

**Park East Corridor Project**

- Included in Park East Corridor
- IN:SITE Temporary Art Project
- Parking
- Former Park East Freeway Spur
- Milwaukee RiverWalk
- Future Parkland

**Armando Gallegos**  
**“Desire, Luxury, Showmanship”**  
 (8/23—9/23)

**Mary Osmundsen & Maria Bolivar**  
**“Water Source”**  
 (8/23—9/23)

**Annushka Peck**  
**“cede”**  
 (7/24—9/23)

**Ted Brusubardis**  
**“Landscape”**  
 (7/24—8/29)

**Gary John Gresl**  
**“Disinterment”**  
 (8/23—8/30)

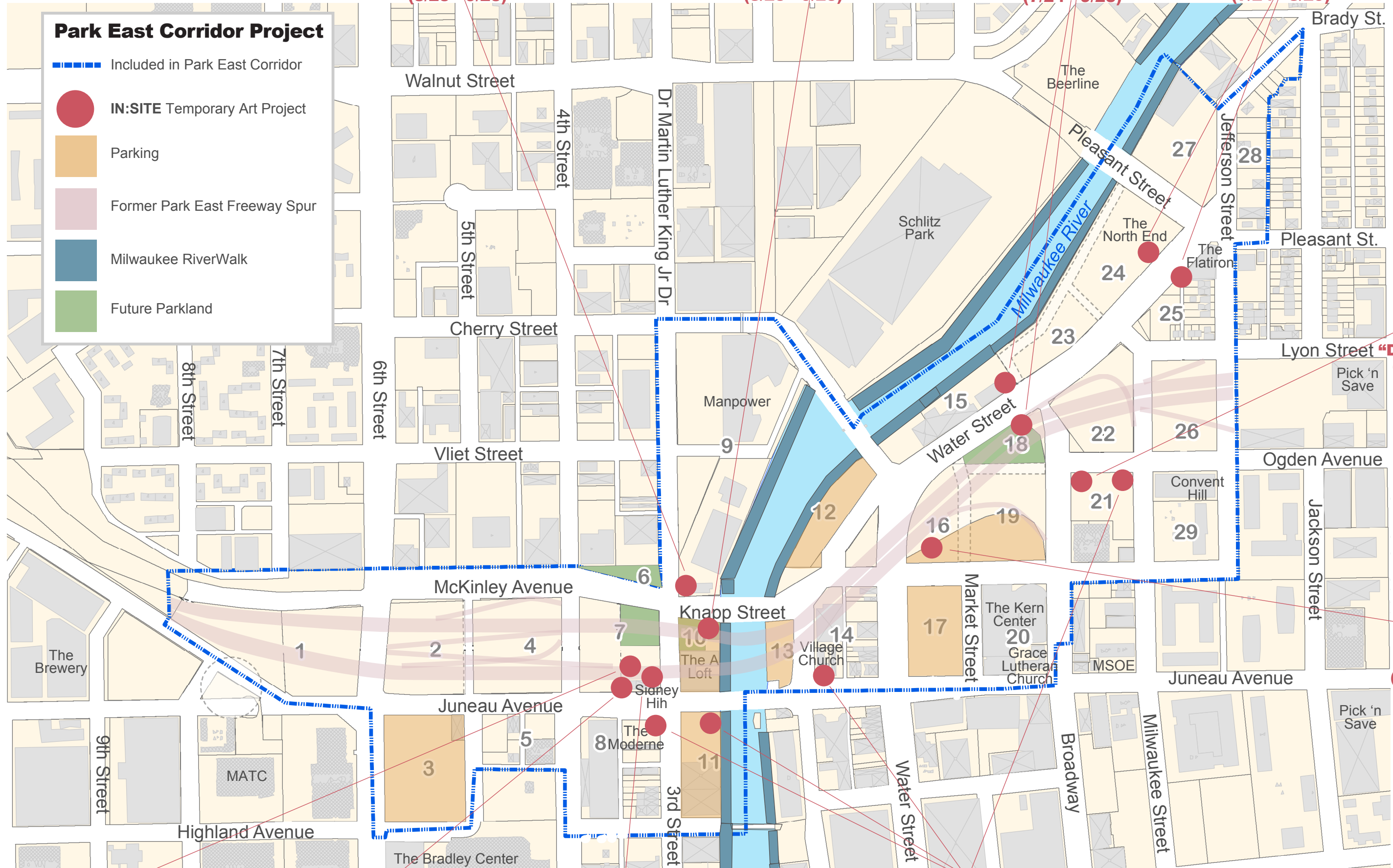
**Kasia Drake**  
**“Uniting the Fence”**  
 (8/23—9/23)

