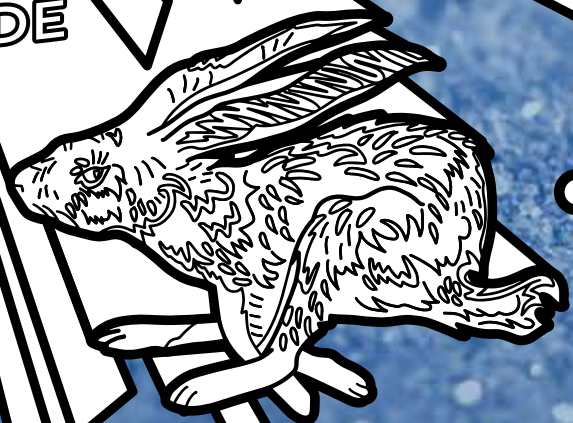


THE ORNAMENT TRAIL

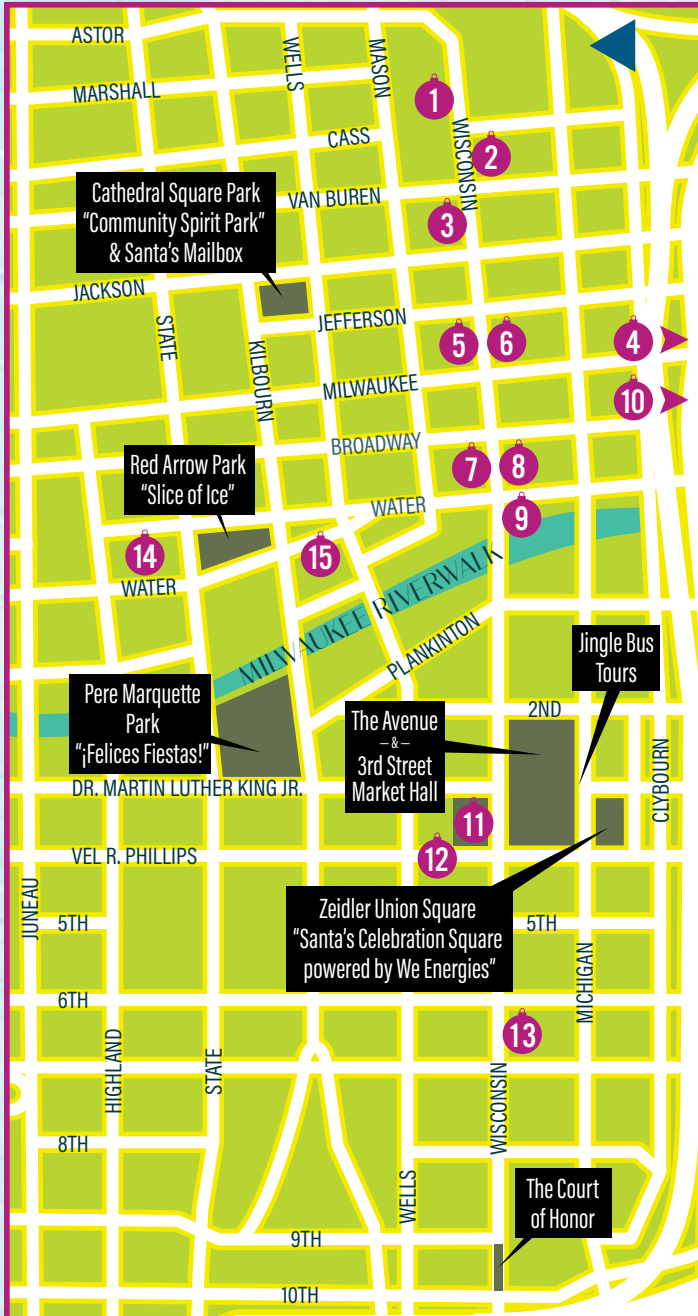
ACTIVITY GUIDE



THE ORNAMENT TRAIL IS BROUGHT TO YOU BY MILWAUKEE DOWNTOWN

About The Ornament Trail

Milwaukee Downtown, BID #21 and the Downtown Placemaking Task Force commissioned local artists to paint 15 larger-than-life ornaments in 2023. The popular installation returns, adorning Wisconsin Avenue from 10th Street to Prospect Avenue, as well as four select locations along Water Street and in the Historic Third Ward. The Ornament Trail will enliven city sidewalks November 21, 2024 – January 19, 2025.



