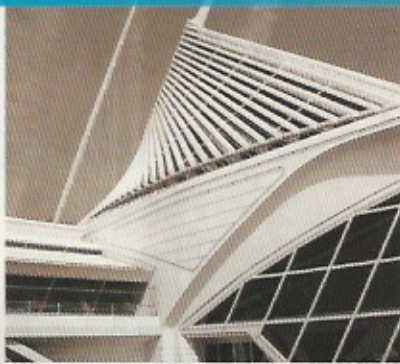




the funky Good Life
by Santiago Calatrava-
at the Milwaukee Art
fashion-forward Lela



Destination

Northern Star

Ninety miles from Chicago, Milwaukee's hip Third Ward defies the cheesy Wisconsin stereotypes **BY CASSIE WALKER**



FORGET THE BEER halls, the cheese curds, and the barbecued brats (as delectable as they all are). For a different side of Milwaukee, spend a weekend exploring the city's lively Third Ward. Bordered by Lake Michigan on the east, I-794 on the north, and the curve of the Milwaukee River on the west and south, the neighborhood houses a growing number of independent boutiques, galleries, and restaurants.

SHOPPING

The Third Ward's gateway is the **Milwaukee Public Market**, where, seven days a

week, 20 or so specialty vendors fill display cases with delights like fine Italian sausage and freshly made pasta (Ceriello Fine Foods); pecan rolls, scones, and cookies (C. Adams Bakery); and rare Himalayan rock salts (the Spice House). There is an entire section devoted to regional pantry staples like Sprecher's cherry ginger ale, Point Root Beer, Door County jams, and jars from the state honey co-op. On Saturdays, a companion farmers' market outdoors brings a cornucopia of chatty growers and fresh produce.

Fuel up on the daily brew from the market's resident coffee purveyor, and then spend some time in the ward's shops. The fashion-forward **Lela** carries signature corsets by the promising young Wisconsin designer Shanel Regier, as well as other trendy casual clothing lines. Fans of Faryl Robin, Fluevog, and handcrafted imported

footwear will find kindred spirits in Kate and Pat Blake, a Chicago sister-brother pair who indulge their foot fetish at **Shoo**. Complete the look with a shiny silver cuff or an oversize ring from **3rd Ward Jewelry**, which stocks 50 or so small designers including the Milwaukee ringmaker Jim Charles. At **The Home Market**, Kate Barrette stocks modern furniture by Oly and Quatrine. Shoppers in the market for kids' gifts should not bypass **Sprout**, where clothes take a back seat to lots of smart games and toys.

GALLERIES

Something of an artists' enclave, the Third Ward boasts Milwaukee's highest concentration of galleries. The **Katie Gingress Gallery** specializes in contemporary abstract art and high-end crafts. Make an appointment to view the European

GET HAMMERED When visiting **Miller Park** in August for one of the Brewers' 12 home games, swing by parking lot 1 to see the new plaque marking the spot where Hank Aaron's final home run—number 755—landed. *One Brewers Way*; 414-902-4400 or milwaukee.brewers.mlb.com



Two pleasing Milwaukee restaurants: the Coquette Cafe (top left) and Carnevor (bottom); The Home Market (right), a mecca for modern furniture



offerings at the Anthony Petullo Collection of Self-Taught & Outsider Art. Designophiles will enjoy a turn through the Eisner American Museum of Advertising & Design. All of the neighborhood galleries open their doors on quarterly gallery nights; the next nights are July 27th and 28th (for more info, go to milwaukeeartdealers.org).

