

A CENTER OF ATTENTION

New museum will be a national attraction on Wisconsin's Capitol Square



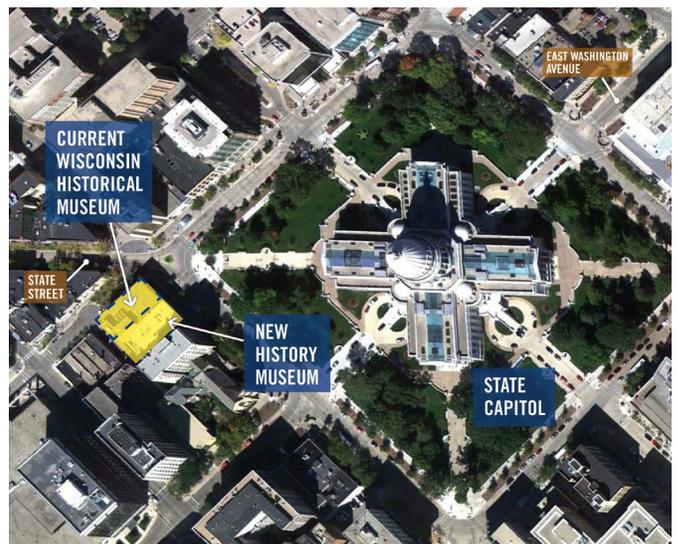
These conceptual renderings illustrate the new museum's footprint on Capitol Square, as well as the remarkable view from a potential rooftop terrace (inset). It is important to note that this is *not* a proposed architectural design, but a visual intended to show how the 100,000-square-foot museum could fit on that piece of real estate. Actual building design options won't be discussed or prepared until an architect is hired in 2022.

The Wisconsin Historical Society's new state history museum, set to open in 2026, will be located at the top of State Street on Wisconsin's Capitol Square in Madison, with a footprint extended beyond the current Wisconsin Historical Museum.

Adjacent real estate acquired will allow for a **100,000-square-foot museum** and history center that will **more than double exhibition space** of the current museum, **welcome 200,000 guests annually** and **double the number of visiting students to 60,000**, while also having the digital technology to virtually connect with residents across Wisconsin and beyond.

With unforgettable exhibits drawn from the **nearly 300 million items** in the Society's world-renowned collection, the new museum promises to become a national attraction and iconic Wisconsin destination.

■ See other side for more exciting museum highlights



The map above shows the site of the current undersized and outdated Wisconsin Historical Museum and highlights the expanded area for the new museum following the purchase of two neighboring properties.



Concept exhibit design rendering

A 1,200-year-old Native American dugout canoe was recovered in late 2021 from Madison's Lake Mendota (left) and added to the Society's world-renowned collection of nearly 300 million items. The new museum will have the technology to host virtual programming through which residents anywhere can engage with Society maritime archaeologists and others in conversations about the canoe's story and its discovery and recovery.

THE NEW MUSEUM WILL ...

■ BE A "HISTORY HUB" FOR THE STATE:

New digital technology will connect the museum to students, residents, and local organizations in all 72 counties of Wisconsin and beyond through real-time virtual programming. The museum will be home to the Society's robust PK-12 history education programming.

■ DISPLAY THE BEST OF A WORLD-RENOWNED COLLECTION:

Modern climate controls and large physical spaces will permit public display — for the first time — of both the oldest and largest items in the Society's North American history collection of nearly 300 million items. The scope and historical value of the collection is rivaled only by the Library of Congress and Smithsonian.

■ REFLECT OUR DIVERSITY:

All visitors will see themselves reflected in exhibits. By integrating perspectives drawn from Wisconsin's 12 American Indian nations and historically underrepresented communities, using their voices, the museum will provide a more authentic and complete history of Wisconsin and North America.

■ ELEVATE LOCAL HISTORY AND BOOST WISCONSIN'S ECONOMY:

By providing local stories a statewide and national platform, the museum will inspire tourism travel to communities across Wisconsin, sparking local economic impact.

■ ATTRACT NATIONAL AUDIENCES:

The museum will host major international traveling exhibitions.

Critical endowment will fund operations, ensure success

While funds to build the \$100 million new museum structure have been secured, the Society still needs to raise at least \$20 million to fund essential transition costs and an endowment to support all of the great things that will occur *inside* of the building.

This vital revenue will make unforgettable visitor experiences possible by funding exhibit design, programming, ongoing operations, and more. It will also allow for the infrastructure necessary to operate and maintain the digital network that will connect the museum to residents in all 72 Wisconsin counties and beyond while ensuring the museum's long-term success.

To learn more about the new museum campaign or make a financial gift, please contact:

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