For more information on The Ornament Trail, scan the QR code above or visit www.milwaukeedowntown.com/bid-events/ornament-trail.

Not-to-Miss Events of the Milwaukee Holiday Lights Festival

Santa's Mailbox

SPONSORED BY EDUCATORS CREDIT UNION
WITH SUPPORT FROM SERVING OLDER ADULTS AND
NATIONAL ASSOCIATION OF LETTER CARRIERS –
PIONEER BRANCH 2

November 12 – December 16

Cathedral Square Park

414.220.4700 | milwaukeeholidaylights.com

Place a child's letter to Santa in Santa's Mailbox. Be sure to include a return address because Santa and his extra special helpers will ensure each child receives a personalized reply. Holiday spirit delivers the letters. No postage required



Cocoa with the Clauses

PRESENTED BY MADISON MEDICAL AFFILIATES

Sat, December 14 | 11am to 2pm

Cathedral Square Park

414.220.4700 | milwaukeeholidaylights.com

Santa and Mrs. Claus return for this annual cocoa klatch. The free outdoor event is a chance for kids to share their wish lists and for moms and dads to grab a keepsake photo. Elves and other holiday characters will also be there! Plus, complimentary cookies and hot cocoa sponsored by Taste of Home and Dunkin' will be provided.



Jingle Bus Rides

December 5 – 29

Thu – Sun | 5pm to 9pm

(weather permitting)

Courtyard Milwaukee Downtown

414.220.4700 | milwaukeeholidaylights.com

Marvel at Downtown's spectacular sights aboard the convenient Jingle Bus. For \$8 per person, visitors can relish in the festive panorama while a narrator shares stories of the jolliest attractions and landmarks. Advance ticket purchase required. Hurry! Availability is limited. Guests can choose their tour date and time online, with an option to participate in a Spanish tour.

Slice of Ice

December thru Mid-March 2025

(weather permitting)

Red Arrow Park

414.289.8791 | countyparks.com

Ice skate in the heart of Downtown at the "Slice of Ice" rink while surrounded by twinkling lights and dazzling décor.



NYEMKE

Tue, December 31

Hilton Milwaukee City Center

nyemke.com

The 3rd Annual NYEMKE party is back! This event is a high-end New Year's Eve experience designed to be the best party in Milwaukee. Dress to impress and be ready to have an amazing night full of great décor, drinks and entertainment with a Casino Royale theme. Don't miss out on the ultimate New Year's Eve celebration!

Santa's Christmas Cavalcade

Sat, December 7 | Departs at 5pm

Fri, December 13 | Departs at 5pm

Downtown Milwaukee

414.220.4700 | milwaukeeholidaylights.com

See Santa and Mrs. Claus on the festive route riding atop a vintage fire truck. Sarah Fierek will also be on board singing jazzy holiday tunes. Route departs from the Milwaukee Public Market and travels throughout Downtown.

THE ORNAMENT TRAIL



1. Untitled

— by *The Couto Brothers*

ARTIST'S STATEMENT: "As a Milwaukee native, Alex Couto of The Couto Brothers traveled back home from Los Angeles to complete a one-of-a-kind holiday ornament for the city that raised him. Like their past work seen across the city, the ornament features bright, bold colors, and patterns that energize the street with vibrancy and life."

LOCATION: NORTHWESTERN MUTUAL, 720 E. WISCONSIN AVENUE

— sponsored by —



2. Current Pastimes

— by *Dave Watkins*

ARTIST'S STATEMENT: "This abstract design takes on an elegant and vintage Christmas design with rich reds, pinks, and contrasting deep burgundies and gold leaf accents. The overlapping colors and shadows provide a stark contrast to the otherwise grey winter days."

