



January 6, 2017

ALUMNI PARK

Honoring University of Wisconsin Alumni and Inspiring Future Generations to Live the Wisconsin Idea

Currently under construction on the University of Wisconsin-Madison campus between Memorial Union and the Red Gym, Alumni Park will open in 2017. Funded by private donations and developed by the Wisconsin Alumni Association (WAA), the park is a gift to the university from its alumni and friends around the world.

Alumni Park will become a new lakefront destination that welcomes and brings together students past and present. The roughly 55,200-square-foot (1.27-acre) park is part of UW-Madison's ambitious Lakefront Gateway plan. Together with the Memorial Union Reinvestment project, it caps off East Campus Mall with improved lakeshore access and green spaces.

Alumni Park will offer many learning experiences through its museum-quality outdoor exhibits, which will educate visitors about nearly 200 alumni achievements as well as University of Wisconsin innovations and traditions. Alumnipark.com, a multimedia and content-rich "mobile first" companion website, will offer deeper background on exhibits and alumni, and encourage user-contributed content. Through these exhibits and the website, Alumni Park will honor the Wisconsin Idea, reaffirm the commitment of the UW and its alumni to giving back, and inspire visitors to make a positive change in the world.

The park's exhibits are being designed by the world-renowned museum-exhibit design and storytelling firm Ralph Appelbaum Associates, whose projects have included the United States Holocaust Memorial Museum and the Newseum in Washington, DC, and the National Civil Rights Museum in Memphis. Exhibit materials will include sculptures in bronze, steel, and resin, plus panels and walls of full-color baked enamel, cutout and backlit COR-TEN® steel, and engraved stone sourced from a Wisconsin quarry. Cinnabar, a leading fabricator of exhibits for museums, artists, and cultural institutions, will oversee exhibit production.

Park exhibits will show how both prominent and less-known alumni are living the Wisconsin Idea through the "pillar themes" of progress, leadership, tradition, discovery, and service. Academic areas of distinction to be featured include arts and humanities, ecology and environment, enterprise and entrepreneurship, health and medicine, and many more. Exhibit content was determined through a review process with input from numerous UW-Madison academic divisions, departments, and institutes; University Archives and UW Libraries; University Communications; the Wisconsin Union; City of Madison Parks; the WAA President's Advisory Council; the Wisconsin Foundation and Alumni Association Board of Directors; UW alumni; and WAA staff.

The park's exhibits will be integrated into open green spaces, walkways that include views of Lake Mendota, landscaped gardens featuring native plants and trees, and an outdoor classroom. Once open, the park will feature a variety of WAA, UW campus, and community programs and events such as festivals, arts and cultural programs, outdoor lectures, and workshops.



Alumni Park . . . 2

Park visitors can also stop in at One Alumni Place, a 4,000-square-foot remodeled area of the Below Alumni Center that will offer a rooftop deck and a front door opening onto Alumni Park. One Alumni Place will offer park information and visitor services, provide an additional location for events and programs, and serve as a “home base” for alumni visiting campus. WAA’s entrance will remain at 650 N. Lake Street.

Conceived of during WAA’s 150th anniversary celebration in 2011, Alumni Park is the result of lengthy planning and fundraising efforts. The project has been under construction since 2013, when the Goodspeed Family Pier was installed on Lake Mendota behind WAA’s office. Work on the foundation of the park itself began during the summer of 2015, concurrent with Phase II of the Memorial Union Reinvestment.

The Goodspeed Family Pier will be open during final park construction in the summer of 2016. Named in honor of alumna Mary Sue Goodspeed Shannon ’81 and her family, the pier features:

- Public boat access, with dock space for up to 17 watercraft
- Environmentally sustainable construction
- Improved water flow for the UW lakeshore

Project Partners

- Project architect (Alumni Park, One Alumni Place, Memorial Union Reinvestment): [Uihlein Wilson Architects](#) (projects include the Wisconsin Institutes for Discovery)
- Landscape architect: [SmithGroupJJR](#)
- Exhibit design and storytelling experience: [Ralph Appelbaum Associates](#)
- Exhibit fabrication: [Cinnabar](#)
- General Contractor: [Miron Construction Co.](#)

People

Paula Bonner MS’78, president and CEO, Wisconsin Alumni Association

Mary Carbine ’86, MA’88, managing director, Alumni Park, One Alumni Place, and Goodspeed Family Pier

Kelly De Haven ’86, senior director of development, Wisconsin Foundation and Alumni Association

Alumni Volunteer Leadership: Kathy Dwyer Southern ’68, MA’72, Jeffrey Wiesner ’83, and Nancy Ballsrud MBA’75

About the Wisconsin Alumni Association

Founded in 1861 to promote the welfare of the University of Wisconsin and serve the interests of its graduates, the Wisconsin Alumni Association (WAA) connects, enriches, and serves a growing number of alumni to help facilitate their support of each other and the university. WAA is a division of the Wisconsin Foundation and Alumni Association, a nonprofit organization dedicated to advancing UW-Madison. For more information, please visit uwalumni.com.

Media Contacts

For more information and high-resolution images, please contact:

- Mary Carbine, managing director, Alumni Park, 608-308-5142, mary.carbine@supportuw.org