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Summerfest hires architects for south end reconstruction

By Tom Held of the Journal Sentinel Posted: Feb. 15, 2010 10:48 a.m.

Summerfest has hired Eppstein Uhen Architects to design the upcoming stage and building reconstruction on the south end of the Henry Maier Festival grounds.

With a lease extension securing its lakefront home through 2030, Summerfest officials are planning a whole-scale renovation on the 22-acre section adjacent to the Marcus Amphitheater. Work is tentatively expected to begin after the 2010 festival season.

Summerfest directors met with representatives from four architectural firms and conducted a design competition that concluded with the selection of the Milwaukee-based firm.

"We believe they will help us accomplish our goals for redesigning and renovating this area to create a world-class environment that will be relevant for future generations," said Don Smiley, chief executive officer of Milwaukee World Festival Inc.

The non-profit corporation that runs Summerfest projects it will have \$16.3 million in its capital reserves at the end of 2010. The board has set a target of banking \$25 million for renovations by 2015.

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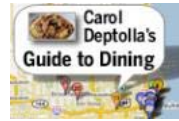
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