LOCATION: US BANK CENTER, 777 E. WISCONSIN AVENUE

— sponsored by —



3. Dwennimmen (Ram's Horns)

— by *Brad Anthony Bernard & Grace Gasser*

ARTIST'S STATEMENT: "The inspiration for this ornament comes from a West African Adinkra symbol commonly seen in my previous murals. The symbol represents a life principle that I believe is important to embody this time of year, 'One must obtain a humble spirit to engage in generosity and acts of kindness.'"

LOCATION: 600 EAST CAFÉ, 600 E. WISCONSIN AVENUE

— sponsored by —

600 EAST
Café & Business Center



4. Winter Reflections

— by *Josephine Rice*

ARTIST'S STATEMENT: "For me, the holidays are a time of reflection and connection to loved ones and to our past. It can be a sad time for many when thinking of what has been lost or how things used to be. There is a sweetness in the peaceful moments - the snow covering the summer's greenery and the chill in the air. I wanted to highlight the real greyness and blue sky, with exaggerated transformations for the year to come in a purply pink icicle sparkle."

LOCATION: KIMPTON JOURNEYMAN HOTEL, 310 E. CHICAGO STREET

— sponsored by —

. K I M P T O N .
THE
JOURNEYMAN

HISTORIC THIRD WARD
MILWAUKEE

— sponsored by —

The Pfister®



5. Lotería Holiday

— by **Nicole Acosta** (Former Artist-in-Residence at The Pfister Hotel)

ARTIST'S STATEMENT: "Lotería or 'Mexican Bingo' is a beloved Mexican family tradition during the holiday season. Typically played at family gatherings after an enormous meal and bellies are full. An abuela (grandmother), mother (mama), or aunt (tia) is the first to break out the deck calling on others to gather around the table to pick their 'lucky' board (tabla). Frijoles (beans) replace bingo daubers and a money pot passes from person to person, collecting twenty-five cents per card. One person calls the cards and must call them in Spanish, no excuses. Some call the cards fast, so you better keep up, and whoever matches the pattern first wins the pot. The end game is called llena tabla (full card), the stakes are higher and whoever fills the entire board is the victorious one! Lotería is a favorite Latinx pastime played by the young and old, beyond abuela's dining table. You can find this game being played amongst friends, birthday parties, or other social gatherings. Over time, the cards have become symbols of Mexican identity. This game has a long history dating back to 1887 and has a lot of cultural meaning. Today, you can find modern takes on the card decks reflecting society or personal interests. As The Pfister Hotel's first Mexican Artist-in-Residence, it's important for me to represent my heritage. I grew up in a very traditional Mexican home, and with that comes a cultural identity I wear proudly. For me, the holidays mean connecting with my family and continuing traditions like Lotería. When people view this ornament, I want them to either learn something new or see themselves represented."

LOCATION: THE PFISTER HOTEL, 424 E. WISCONSIN AVENUE

— sponsored by —



6. Merry & Bright in Flight

— by **John Kowalczyk**

ARTIST'S STATEMENT: "Inspired by holiday lights, this ornament design incorporates the illumination and color that they add to our winters. The ornament's bright colors and patterns suggest light strands and glowing orbs, while a few birds represent the lighthearted and fun times spent with friends and family during the holidays."

LOCATION: PNC, 411 E. WISCONSIN AVENUE

— sponsored by —

TWO-FIFTY
HNTB



7. Flourish & Frolic

— by **Emma Daisy Gertel**

ARTIST'S STATEMENT: "An expression of warmth and joy, this design of larger-than-life colorful flowers and bits of holly express the conviviality and magic that engenders the holiday season. It wouldn't be winter in Wisconsin without some glittering snowflakes that remind us of the true beauty and wonders of nature."

LOCATION: TWO-FIFTY, 250 E. WISCONSIN AVENUE



8. The Four Graces

— by Nova Czarnecki

ARTIST'S STATEMENT: "This ornament features the three goddesses from ancient Greek mythology that bestowed the gifts of light, joy, and bloom upon our humanity, but adds the fourth goddess of 'time.' All these gifts are far more precious than jewels or gold. The ornament seeks to realign our definition of wealth and remind the viewer that life itself is a gift. In other words, beauty is all around!"

