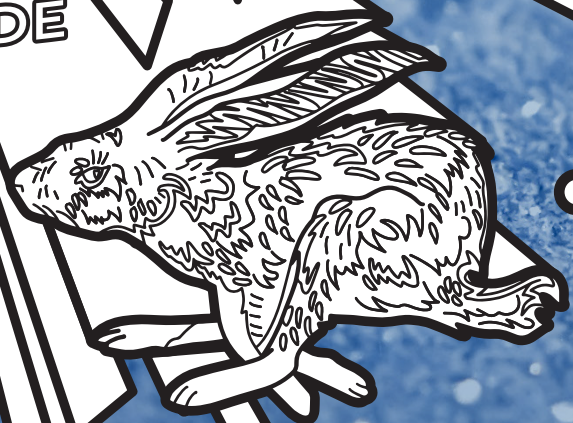




# THE ORNAMENT TRAIL

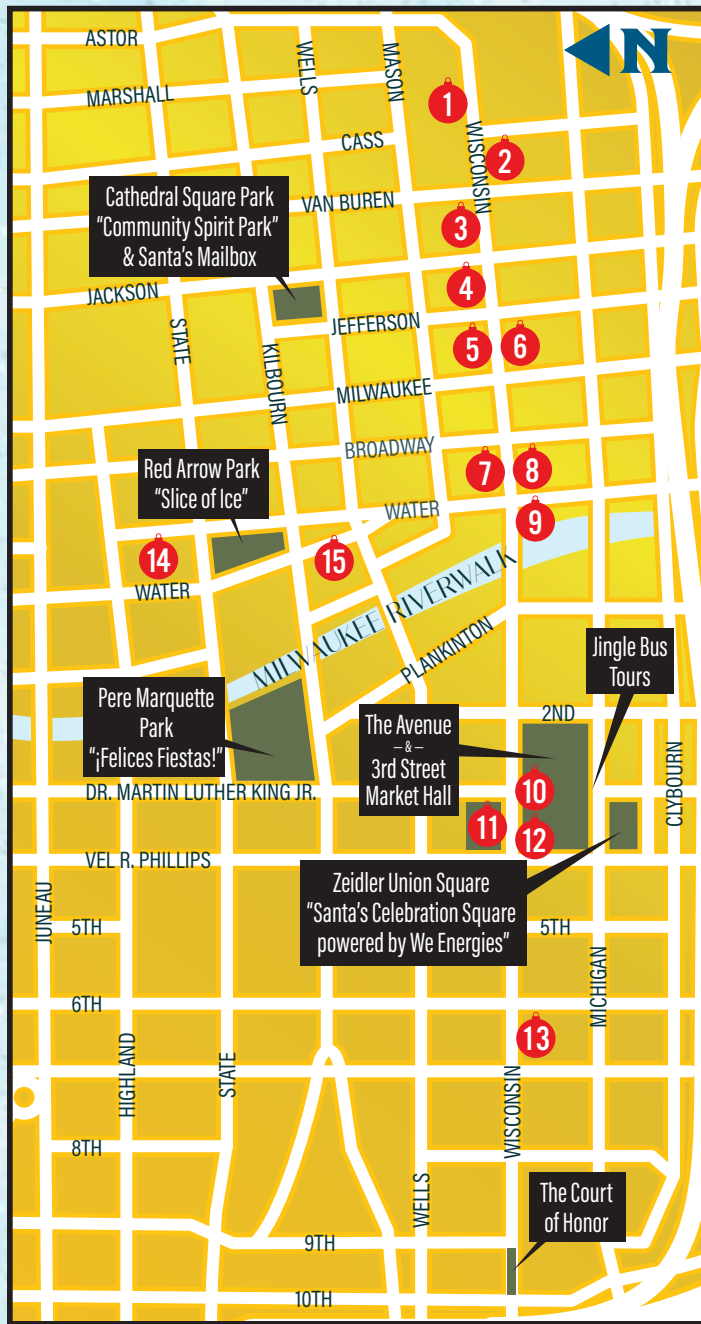
ACTIVITY GUIDE



THE ORNAMENT TRAIL IS BROUGHT TO YOU BY MILWAUKEE DOWNTOWN

# About The Ornament Trail

To commemorate the 25th anniversary of the Milwaukee Holiday Lights Festival, Milwaukee Downtown, BID #21 commissioned artists to paint 15 larger-than-life ornaments. Each ornament features a unique design and will be on display through January 6, 2024.



