

Contact: Cynthia Johnson  
Discovery World at Pier Wisconsin  
[cjprcounsel@wi.rr.com](mailto:cjprcounsel@wi.rr.com)  
414-708-6544

DISCOVERY WORLD  
at Pier Wisconsin

## News Release

---

### **A Wisconsin Legend is Coming Home – Les Paul's *House of Sound* to Premier at Discovery World in June 2008**

*Music, technology and creativity to join forces in new exhibit*

**MILWAUKEE – April 29, 2008** – On Wednesday, April 30 at 10:00 a.m., Discovery World will announce an exciting new exhibit opening June 21, 2008. Illustrating the life of Wisconsin legend Les Paul, the exhibit will showcase guitars and ground breaking inventions from Paul's personal collection which have not seen by the public in over 40 years. The name of the one-of-a-kind exhibit – "Les Paul's House of Sound" – comes from another legend, Bing Crosby, a lifelong admirer and supporter of Les Paul. During the press conference, Paul will explain via videotape both the genesis of the name and the inspiration for this exhibit.

**What: Announcement of Les Paul's *House of Sound* Exhibit Coming to Discovery World, including video appearance by Les Paul.**

**When: Wednesday, April 30<sup>th</sup>, 10:00 am**

**Where: Discovery World at Pier Wisconsin, 500 N. Harbor Drive  
Second floor video studios**

*"We have a unique opportunity to share the vision, inspiration and artistry of Les Paul with audiences of all ages who will descend upon Milwaukee's lakefront this summer," said Joel Brennan, president and CEO, Discovery World. "His spirit of creativity and his efforts to marry technology and music have made Les legendary. We are thrilled to be able to introduce both Les Paul and his innovative spirit to people in an unexpected, exciting and engaging way."*

(more)

While he left Wisconsin at age 13, Paul never forgot his home. This exhibit will reflect the history, entrepreneurial spirit and artistry Paul contributed to music, science and art throughout his career. As part of the exhibit, visitors will be invited to view and interact with hallmark innovations influenced by Les Paul, including multi-track recording and the modern electric guitar. In addition, guests will have opportunities to “play” with Les Paul utilizing the state-of-the-art video and audio studios that Discovery World offers.

Like all Discovery World exhibits, “Les Paul’s House of Sound” will emphasize interaction and hands-on involvement, even allowing visitors to leave behind their own “Les Paul moments” and connections between their lives and the life and times of this Wisconsin legend.

### About Discovery World

Discovery World Ltd., formed through a merger in 2004 with Pier Wisconsin, Ltd., is a nonprofit 501(c)3 organization whose *mission is to connect innovation, science and technology with exploration, environment and our Great Lakes freshwater resources through interactive exhibits and experiential learning programs*. Discovery World opened to the public in September, 2006. Key features in the 120,000 foot facility include interactive science, technology and freshwater exhibits, learning labs, theaters, television and audio studios, and fresh and saltwater aquariums. Discovery World is also home to Wisconsin’s Flagship the S/V *Denis Sullivan*. The S/V *Denis Sullivan* is a 137-foot replica of a 19<sup>th</sup> century Great Lakes schooner and floating classroom for water education and conservation programs, day sails, and private receptions. Discovery World’s ticketed spaces are open Tuesday through Sunday from 9:00 a.m. to 5:00 p.m. The grounds, promenade, parks, amphitheater and over 450 feet of dock space are free, wi/fi accessible, and open to the public. The entire facility is available for private and corporate events, catered by Bartolotta’s catering and events. To register for Discovery World labs, studios, programs, expeditions or pleasure sailing, or to book events call 414-765-9966 or visit [www.discoveryworld.org](http://www.discoveryworld.org).

# # #