

THE RIPPLE EFFECT

Hello, Milwaukee Downtown-ers!

It's the Year of Wisconsin Avenue! Investment is on the rise and art is popping up on corners.

Get the scoop on our new artist in residence who will make utility boxes his canvas, plus help welcome the 22 sculptures that will beautifully alter our downtown landscape.

Downtown Dining Week returns June 1-8. Foodies hungry for more info can now preview the palate-pleasing options. Promotional menus of our 43 restaurants are now available online.

Being a tourist in your own town is getting easier and easier. The Milwaukee Trolley Loop rolls out June 1 with new hours, a new route and shorter headways, but one thing we didn't touch was that amazing \$1 fare. And, if you're reading from the 414 or miles away from it, we have just the tool to keep you in tune with all the enthusiasm occurring along Wisconsin Avenue.

Thanks for reading!



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● MAP OUT YOUR DINING WEEK VISITS: MENUS NOW AVAILABLE

Milwaukee's food feast, Downtown Dining Week, returns June 1-8. For eight days, carnivores, vegetarians and global tasters alike can get their grub on at 43 restaurants offering three-course meals at \$12.50 for lunch and \$25 or \$35 for dinner.

Given the popularity of these dining deals, reservations are highly encouraged. Not sure where to book? Promotional menus for these fine downtown establishments are now available at [here](#). Peruse the site and make your reservations today, which are now as easy as a click away for some restaurants through Open Table's reservation system. Bon appetite!



● SCULPTURE MILWAUKEE TO OPEN WITH GLAMOROUS FANFARE

Sculpture Milwaukee, an outdoor urban sculpture experience, is coming to a Wisconsin Avenue corner near you. Featuring 22 sculptures by 21 artists, the pieces will be positioned along Wisconsin Avenue from 6th Street to O'Donnell Park beginning June 1.

To celebrate this international showcase at our doorstep, Milwaukee Downtown will host a ribbon-cutting ceremony at 12 p.m., Wednesday, May 31 at Chase Tower at Water and Wisconsin, 111 E. Wisconsin Ave. Complete with musical performances and free lunch for the first 750 guests, it will be downtown's first party of the summer and all are welcome to attend.

Sculpture Milwaukee will be on view through Oct. 22 and feature internationally renowned artists such as Santiago Calatrava, Tony Cragg, Alison Saar, Joel Shapiro and Jessica Stockholder, as well as three Milwaukee-based artists--Michelle Grabner, Paul Druecke and Jason S. Yi. Sculptures will range in size and material, including a 40 ft.-tall stainless steel piece by Saint Clair Cemin and a concrete block sculpture by Sol LeWitt, which will be assembled on-site. More info is available [here](#).



*Courtesy of Marlborough Gallery
Santiago Calatrava
S2, 2015
painted, welded plate aluminum and
stainless steel, ed. 1/3
197 x 179 x 18 inches*

SHORTER HEADWAYS & SUNDAY SERVICE FOR SUMMER TROLLEYS

Returning for another summer, the Milwaukee Trolley Loop presented by VISIT Milwaukee will connect passengers to downtown's top attractions beginning June 1. Both residents and out-of-town guests can board the "Hop 'n Shop, Wine 'n Dine" route for just \$1 and connect to museums, shops, restaurants and other points of interest.

This year's revised 14-stop route will feature more Wisconsin Avenue highlights, including Sculpture Milwaukee, as well as shorter, 15-minute headways. Plus, the trolleys will now toll on Sundays. New operating hours for the 2017 service are 11 a.m. to 6 p.m., Thursdays through Sundays, June 1 through Aug. 27.

A special thanks to VISIT Milwaukee, Milwaukee Downtown, BID #21, Milwaukee Public Market, BID #2, Historic Third Ward, Harley-Davidson Museum, Wisconsin Cheese Mart, The Usinger Foundation, Westtown Association, East Town Association and MKE Boat Line for helping to keep those engines running! More info is available [here](#).



ARTIST NAMED FOR WISCONSIN AVENUE UTILITY BOXES

Get ready for Wisconsin Avenue to pop with color! Milwaukee Downtown, with

input from the Downtown Placemaking Task Force, has selected Mauricio Ramirez as Wisconsin Avenue's artist in residence.

Ramirez, a visual artist who has created murals across the country for the likes of Microsoft, Warner Music Group, VitaminWater, Red Bull, Stella Artois, and The City of Albuquerque, will concept and execute mural installations on 10 utility boxes from Cass to 9th streets. Utilizing a low poly technique, Ramirez will choose images that celebrate Wisconsin Avenue's rich history of commerce, diversity of architecture and people, and its undoubtedly bright future.



Antiguo, 2016
Bombay Sapphire Regional Finalist 2016
Mauricio Ramirez
acrylic on canvas
48 x 60 inches

Keep an eye out for Ramirez beginning in mid-May as he paints his way down the Avenue. For info on Mauricio Ramirez, click [here](#).

● TOUR WEST WISCONSIN AVENUE FROM ANYWHERE

It's the Year of Wisconsin Avenue! And what better way to share our success story than with a mobile audio guide. Later this month, Milwaukee Downtown will roll out the West Wisconsin Avenue Tour under the Otocast app.

A free download at Google Play and the iTunes Store, Otocast helps users discover new "points of interest" from anywhere--just as long as they have a mobile device. So, whether you participate in-person or from miles away, learn about the people, places and things that have made Wisconsin Avenue so grand. Our tour is coming to a device near you late May.



Stay in the loop! Follow us and get the latest info on downtown news and happenings.