LOCATION: RAILWAY EXCHANGE BUILDING, 229 E. WISCONSIN AVENUE

— sponsored by —



9. Merry in Pink

— by Monique Machut

ARTIST'S STATEMENT: "Merry in Pink rounds up what I love most about the holiday season in Milwaukee. From the Nutcracker and Bucks to just the sparkling light displays throughout the city, winter downtown can be truly magical!"

LOCATION: CHASE TOWER, 111 E. WISCONSIN AVENUE

— sponsored by —

CHASE
TOWER | MKE



10. Winter's Rabbit

— by Drew York

ARTIST'S STATEMENT: "Capturing the spirited leap of a cottontail traversing in unfamiliar snow-covered terrain. The rabbit's enthusiasm shines as it confronts the formidable power of nature, demonstrating unwavering resilience in the face of adversity."

LOCATION: THE EDISON, 332 N. BROADWAY

— sponsored by —



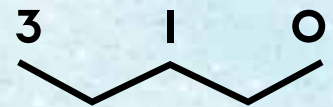
11. Paz, Amor y Amistad (Peace, Love and Friendship)

— by Mauricio Ramirez

ARTIST'S STATEMENT: "I have chosen to lean towards the traditional colors of red and green. These dominant colors throughout the ornament give off the spirit of the season, in addition to abstract evergreens throughout the piece. I have also taken inspiration from a traditional Mexican Zarape (blanket) as it symbolizes warmth and care. The result is a brilliant composition with all elements working towards peace, love, and friendship."

LOCATION: 310W, 310 W. WISCONSIN AVENUE

— sponsored by —



12. Snow Season

— by CERA

ARTIST'S STATEMENT: "Spending the holidays in Milwaukee is such a treat, from the celebratory holiday lights to hot chocolate alongside the ice-skating rink. Sometimes, the lake effect is so strong that I've found the bright white and grey atmospheric tones to be almost tundra-like. With this nostalgic depiction, I hope other Milwaukeeans find the same joy that I do."

LOCATION: BAIRD COMMUNITY COMMONS, 400 W. WISCONSIN AVENUE

— sponsored by —





13. Painting the Town

— Dave Watkins

ARTIST'S STATEMENT: "Downtown for the holidays takes on such a special meaning. For this ornament, the colors of the Milwaukee Bucks shine through, with greens, creams, and blues. The ornament provides a contemporary spin on the holidays with fresh colors, while reflecting on the upward trajectory of the place that I feel so fortunate to call my home!"

LOCATION: THE CLARK BUILDING, 633 W. WISCONSIN AVENUE

— sponsored by —



Court of Honor

— by Milwaukee Downtown, BID #21

Home to Milwaukee's most historic civic monuments, the Court of Honor on West Wisconsin Avenue, near the Milwaukee Public Library's Central Library, serves as the trailhead for the Wisconsin Avenue Ornament Trail. Featuring a dozen larger-than-life red and green ornaments, the median is dressed in its holiday best.

— THE COURT OF HONOR

— sponsored by —



14. The Joys of Winter

— by Rozalia Singh

ARTIST'S STATEMENT: "One of my favorite things to do downtown during the holidays is to drive around and look at the beautiful lights and decorations. I did not grow up celebrating the holidays, however, colorful lights and decorations are for everyone. I decided to focus on winter, and the simple joys of the season that bring fond memories."

LOCATION: REINHART BOERNER VAN DEUREN, 1000 N. WATER STREET

— sponsored by —



15. Life Has Always Gathered Here

— by Jeff Zimpel

(Former Artist-in-Residence at Saint Kate - The Arts Hotel)

ARTIST'S STATEMENT: "Using Increase Lapham's book 'Antiques of Wisconsin as Surveyed and Described' (1855), along with a letter from Solomon Juneau to the American Fur Company (1840), I was able to identify eight mammals that once lived upon the lands we now enjoy as downtown Milwaukee. These animals weren't only hunted in this place, but were also symbolized and treated with a high degree of sacred power in the form of ceremonial earthen mounds created by The Potawatomi, and the many Native Peoples who lived on this land before they were removed. According to Lapham's descriptions, over 55 mound sites existed, peppering Milwaukee County - many along our three main rivers. My concept is about unearthing the other-than-human ancestors of this place, weaving together a lattice of abstracted symbols inspired by the Bear, Otter, Marten, Fox, Wildcat, Lynx, Wolf, and Deer that once thrived where this ornament will be displayed.