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

### Milwaukee Holiday Lights Festival Kickoff Extravaganza

**Thu, November 16 | 6:30pm**  
 PRE-SHOW ENTERTAINMENT BEGINNING AT 5:30PM  
**Pere Marquette Park**  
 414.220.4700 | milwaukeeholidaylights.com  
 We're celebrating a quarter century of lighting up the night for the holiday season! Join us as we illuminate more than a half million brilliant bulbs to kick off the 25th annual Milwaukee Holiday Lights Festival. Enjoy live music, dance performances, fireworks, a visit from the Clauses, free treats, and more. Then, take a free Jingle Bus tour after the show. Can't make it downtown? Tune in to WISN 12 at 6:30pm for a live broadcast, presented by Stein's Garden & Home.

### Santa's Mailbox

SPONSORED BY EDUCATORS CREDIT UNION  
 WITH SUPPORT FROM SERVING OLDER ADULTS & LETTER CARRIERS UNION BRANCH 2  
**November 7 – December 17**  
**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!

### Santa's Christmas Cavalcade

**Sat, December 2 | Departs at 5pm**  
**Fri, December 8 | 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. On Dec. 2, the Cavalcade will feature a Black Santa. Route departs from the Milwaukee Public Market and travels throughout downtown.

### NYEMKE

**Sat, December 31**  
**Discovery World**  
 nyemke.com  
 Celebrate more than just the new year. Celebrate Milwaukee. This New Year's Eve, Milwaukee's most iconic venue is hosting a party you won't want to miss. The night will showcase members of the city's creative community with the goal of giving back to the place we love to call home.

### Jingle Bus Tours

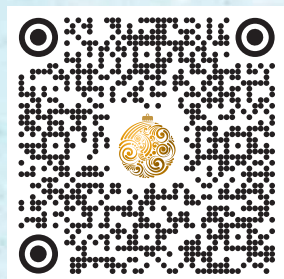
**November 17 – December 30**  
**Thu & Fri 6pm to 9pm**  
**Sat | 5pm to 9pm**  
**Sun | 5pm to 8pm**  
**Courtyard Milwaukee Downtown**  
**300 W. Michigan Street**  
 414.220.4700 | milwaukeeholidaylights.com  
 Ooh and ahh at the winter wonderland scenes scattered throughout Downtown Milwaukee by hopping on a Jingle Bus tour, powered by Coach USA. This 40-minute narrated tour highlights the main attractions of the Milwaukee Holiday Lights Festival, including our three parks – "Community Spirit Park" at Cathedral Square Park, "Santa's Celebration Square powered by We Energies" at Zeidler Union Square and "¡Felices Fiestas!" at Pere Marquette Park.

Jingle Bus tickets are \$5 per person and must be purchased in advance at milwaukeeholidaylights.com. Guests can choose their tour date and time online, with an option to participate in a Spanish tour. Buses will depart from Courtyard Milwaukee Downtown, 300 W. Michigan Street. Jingle Bus parking is available at InterPark The Avenue Garage, 615 N. 2nd Street, for only \$3, thanks to Interstate Parking. Please see the Jingle Bus information table for parking validation.

*Please note the Jingle Bus will operate free from Pere Marquette Park on Kickoff night, Nov. 16. Also, the service will not operate on Thanksgiving Day or Christmas Eve. Jingle Bus service is weather permitting.*

### Cocoa with the Clauses

PRESENTED BY MADISON MEDICAL AFFILIATES  
**Sat, December 9 | 11am to 2pm**  
**Cathedral Square Park**  
 milwaukeeholidaylights.com | 414.220.4700  
 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 will be provided.



For more information on The Ornament Trail, scan the QR code above or visit [www.milwaueedowntown.com/bid-events/ornament-trail](http://www.milwaueedowntown.com/bid-events/ornament-trail).

