

## First Fridays/Architecture Weekend...

### Tour New \$55 Million Building at SC Johnson Company, Frank Lloyd Wright Designed Home and Office Building, Wine and Dine Downtown

Come stay and play for the weekend! Sneak away Friday a.m., or, if you can't get away until later in the day, be sure to arrive in time for open houses at downtown galleries and boutiques on First Fridays (of the month). In addition to touring Frank Lloyd Wright buildings, you can take a self guided tour of the new \$55-Million Fortaleza Hall that houses an exact replica of the amphibious airplane that H.F. Johnson flew in the 1930's flight to Brazil in search of the plant that produced the wax that changed the history and future of the SC Johnson Company!

Can't get here on a First Friday? You will miss the party atmosphere downtown when the galleries are open, but start with dinner downtown any Friday night with Lake Michigan as your backdrop.

Here's a suggested itinerary—a Real Racine experience you can't get anywhere else!

#### **FRIDAY:**

**The Johnson Foundation at *Wingspread***  
**33 East Four Mile Road, Racine 262-681-3353**  
**Free Public Tours, Reservations are required.**

An up close and personal opportunity to walk through Wingspread, the home that Frank Lloyd Wright designed for the H.F. Johnson family is just a phone call away.

**Note: Itinerary is six total pages**



Visitors, from one person up to a large group can make appointments to see the house, Tuesdays through Fridays, by calling 262-681-3353. And, there is no charge to tour.

Tours start at 9:30 a.m., 10:30 am., 11:30 a.m., 12:30 p.m., 1:30 p.m. and 2:30 p.m. unless there is a conference in session. Visitors are treated to 15 minutes with a tour guide, followed by a 20-minute video and then the freedom to explore the 19,000 square foot house, on a self-guided basis.

Not only is the home itself fascinating, with four wings that spread out from the central dome, but the furniture Frank Lloyd Wright designed specifically for the home is available to see along with the vertical fireplace and sliding dining room table.

Wingspread, where the Johnson family lived for 20 years, has many of the characteristics associated with Wright, including horizontal lines, earth tones and integration with the land. It is the largest home he designed and the last prairie house.

The home, completed in 1939, is nestled amid 36 wooded acres near the western shore of Lake Michigan. This national historic landmark, donated to the Foundation at Wingspread in 1959 to promote “the free exchange of constructive and purposeful ideas” operates a small private conference center in addition to providing public tours.

While most visitors plan about 75 minutes to tour, serious fans and scholars of Frank Lloyd Wright often spend several hours, mesmerized. You must call ahead (262-681-3353) to reserve—just in case Wingspread is booked with a private conference.

### **Friday Side-trip**

#### **Wind Point Lighthouse**

**Lighthouse Drive, Racine 262-639-2026**

Photo opportunity-just a few minutes' drive from Wingspread. Go East on 4 Mile Road where it will end at Lighthouse Drive. Turn right on Lighthouse Drive and look toward your left to visit the Wind Point Lighthouse, the oldest (built in 1880) and tallest operating lighthouse on Lake Michigan, and the subject of prize-winning photography. The grounds are open to the public for photos and gazing. The tower is open to “climb to the top” on June 13, July 11, August 8, September 12, October 10. Grounds are FREE. Tour is \$10.



## **Friday Evening Entertainment**

**Downtown Racine  
Main and 6th Streets**

When is the last time you rode in a horse-drawn carriage ride? Enjoyed wine visiting an art gallery or boutique? Stroll the streets on the First Fridays of each month—April through December, when Downtown Racine extends hours for shopping and entertainment. Visit the many art galleries, one-of-a-kind retail stores, pubs, and restaurants. Suggestion: Make a dinner reservation, enjoy live music playing outside and inside along Main and Sixth Streets and Monument Square. Walk the downtown streets and take the time to view “Clocks: Hour Town”. Nearly 50 artistically creatively designed clocks are on display at storefronts –all are the creation of local artists. Tip: Save room for dessert at the Sugar Shack for ice cream or at Jewel's Cheesecakes.



