

# 72 HOURS TO EXPLORE WI ART

## Southern Route

### Visit 3, Get a T!

From Aug-Oct, visitors who check in at participating art museums in any three Wisconsin cities will earn a limited-edition, artist-designed t-shirt (while supplies last).

Museums have also partnered with local lodging, dining and attractions to offer exclusive discounts, making it easy and affordable to plan a cultural road trip this fall.

Local deals and discounts valid Aug-Oct 2025 while supplies last.

For redemption details, visit [wisconsinartdestinations.com/deals](https://wisconsinartdestinations.com/deals)

## DAY ONE

Start your morning in Racine, a historic community on the shores of Lake Michigan, at **Racine Art Museum**. Home to the largest contemporary craft collection in North America, Racine Art Museum's national reputation is built on its extensive collection, award-winning architecture and nationally recognized exhibition program.

Stop for lunch at **Red Onion Cafe**, a cozy cafe with delicious breakfast and lunch fare.

**Deal Alert: Red Onion Cafe is offering 15% off to Wisconsin Art Destination visitors.**

Lodging Tip: **Hotel Verdant** is just across the street from Racine Art Museum and is a cozy place to stay. Grab a bite at the hotel's upscale restaurant Marguerite or its modern rooftop bar Eave, then take in the sights of art throughout the building by Racine and Kenosha artists curated by RAM and local arts advocacy group ArtRoot.

**Deal Alert: Hotel Verdant is offering Wisconsin Art Destination visitors 16% off their stay.**

After lunch, enjoy a visit to two of architect Frank Lloyd Wright's renowned masterpieces – the one-of-a-kind **SC Johnson** and **Wingspread** buildings. Tours must be reserved in advance.

Travel North along Lake Michigan for your next destination – Milwaukee. Wisconsin's largest city is known for its diverse heritage, music, festivals and breweries, along with an extensive arts and culture scene.



## DAY TWO

Check in at your accommodations for the night - the **DoubleTree by Hilton Milwaukee Downtown**.

**Deal Alert: The DoubleTree is extending its Friends & Family Rate to Wisconsin Art Destination visitors.**

Enjoy dinner at one of the city's many award-winning restaurants. **DANDAN** offers American Chinese cuisine with Midwestern sensibility, and fans of Top Chef will recognize Season 21 contestant Chef Dan Jacobs.

Rise and shine early, and strap on your walking shoes as you check out two impressive art museums in Milwaukee:

From its roots in Milwaukee's first art gallery in 1888, the **Milwaukee Art Museum** has grown today to be an icon for Milwaukee and a resource for the entire state, featuring 30,000 works of art. The museum includes the War Memorial Center designed by Finnish American architect Eero Saarinen, the Kahler Building by David Kahler, and the Quadracci Pavilion created by Spanish architect Santiago Calatrava.

**Haggerty Museum of Art** is the home of Marquette University's art collection. Boasting a collection of more than 10,000 objects, the Haggerty connects people—on campus, in the community, and around the world—to art, to ideas, and to one another through free-to-the-public exhibitions, collections, classes, programs and more.

Other cultural attractions in Milwaukee include Discovery World, Harley-Davidson Museum, Lynden Sculpture Gardens, Milwaukee Public Museum and Walker's Point Center for the Arts.

Visitors can also enjoy performances at the Marcus Center for the Performing Arts, Milwaukee Ballet, Milwaukee Repertory Theatre, Milwaukee Symphony Orchestra, Pabst Theater and Skylight Opera Theatre.

After an inspiring day of art, head to Madison where you can rest your head at **The Edgewater**, an urban luxury resort in the heart of downtown and within walking distance of the Capitol Square.



## DAY THREE

If it's a Saturday, fuel up for the day with a visit to the **Dane County Farmers' Market**, America's largest producers-only farmers' market, where you can browse, sample and buy fresh Wisconsin products.

First up is a trip to the **Chazen Museum of Art**, located on the beautiful campus of the University of Wisconsin-Madison. Within the Chazen's 176,000 square feet of museum space is a collection of approximately 25,000 works of art covering diverse historical periods, cultures and geographic locations, from ancient Greece, Western Europe and the Soviet Empire to Moghul India, 18th-century Japan and modern Africa.

For lunch, enjoy delicious fare at **Graze**, a lively gastropub featuring farm-to-table comfort fare in a modern glass venue with Capitol views.

Then, in the afternoon, be enthralled by modern and contemporary art at the **Madison Museum of Contemporary Art**. The museum's collection includes nearly 6,000 objects, comprising one of the nation's finest collections of Chicago Imagism as well as significant holdings in Mexican Modernist prints, Wisconsin artists and contemporary photography.

Cap off your evening – and your trip – with a well-deserved Wisconsin Old Fashioned at (where else?) **The Old Fashioned**. Cheers!



**LEARN MORE AND CHART YOUR JOURNEY AT  
[WWW.WISCONSINARTDESTINATIONS.COM](http://WWW.WISCONSINARTDESTINATIONS.COM).**

