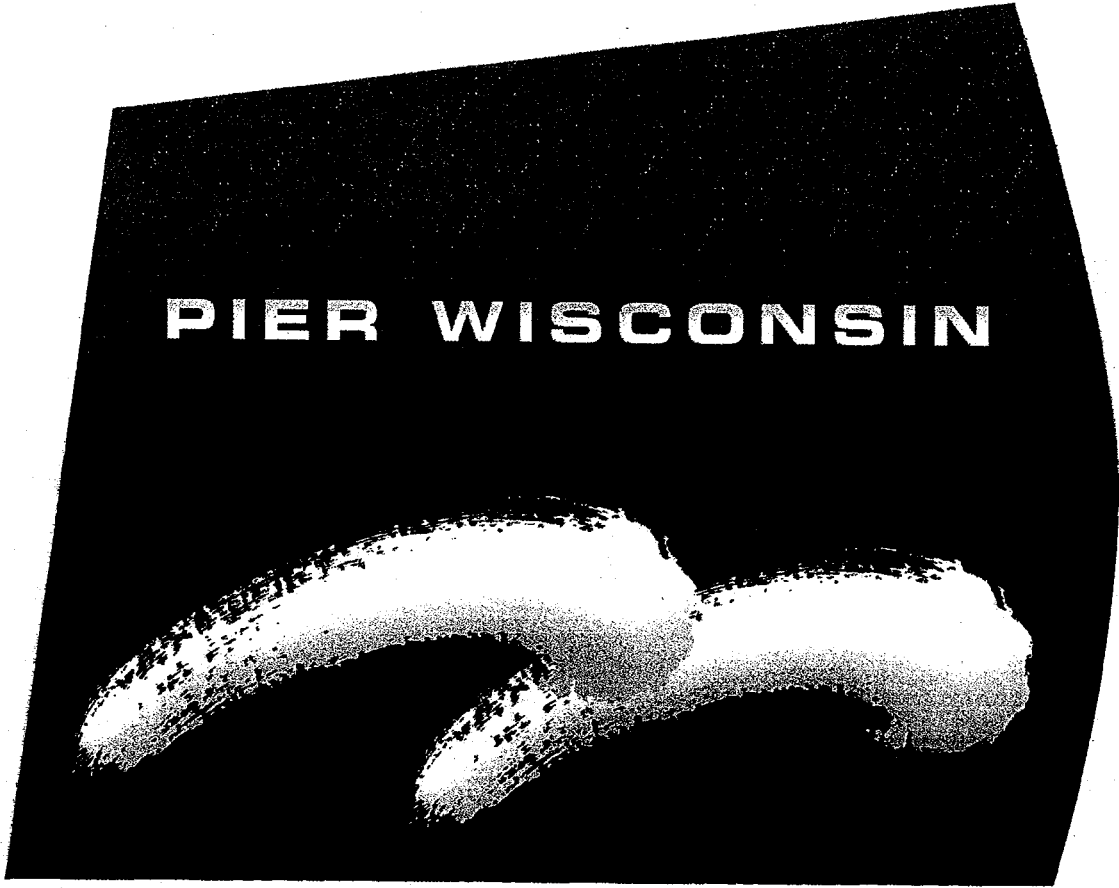
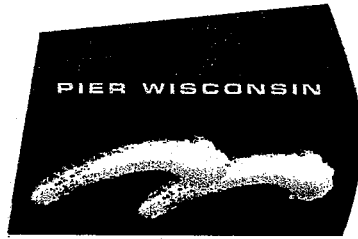


PIER WISCONSIN



**To Foster Awareness and Understanding
of our Freshwater World**

www.pierwisconsin.org



Voyage into Our Freshwater World

Vision: To foster awareness and understanding of our freshwater world.

Goal: We are dedicated to educating the community, especially urban youth, in the areas of:

- Fresh water studies
- Marine life biology
- Nautical science
- Maritime history

Pier Wisconsin is a not-for-profit, educational organization composed mostly of volunteers. Dedicated to using dynamic exploration and 'hands-on' science based experiences, its **goals are to instill understanding of and respect for our limited and precious fresh water resources**, and to provide fun-filled experiences. While the principle audience is urban middle school youth, learners of all ages will participate in exciting and varied ways.