# 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 —

 **Northwestern Mutual**



## 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. 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: 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: THE MILWAUKEE CLUB, 706 N. JEFFERSON STREET

— sponsored by —

**The Milwaukee Club**



— sponsored by —

The Pfister®



## 5. Lotería Holiday

— by Nicole Acosta (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 Ilena 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 —



— sponsored by —

CHASE  
TOWER | MKE



## 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 —



## 10. Dwennimmen (Ram's Horns)

— by Brad Anthony Bernard

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: MIAD GALLERY AT THE AVE, 301 W. WISCONSIN AVENUE

THE AVENUE

Visit  
MILWAUKEE



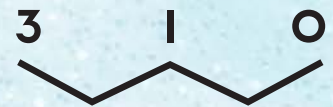
## 11. Paz, Amor y Amistad (Peace, Love and Friendship)

— 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: KOHL'S, 331 W. WISCONSIN AVENUE

— sponsored by —

HUB  
640

BAIRD  
CENTER



### 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.

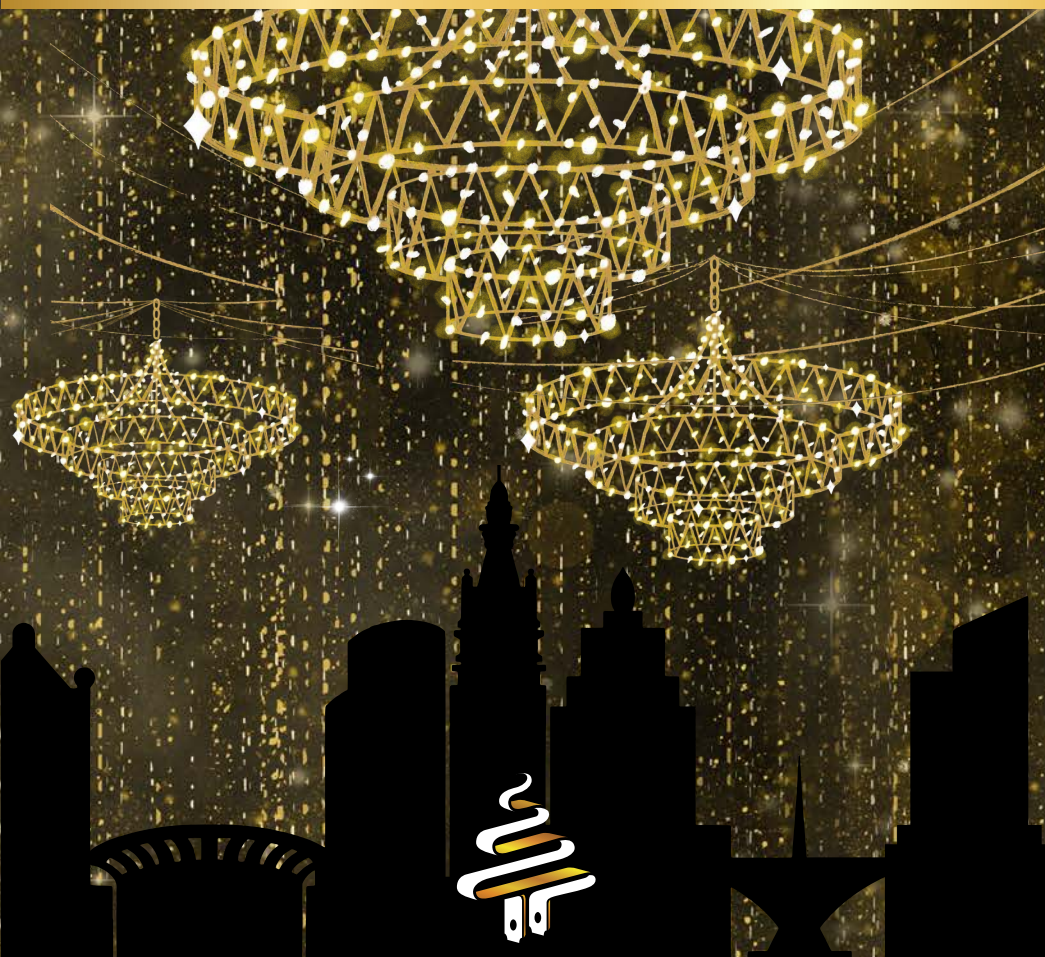
These interconnected animal markings will serve as an acknowledgment of the life this special place has the power to sustain, along with a monument to the species that have been wiped out to make room for our human-centric city."

