

# MIAD to open art gallery at The Avenue by February

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KENNY YOO/MBJ

MIAD's Gallery at the Ave space is shown here on the ground floor of the historic Matthews Building, next to the main entrance to the 3rd St. Market Hall.

<https://www.bizjournals.com/milwaukee/news/2022/12/16/miad-to-open-art-gallery-at-the-avenue-by-february.html>

The Milwaukee Institute of Art and Design by February plans to open a gallery at The Avenue in a move president [Jeff Morin](#) said is “part of the recipe to really build a genuine destination” on the west side of downtown.

That gallery, [first announced a year ago](#), would fill a storefront along West Wisconsin Avenue near the entrance to the 3rd St. Market Hall. It would exhibit and sell art by MIAD students, alumni, faculty and staff members, Morin said. It also would sell merchandise, such as furniture, textiles or lamps created by students in MIAD's product design section.

“The plan is to have things at varied enough price points,” Morin said.

He said the gallery contributes to the creation of another arts district in Milwaukee along West Wisconsin Avenue, complementing efforts by Sculpture Milwaukee and the Milwaukee Symphony Orchestra. Those projects, and the redevelopment of the former Shops of Grand Avenue as The Avenue, are driving people to the street and holding their attention, he said.

“It supports some of the work that is happening to make Wisconsin Avenue an arts avenue,” Morin said.

Pending final city approvals and occupancy permits, MIAD’s Gallery at the Ave could open in January or early February, Morin said. Art gallery manager [Monica Miller](#) and a selection committee have already chosen the first works that would be exhibited there, Morin said.

The Avenue’s developers previously worked with MIAD students to design the selfie museum connected to The Avenue’s 3rd St. Market Hall. The gallery will occupy space in The Avenue rent-free, said co-developer [Josh Krsnak](#), CEO of Hempel Cos. in Minneapolis.

“We just were so impressed by them we said we’d like to find a way to get you into the project and display some of the students’ art,” Krsnak said. “We just wanted them as an amenity to the project.”

Krsnak has also welcomed art galleries to fill empty spaces in Hempel Cos. buildings in the Twin Cities market.

“They really enhance the look of the space and it always, 100% of the time, ends up being leased out, and we move the art gallery somewhere else in the building,” Krsnak said. “They’re like our little good luck charm.”

The space at 301 W. Wisconsin Ave. that MIAD’s gallery will fill remains available for lease to a rent-paying tenant. If one comes along to lease the space, Krsnak said another area of The Avenue will be made available for MIAD’s gallery.



**Sean Ryan**

Reporter

*Milwaukee Business Journal*