These interconnected animal markings will serve as an acknowledgment of the life this special place has the power to sustain, along with a monument to the species that have been wiped out to make room for our human-centric city."

LOCATION: SAINT KATE - THE ARTS HOTEL, 139 E. KILBOURN AVENUE

— sponsored by —



Peace, Love & Lights

PRESENTED BY:



MILWAUKEE
HOLIDAY LIGHTS
FESTIVAL

NOV 21 THRU JAN 1, 2025
DOWNTOWN MILWAUKEE

MILWAUKEEHOLIDAYLIGHTS.COM

It's a glowrious time to be Downtown!

Our 500,000+ lights, interactive displays and jolly events are brightening spirits nightly. Explore the whimsical winterland scenes at your own leisure or jump on the Jingle Bus for a guided tour circling all the sights, Thursdays through Sundays. Reserve your seat today! Jingle Bus tickets are limited.

SPONSORED BY: Johnson Financial Group | We Energies Foundation | Generac
Madison Medical Affiliates | Ideal Property Management | Visit Milwaukee | Educators Credit Union
National Association of Letter Carriers - Pioneer Branch 2 | Serving Older Adults | MGIC | KB Excursions
Taste of Home | WISN 12 | 95.7 Big FM | City of Milwaukee | Milwaukee County Parks
Courtyard Milwaukee Downtown | Interstate Parking | Milwaukee Downtown, BID #21





COUPON

ARIA

Aria

139 E. Kilbourn Avenue

One complimentary cup of coffee with any breakfast order at Aria.

Offer expires on January 19, 2025

COUPON

The Café
AT THE PFISTER.

Café at the Pfister

424 E. Wisconsin Avenue

One complimentary hot cocoa with the purchase of another beverage.

Offer expires on January 19, 2025

3RD STREET MARKET HALL

COUPON

3rd Street Market Hall

275 W. Wisconsin Avenue

One free medium fountain drink with the purchase of another beverage from 3rd Street Market Hall main bar.

Offer expires on January 19, 2025

COUPON

600 EAST
Café & Business Center

600 EAST Café

600 E. Wisconsin Avenue

One complimentary small (12 oz.) hot cocoa with purchase of another beverage.

Offer expires on January 19, 2025



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MILWAUKEE'S **MOST ENTERTAINING DISTRICT**

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COCOA WITH THE CLAUSES

SATURDAY, DECEMBER 14
11AM TO 2PM | CATHEDRAL SQUARE PARK

Visit with Santa and Mrs. Claus and snap a photo at this free outdoor event. Free hot cocoa, cookies and face painting available, too!



