

BRAND NEW EXPERIENCE COMING TO DISCOVERY WORLD

Life Water

Slated to open in 2026, Life of Water is Discovery World's largest exhibit project since 2018. Housed within 2,700 square feet, Life of Water is enriched by educational programs featuring interactive exhibits, hands-on labs and experiences, and community outreach initiatives to expand access to freshwater education. We aim to increase public awareness about conservation, educate visitors on the science of water, and foster community engagement through local partnerships.

Life of Water explores three key themes:

Water & the City

Water's role in our communities and daily lives.

Water & People

Water's global story and Milwaukee's unique freshwater legacy.

The Nature of Water

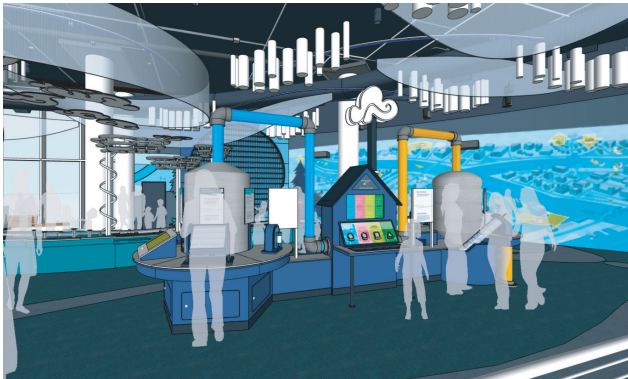
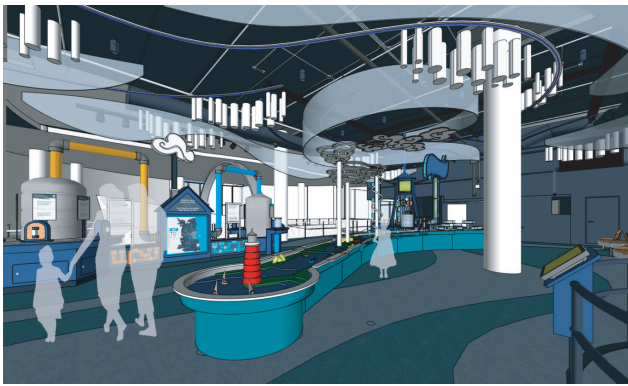
The science of water cycles and ecosystems.



Beyond the physical exhibit, students and guests will explore water chemistry, stewardship, and human impact on aquatic ecosystems through immersive experiments, while partnerships with local experts bring real-world perspectives into the experience.

Educational Outreach labs will further extend learning into classrooms and communities across the region.

Our efforts will support classroom learning, provide resources for educators, and impact water quality and habitat as visitors embrace sustainable practices and advocate for water conservation. Join us in inspiring a new generation of freshwater innovators, enhancing knowledge about water conservation, and promoting the stewardship of freshwater resources.



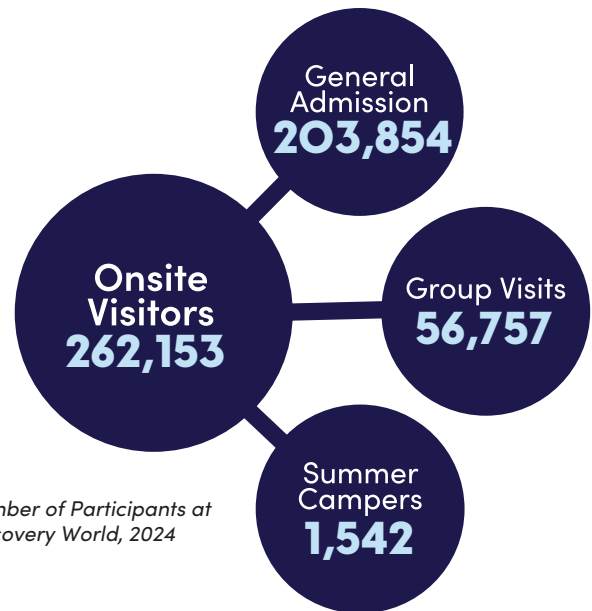
Discovery World's unique role in freshwater education:

Discovery World is uniquely positioned to deliver Life of Water. Our proven expertise in experiential education, our location on Lake Michigan's shore, and our extensive partnerships within Milwaukee's science, education, and community sectors equip us to foster transformative learning experiences.

Project Budget:
\$2.5M

Raised so far:
Currently soliciting sponsorships.

Timeline:
Once all funding is secured, demolition and fabrication can begin. Aiming for spring/summer 2026.



*Number of Participants at
Discovery World, 2024*