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

— sponsored by —



MILWAUKEE HOLIDAY LIGHTS FESTIVAL



MILWAUKEE  
**HOLIDAY LIGHTS**  
FESTIVAL

— / A \ —  
**BRILLIANT**  
HOLIDAY TRADITION


— / 25 YEARS \ —

NOVEMBER 16, 2023 – JANUARY 1, 2024  
DOWNTOWN MILWAUKEE

Once again, Downtown Milwaukee will be aglow with the holiday spirit and more than a half million brilliant bulbs. Marvel at the sparkling light displays and larger-than-life sculptures in Cathedral Square, Zeidler Union Square and Pere Marquette Park. Plus, take a lighthearted, 40-minute Jingle Bus tour of all the lights and sights, Thursday through Sunday nights.

Experience the holiday merriment abounding throughout Downtown Milwaukee. Bundled in this guide are some of the season's brightest events. So, see what catches your eye and make plans to join us for this brilliant holiday tradition.

[milwaukeeholidaylights.com](http://milwaukeeholidaylights.com)

MILWAUKEE HOLIDAY LIGHTS FESTIVAL IS PRESENTED BY  **JOHNSON**  
FINANCIAL GROUP



COUPON

### Proof Pizza

139 E. Kilbourn Avenue

One complimentary holiday cannoli with a purchase at Proof Pizza.

Offer expires on January 6, 2024



COUPON

### Café at the Pfister

424 E. Wisconsin Avenue

One complimentary hot cocoa with the purchase of another beverage.

Offer expires on January 6, 2024



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 6, 2024



COUPON

### Baskin-Robbins

622 W. Wisconsin Avenue

One free scoop of ice cream. No additional purchases necessary.

Offer expires on January 6, 2024



COUPON

### Dairyland Old-Fashioned Frozen Custard & Hamburgers

275 W. Wisconsin Avenue

One free scoop of frozen custard with a frozen custard purchase.

Offer expires on January 6, 2024



COUPON

### Mid-Way Bakery & Supernova Coffee & Doughnuts

275 W. Wisconsin Avenue

One complimentary hot cocoa with purchase of bakery item.

Offer expires on January 6, 2024



COUPON

### 600 EAST Café

600 E. Wisconsin Avenue

One complimentary hot cocoa with purchase of another beverage.

Offer expires on January 6, 2024



# NYEMKE

MILWAUKEE HOLIDAY LIGHTS FESTIVAL

NYE MKE  
Sun December 31 » Discovery World  
[www.nyemke.com](http://www.nyemke.com)

Tickets on sale beginning Friday, November 17.

## COCOA WITH THE CLAUSES

SATURDAY, DECEMBER 9  
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!