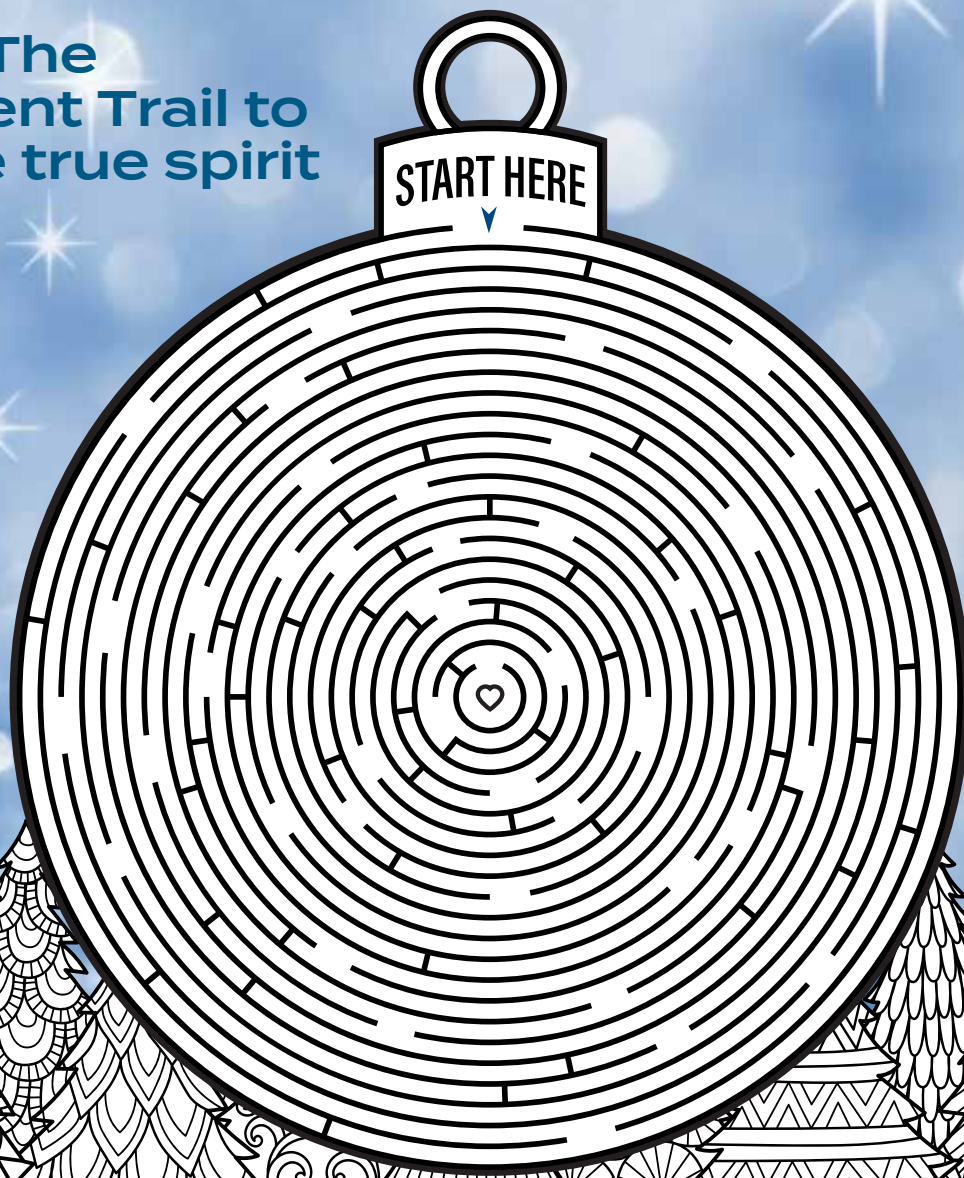
PRESENTED BY


MADISON MEDICAL
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www.milwaukeeholidaylights.com



Follow The
Ornament Trail to
find the true spirit



www.milwaukeeholidaylights.com

\$8 Jingle Bus Tours

Thu – Sun, Dec. 5 – 29

Tours Depart from Courtyard Milwaukee Downtown
300 W. Michigan Street

Enjoy a lighthearted, 40-minute tour of
Downtown's lights and sights. Book your tour
at www.milwaukeeholidaylights.com.



Santa's Christmas Cavalcade Rolls Into Town

Sat, December 7 & Fri, December 13

Downtown Milwaukee

See Santa and Mrs. Claus as they travel
around Downtown aboard a vintage fire truck.
The route begins at 5pm at the Milwaukee
Public Market.

