



Racine, WI January 15, 2014

First of its Kind Collaborative Effort *Racine Art Museum to Host Free Opening Reception*

Racine Art Museum is excited to partner with UW-Parkside, ART Milwaukee/Newaukee, Plaid Tuba, and Hanson Dodge for a special evening event. On **Friday, January 24, 6:00 - 11:00 pm**, visitors are invited to RAM for live ice sculpting, spontaneous theater performances by UW-Parkside students, live music by a Milwaukee band, complimentary appetizers, and cash bar. There will also be an opportunity to see Toshiko Takaezu's *Star Series* in an exclusive preview of the upcoming exhibition ***Magic Mud: Masterworks in Clay from RAM's Collection***. The *Star Series* has not shown at RAM since its debut in 2005.



This is the first collaboration of its kind between Milwaukee, Racine and Kenosha organizations. The multi-stop reception is designed to encourage people to move more freely along the lakeside corridor in Southeastern Wisconsin, to explore the region's fantastic cultural assets and see the work of its talented creative professionals.

Racine Art Museum is the second stop of the two-part opening reception for ***Branding Creativity***, an art exhibition in the UW-Parkside Galleries. Orchestrated by nationally known, Milwaukee-based artist Reginald Baylor - who is executive director of Plaid Tuba - the show at

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For more information or to request images, please contact:

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Parkside brings together the work 20 regional artists inspired by both international and Wisconsin brands, such as Nike, VW, Jockey, and Case. Included is a 30-piece photography installation by Artist Thomas Helstrom who chose to respond to RAM's brand.

Racine Art Museum is located at 441 Main Street in Downtown Racine.

Branding Creativity will be displayed in the Fine Arts Gallery at the University of Wisconsin-Parkside through March 5. The show is free and open to the public. Gallery hours are Monday through Friday, 9:00 am - 4:00 pm.

More details about the exhibition and transportation from Milwaukee are available at the [Branding Creativity an ART Jamboree](#) Facebook event page.



Exhibitions at Racine Art Museum are made possible in part by: Presenting Sponsors - Karen Johnson Boyd and William B. Boyd, SC Johnson, Windgate Charitable Foundation.

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RAM at 10 | Growing America's Craft Collection

This year marks the Racine Art Museum's 10th Anniversary in Downtown Racine. Visitors are invited to discover stunning exhibitions that shine a light on RAM's achievements over the past decade and predict an even brighter future.

Together, the two campuses of the Racine Art Museum, RAM in downtown Racine at 441 Main Street and the Charles A. Wustum Museum of Fine Arts at 2519 Northwestern Avenue, seek to elevate the stature of contemporary crafts to that of fine art by exhibiting significant works in craft media with painting, sculpture and photography, while providing outstanding educational art programming.

Docent led contemporary craft and architectural tours of the museums are available. Both campuses of the Racine Art Museum are open to the public Tuesday - Saturday 10:00 am - 5:00 pm, and are closed Mondays, Federal holidays and Easter. RAM is open Sunday Noon - 5:00 pm, while Wustum is closed Sundays. An admission fee of \$5 for adults, with reduced fees for students and seniors, applies at RAM. Admission to Wustum is free. Members are always admitted without charge to either campus.

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