DINING

Break from the boutiques with some piping hot French onion soup at the French-themed Coquette Cafe or at its more casual sister next door, the Harlequin bakery and tea shop; both establishments are the creations of Sanford D'Amato, whose top-rated Sanford just landed on *Gourmet's* list of the top 50 restaurants in the United States. In the Fifth Ward, the gritty southern cousin of the Third Ward, diners flock to Barossa for chef Jan Kelly's vegetarian delicacies. In the Brewers Hill neighborhood, Roots builds its menu around fresh picks from its 65-acre organic farm north of the city in Cedarburg. Nearby, the funky Good Life serves up a mean mango mojito and a hearty Caribbean brunch.

that lures a discerning bar crowd (who sip off the 100-beer list at Kenadees) and clubgoers (who queue up at the thumping nightclubs Tangerine and Eve). Wackman also co-owns Carnevor, a sec-and-be-seen steak house situated among the clubs.

Recover the next morning inside a favorite Third Ward watering hole, Wicked Hop, which serves up a bloody mary skewered with a shrimp, a mushroom, and a sausage stick. It comes buried under a mound of mozzarella cheese noodles, a final reminder that you're still in Wisconsin after all.

HOTELS

Milwaukee offers three luxe places to stay for around \$150 to \$200 a night. The newly opened, funkily modern InterContinental (at least drop by the lobby on Fridays for the decadent chocolate buffet); the art deco Hotel Metro; and the 114-year-old Pfister, home to the splashy new Mason Street Grill.



NIGHTLIFE

Over the past few years, Tom Wackman has built a nightclub fiefdom downtown



WHERE TO FIND IT (all phone numbers are in the 414 area code)

- 1. Anthony Petullo Collection of Self-Taught & Outsider Art** 219 North Milwaukee St.; call 272-2525 for an appointment; or go to petulloartcollection.org
- 2. Barossa** 235 South 2nd St.; 272-8466 or barossawinebar.com
- 3. Carnevor** 724 North Milwaukee; 223-2200 or carnevor.com
- 4. Coquette Cafe** 316 North Milwaukee; 291-2655 or coquettecafe.com
- 5. Eisner American Museum of Advertising & Design** 208 North Water St.; 847-3290 or eisnermuseum.org
- 6. Eve** 718 North Milwaukee; 347-5555 or evebar.com
- 7. Good Life** 1935 North Water; 271-5375
- 8. Harlequin** 316 North Milwaukee; 291-9866 or harlequinbakery.com
- 9. The Home Market** 222 East Erie St.; 755-2165 or thehomemarket.net
- 10. Hotel Metro** 411 East Mason St.; 272-1937 or hotelmetro.com
- 11. InterContinental Milwaukee** 139 East Kilbourn Ave.; 276-8686 or intercontinentalmilwaukee.com
- 12. Katie Gingrass Gallery** 241 North Broadway; 289-0855 or gingrassgallery.com
- 13. Kenadees** 725 North Milwaukee; 431-5556 or kenadees.com
- 14. Lela** 321 North Broadway; 727-4855 or lelaboutique.com
- 15. Mason Street Grill** 425 East Mason; 298-3131 or masonstreetgrill.com
- 16. Milwaukee Public Market** 400 North Water; 336-1111 or milwaukeepublicmarket.org
- 17. The Pfister** 424 East Wisconsin Ave.; 273-8222 or thepfisterhotel.com
- 18. Roots** 1818 North Hubbard St.; 374-8480 or rootsmilwaukee.com
- 19. Sanford** 1547 North Jackson St.; 276-9608 or sanfordrestaurant.com
- 20. Shoo** 241 North Broadway; 765-2355 or shoostore.com
- 21. Sprout** 320 East Buffalo St.; 289-0844 or sproutkid.com
- 22. Tangerine** 729 North Milwaukee; 431-5557 or tangerinemilwaukee.com
- 23. 3rd Ward Jewelry** 241 North Broadway; 289-0886
- 24. The Wicked Hop** 345 North Broadway; 223-0345 or thewickedhop.com

EASEL DOES IT *Pissarro: Creating the Impressionist Landscape*, an ongoing exhibition at the Milwaukee Art Museum, tracks the radical breakthroughs made by the French painter Camille Pissarro between 1864 and 1874. 700 N. Art Museum Dr.; 414-224-3200 or mam.org