**Molly Noyes & Natalie LeRoy**  
**“Park East Corridor Property Company”**  
 (8/23—8/30)

**Paul Druecke**  
**“Guide”**  
 (7/24—9/23)

**Neil Gasparka**  
**“Park East Information Center and Museum”**  
 (8/23—8/30)

**Chris Bach & Cat Pham**  
**“Framing Place”**  
 (7/24—9/23)



# Calendar

## JULY/2009:

**Fri 24:** "Framing Place," "Guide," and "cede" installed.  
"Landscape" 8:00 – 11:00 p.m.  
with "Brita Stream"

**Sat 25:** "Uniting the Fence" volunteers tying material  
1:00 – 5:00 p.m.  
"Sunset Theater" 7:30 – 8:30 p.m. between  
Lyon and Ogden on Jefferson Street.  
"Landscape" 8:00 – 11:00 p.m.  
with "Brita Stream"

**Tues 28:** "Souvenir Stand" 4:00 – 6:00 p.m.  
along Water Street.

**Fri 31:** "Souvenir Stand" 6:00 – 8:00 p.m.  
along Water Street.  
"Landscape" 8:00 – 11:00 p.m.  
with "Turntable Milkweed"

## AUGUST/2009:

**Sat 1:** "Uniting the Fence" volunteers tying material  
1:00-5:00 p.m.  
"Landscape" 8:00 – 11:00 p.m.  
with "Turntable Milkweed"

**Tues 4:** "Souvenir Stand" 4:00 – 6:00 p.m.  
along Water Street.

**Fri 7:** "Souvenir Stand" 6:00 – 8:00 p.m.  
along Water Street.  
"Landscape" 8:00 – 11:00 p.m.  
with "Toaster Leaf"

**Sat 8:** "Landscape" 8:00 – 11:00 p.m.  
with "Toaster Leaf"

**Tues 11:** "Souvenir Stand" 4:00 – 6:00 p.m.  
along Water Street.

**Fri 14:** "Souvenir Stand" 6:00 – 8:00 p.m.  
along Water Street.  
"Landscape" 8:00 – 11:00 p.m.  
with "Printer Drip"

**Sat 15:** Tours 12:00 – 12:45 p.m.  
with artist Andrew Swant,  
1:00 – 1:45 p.m. with Sarah Luther.  
(Start @ Sydney Hih entrance, 300 W. Juneau)  
"Landscape" 8:00 – 11:00 p.m.  
with "Printer Drip"

**Tues 18:** "Souvenir Stand" 4:00 – 6:00 p.m.  
along Water Street.

**Fri 21:** "Souvenir Stand" 6:00 – 8:00 p.m.  
along Water Street.  
"Landscape" 8:00 – 11:00 p.m.  
with "Icemaker Dirt"

**Sat 22:** Tours 12:00 – 12:45 p.m.  
with artist Andrew Swant, 1:00 – 1:45 p.m.  
with artist Richard Mutz.  
(Start @ Sydney Hih entrance, 300 W. Juneau)  
"Landscape" 8:00 – 11:00 p.m.  
with "Icemaker Dirt"

**Sun 23:** Park East Information Center and Museum  
open 12:00 – 8:00 p.m.

**Mon 24:** Park East Information Center and Museum  
open 12:00 – 8:00 p.m.

**Tues 25:** Park East Information Center and Museum  
open 12:00 – 8:00 p.m.

**Wed 26:** Park East Information Center and Museum  
open 12:00 – 8:00 p.m.  
Tours: 3:00 – 3:45 p.m. with Allison Rozek from  
the Department of City Development,  
6:30 – 7:15 p.m. with Sarah Luther.  
(Start @ Sydney Hih entrance, 300 W. Juneau)

**Thur 27:** Park East Information Center and Museum  
open 12:00 – 8:00 p.m.  
Tours: 3:00 – 3:45 p.m. with Allison Rozek from  
the Department of City Development,  
6:30 – 7:15 p.m.  
with artist Angela Laughingheart.  
(Start @ Sydney Hih entrance, 300 W. Juneau)

**Fri 28:** Park East Information Center and Museum  
open 12:00 – 8:00 p.m.  
Tours: 3:00 – 3:45 p.m. with Sarah Luther,  
5:00 – 5:45 p.m. with Pegi Taylor/Christiansen  
from IN:SITE.  
(Start @ Sydney Hih entrance, 300 W. Juneau)  
"Sunset Theater" 6:45 – 7:45 p.m. between  
Lyon and Ogden on Jefferson Street.  
"Landscape" 8:00 – 11:00 p.m.  
with "Furnace Tree"

**Sat 29:** Park East Information Center and Museum  
open 12:00 – 8:00 p.m.  
"Landscape" 8:00 – 11:00 p.m.  
with "Furnace Tree"

**Sun 30:** Park East Information Center and Museum  
open 12:00 – 8:00 p.m.



## Park East history

Milwaukee's underutilized, only partially completed Park East Freeway was the first freeway in the nation to be willfully demolished. Once removed, more than 24 acres became available for redevelopment on prime downtown and riverfront property.