Slice of Ice

PRESENTED BY WATERSTONE BANK

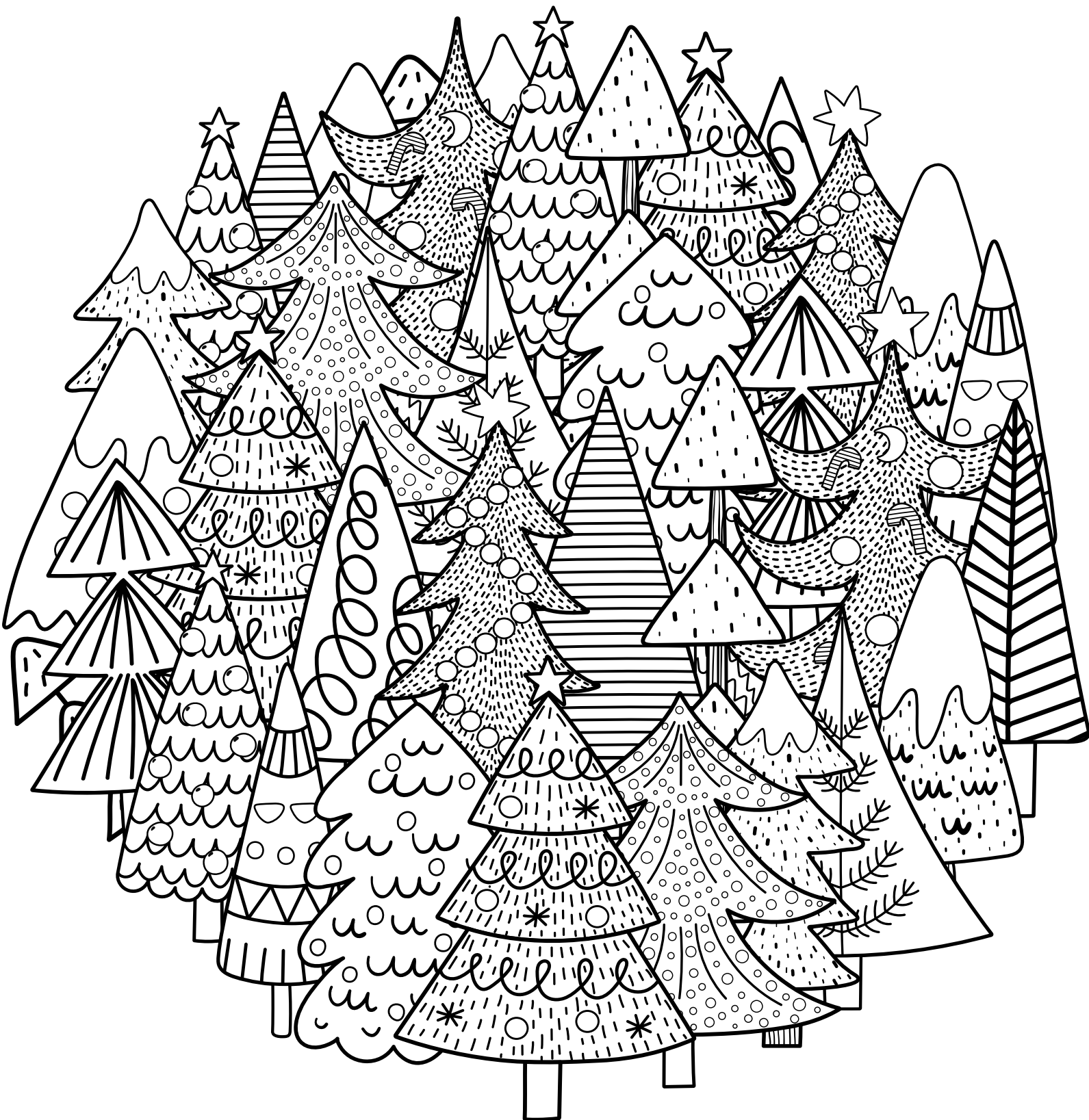
December – Mid-March

Red Arrow Park



Ice skate in the heart of Downtown at
the "Slice of Ice" rink while surrounded
by twinkling lights and dazzling new
décor. Get hours and skate rental info at
www.countyparks.com.





Holiday Lights Word Search

[words are horizontal, vertical, diagonal, forwards, & backwards]

I D E C O R A T I O N Y W R
F L A Y O N C O Y B U L B D
T S V A L R T Y E V O L T E
K T S D V W M S A N T I L L
L A V I T S E F X R D H A S
F F I L K E R S P I L C N C
S C O O S Y R O N O A N E A
B V L H L E Y G V C H E E R
E W L I A C S E T S V W R F
H D M R G O T H A P P Y G A
C A E D I Z R W I N T E R M
F T L O V B E N D T T A E I
S G E W I E B R A L S R V B
X I G N N F E O O M M R E I
P N Z T G I A V N I E S M L
A G O O B E E T O N D N O S
T E V W W V I A S R A V T S
R R S N O W F L A K E R Q S
A B E L L S O C E T A W E E
I R E A D I U X S Q K R V N
L E R E K C A R C T U N O D
R A D S N I P E C N A D L N
D D K S R C P V D A R E T I
S B E T N L E O B A L C H K
E X Y O X E R L T A I E G X
A E L I G H T S T W M M I P
S V L G H S U T L A F B R A
C O O K I E R O I R L E B R
N L J A B R V E M M K R O T
Y O G R E E T I N G S S R Y

