



For immediate release

CONTACT: Julie Dieckelman, (414) 270-6517

jdieckelman@summerfest.com

Milwaukee World Festival, Inc. Selects Architectural Firm Eppstein Uhen Architects to Design New American Family Insurance Amphitheater

MILWAUKEE, WI (February 14, 2018) - Milwaukee World Festival, Inc. (MWF) officials announced the selection of Eppstein Uhen Architects (EUA) as the lead architectural firm for the design of the new American Family Insurance Amphitheater. EUA was chosen after a competitive selection process in which a number of firms submitted proposals.

Through the process, EUA assembled a talented team of architects and designers, along with a list of qualified national professionals who will assist in the areas of revenue generation, fan experience, sponsor activation, food service and operations. EUA will work closely with the MWF staff and partners to transform the Amphitheater into a world-class entertainment venue, while ensuring the design delivers on key amenities and features. In doing so, the team will design with patrons, performers, sponsors, operations and the bottom line, in mind.

“The process was very competitive and all of the candidates provided excellent concepts and design ideas. In the end, it was EUA’s broader vision that lead us to our final decision,” said Don Smiley, President and CEO of Milwaukee World Festival, Inc. “We are excited to move the process forward and build a new American Family Insurance Amphitheater for the next generation of music lovers, Summerfest, and the City of Milwaukee.”

Greg Uhen, CEO of EUA said, “We are honored to be selected as the lead design architect. As the flagship venue for Summerfest, the Amphitheater has played a huge role in shaping the Milwaukee music experience over its 31-year span; hosting some of the world’s best artists to sellout crowds. Production complexity and fan expectations have evolved, and I am personally excited to reimagine the American Family Insurance Amphitheater, exploring new possibilities to elevate the experience for decades to come. This is going to be fun.”

The initial Discovery Phase will begin immediately and more renderings, as well as project timelines, will be forthcoming. All capital projects are subject to the approval of the Milwaukee World Festival, Inc. Board of Directors and the Board of Harbor Commissioners.

About Milwaukee World Festival, Inc.

Milwaukee World Festival, Inc. is an independent, private 501(c)(3) corporation founded in 1965 that produces Summerfest, presented by American Family Insurance, an 11-day festival that generates approximately \$186 million in direct and indirect economic impact for the community each year. Milwaukee World Festival, Inc. also maintains Henry Maier Festival Park, located on 75 acres on the shores of Lake Michigan in Milwaukee, WI. In addition to Summerfest, Henry Maier Festival Park hosts a variety of ethnic and cultural festivals, concerts, walks, runs, and other special events, attracting nearly 1.5 million people. The mission of the organization is to promote an understanding of different ethnic cultures, the histories and traditions of various nationalities, harmony in the community, civic pride and provide a showcase for performing arts, activities and recreation for the public and employment opportunities for the youth of the community.

About Eppstein Uhen Architects

Eppstein Uhen Architects (EUA) is best known for designing environments that elevate people's potential. More than 200 employees in Milwaukee, Madison, Des Moines and Denver demonstrate unparalleled commitment to the markets, communities and clients they serve. The respected 110-year-old firm specializes in several markets including entertainment, workplace, healthcare, education, senior living, student housing, mixed-use and science + technology. EUA has supported Summerfest for over 30 years in creating memorable fan experiences. For additional information, please visit the firm's website at eua.com.

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