



Brooks Stevens 90th / Excalibur 60th Anniversary Weekend Itinerary

FRIDAY, August 23 – Design Day

Check-In / Registration at Brooks Stevens Studio (both locations)

9:30am – 12:00pm: Bicycle Ride **(Free!)**

- 9:30am – Arrive and Assemble ○ Brooks Stevens Milwaukee Studio 5400 N 118th CT.
Milwaukee, WI 53225
- 10:00am – Depart Studio
- 10:45am (approximate) – Arrive at Coffee Shop ○ Anodyne Coffee Bar
7471 Harwood Ave
Wauwatosa, WI 53213
- 11:15am (approximate) – Depart Coffee Shop ○ Return to Milwaukee Studio ○
Drive to Menomonee Falls Studio W136 N4829 Campbell Dr.
Menomonee Falls, WI 53051

12:30pm – 4:30pm: Brooks Stevens Open House

- 12:30 - Lunch & Learn hosted by Brooks Stevens, Inc. **(Free!)** ○ Please Bring a Lunch!
- 1:30 – Talk: Brooks Stevens History by Steve and David Stevens **(Free!)**
- 2:30 – Talk: Excalibur History by Alice Preston **(Free!)**
- 3:30 – Talk: Design Today by Brooks Stevens, Inc. **(Private event)** ○ Admission included in GOLD package

Product exhibition and car show free and open to the public 2:00pm - 4:30pm

SATURDAY, August 24 – Design In Motion Day

All events on Saturday require paid admission. Admission is included in some ticket packages. Limited à la carte participation is available with advanced notice, payment in full, and venue space.

Check-In / Registration at The Brooks Stevens Bronco

9:30am – 11:00am: Harley Davidson Museum Tour

- **Admission Fee Required** ○ General Admission Included in SILVER and BRONZE packages ○ “Beyond the Gate” Admission included in GOLD package
- 10:00am – General Admission Tour Begins
- TBD – “Beyond the Gate” Tour Begins (Included in GOLD package) ○ More information provided on-site during check-in

11:00am – 5:00pm: Road Rally

- 11:00am – 1:00pm: Check-In for Road Rally ○ Brooks Stevens Milwaukee Studio 5400 N 118th CT.
Milwaukee, WI 53225
- 1:00pm – Drivers Meeting (mandatory)
- 1:45pm – First car start / depart
- 4:15pm – First car finish (approximate)

5:00pm – 7:00pm: Excalibur Dinner

- Dinner is included in SILVER and GOLD packages
- 5:00pm - Food Trucks begin serving on-site ○ Jefferson Riverfront Park
589-729 S Wisconsin Dr Jefferson, WI
53549

7:00pm – 10:00pm: Drive-In Movie

- Admission is included in SILVER and GOLD packages
- 7:30pm – Sunset
- 7:50pm – Movie Begins



SUNDAY, August 25 – Car Day

Check-In / Registration at The Brooks Stevens Bronco

8:00am – 12:00pm: Cars & Coffee at MIAD

- 8:00am – Arrive at MIAD ○ Milwaukee Institute of Art and Design 273 E Erie St.
Milwaukee, WI 53202
- 8:00am – 12:00pm: Self-guided morning ○ Coffee ○ Car Show ○ MIAD open / walking tour ○ MIAD 160 Community Hub Gallery
 - Featuring works of Brooks Stevens
- 12:00pm – Public Event Conclusion / Tear-down / Transit

1:00pm – GOLD Conclusion Ceremony (**Private event**)

- Admission included in GOLD package
- Catered sandwiches and beverages provided
- Brooks Stevens Milwaukee Studio 5400 N 118th CT.
Milwaukee, WI 53225

Event Locations -

Brooks Stevens Studio

W136 N4829 Campbell Dr., Menomonee Falls, WI USA

Brooks Stevens Studio – NEW

5400 N 118th CT. , Milwaukee, WI53225

Harley Davidson Museum

400 W Canal St, , Milwaukee, WI 53203

Jefferson County Fair Park Pavilion

503 N Jackson Ave., Jefferson, WI 53549

Hwy 18 Outdoor theater

W6423 Highway 18, Jefferson, WI 53549

Milwaukee Institute of Art and Design

273 E Erie St., Milwaukee, WI 53202