TRANSFORMING SKYLINES NEAR AND FAR

For the past five decades, students of the School of Architecture & Urban Planning have been changing the skyline of Milwaukee and the surrounding regions, and the work of our alumni has influenced built environments around the world. Projects such as the Milwaukee Public Market, the Marcus Pavilion, and the demolition of the Park East Freeway all began as student design projects and filtered into the professional community.

As the only accredited school of architecture and urban planning in the state of Wisconsin, we have strived to work in partnership with local firms and practitioners. The Milwaukee metropolitan area serves as a laboratory for our students, providing them with real-world case studies with real sites, real clients, and real challenges that enrich the academic experience.

Our programs are highly regarded throughout the country, as our strong national and regional rankings show. This campaign will help take our school to even higher levels of achievement. Your support acts as a vote of confidence in the excellent education and training we provide at UWM.

Robert Greenstreet, Dean

CAMPAIGN GOAL: $8 MILLION
I love my major, and I want to gain all the knowledge possible in order for me to truly succeed. I am tremendously grateful for the scholarships that made graduate school possible for me.

SEHAR JAVED ’15, ’17

STARTING ON THE RIGHT PATH

Students are the lifeblood of the School of Architecture & Urban Planning. Supporting their needs and preparing them for a bright future in their chosen profession is what we are all about. Scholarships and prizes help us reward remarkable and deserving students by making it possible for them to turn down paying work in order to focus on their academics and professional development through internships and special projects.

A key to our students’ success is their access to direct and extended interaction with design professionals and culture. Through our sponsored studio program, our students and faculty can engage with professionals from architecture, development, material design, manufacturing, and building management.

GOAL FOR STUDENT SUPPORT: $3.5 MILLION

SCHOLARSHIPS

Scholarships are magnets that draw the best and brightest students to our degree programs, and they give worthy students access to a UWM education that would otherwise be out of their reach. Establish your own or contribute to an existing scholarship, such as the Star Fund for undergraduate and graduate students.

PRIZES

Awards and design competitions honor emerging architects and urban designers who show a potential for greatness. Create your own or add to an existing fund so more students can benefit or prizes can be larger.

STUDIOS

Studio sponsorships are developed through partnerships between donors and faculty, who ensure the content coincides with degree programs, student interests, and donor passions. As a philanthropic partner, you are encouraged to be actively engaged in the studio, through presentations, tours, and participation on juries.

ATTRACTING STAR STUDENTS

More than a decade ago, Dean Bob Greenstreet and a group of alumni created the Architecture STAR Fund to help support talented students at the School of Architecture & Urban Planning. By attracting, retaining, and graduating highly skilled students, the school would ultimately strengthen its national reputation in the architecture field.

"When these high performers are in the school, they raise the bar so that everyone works to create better design projects," explains Greg Cook, principal at Holabird & Root and one of the founders of the STAR Fund. "I had the opportunity to meet some of the scholarship recipients, and it was clear these were young people who were motivated and articulate about architecture and UWM. The STAR Fund provides the dean the tools he needs to both recruit and retain these individuals."

Students like Sehar Javed have benefitted from the generosity of donors like Cook. "I want to be in a top position at whichever firm I decide to work for, and having my master’s degree will help me get there faster," says Javed. "If it weren’t for my scholarships, I would have had to come back for graduate school later in my life or not at all."

I have hired many UWM graduates, and their skills have consistently exceeded those prepared through other educational programs. I consider scholarships an investment in my company’s future.

GREG COOK ’81
With the move toward sustainability, existing building fabric is quickly becoming the most important tool. Using advanced technology will put us ahead of other historic preservation programs from around the country.

MATT JAROSZ
SCHOOL OF ARCHITECTURE & URBAN PLANNING

The move toward sustainability means designers are often asked to preserve historic structures and incorporate existing materials rather than tear down and rebuild. "Advancing the fundamentals of smart growth means understanding our existing building stock and educating students about reuse potential," says Matt Jarosz, director of the school’s Historic Preservation Institute.

Thanks to a gift from Dan Wilhelms, an alumnus who is now vice president of Above View Inc., a Milwaukee-based manufacturer of ornamental plaster ceiling tiles, UWM’s students will have access to an advanced handheld laser scanning probe that will take digital images of three-dimensional objects, like specific parts of a building. His gift will also provide cutting-edge software that will show how objects were made by virtually deconstructing them, a process called reverse engineering.

"I hope my gift will help the next generation of creative professionals embrace technologies that will lead them to new heights of artistic and engineering achievement."

DAN WILHELMS ’81

Modern technology is changing virtually every facet of life, including how we preserve the past. For architecture students at UWM’s School of Architecture & Urban Planning, futuristic tools can help them uncover just how historic structures were made.

