

Project Profile

The Avenue MKE.

Milwaukee, Wisconsin



Architectural Products

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Project Profile

Architect: Hempel Companies
Minneapolis, Minnesota

Contractor: Messer Construction
Cincinnati, Ohio

The Project

The Avenue is a mixed-use shopping, office and apartment plaza spanning three blocks of Wisconsin Avenue, the main street of downtown Milwaukee. Originally opened in 1982, the complex is undergoing a multi-year renovation and revitalization project.

Inpro® Products Used

Two elevator cabs in the complex were renovated using the Zenith™ Standard Cab Design. Aspex® Printed Wall Protection was installed on the back walls of the cabs, and the images depict the historic Plankinton Building, one of the anchor properties of The Avenue. Palladium® Smoked Stratus panels were installed on the side walls.



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