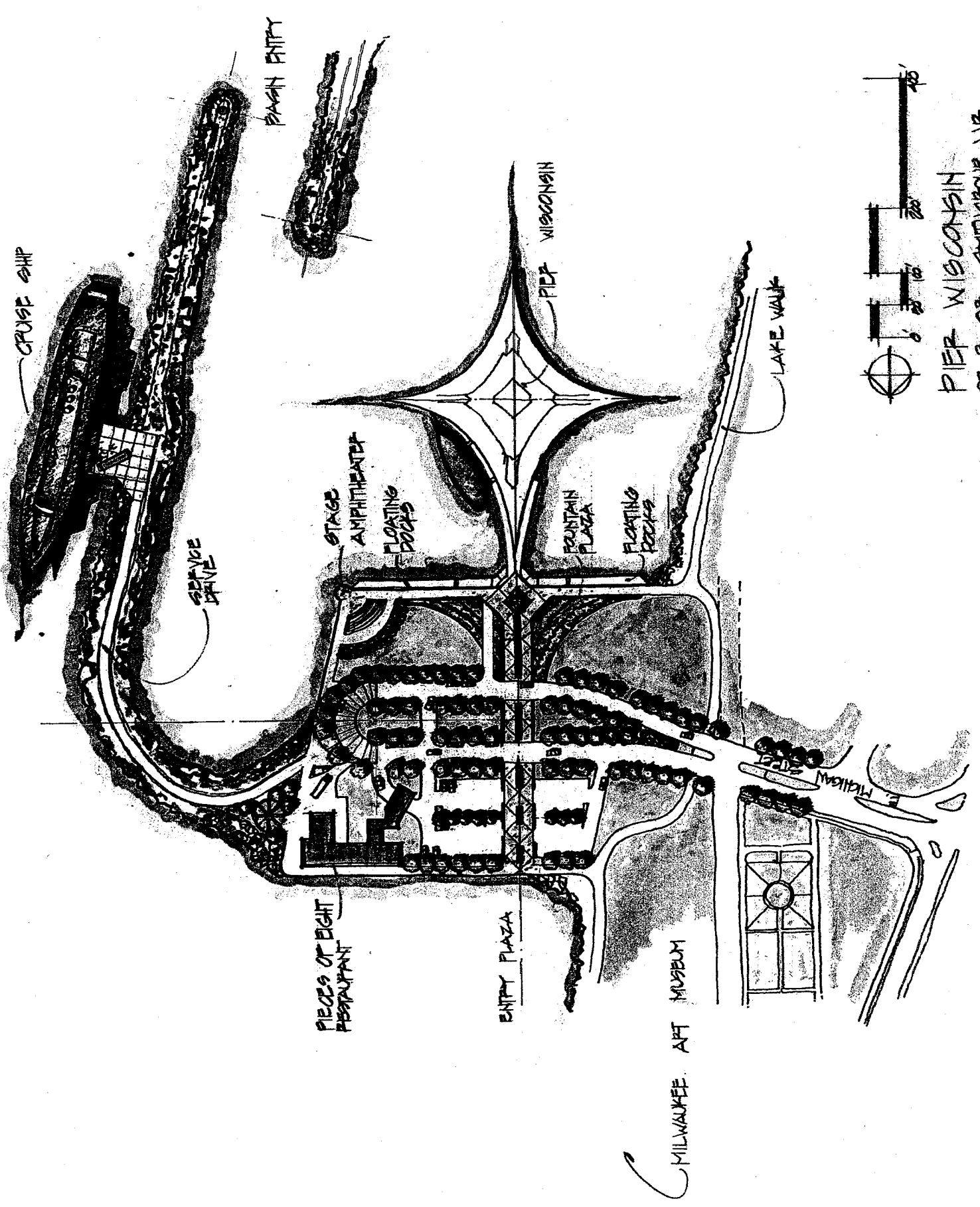
The New Center

This exciting new destination will be located on Milwaukee's Lakefront built on a foundation extending out over and integral to the waters of Lake Michigan. Pier Wisconsin was designed by architect James McClintock and will be a 70,000 square foot **innovative education center and cutting edge museum built in the shape of a nautical compass**. This imaginative structure will connect to Milwaukee's Municipal Pier, transforming it into an inviting public area that includes walkways, parks and observation points. A walkway over the water will surround the entire facility. Balconies and observation points will be located on its north, south and east upper levels.