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DAN WILHELMS ’81
CONNECTING WITH THE WORLD

The reach of our school goes far beyond sending our graduates into the professional world. Through summer camps and after-school programs, we encourage high schoolers who have an interest in architecture or urban planning. Special topic studios allow our university students to address serious global issues in collaboration with industry leaders. Our study abroad program has expanded in Europe, South America, and Asia, and through our Marcus Prize and Urban Edge Award, our students can learn from outstanding international architects and urban designers right on our Milwaukee campus.

GOAL FOR ENGAGEMENT SUPPORT: $1 MILLION

LECTURES AND EXHIBITIONS

Help us share the work of our students, faculty, and alumni by underwriting guest lectures, installations, and exhibits. Your sponsorship will allow us to keep lectures and symposia free and open to the public.

RESOURCE CENTER

Located in close proximity to studios and workspaces, this center offers reference materials that allow students to tap into precedents and case studies from around the world. Your support will help us keep this center current by replacing outdated materials and updating books.

COMMUNITY DESIGN SOLUTIONS

Underserved nonprofit groups in Wisconsin rely on our Community Design Solutions for preliminary design and planning services. Your support not only helps improve these communities, it also promotes research concerning public interest planning and architecture.

ENVISIONING A BRIGHTER COMMUNITY

Whether we’re providing design concepts to convert 28 vacant Milwaukee parcels to 20 parks and orchards, or helping a church envision a child and adult day care for their community, CDS is enhancing our city’s neighborhoods.

Where can underserved agencies and community groups get help at the designing and planning stage of a project? Community Design Solutions (CDS). Part of the School of Architecture & Urban Planning, it’s also where many students get valuable work experience, opportunities for public engagement, and the chance to manage projects.

Amber Piacentine, a former CDS project assistant who graduated in 2015, credits this experience with landing her a great job at a Milwaukee firm. “CDS allowed me to take what I was learning in school and apply it to real clients and real projects,” she says. “I’ve personally worked on a pedestrian bridge, several pocket parks, an apartment complex renovation and addition, a church and day care, and a public pool facility renovation. Constantly researching and learning new techniques made me a better designer.”

Director Carolyn Esswein says, “Donor support has allowed us to attend and present at conferences, where we have learned about other community design centers, national design projects, and innovative ideas in design, planning, and architecture. Our awards and media coverage have brought attention to the school, and our work is enhancing the neighborhoods and communities around us.”

“Working with CDS gave me an opportunity to directly engage with community members. It was rewarding to see the impact of our projects, sometimes before they even got started!”

AMBER PIACENTINE ’15
OUR STANDARD OF EXCELLENCE

Our faculty, students, and alumni consistently receive international recognition for their work in research and practice, and our school has been named a Center of Excellence by the University of Wisconsin System. Your support of this campaign is critical to maintaining and enhancing the standard of excellence we have worked so hard to build. With your help, our students, faculty, and graduates will continue to draw on their Milwaukee experience and use it to shape the world.

CAMPAIGN PRIORITIES

1. STUDENT SUCCESS  $3.5 MILLION
2. RESEARCH EXCELLENCE  $3.5 MILLION
3. UNIVERSITY ENGAGEMENT  $1 MILLION

CABINET MEMBERS

GREG COOK ’81
Principal at Holabird & Roost

JACK L. FISCHER, AIA ’76, ’78

BETH PARTLETON ’72, ’79
Member of the Certification Governance Council at Project Management Institute

SEVENTY STUDENTS PLACED IN EXTERNSHIPS AT NEARLY 50 FIRMS

TOP 20 ARCHITECTURE PROGRAM IN THE U.S. ~U. S. NEWS & WORLD REPORT~

TOP THREE PHD PROGRAM IN THE U.S. ~NATIONAL RESEARCH COUNCIL~

42 OF OUR UNDERGRADUATES ARE IN UWM’S HONORS COLLEGE

MORE THAN 90% PROFESSIONAL DEGREE GRADUATES EMPLOYED WITHIN A MONTH

TOP SIX GRADUATE PROGRAM IN THE MIDWEST ~DESIGNINTELLIGENCE~
The School of Architecture made such an impact on my life and career that I am pleased I can now give back. By endowing a scholarship through my estate plans, I know that for years to come, I will be giving others the same opportunity I had.

– BETH PARTLETON ’72, ’79
ARCHITECT AND PROJECT MANAGER, RETIRED

UWM has been extremely important in my personal and professional life. I have enjoyed supporting the School of Architecture & Urban Planning for more than 30 years and have also made the school the beneficiary of a life insurance policy. Today, more than ever, giving to our university is critical.

– JACK L. FISCHER, AIA ’76, ’78