## **Overnight Accommodations:**

**Racine Marriott  
7111 Washington Avenue (Hwy 20)  
Racine, Wisconsin 53406  
262-886-6100 [www.racinemarriott.com](http://www.racinemarriott.com)  
Package code: CUE  
Starting at \$99/night\***

Stay at the Racine Marriott and receive complimentary breakfast and free entrance to the Racine Art Museum. Enjoy Real Racine's emerging arts community.

### **Package includes:**

- \* Special Rate for weekend for two adults and two children per room
- \* Complimentary breakfast buffet in Bentley's restaurant
- \* Free entrance to the Racine Art Museum (R.A.M.) two adults and two children



## **Terms and Conditions**

*\*Valid Friday and Saturday through 12/30/10. Complimentary Racine Art Museum entrance coupon for two adults and two children will be distributed at check-in at the hotel. Breakfast offer is for two adults and up to three children under the age of 12 per room. Limited number of rooms are available for this promotion. Tax is additional. Offer does not apply to groups of 10 or more rooms. Offer cannot be combined with any other promotions. Blackout dates may apply. Advance reservations required. Other restrictions apply. Rates are per room, per night and based on availability at the time of reservations.*

**More lodging options can be found at: [www.realracine/where-to-stay.html](http://www.realracine/where-to-stay.html)**

## **A Saturday Morning Must:**

On your way to the SC Johnson Campus on Washington Avenue, plan ahead and grab a coffee and a world-famous Danish Kringle.

Nothing can compare with an oven-fresh original of this Racine Classic, the world famous Danish Kringle! Visit either Larsen's Bakery and/or Bendtsen's Bakery in West Racine, both on Washington Ave (HWY 20) and about two blocks from each other. Open until noon, these bakeries have been featured on the *Today Show*, *Food Network*, *Discover Wisconsin* and visited by world-wide celebrities and VIP's.

Stop at Wilson's Coffee & Tea Shop (across from Larsen's) where this little shop is known for its diverse selection and roasting process. Grab a hot coffee, a pound of coffee, and extra Kringles to take home.



### **Bendtsen's Bakery**

3200 Washington Ave.  
Racine, WI 53405  
Ph: 262-633-0365  
[www.bendtsensbakery.com](http://www.bendtsensbakery.com)

### **Larsen's Bakery**

3311 Washington Avenue  
Racine, WI 53405  
Ph: 262-633-4298  
[www.larsenskringle.com](http://www.larsenskringle.com)

### **Wilson's Coffee & Tea**

3306 Washington Avenue  
Racine, WI 53405  
Ph: 262-634-6611  
[www.wilsonscoffee.com](http://www.wilsonscoffee.com)

## **SATURDAY :**

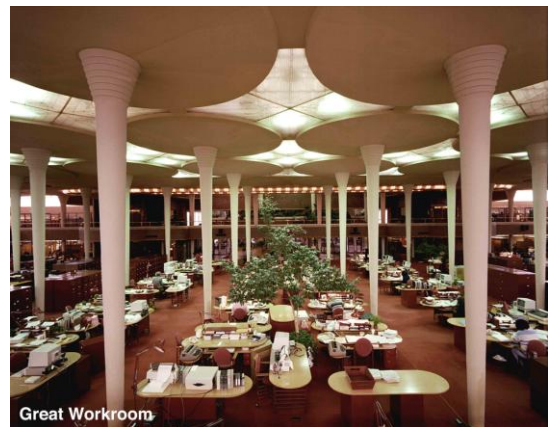
**SC Johnson Campus Tour Administration Building  
1525 Howe Street, Racine (near Downtown)**

**Reservations are necessary. Call in advance to secure your tour. Reservations: 262-260-2154.**

**No charge.**

### **10:00- 11:30 AM: SC Johnson Administration Building Tour -Free**

What was Frank Lloyd Wright thinking back in 1939 when he designed the futuristic SC Johnson Administration Building? You will find out on a guided free tour of the largest commercial project Frank Lloyd Wright designed. The Great Workroom of the building utilizes almost one-half acre of workable floor space and has a ceiling supported by huge golf-tee shaped columns that have been termed one of the most advanced structural supports in modern architecture. These columns soar 31 feet from floor to ceiling. Check out the Frank Lloyd Wright designed office chair that needed to be modified and find out why.