Showcasing the beautiful natural resource of Lake Michigan, **the center will contain over 23,500 square feet of laboratories, classrooms and immersive, interactive exhibits**. Five impressive aquariums, several large enough for diver educators, will provide visitors close contact with many water creatures, some foreign and some unique to this area. **The history of commerce and navigation in the Great Lakes will also be highlighted**. In a special activity area, younger **children can playfully interface water** to learn about its many interesting and unique physical properties.

The entire project will continuously offer new and topical experiences using **long distance and virtual learning technologies**. The center's ultra-high definition theater will be outfitted for live performances, remote learning broadcasts, movie presentations and lectures that will be able to connect school systems to exotic locations including to the deck of the *Denis Sullivan*, wherever she may be! **Pier Wisconsin is the exclusive regional link with Bob Ballard's Sea Exploration Institute** for live telecasts of his explorations and underwater visits to the nations 13 marine sanctuaries.

-More-



CRUISE SHIP

PIER ENTRY

SERVICE DRIVE

STAGE AMPHITHEATER

FLOATING DOCKS

PIER WISCONSIN

FOUNTAIN PLAZA

FLOATING ROCKS

LAKE WALK

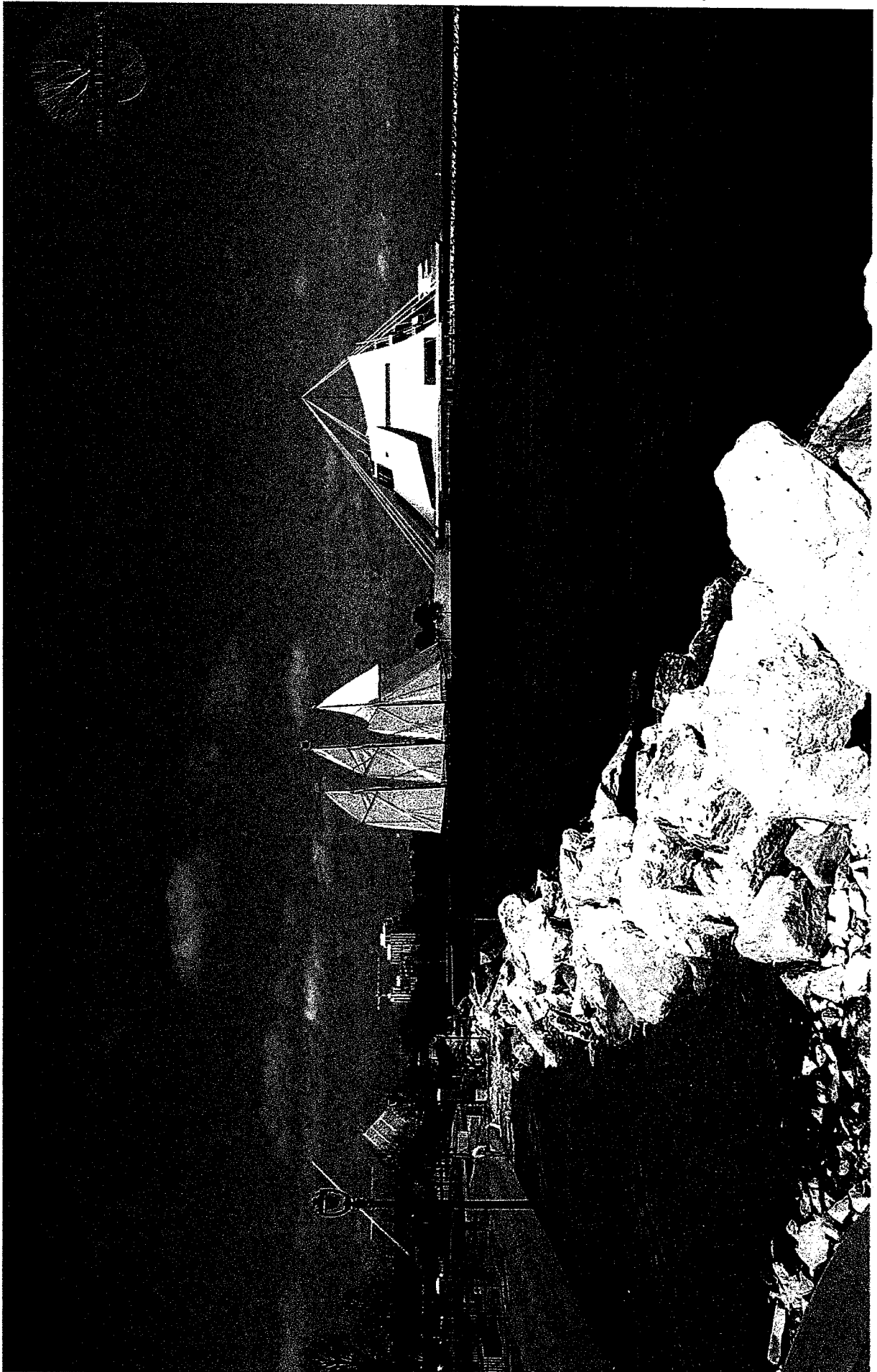
PIECES OF EIGHT RESTAURANT

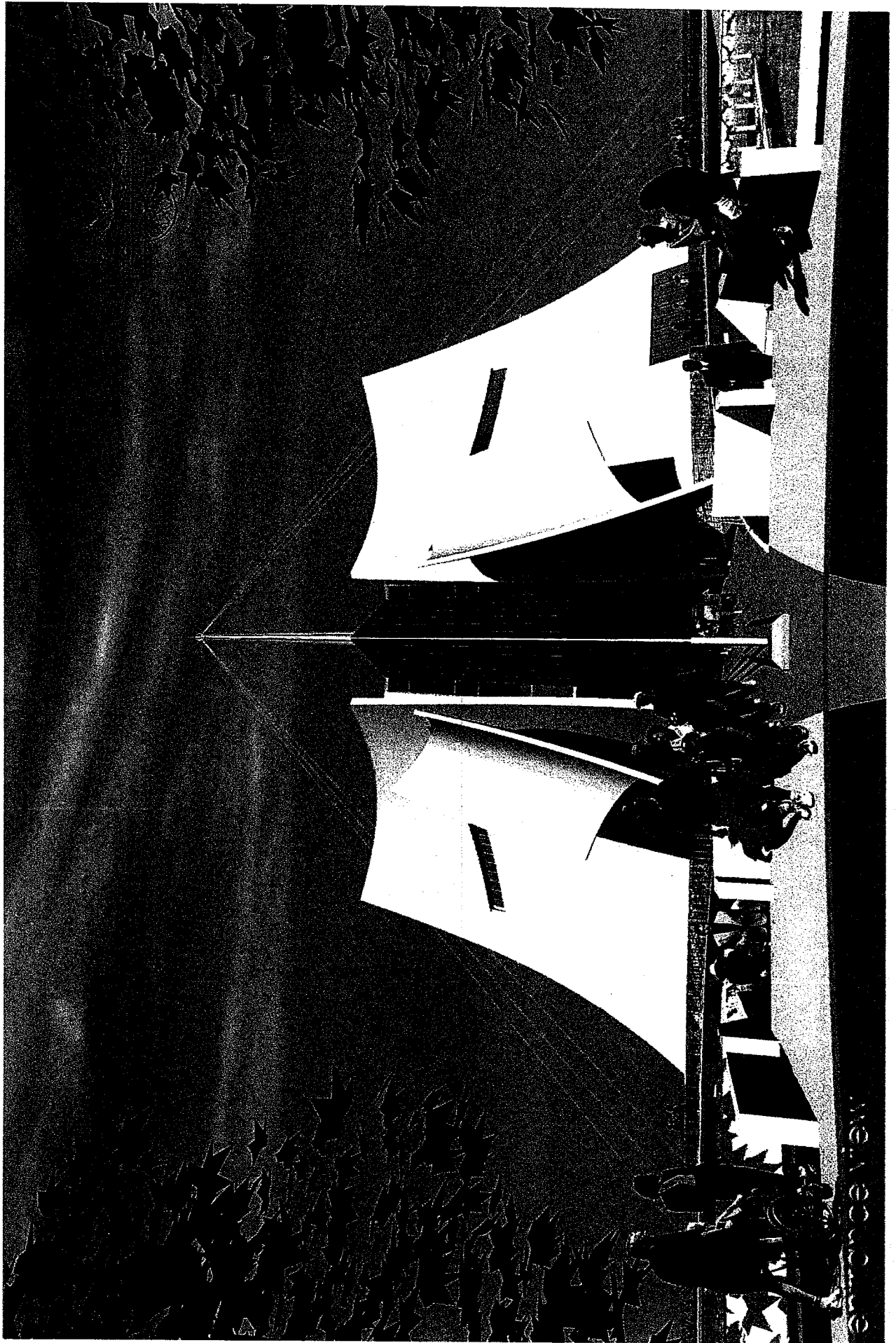
ENTRY PLAZA

MILWAUKEE ART MUSEUM



