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Milwaukee Public Museum Unveils New Streets Character Guides

Milwaukee – July 1, 2016 –Visitors to the Milwaukee Public Museum’s (MPM) *Streets of Old Milwaukee (Streets)* can experience Milwaukee’s most beloved exhibit in a new way today. The exhibit, which had highlighted entertainment in Milwaukee at the turn of the century since its reopening in December 2015, is now focusing on public health.

“Public health was as important to the citizens of the Streets of Old Milwaukee as it is to Milwaukeeans today,” said Albert Muchka, Curator of History, MPM. “We’re really excited for visitors to be able to see the differences and similarities they have with people of the past. It’s amazing how far we’ve come, and yet, how what matters most, like access to health care and water, will always be important.”

Streets themes will change periodically and each change will contain new films in the Nickelodeon, different soundscapes in businesses like the Barbershop and General Store, and focus on different historical objects and artifacts through the *Streets* app.

The Nickelodeon will add the 1914 National Tuberculosis Association’s film *The Temple of Moloch* and *Good Night, Nurse!*, a 1918 silent comedy written and directed by Fatty Arbuckle, and starring Arbuckle and Buster Keaton. The 1909 hit *Merveilleux Exploits du Célèbre Houdini à Paris*, highlighting some of Harry Houdini’s famous escapes, will continue to be shown.

The *Streets of Old Milwaukee* app is one of the first apps to be used in a museum that features innovative blue-tooth based beacon technology to transmit where the visitor is in the exhibit. Its most recent update added multipath character storytelling capabilities. Using this new technology, the visitor will not only have the opportunity to tour the cobblestones with a *Streets* resident but have the ability to go on a new adventure -- a scavenger hunt with Harry Houdini – as well. The *Streets* resident tour guides will continue to provide specific information about a storefront, historical object or event, or even another *Streets* resident as the visitor stands near a specific item or location. Visitors can listen along with the guide via earbuds or read text on their phones.

“The roll out of the new Public Health theme is an opportunity to show how the infrastructure we built into the *Streets* continues to allow us to refresh it with new



stories and new experiences on a regular basis,” said Julian Jackson, Vice President of Design, MPM. “The updated and enhanced *Streets* app continues to expand our use of technology to enhance immersive experiences without being obvious or getting in the way. The addition of the Houdini choose-your-own-adventure now gives you a chance to change the course of the story you are participating in. Should you walk up the street or climb the stairs? Your choice might save the day!”

New *Streets* Resident Guides

Georges Aubert

Georges Alain Aubert is a barber who owns two barbershops in Milwaukee. Born and raised in New Orleans, Georges learned his trade in his uncle’s barbershop in St. Louis before moving to Milwaukee. He worked in downtown hotels until he had enough money to open up his first store on State Street. Georges lives on North 10th Street with his wife, Helene, and teenage daughter, Betsy.

Wilhelm Wenzel

Wilhelm Adolf Wenzel is a Democratic councilman on the Milwaukee City Council who hopes to one day be mayor of the city. A lifelong Milwaukee resident, he believes that food and health regulations and laws will create real improvements in the day-to-day lives of his constituents. Wilhelm and his wife Anneliese live on lower North Avenue with their four young children.

Margaretha Jenssen

Margaretha Karin Jenssen is a nurse for the Milwaukee Health Department’s Child Welfare division. The Fond du Lac native began her nursing career at St. Agnes Hospital, but took private positions to care for sick children from prominent families when she moved to Milwaukee. As her reputation as a nurse and health educator grew, she was recruited for the Visiting Nurse Association and became one of the first registered and licensed nurses in the state in 1911.

The *Streets of Old Milwaukee* app requires an iPhone 4s or newer, or an Android device with Bluetooth LE. The app is available on iTunes and at the Google Play store. The latest update adds multipath character storytelling capabilities. For more information on *Streets*, go to www.mpm.edu/streets.

About the Milwaukee Public Museum

The Milwaukee Public Museum is a natural and human history museum located in downtown Milwaukee, Wisconsin. The museum was chartered in 1882 and opened to the public in 1884. MPM has three floors of exhibits that encompass life-size dioramas, walk-through villages, world cultures, dinosaurs, a rain forest and a live butterfly garden, as well as the Daniel M. Soref National Geographic Theater and Planetarium. The museum houses more than 4 million objects and hosts nearly half a million visitors each year.

MPM is operated by Milwaukee Public Museum, Inc., a private, non-profit company, and its facilities and collections are held in trust and supported by Milwaukee County for the benefit of the public.

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