



“GREG CARES ABOUT OUR PROJECTS IN A REAL VISCERAL WAY, HIS ACTIONS AND ATTENTION SHOW US THE VALUE HE PLACES ON OUR RELATIONSHIP.”

Peter Feigin, President
Milwaukee Bucks

Greg Uhen, AIA, NCARB

DESIGN PRINCIPAL : CEO

Over his 20+ years of leadership, Greg has played an integral role in cultivating EUA into Milwaukee’s largest architectural firm and a firm with national reach. He continues to take an active role in engaging with clients and staff across all market sectors; creating positive project outcomes by providing hands-on leadership in the design process. He has been involved in the design of many of the city’s notable public and entertainment spaces; including Summerfest, The Riverwalk, Miller Park, Milwaukee Intermodal Station, the Lakefront Gateway project and most recently, Fiserv Forum and the Froedtert & The Medical College of Wisconsin Sports Science Center.

FEATURED PROJECTS

Fiserv Forum – Milwaukee, WI

Greg led the master planning for the \$500M arena and parking structure, as well as the surrounding acreage. Working with city officials, the Milwaukee Bucks organization, and local agencies and authorities having jurisdiction, the proper rezoning and necessary approvals were obtained swiftly. Greg’s leadership throughout design and construction ensured the owner’s goals and objectives were achieved; resulting in a world-class sports and entertainment destination.

Henry W. Maier Festival Park (Summerfest) – Milwaukee, WI

After completing a master plan in 2001 and another in 2009, EUA has worked with Milwaukee World Festival Inc. on multiple projects including the north, mid and south gates, the BMO Harris Bank Pavilion with a 10,000 fan capacity, Briggs & Stratton Big Backyard stage, Miller Lite Oasis, Uline stage, Summerfest Store, enhancements to the AmFam Amphitheater, updated bar areas and improved sight lines for better brand visibility and concert goer viewing. EUA’s transformative design maintains an elevated image on the festival grounds, keeping it fresh and relevant for an enjoyable experience for festival goers.

EDUCATION

Bachelor of Science
Architectural Studies
University of Wisconsin - Milwaukee, 1981

REGISTRATION

Architect: Wisconsin, Colorado, Florida, Illinois, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Carolina, Oklahoma, Texas, Washington

AFFILIATIONS

- American Institute of Architects (AIA)
- National Council of Architectural Registration Boards (NCARB)

AFFILIATIONS

- Eppstein Uhen Foundation, Board Member
- UW-Milwaukee, Advisory Board Member
- Third Ward Business Improvement District, Vice Chairman

39 | YEARS EXPERIENCE

34 | YEARS WITH EUA