One of the most beloved and historic destinations on the University of Wisconsin–Madison campus, the Memorial Union is treasured by generations of students and community members for its iconic spaces and lasting memories.

With the recent completion of Phase I of the Memorial Union Reinvestment, the building now features reimagined spaces, dramatically improved accessibility and a whole host of other improvements.

Thanks to the invaluable input, patience and financial support of students, along with generous donations from the community, you can still do everything you’ve always loved doing at the Memorial Union. Now it’s all just a little bit easier — and better than ever.
OUTDOOR UW

TO ADVENTURES

THE NEW HOME for outdoor recreation on campus, Outdoor UW is the University’s outlet to the great outdoors and home to Wisconsin Hoofers. This new space just off the Terrace combines state-of-the-art paddling and camping rentals with beginner-level courses and Hoofers clubs for enthusiasts. Also featuring a new lounge and a brand new boathouse, it just might become your new favorite summer spot.
The creation of the former space, complete with beautiful wood paneling and cozy furniture where students and patrons alike can meet and relax. The original fireplace remains, lending a special ambience, and the room even features a variety of historic Hoofers artifacts, including old skis and the historic Bradley canoe.

**CHART ROOM**

Outdoor UW’s largest meeting room, the Chart Room features meeting space for any campus group. On the north wall hangs a relief map of Lake Mendota, created by UW–Madison graduate student and Hoofers member Caroline Rose — it’s an impressive piece of art, as well as a practical teaching tool.

**RENTALS**

With a new service desk at the front entrance, just off the Terrace, Outdoor UW rentals are now easier than ever. Whether canoes, kayaks, paddleboards or camping gear, much of the rental equipment is brand new and can be borrowed by the hour or by the day. UW–Madison students and Union members receive discounts on all Outdoor UW equipment rentals.

**WISCONSIN HOOFERS**

Along with central Hoofers offices that allow for more interaction between club leaders and advisors than previously possible, the renovated west wing features new spaces for Hoofers clubs (including skiing, snowboarding, sailing, mountaineering, outing, scuba diving and riding) and an upgraded, state-of-the-art boat shop designed to let students engage in the hands-on learning of boat repair and maintenance. There’s even a new paint room, large enough to accommodate sailboats!

**MENDOTA LODGE**

A new lounge that sits mere steps away from Lake Mendota and right at lake level, Mendota Lodge offers stunning views of everything happening on Madison’s greatest lake. Open to all students every morning and afternoon, it’s a great spot for meeting friends or finding a quiet place to study — and the display housing various Hoofers awards and trophies makes it the perfect place for Hoofers clubs to meet at night.

**HAROLD C. BRADLEY LOUNGE**

The Harold C. Bradley Lounge sits in the same location as the old lounge, and it’s a re-
WITH NEW, versatile workspaces, flexible studio designs and classes for enthusiasts and dabblers alike, Wheelhouse Studios is the primary outlet for creativity on campus, melding the former Mini Courses and Craftshop into a vibrant new entity that invites every student to explore their inner artist.

Wheelhouse Studios is first and foremost easy to sign up and use, offering everything from intimate classes to large, free projects like Free Art Fridays. The new studio spaces have been thoughtfully designed and organized to accommodate a variety of DIY endeavors, from pottery and photography to glasswork, metal work, painting and screenprinting.
A CENTERPIECE FOR the performing arts on campus since its opening in 1939, the Wisconsin Union Theater has hosted some of the most celebrated speakers and performances of the past 75 years.
**SHANNON HALL**
The main theater hall has now been fully restored and modernized, featuring new, wider seats and upgraded acoustics and climate control systems for added comfort and enjoyment.

The expanded orchestra pit can now accommodate full orchestras, and a sprung stage floor has been added to enhance dance performances. While a host of technical upgrades provide flexibility in the type of events the space can host and higher quality support for all performances, the new Shannon Hall resembles the original space almost identically, honoring the Theater’s historic “moderne” design.

**FREDRIC MARCH PLAY CIRCLE**
Fully equipped with the latest in-theater technology, the Fredric March Play Circle has been completely rebuilt, bringing the space up to 21st century standards with advanced lighting and sound. A versatile “black box” space with retractable seats that provide the flexibility to host a wider variety of events than ever before, the new Play Circle is an ideal space for intimate musical, dance or theatrical performances, with available seating for up to 200 patrons.

**FESTIVAL ROOM**
Outfitted with a wood floor and large windows to provide an abundance of natural light, the Festival Room is a brand new two-story multi-purpose space in the lower level.

The room is sized to match the Shannon Hall stage, accommodating rehearsals without having to take up space on the main stage. Available to all campus performance groups as well as those working directly with Wisconsin Union Theater, the Festival Room is an ideal space for dance, music and other group rehearsals.

**DRESSING ROOMS AND BACK-OF-HOUSE**
Performers will find the new dressing rooms and green room to be significant upgrades from the old facilities for all performance spaces. A new scene shop for set construction and performance staging offers an improved work environment and state-of-the-art facilities for every crew.
A COMPLETELY RENOVATED Wisconsin Union Theater, a larger, more flexible Fredric March Play Circle, and the all-new Wheelhouse Studios and Outdoor UW are just a few of the big improvements you’ll notice as you take a look around the revitalized, re-energized Memorial Union. And while you’re sure to appreciate the care we’ve taken to preserve such a historic building, you’ll be amazed at how the changes we’ve made have managed to turn it into an even better space for arts, entertainment and recreation than ever before.