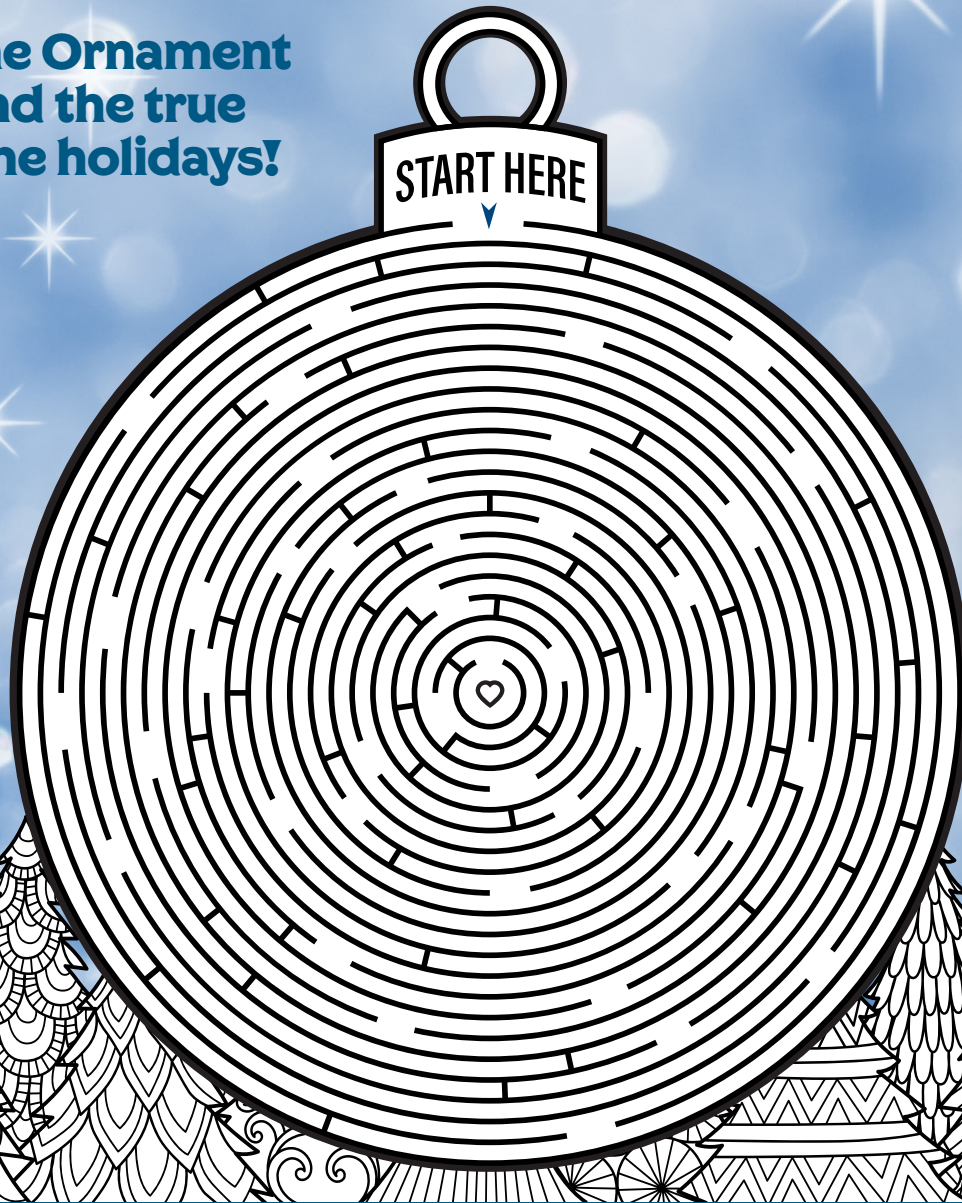
PRESENTED BY  
MADISON MEDICAL  
MEQUON · MILWAUKEE

[www.milwaukeeholidaylights.com](http://www.milwaukeeholidaylights.com)





**Follow The Ornament Trail to find the true spirit of the holidays!**



[www.milwaukeeholidaylights.com](http://www.milwaukeeholidaylights.com)

### \$5 Jingle Bus Tours

Thu – Sun, Nov. 17 – Dec. 30

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](http://www.milwaukeeholidaylights.com).



### Santa's Christmas Cavalcade Rolls Into Town

Sat, December 2 & Fri, December 8  
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