— WORDS TO FIND —

- milwaukee
- holiday
- lights
- festival
- ornament
- trail
- family
- bulb
- cheer
- snowflake
- kindness
- cookie
- decoration
- downtown
- chilly
- season
- gingerbread
- jolly
- mittens
- scarf
- nutcracker
- tidings
- evergreen
- winter
- icicle
- merry
- newyear
- party
- star
- ribbon
- bright
- happy
- giving
- toys
- bells
- sled
- greetings
- december
- cards
- warm
- kiss
- love (10)

Word Unscramble

TERANONM LRTIA

SWONCIISN VNEEUA

DEIHRCELNA

IYHLAOD LIHGST

ECLIS FO IEC

ARLTILINB

ACMRSISHT AADVCELCA

JIGLNE USB

OTYCNMIUM TPIRIS RPAK

STNSAA LMABXOI

EMNNATROS

CAOOC HTWI TEH UCLASES

GLHISE EBLLS

KJCA OSRTF

OIELTMSET

ETH TCKECRUANR

ANSWER KEY

- Sleigh Bells
- Jack Frost
- Mistletoe
- The Nutcracker
- Christmas Cavalcade
- Jingle Bus
- Community Spirit Park
- Santa's Mailbox
- Ornaments
- Cocoa with the Clausess
- Ornament Trail
- Wisconsin Avenue
- Chandelier
- Holiday Lights
- Slice of Ice
- Brilliant



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DEC 31ST

9PM-1AM

CASINO ROYALE-THEMED NEW YEAR'S EVE PARTY

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— WORDS TO FIND —

- | | | |
|-------------|--------------|------------|
| •milwaukee | •chilly | •star |
| •holiday | •season | •ribbon |
| •lights | •gingerbread | •bright |
| •festival | •jolly | •happy |
| •ornament | •mittens | •giving |
| •trail | •scarf | •toys |
| •family | •nutcracker | •bells |
| •bulb | •tidings | •sled |
| •cheer | •evergreen | •greetings |
| •snowflake | •winter | •december |
| •kindness | •icicle | •cards |
| •cookie | •merry | •warm |
| •decoration | •newyear | •kiss |
| •downtown | •party | •love (10) |

mke
DOWNTOWN



milwaukeeholidaylights.com

— 2024 EDITION —

Baird Center

GIFT A PIECE OF MILWAUKEE HISTORY

Downtown Landmarks Shine in Ornament Series

This holiday season, gift a piece of the city with the Milwaukee Holiday Lights Festival ornament collection. Perfect for friends, family and business associates, choose from over 20 downtown landmarks. Hand-carved and cast in pewter, each edition is a beautiful accent to any tree. Purchase yours today!

The 2024 Baird Center edition is available for \$19.95. A limited number of past editions are available for \$24.95.

Ornaments may also be purchased at **Milwaukee Downtown**, 301 W. Wisconsin Avenue, Suite 106 (414.220.4700), **Historic Milwaukee**, 235 E. Michigan Street (414.277.7795), **Kloiber Jewelers**, 777 E. Wisconsin Avenue (414.276.2457), or **Urban Milwaukee**, 755 N. Milwaukee Street (414.395.0632). Call ahead for hours of operation.

A detailed black and white line drawing of a winter-themed doodle. The central figure is a snowman wearing a hat, scarf, and mittens, holding a broom. It is surrounded by various winter elements: a large snowflake, a pine tree, a sled, a cup of hot chocolate with hearts, a bird, a snow globe, and various geometric and organic patterns. The background is filled with swirling lines and dots, creating a dense, festive scene.

[illegible]



A special thanks to the presenting sponsor of
the Milwaukee Holiday Lights Festival:



Visit their Downtown branch on
Cathedral Square at 535 E. Wells Street.

The Ornament Trail is produced by:



www.milwaukeeholidaylights.com

