

FOR IMMEDIATE RELEASE “UNSEEN Architecture - MKE”

UNSEEN ARCHITECTURAL WORKS BY LOCAL ARCHITECTURE FIRMS FEATURED AT THE EISNER-AMERICAN MUSEUM OF ADVERTISING & DESIGN

MILWAUKEE (July 24, 2009) . . . The Eisner – American Museum of Advertising & Design is pleased to announce the showing of the exhibition “Unseen Architecture: MKE.” This exhibit showcases creative and inspirational architectural thinking. Running from September 2, 2009 through March 2010, this exhibit highlights unbuilt projects from 18 local architecture firms.

Like many of the creative fields, the public only sees a small portion of what was conceived. This holds true in architecture as well. For this reason, The Eisner and AIA Milwaukee have joined together to explore the concept drawings and models and applaud the efforts of what could be.

“We are excited to bring in this amazing array of creative thinking,” said Cori Coffman, executive director of The Eisner. “Design comes in many forms, architecture being one of them. If these concept drawings were built, Milwaukee would have a far more progressive looking skyline.”

With architecture, a building becomes a part of our urban landscape. We work and live within the walls of this creative thinking. The buildings become part of history and culture. They are photographed in time and written about in books. Visitors of this exhibit are invited to celebrate the beginning steps of the process from sketches on a bar napkin, to countless pages of renderings, to 3D CAD drawings and beautifully produced models.

In architecture, it’s about the form and function of the building, how the building will stand the test of time and how it will impact a city’s landscape. Many decisions go into this process and the architect is responsible for the end result. As the public, we critique these buildings every day. Through the exhibit, the public will gain a better understanding of what it takes to produce and conceive these buildings.

“AIA Milwaukee is excited to work with The Eisner to showcase unseen projects designed by a number of large, medium and small firms,” said Randy Morrison, AIA, vice president of AIA Milwaukee. “The work being shown has only been seen by those within the firm. Now the public will be able to view what could be built in the Milwaukee area.”

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MEDIA CONTACT

Randy Morrison, AIA
414.272.2000
vicepresident@aiamilwaukee.org

Cori Coffman
414.847.3290
ccoffman@eisnermuseum.org

MORE INFO

AIA Milwaukee, a Chapter of The American Institute of Architects, represents over 700 architects and design professionals in southeast Wisconsin.

The Eisner American Museum of Advertising and Design, 208 N. Water Street, Milwaukee WI 53202

Founded in 2000, The Eisner-American Museum of Advertising & Design, is located at 208 North Water Street in Milwaukee’s Third Ward, open Wednesday through Sunday. The hours are as follows: Wednesday: 11 a.m. – 5 p.m. , Thursday: 11a.m.-8p.m. , Friday: 11 a.m. – 5 p.m., Saturday: 12 p.m.- 5 p.m. , Sunday: 1p.m.- 5 p.m. Admission prices are \$5.00 for adults, \$3.00 for seniors over 55, and \$2.00 for college students. Admission is free of charge for Museum members and children 12 and under who are accompanied by an adult. For more details about the “UNSEEN ARCHITECTURE: MKE” exhibit and other Museum exhibits, visit www.theeisner.com or call (414) 847-3290. Exhibit cosponsored by AIA Milwaukee.