



MILWAUKEE ART MUSEUM

FOR IMMEDIATE RELEASE

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Major corporations come together to support *Summer of CHINA* at Milwaukee Art Museum *Sponsorships demonstrate significance of cultural collaboration with major trading partner*

Milwaukee, Wis. – Rockwell Automation, Harley-Davidson Motor Company®, Bucyrus, and Johnson Controls have all put their support behind the Milwaukee Art Museum and its ambitious *Summer of CHINA* program, marking the first time these companies have come together in collaboration for the benefit of bringing to Milwaukee an unprecedented assemblage of art and cultural exhibitions. The Museum is hosting five simultaneous exhibitions on Chinese art and architecture this summer.

China is Wisconsin's fastest-growing export country, with over \$1.2 billion in exports in machinery, paper/paperboard, and ginseng, to name a few, and the state's third-largest trading partner. Rockwell Automation, Harley-Davidson Motor Company, Bucyrus, and Johnson Controls—four of the major *Summer of CHINA* sponsors—have their world business headquarters in the Milwaukee area and, collectively, do billions of dollars in business with China annually.

"The support from these corporations is essential to the Museum's continued success," said Daniel Keegan, director of the Milwaukee Art Museum. "For a city to be economically healthy it must include a vibrant cultural component as well as a business community committed to endorsing and sustaining the arts. The *Summer of CHINA* highlights the commitment of these corporations to Milwaukee and to its growing economic ties with China, and promotes future cultural exchanges."

Wisconsin has had a sister state relationship with the Province of Heilongjiang since 1982, and in 2003, the Wisconsin Trade Office opened in Shanghai. In 2006, Milwaukee began a sister city relationship with the port city of Ningbo.

The Museum worked with Beijing and the Chinese government to bring its *Summer of CHINA* feature exhibition, ***The Emperor's Private Paradise: Treasures from the Forbidden City***, to Milwaukee. On view June 11 through September 11, 2011, the exhibition includes over 90 objects of ceremony and leisure from the Qianlong Garden, which is currently being restored in Beijing. The Museum is one of only three museums in the world to showcase paintings, furniture, architectural and garden components, jades, and cloisonné never before seen by the public from the secluded—and long ago, shuttered—compound.

"This is an extraordinary, unprecedented opportunity for the public to see masterpieces from the legendary Forbidden City complex before the objects return to Beijing where they will likely never leave the country again," said Keegan. "The presentation of this exhibition would not be possible without the backing of these Milwaukee-based international companies."

For the organizations involved in China, it is an opportunity to show their commitment to continued economic and cultural understanding both at home and abroad.

“As a company enjoying rapid growth in China and many valued relationships with Chinese customers and partners, Rockwell Automation is pleased to partner with the Milwaukee Art Museum and other local sponsors to bring this unique exhibition to Milwaukee, our world headquarters city. This exhibition is the result of an unprecedented collaboration and promotes cultural awareness,” said Keith Nosbusch, chairman and CEO of Rockwell Automation.

The businesses involved in presenting the *CHINA* exhibitions see it as both a responsibility and an opportunity to promote their presence in China, a major trading partner with Wisconsin. Johnson Controls is the leading HVAC manufacturing partner in China, and total sales in China for 2010 topped \$3 billion.

“Johnson Controls is a global, diversified technology and industrial leader serving customers in more than 150 countries with a robust presence in China,” said Stephen Roell, chairman and CEO of Johnson Controls, Inc. “While our reach is global, we are also a committed part of the Milwaukee community, actively supporting local arts and culture. As such, we are pleased to be a presenting sponsor of the *Summer of CHINA* exhibitions at the Milwaukee Art Museum.”

For its part, Harley-Davidson Motor Company and The Harley-Davidson Foundation have expanded its sponsorship to include a motorcycle design contest in China. The winner will be flown to the United States for a ceremony and unveiling at the Milwaukee Art Museum. In 2005, Harley-Davidson opened its first mainland China representative office in the city of Shanghai.

“Harley-Davidson is pleased to support the *Summer of CHINA* exhibitions in our hometown Milwaukee Art Museum,” said Keith Wandell, president and CEO, Harley-Davidson, Inc. “We welcome this opportunity to foster a better understanding and appreciation for Chinese culture as the Harley-Davidson brand grows in China and around the world.”

At Bucyrus, investing in cultural, educational, and social initiatives in our local communities is seen as a central element in fostering strong business relationships both at home and abroad. According to Bucyrus President and CEO Timothy Sullivan, the Museum’s *CHINA* exhibitions allow Bucyrus’ employees to learn more about this important business partner.

