

72 HOURS TO EXPLORE WI ART

Eastern 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

DAY ONE

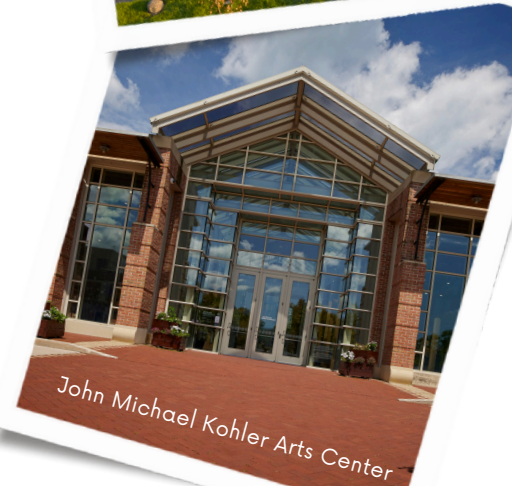
Start your day in West Bend, a community nestled along the Milwaukee River in the heart of the Kettle Moraine, at the **Museum of Wisconsin Art**. A vital cultural center and educational institution, the Museum of Wisconsin Art collects and interprets American art through the lens of a single state with contemporary artists and socially relevant exhibitions.

Next, grab a bite to eat just down the street in the heart of West Bend at **Riverside Brewery & Restaurant** where you can enjoy some of Wisconsin's best craft beers on tap and an award-winning fish fry.

After lunch, hop in the car and head north to Kohler to visit the world-renowned **John Michael Kohler Arts Center** and **Art Preserve**. This is your chance to appreciate the work of self-taught and contemporary artists. Since 1967, JMKAC has preserved, studied and exhibited artist-built environments. The museum's downtown facility includes eight galleries, two performance spaces, a café, museum shop and a drop-in-art-making studio.

After a long day of exploring, enjoy a massage at the spa or a round of golf at **The American Club Resort**, a world-class destination preserving the history of yesteryear. Enjoy dinner at one of the nine distinctive restaurants on property or head up the road to **The Blind Horse Restaurant & Winery** and raise a glass to a "Napa Valley Style" dinner nestled on seven beautifully landscaped acres.

Rest your head at **Blue Harbor Resort**, just down the street from JMKAC and located on the beautiful shores of Lake Michigan. This waterfront escape offers breathtaking views of the lake and its sunrises, and also offers four onsite restaurants.



DAY TWO

Embark on your next adventure by heading north along the scenic shores of Lake Michigan to picturesque Sturgeon Bay, located at the entrance to Door County. On the way up, be sure to stop at **Rahr-West Art Museum** in Manitowoc. Step back in time as you explore the elegant 19th century Victorian mansion, where you can admire works by renowned artists like Picasso, Georgia O'Keeffe and Andy Warhol.

Through Oct. 31, the **Rahr-West Art Museum** is celebrating its 75th anniversary with exhibitions that tie together the museum's intriguing history, including Manitowoc's Little Gallery, Mirro to Miro, Georgia O'Keeffe's Birch and Pine Tree II at 100 Years, and The Historic Rahr Parlor.

Deal Alert: Enjoy 10% off your hotel stay at The Inn on Maritime Bay, bring home a ceramic gift (10% off) from Glaze & Paint, and don't forget to grab a free dessert after dinner at the Courthouse Pub.

DAY THREE

After a morning of exploring the beautiful coastal town of Sturgeon Bay, make your way to the **Miller Art Museum**. Home to the Peninsula's only fine art museum, Miller Art Museum houses a dynamic permanent collection of 20th Century art.

Spend the afternoon traversing quaint towns dotting the coastline of Door County, where you can explore attractions ranging from shopping, outdoor recreation, historical sites and more. One of Door County's most iconic and photographed landmarks, the **Cana Island Lighthouse** is located on the north end of Baileys Harbor and is operated as a museum by the **Door County Maritime Museum** and Lighthouse Preservation Society.

Celebrate a successful trip with a visit to the **Old Post Office**, located in the heart of Door County with stunning views of Egg Harbor. The charming home-style establishment specializes in carrying on the fish boil tradition brought to Wisconsin by Scandinavians more than a century ago.



**LEARN MORE AND CHART YOUR JOURNEY AT
WWW.WISCONSINARTDESTINATIONS.COM.**