# TMA TROUT MUSEUM OF ART

**FOR IMMEDIATE RELEASE**
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## CAPTIVATING DESIGN UNVEILED
*Trout Museum of Art Releases Striking Exterior Rendering for New Art Museum*

**APPLETON, WI** — The Trout Museum of Art (TMA), a beacon of cultural enrichment and artistic expression, is thrilled to unveil the highly anticipated exterior rendering for its state-of-the-art museum set to redefine Downtown Appleton's skyline as visitors approach from the East on College Ave.

Designed by Frederick Fisher and Partners, Los Angeles, CA, in partnership with Boldt, the cutting-edge architecture of the new building blends innovation and tradition, creating a visual masterpiece that promises to elevate the city's cultural landscape. The unveiling of the exterior rendering offers a glimpse into the future of this iconic building and the museum's partnership with Lawerence University, underscoring our commitment to fostering creativity, education, and community engagement.

The building's design provides a simplicity of form with two rectangular stacked volumes that seamlessly fuse the boundary between downtown Appleton and the edge of Lawrence University's campus. The east-facing covered Sculpture Courtyard provides an area for repose and contemplation while entering or exiting the ground-floor art museum. Large, open galleries enable flexibility in programming for short and long-term exhibitions that can flow out into the welcome center and hallways, utilizing every surface as a potential location for artwork and community engagement. Merging sustainable and programming considerations, window glazing is thoughtfully deployed in the welcome center, café, Museum Store, classrooms, and galleries to bring about a deeper connection with the larger Fox Cities community.

Trout Museum of Art invites the community to join in the excitement and anticipation as it embarks on this transformative journey. The unveiling of the exterior rendering marks a significant milestone in the realization of TMA's vision to become a vibrant center for the visual arts.

"We are thrilled to share the extraordinary vision for our new art museum with the community. The exterior rendering showcases the careful consideration given to every detail, ensuring that TMA will be a hub of inspiration and creativity for generations to come," said Museum Director Christina Turner.

As TMA and the university progress toward construction, the museum remains dedicated to engaging the community through exhibitions, events, educational programming, and collaborations with local artists. The support and enthusiasm from the community are integral to the success of this landmark project.

Built by Boldt, the 100,000+ square-foot facility will be jointly owned by the Trout Museum of Art and Lawrence, with TMA owning the 30,000-square-foot ground floor. The project is slated for completion in September 2025. To stay informed on TMA news, please visit TroutMuseum.org.

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**About Trout Museum of Art**

Discover the Trout Museum of Art (TMA) – your gateway to the visual arts in central Wisconsin! Set in the vibrant Fox Cities community, TMA is not just a museum; it's a space driven by a mission to inspire and connect all people through creative experiences and the visual arts.

TMA hosts 12-18 rotating exhibitions annually and offers classes, camps, and free educational programming to those seeking joy, inspiration, and creativity through art. Events like TMA's Iconic Art at the Park festival, free monthly first Thursdays, and collaborative art projects further share the visual arts with the Greater Fox Cities.

TMA is open six days a week (Tuesday through Sunday), welcoming visitors to experience the power of art firsthand. Annual memberships, starting at just $15, allow members to enjoy free admission and other benefits while supporting TMA's mission.

Connect with TMA on Facebook, Instagram, LinkedIn, and TikTok, or visit TroutMuseum.org for the latest updates, events, and information.


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