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## NEW KOHL'S ART GENERATION EXHIBITION AT MILWAUKEE ART MUSEUM PUTS ARCHITECTURE IN KIDS' HANDS

*Interactive "Just the WRIGHT Size" Exhibit Opens March 12, 2011 in  
Kohl's Art Generation Education Gallery at Milwaukee Art Museum*

MILWAUKEE, March 11, 2011 –The Kohl's Art Generation Education Gallery at the Milwaukee Art Museum presents "*Just the WRIGHT Size: Designing and Building Small Houses*," from March 12, 2011 to January 2, 2012, in conjunction with the Museum's feature exhibition, "*Frank Lloyd Wright: Organic Architecture for the 21<sup>st</sup> Century*." The exhibit is part of the Kohl's Art Generation program, a partnership between Kohl's Department Stores and Milwaukee Art Museum funded by a \$2.7 million donation from the Kohl's Cares® cause merchandise program, which sells special merchandise and donates 100 percent of the net profit to benefit children's health and education initiatives nationwide.

Wright, a celebrated and prolific architect from Wisconsin, designed a wide variety of buildings that reflect his unique principles of organic architecture. In "*Just the WRIGHT Size: Designing and Building Small Houses*" in the Kohl's Art Generation Education Gallery, children and their families can explore Wright's designs for small houses and the principles he developed.

"Kohl's is committed to supporting children's health and education initiatives in the communities we serve," noted Julie Gardner, Kohl's executive vice president and chief marketing officer. "We are proud of our ongoing partnership with the Milwaukee Art Museum and of the Kohl's Art Generation program's role in expanding and enhancing art education for children."

March 12 also marks the launch of the new, multimedia Kohl's Art Generation iPod Touch Tour that lets kids interact with 68 objects throughout the Museum. The Kohl's Art Generation iPod Touch Tour provides children with an interactive experience via videos, games, scavenger hunts, and recordings of artists to lend a deeper appreciation and greater understanding of art. The tour, which is free with paid Museum admission, is designed for kids 12 and younger.

"Generous support from Kohl's Cares® in recent years has allowed us to enrich our ongoing family-oriented offerings," said Milwaukee Art Museum Director Dan Keegan. "The new exhibit and iPod Touch Tour are the latest, stellar examples of our partnership because they allow children to experience architectural concepts and to engage with our art collection in innovative ways."

The upcoming year will also bring exciting changes to Milwaukee Art Museum's physical space, thanks to the Kohl's Art Generation program. In 2012, the Kohl's Education Center will open, featuring the Kohl's Art Generation Open Studio, the Kohl's Art Generation Virtual Lab and a new and improved Education Gallery with 2,600 square feet of space for interactive exhibitions, designed especially for children.



The Kohl's Art Generation Education Gallery is open during regular Museum hours, which are from 10 a.m. to 5 p.m. Tuesdays through Sundays, with extended hours until 8 p.m. Thursdays. The studio is open from 10 a.m. to 4 p.m. Sundays. Access to these areas is free with Museum admission, which is \$14 for adults and \$12 for students over age 12. Kids 12 and under and Museum members are free. Classes are available Saturdays in the studio for a fee. Call 414-224-3803 for class details and registration.

#### **About Kohl's Department Stores**

Based in Menomonee Falls, Wis., Kohl's (NYSE: KSS) is a family-focused, value-oriented specialty department store offering moderately priced, exclusive and national brand apparel, shoes, accessories, beauty and home products in an exciting shopping environment. With a commitment to environmental leadership, Kohl's operates 1,097 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$180 million for children's initiatives nationwide through its Kohl's Cares® cause merchandise program, which operates under Kohl's Cares, LLC, a wholly-owned subsidiary of Kohl's Department Stores, Inc. For a list of store locations and information, or for the added convenience of shopping online, visit [www.Kohls.com](http://www.Kohls.com).

#### **About the Milwaukee Art Museum**

The Milwaukee Art Museum's far-reaching holdings include more than 20,000 works spanning antiquity to the present day. With a history dating back to 1888, the Museum's strengths are in 19th- and 20th-century American and European art, contemporary art, American decorative arts, and folk and self-taught art. The Museum includes the Santiago Calatrava-designed Quadracci Pavilion, named by *Time* magazine "Best Design of 2001."

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