“The extraordinary *Summer of CHINA* exhibitions are a remarkable opportunity for the Milwaukee Art Museum, city of Milwaukee and United States. Bucyrus is very excited to be involved with sharing this captivating collection of Chinese art from one of the most significant places in the world,” said Sullivan. “Our company interacts with Chinese businesses on a daily basis. This once in a lifetime exhibit not only provides an opportunity to expose our employees and members of the community to these treasures, but also enhance their knowledge and experience about a fascinating aspect of Chinese culture.”

In an official proclamation, Milwaukee Mayor Tom Barrett has declared 2011 the “Summer of China” in the City and hopes that collaborations like this will continue to promote a healthy arts and culture environment in Milwaukee.

“Milwaukee has enjoyed a strong economic partnership with China, and that relationship continues to grow through creative exchanges such as the *Summer of CHINA* at the Milwaukee Art Museum,” said Mayor Barrett. “As we move ahead, I look forward to working with the City’s corporations, universities, and artistic resources to expand Milwaukee’s industrial, educational, and cultural relationships within China.”

ADDITIONAL EXHIBITION INFORMATION FOR THE SUMMER OF CHINA

The Museum’s summer exhibition schedule includes *The Emperor’s Private Paradise: Treasures from the Forbidden City* (June 11–September 11), *Warriors, Beasts, and Spirits: Early Chinese Art from the James Conley Collection* (June 11, 2011–September 11, 2011), *Emerald Mountains: Modern Chinese Ink Painting from the Chu-tsing Li Collection* (June 11, 2011–August 28, 2011), *On Site: Zhan Wang* (June 11, 2011–September 11, 2011), and *Way of the Dragon: The Chinoiserie Style, 1710-1830* (June 30, 2011–November 6, 2011).

SPONSORS FOR THE *SUMMER OF CHINA*

The Milwaukee Art Museum's *Summer of CHINA* is presented by BMO Financial Group, Bucyrus, Concordia University Wisconsin, Harley-Davidson Motor Company® and The Harley-Davidson Foundation, Johnson Controls, The Lai Family Foundation, and Rockwell Automation. Additional support is provided by Baird, Brady Corporation, Einhorn Family Foundation, Foley & Lardner LLP, The Freeman Foundation, and M&I Wealth Management.

ABOUT BUCYRUS INTERNATIONAL, INC.

Bucyrus International, Inc. is a world leader in the design and manufacture of high productivity mining equipment for surface and underground mining. Bucyrus surface mining equipment is used for mining coal, copper, iron ore, oil sands and other minerals, and Bucyrus underground mining equipment is used primarily for mining coal. In addition to machine manufacturing, Bucyrus manufactures high quality OEM parts and provides world-class support services for its equipment.

ABOUT HARLEY-DAVIDSON MOTOR COMPANY

Harley-Davidson Motor Company produces heavyweight Custom, Cruiser, and Touring motorcycles and offers a complete line of Harley-Davidson motorcycles parts, accessories, riding gear and apparel, and general merchandise. For more information, please visit Harley-Davidson's Website at www.harley-davidson.com.

ABOUT JOHNSON CONTROLS

Johnson Controls is a global diversified technology and industrial leader serving customers in more than 150 countries. Our 142,000 employees create quality products, services and solutions to optimize energy and operational efficiencies of buildings; lead-acid automotive batteries and advanced batteries for hybrid and electric vehicles; and interior systems for automobiles. Our commitment to sustainability dates back to our roots in 1885, with the invention of the first electric room thermostat. Through our growth strategies and by increasing market share we are committed to delivering value to shareholders and making our customers successful.

ABOUT ROCKWELL AUTOMATION

Rockwell Automation, Inc. (NYSE: ROK), the world's largest company dedicated to industrial automation and information, makes its customers more productive and the world more sustainable. Headquartered in Milwaukee, Wis., Rockwell Automation employs about 19,000 people serving customers in more than 80 countries.

ABOUT THE MILWAUKEE ART MUSEUM

The Milwaukee Art Museum's far-reaching holdings include more than 25,000 works spanning antiquity to the present day. With a history dating back to 1888, the Museum houses a collection with strengths in 19th- and 20th-century American and European art, contemporary art, American decorative arts, and folk and self-taught art. The Museum includes the Santiago Calatrava-designed Quadracci Pavilion, named by *Time* magazine as "Best Design of 2001." For more information, please visit www.mam.org.

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