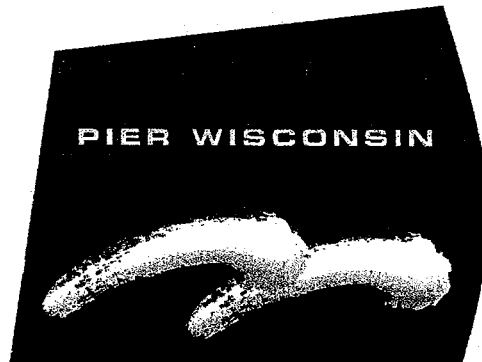
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Pier Wisconsin

Voyage into our Freshwater World

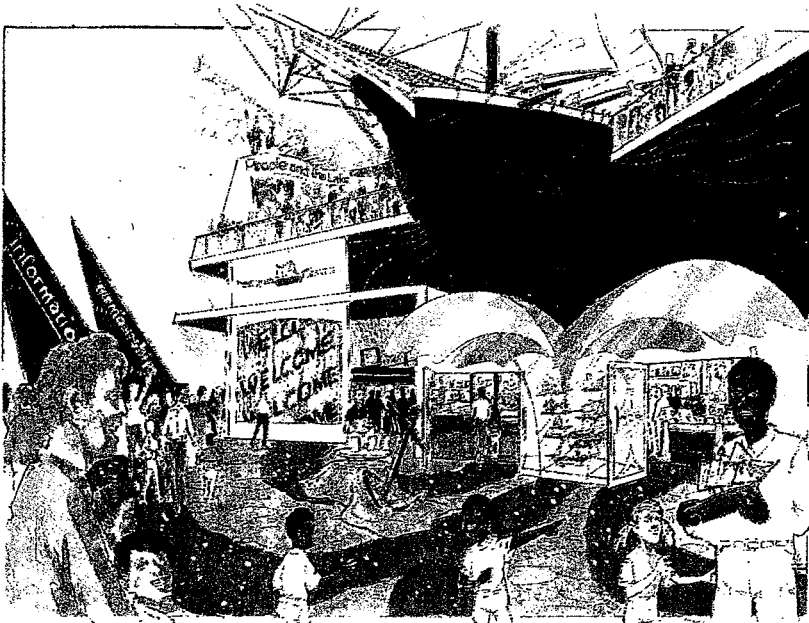


- 70,000 Square Feet, Built into Lake Michigan
- 24,000 Square Feet of Interactive Exhibits & Experiences
- Multiple Aquarium Displays – Fresh and Salt Water
- Three Hands on Learning Laboratories
- The *Exploration Portal* connection to Bob Ballard's Sea Exploration Institute
- Ultra High Definition Theater with Seating for 144 People
- Live theatrical educational programs
- Outdoor Amphitheater with Seating for 250
- Docking for Wisconsin's Flagship, the *Denis Sullivan*
- Small Boat Building Center
- Small Craft Landing
- Shipyard Café Restaurant
- Gift shop

