

BREAKING CORONAVIRUS: Click to read our comprehensive coverage

Sign up for Breaking News Alerts

Travel & Tourism

Milwaukee Public Museum partners with Google for virtual tour

Email Share in Share Tweet Save Print Order Reprints



Google launched a virtual tour of the Milwaukee Public Museum.

MILWAUKEE PUBLIC MUSEUM

By Margaret Naozek - Reporter, Milwaukee Business Journal
8 hours ago

COMPANIES IN THIS ARTICLE

Brought to you by
Deloitte Private

Google
Mountain View, CA
Internet
\$161.9B 98,771
Revenue Employees
See full profile >

Milwaukee Public Museum
Milwaukee, WI
Museums & Institutions
124
Employees
See full profile >

Deloitte Private
Cultivating resiliency in uncertain times
Insights to help companies respond, recover and thrive.
Learn more

After a four-year wait, Google launched a virtual tour of the Milwaukee Public Museum as an additional way to engage with the Milwaukee attraction during Covid-19.

According to the museum's director of integrated marketing Jenni Tetzlaff, the Google team visited the Milwaukee Public Museum in 2016 to take photos for a "street option" view of the inside of the museum. The Google team had reached out to the museum's IT department for collaboration on this project.

As the museum remains closed to the public during the pandemic, the museum team reached out to Google to launch the virtual tour during this time.

"We just thought it'd be a great way for the community to be able to interact with MPM and see those favorite exhibits," Tetzlaff said.

Online visitors can travel through the museum floors via the Google Map platform. A unique element to this tour, Tetzlaff said, is that visitors can see the Hidden Wisconsin exhibit, which was a temporary exhibit in 2016. Many of the artifacts on display are ones the museum normally does not keep out because they're too fragile.

"People are really enjoying it. We are promoting it as much as we can," Tetzlaff said. "We still want people to be able to enjoy the museum, enjoy collections. We've gotten some really great feedback from teachers. It's ongoing, but we're really enjoying it and hopefully the community is too."

The museum is also engaging visitors virtually with a weekly email series that has different activities and focuses on different elements to its collections. Tetzlaff said the museum is doing more virtual experiences such as an upcoming "Breakfast with the Curator" on Twitter where visitors can interact with the museum's curatorial team.

"We're doing what we can to make sure that we're still at the forefront of people's minds," Tetzlaff said.

The museum also has a reopening team that is working with the city, county and local health care officials on a plan to safely open. At the moment, Tetzlaff said she is unsure what that may look like but believes the museum will be prepared for its reopening when it is allowed to do so.

CONTINUE >

1. Click 'CONTINUE'
2. Add app
3. Enjoy quick email access

Easy Email Plus

RECOMMENDED

BANKING & FINANCIAL SERVICES
Ready to use PPP funds to pay big bonuses? Read this first >

ENERGY
Centennial Resource's deal with Houston-based water infrastructure co. falls through

TECHNOLOGY
Here are the highest-paid tech CEOs in Massachusetts >

shutterstock | Instagram | Facebook | Twitter

GET 10 FREE IMAGES

Start your Free Trial **Get started**

RELATED CONTENT

Milwaukee Public Museum furloughs employees and reduces salaries

Potawatomi, Harley-Davidson Museum close because of coronavirus

Milwaukee museums and attractions respond to coronavirus threat

Milwaukee Public Museum continues on journey to a new home

Milwaukee Public Museum continues on journey to a new home

SPONSORED CONTENT BY DAVIS & KUELTHAU

What business leaders need to know about post Covid-19 return to work



MORE IN TRAVEL & TOURISM

More >



Virtual option, pandemic spread uncertainty with DNC event planning >

BY RICH KIRCHEN



Virus forces conference planners to go back to go >

THE NEW YORK TIMES



Likelihood of a normal Milwaukee Film Festival 'exceedingly low' >

BY MARGARET NACZEK



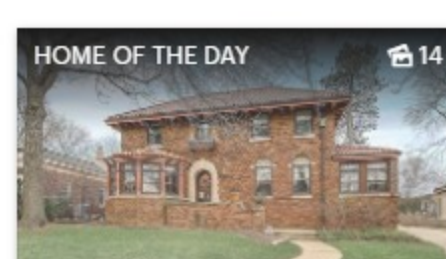
DNC planners will survey delegates on attendance plans: Solmonese >

BY RICH KIRCHEN



Mitchell airport traffic drops 96% in April

BY MARGARET NACZEK



Architectural Gem in the Heart of Shorewood!

MORE >



Mexican Fiesta continues to plan for August dates

BY MARGARET NACZEK



Milwaukee County Zoo cancels 2020 Zoo A La Carte

BY MARGARET NACZEK



DNC committed to pay Wisconsin Center District at least half

BY SEAN RYAN

Latest People on the Move

More >



Kerry Weber
Extension, Inc.



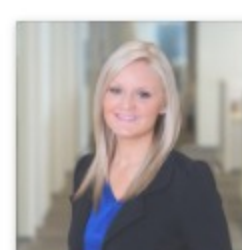
Blake Mascarano
Extension, Inc.



Sal Corrao
Extension, Inc.



Paul Secunda
Walcheske & Luz...



Kacy Oberg
Extension, Inc.

COVID-19 Business Survival Kit Series: PRACTICAL TECH ADVICE FOR NAVIGATING A SMART RESTART

REGISTER NOW

Concurrency

Coronavirus Resource Center
Timely updates and knowledge to help you face the legal challenges and business implications raised by the COVID-19 pandemic.

Reinhart
Attorneys at Law

Back to Top >

MILWAUKEE BUSINESS JOURNAL

Home News Lists & Leads People Companies Events Jobs Store

SUBSCRIBERS

Start a Subscription
Subscriber-Only Content
Digital Edition
Book of Lists
Book of Lists - Unlimited
Manage your Account



ABOUT & CONTACT

About Us
About The Business Journals
Advertise
Help & FAQs
Contact Us
Circulation Sales
Center Directory

APPS & SYNDICATION

Mobile Apps
Syndication/RSS

FOLLOW US



NEWSLETTERS

Sign Up Now

ACBJ

American City Business Journals
AmericanInno
Bizwomen
Hemmings
Inside Lacrosse
Sports Business Journal