**12:00- 1:00 PM Golden Rondelle Theatre's showing of "Carnauba, A Son's Memoir."**

Walk a half a block from the administration building to see the inspirational movie, which has been featured on the Hallmark Channel and reviewed in The Wall Street Journal. The humanly poignant and highly personal film about the late Sam Johnson, one of the pillars of America's business world and a man frequently featured in Forbes Magazine's Wealthiest People lists will be a highlight of your Real Racine experience. You will view this touching and magnificently filmed odyssey at The Golden Rondelle, a building that made its original appearance as the SC Johnson pavilion at the 1964-65 New York World's Fair.



The movie explains the significance of the original 1935 trip to Brazil, to discover the wax that made the company famous, reveals highly personal feelings and events that shaped Sam Johnson's life and his family. Sam Johnson, who died in (year) narrates the film and tells about his recreating and piloting the Carnauba flight in 1998 with his two sons.

**Saturday 1:15 - 2:15 PM Fortaleza Hall Self Tour (No charge)**

After the movie, walk a half block over to the \$55 million Fortaleza Hall,, named for the Brazilian city that was the center of two life-changing expeditions by the Johnson family. It brings an adventurous story to life and was built to honor the late Chairman Emeritus Sam Johnson. Carnauba, the aircraft flown by Sam Johnson and his sons to Brazil in 1998 retraces the steps of H.F. Johnson Jr's Brazilian expedition 63 years earlier. The airplane Sam Johnson recreated is suspended beneath Fortaleza Hall's elliptical skylight—an apt centerpiece in the hall honoring Sam Johnson.



The all glass Fortaleza Hall includes the Legacy Gallery, which houses historical artifacts and features highlights about the company's more-than-a-century history of innovation. A huge map made of wood from around he world, is imbedded in the floor beneath the plane, and traces the pathway of the historic Carnauba flight.

London-based Foster and Partners designed Fortaleza Hall, which was constructed under the U.S. Green Building Council's LEED certification guidelines and offers water savings, energy efficiency, sustainable materials selection and indoor environment quality. You will see the award-winning "living tropical wall" with a gentle and misty waterfall with live green foliage growing vertically in the tradition of a tropical rain forest and visit the Frank Lloyd Wright Research Library and Reading Room with its very cool interactive learning table.

## **Other Notable Stops in Racine:**

### **Racine Art Museum (RAM)**

441 Main Street, Racine

262-638-8300 [www.ramart.org](http://www.ramart.org)

Open Tuesday-Saturday 10 am-5 pm,

Sunday 12-5 pm

Located in an award-winning architectural showplace, RAM's permanent collection features nearly 4,000 objects created by internationally recognized artists in ceramics, fibers, glass, metals and wood as well as contemporary works on paper and sculpture.



### **Racine's North Beach on Lake Michigan Michigan Boulevard & Kewanee Street, Racine**

Racine North Beach was Wisconsin's first certified clean beach and is only one of three on the Great Lakes. Over 50 acres of excellent sand, free parking, large playground, music, food and drinks, and events!



## **Get Active: Enjoy the Lake and Lakefront--Row, Paddle, Fish, Bike Rentals:**

### **Personal Watercraft/Kayaks/Boats/Surrey Bikes**

*Pier 29 Water Sport Rentals*

105 Reichert Ct, Racine

262-634-2929 [www.pier29WaterSportRentals.com](http://www.pier29WaterSportRentals.com)

### **Bikes/Canoes**

*Root River Environmental Education Community Center (REC)*

1301 West 6th Street, Racine

262-5953340 [www.uwp.edu/go/rec](http://www.uwp.edu/go/rec)

*3rd Coast Bicycles*

210 Third Street, Racine

(262) 634-0484