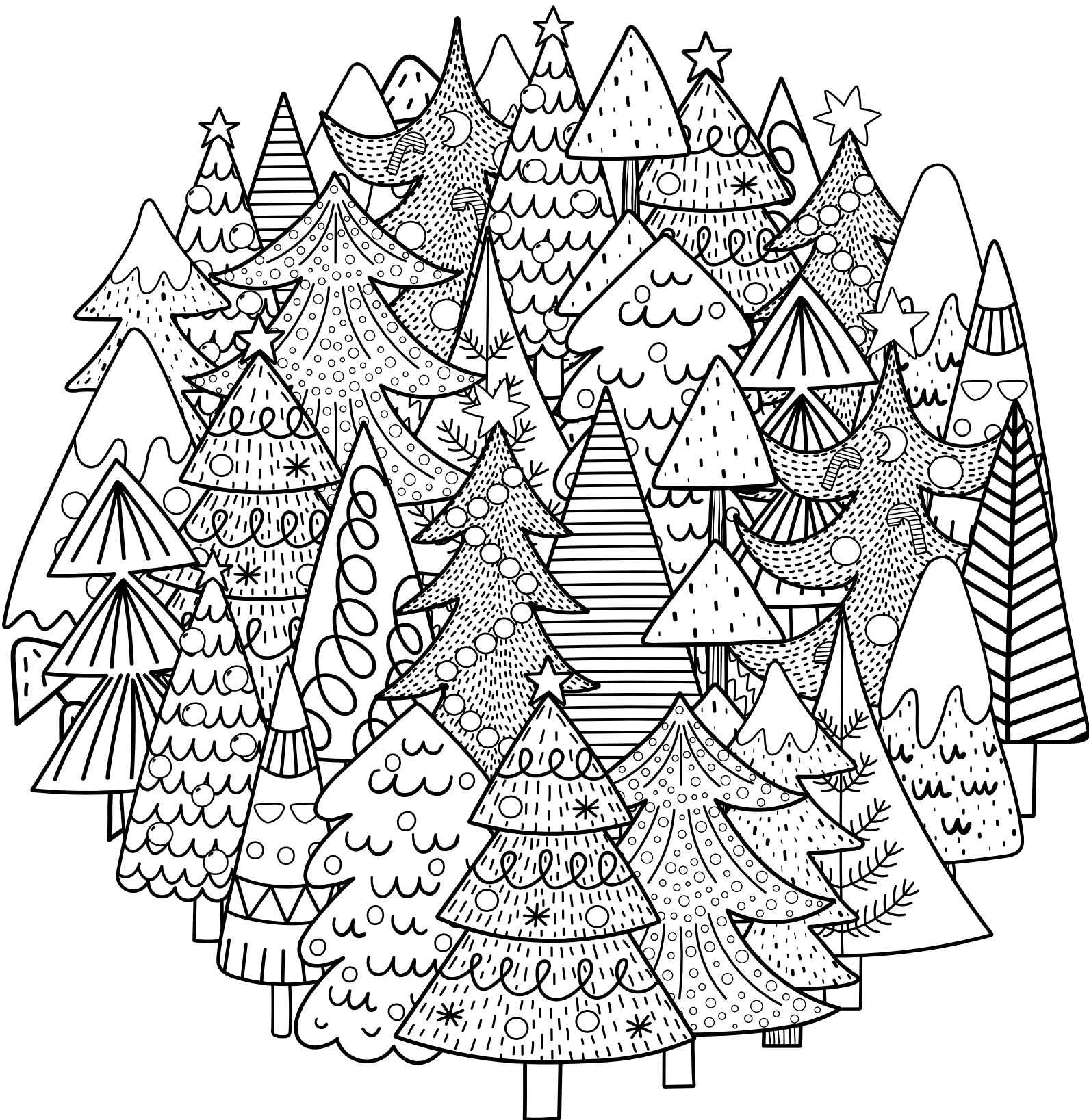
December – Mid-March

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](http://www.countyparks.com).





EXPERIENCE  
MILWAUKEE'S **MOST ENTERTAINING DISTRICT**

**MKE THEATER DISTRICT**

SECURE VIP  
TREATMENT  
BE FIRST IN LINE  
[mke theaterdistrict.com](http://mke theaterdistrict.com)



## 2023 PFISTER HOTEL

### 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 2023 Pfister Hotel 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.

[www.milwaukeeholidaylights.com](http://www.milwaukeeholidaylights.com)

## 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 Clauses  
Ornament Trail  
Wisconsin Avenue  
Chandelier  
Holiday Lights  
Slice of Ice  
Brilliant





# RESIDENCE

Have you been looking for decor that will impress your holiday guests and Santa?

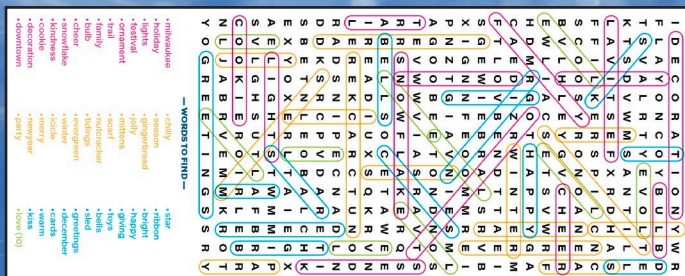
Then Residence Interiors is your HOME for the holidays! Come shop our curated collection of unique ornaments, fabulous decor, and delicious seasonal home fragrances.

Holiday Open House ~ Thursday, Nov 16, 5-8P

M-W, F 10A - 5P | THURS 10A - 7P | SAT 11A - 3P  
 330 E Mason St. | residencemilwaukee.com  
 kerry@residencemilwaukee.com



[www.milwaukeeholidaylights.com](http://www.milwaukeeholidaylights.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)





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](http://www.milwaukeeholidaylights.com)