SHANNON SUNSET LOUNGE
A beautiful new student lounge that also serves as an expanded Theater lobby during shows, the new Shannon Sunset Lounge features nano walls that provide stunning views of Lake Mendota in every season. In a nod to the heart of summer, the glass walls of the lounge are designed to open up, connecting the space to the unbeatable Memorial Union Terrace.

DER STIFTSKELLER
Located directly off Der Rathskeller, the restored Der Stiftskeller has been preserved and renewed to better serve the students and members who enjoy its warm environment and social atmosphere. The popular pool tables have been returned to the space, and all of the room’s iconic murals have been restored and repainted.

A larger bar with increased capacity and variety of beverage offerings means more efficient service, and two new service windows directly serving the Terrace translate to faster beverage service all summer long.

CLASS OF 1925 ART GALLERY
The Class of 1925 Gallery has moved to a new, fully accessible location on the second floor, next to the Fredric March Play Circle. A modern gallery space, the room is now more able than ever to host a wide variety of art displays, hosted and coordinated by the student-led Wisconsin Union Directorate Art Committee.
ADHERING TO THE LATEST principles of green design and sustainable practices, the Memorial Union Reinvestment was launched in 2012 to bring the Memorial Union up to code, improve accessibility, and replace plumbing, electrical and HVAC systems while maintaining the building’s historic integrity and preserving its most iconic spaces for decades to come.

Working closely with the State Historical Society to ensure proper preservation, spaces such as the Wisconsin Union Theater were upgraded but carefully restored to their original appearance, with other areas benefitting from the reuse of original stone and building materials wherever possible.

PAUL BUNYAN ROOM
While the renovated Paul Bunyan Room will reopen in fall 2014, the famous murals depicting various themes associated with its legendary namesake will not return just yet. Stored off-site for safekeeping from vibration during renovation, the murals won’t return until the next phase of the Memorial Union Reinvestment concludes.

HAMEL FAMILY BROWSING LIBRARY
A favored study area, the second floor’s Hamel Family Browsing Library has been renovated to welcome the slightly more studious to one of the quieter, more relaxing corners of Memorial Union.

CAMPUS & COMMUNITY INFORMATION DESK
A resource designed to improve accessibility and direct patrons to services and spaces building-wide, a new Campus & Community Information Desk is located on the first floor of the Memorial Union’s new west wing, in the new west lobby just inside the Langdon Street entrance. Staffed by student Information Guides through Campus & Visitor Relations, the desk will be open from early morning until late at night, providing assistance to building patrons and campus guests alike.

WISCONSIN UNION DIRECTORATE AND JONES LEADERSHIP CENTER
The Wisconsin Union Directorate’s nine committees create, promote and manage over 1,000 events every year. The directorate’s new office space includes the new home of the Jones Leadership Center, offering seminars that provide students with information they need to discover their leadership abilities in an open, inclusive environment.
INCREASED SHORELINE AND LAKEFRONT GATEWAY

While not technically part of the Memorial Union Reinvestment, a major improvement has come to the Memorial Union Terrace in the form of 900 feet of new seawall, returning the Lake Mendota shoreline to its natural contour and allowing more seating near the water.

As part of the ongoing Lakefront Gateway project, the next phase of the Memorial Union Reinvestment will see the Terrace blend seamlessly into the new Alumni Park/

One Alumni Place project, creating a popular gathering place for students, faculty, staff, visitors and the University community for decades to come — all while realizing a century-old dream to extend the east campus gateway all the way from the Kohl Center to Lake Mendota.

BRAT STAND

Bigger and better than ever, the renovated Brat Stand now features more space and increased back-of-house access for better customer service, shorter lines and a happier dining experience overall. Now every visitor to the Terrace can count on even more time spent simply soaking in the ambiance and enjoying the best view in town.

EXPANDED SEATING

The next phase of the Memorial Union Reinvestment will include a renovation of the Terrace to improve accessibility, sightlines and customer comfort while creating more seating space than ever before. In the meantime, the expansion of Lakeshore Path has already increased the number of Terrace chairs by several hundred — with the opening of the new Sunset Deck adding even more.

STUDENTS SPOKE, WE LISTENED

Sharing input through surveys, open forums and interest-group meetings, students have played an integral role in the Memorial Union Reinvestment since the very beginning. All three main bodies that made important design decisions on the project were led by student majorities, and a student fills the construction manager position as liaison between the construction company and the Wisconsin Union. All told, over 17,000 separate interactions with students, faculty, staff and alumni have influenced design and construction thus far.

UNION MEMBERSHIP: BETTER THAN EVER AND OPEN TO ALL

UW-Madison students are Union members automatically while enrolled, but membership has always been open to all. For either an annual or a lifetime fee, you can expand your horizons by joining the 88,000 (and counting!) other Union members in supporting, enjoying, and preserving one of the University’s most popular traditions. For more information, email membership@union.wisc.edu.