Pier Wisconsin

Voyage into our Freshwater World

Partial Exhibit Summary



Lobby/Atrium

When visitors arrive at Pier Wisconsin, their voyage of discovery begins in the 60 foot tall **"Lobby/Atrium"**. Sailing overhead is the bow of a full-scale, Great Lakes schooner, sails billowing in the wind, crew and visitors crowding her decks. This central icon beckons guests of all ages to become active explorers of our watery world. A 20-foot tall waterfall serves as the entryway to a 144-seat theater and a series of thematically-linked, highly interactive and immersive exhibit galleries, where visitors can discover the connections between people, fresh water, aquatic life forms and our maritime heritage.



Water is Life

In the gallery **"Water is Life,"** visitors will be able to explore the scientific theories for water's origins on our planet, marvel at the evolutionary history and amazing diversity of aquatic life forms in four, large salt and freshwater aquaria, and explore our human connections to freshwater resources from rivers and wetlands to the lakes. Here visitors will discover that without water, there would be no life. And the most precious water is freshwater!

Pier Wisconsin

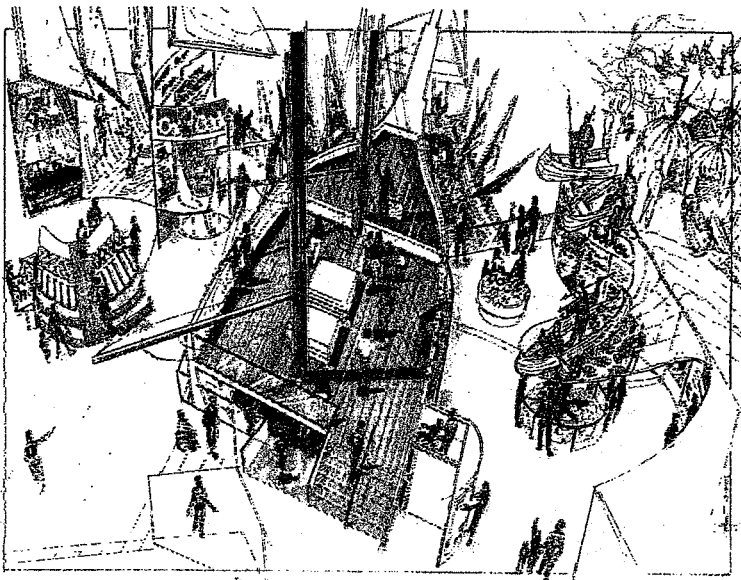
Voyage into our Freshwater World

Partial Exhibit Summary



Beneath Lake Michigan

The journey continues "**Beneath Lake Michigan.**" Here, we immerse visitors into an amazing world just below the surface. Interactive exhibits will encourage visitors to explore topics from shipwrecks and underwater archaeology to Great Lakes' fisheries and ecosystems, viewed within the context of "*Lake Michigan Today.*" The central exhibit in this gallery is a 26,000 gallon freshwater aquaria containing both native and exotic fish species found in our lake.



Voyage of Discovery

Finally, visitors will have the opportunity to "join the research" as active participants in the second floor galleries "**Our Fresh Water World**" and "**Voyage of Discovery**". Lab stations with interactive multimedia programs and hands-on activities will draw people into real-time science expeditions in order to discover how humans use and impact freshwater resources, as well as exploring our historic and cultural connection to the Lake in the exhibits "*People and the Lake*" and "*The History of the Tall Ships*".

Pier Wisconsin Ltd.

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