The Park East Freeway was a remnant of an abandoned 1960's plan to encircle downtown Milwaukee with freeways. The project came to a halt during the mid-1970s in response to local opposition. All that had been built was a one-mile elevated piece of the freeway. This segment was underutilized and became a blighting and dividing influence on the adjacent neighborhoods.

In 1999 the removal of the Park East was approved by the State of Wisconsin, Milwaukee County and the City of Milwaukee. Three years later after an extensive public planning process, removal of the Park East Freeway began. The elevated freeway spur was replaced with an at-grade six-lane boulevard that is fully connected to the existing and re-created street grid.

The City invites you to learn more about the Park East Corridor, the significant public investment made to prepare the area for redevelopment, and the exciting new developments being constructed and planned for the 24 acres. Go to: [www.mkedcd.org/parkeast](http://www.mkedcd.org/parkeast) .

## Project support

City of Milwaukee Arts Board  
Time Warner Cable  
KBS Construction Inc.  
Uihlein Electric/Techteriors  
Ruvn Development Inc.  
Heller Foundation  
Mandel Group Inc.  
Friends of Housing  
Bannerworks/Image House  
Sign-A-Rama Milwaukee

## The IN:SITE Park East Corridor Project

Fostering temporary public art since the spring of 2006, the Milwaukee-based arts group, IN:SITE, approached the Milwaukee Arts Board with a project proposal to transform the Park East Corridor. With Board approval and financial support, IN:SITE worked with the City of Milwaukee, Milwaukee County, and private property owners to display 11 temporary installations over sixteen blocks of the Corridor.

The project invites pedestrians, bikers, bus riders, and drivers to explore the Park East Corridor. Thirteen local artists created bold, diverse projects. Their pieces will start to appear by July 24 for Summer Gallery Night. The remaining installations will be in place by August 23, when there will be a week of activities from the 23rd-30th.

The Corridor has seen many changes with more on the way as the area takes on an entirely new identity. IN:SITE asks the community to consider the past, present, and future of this land.

For further information about the Park East Corridor project, please visit [www.insitemilwaukee.org](http://www.insitemilwaukee.org) and [www.mkedcd.org/parkeast/index.html](http://www.mkedcd.org/parkeast/index.html)

**Services provided by:**  
Grace Lutheran Church  
Robert Lewis Smith  
Jon Horvath  
Action Graphics

## The installations

Chris Bach and Cat Pham **"Framing Place"**  
Four viewing frames that single out moments of interest throughout the corridor.  
Hosted by The Moderne LLC, Riverfront Plaza, Village Church, and Big Bend Development.

Ted Brusubardis **"Landscape"**  
A contemplative sound and video piece projected on the east and west sides of Water Street.  
Hosted by the North End and The Flatiron.

Annushka Peck **"cede"**  
A billboard map of the Park East with cutout elements attached on the opposite side of Water Street.  
Hosted by Milwaukee County and Laacke & Joys.

Kasia Drake **"Uniting the Fence"**  
A community volunteer effort to alter a chain-link fence with fabric.  
Hosted by Milwaukee County and M&I Bank.

Gary John Gresl **"Disinterment"**  
A faux archeological dig site embellished with objects.  
Hosted by Big Bend Development.

Mary Osmundsen and Maria Bolivar **"Water Source"**  
A reflection on the value of the river and water at the Knapp Street Bridge House.  
Hosted by the City of Milwaukee.

Armando Gallegos **"Desire, Luxury, Showmanship"**  
An 8-foot high image of Liberace is juxtaposed with a 2003 photograph of the demolition of the Park East Freeway.  
Hosted by Time Warner Cable.

Paul Druecke **"Guide"**  
Text banner highlighting Milwaukee landmarks.  
Hosted by Ruvn Development Inc.

Neil Gasparika **"Park East Information Center and Museum"**  
Displays of the past, present, and future of the Park East inside the first floor of the Sydney Hih building.  
Hosted by Ruvn Development Inc.

Molly Noyes and Natalie LeRoy **"Park East Corridor Property Company"**  
A real estate company selling miniature models of homes from an office within Sidney Hih.  
Hosted by Ruvn Development Inc.

Sarah Luther **"New Tourism"**  
Performative events include a "Park East Souvenir Stand," a "Sunset Theater," and tours.  
The "Sunset Theater" is hosted by Park East Square.