

DE PERE CULTURAL FOUNDATION

Mulva Cultural Center C.E.O Looks Forward to Summer 2023 Opening ***Visible Construction Now Underway*** ***(Drone video available to media)***

FOR IMMEDIATE RELEASE

November 10, 2021

(De Pere, Wis.) It's going to be a busy year and a half for [Mulva Cultural Center](#) C.E.O. Mike Van Asten, as construction ramps up at the site of the \$95 million, world-class cultural facility in De Pere. The 75,000 sq. ft. center will be a showcase for the finest traveling exhibits in the world, along with unique features including a state-of-the-art theater, educational classrooms, an expansive gift shop, a unique specialty restaurant, event space and more. It is anticipated that the Center will feature 12 to 15 exhibits each year.

"Most of the preparatory work has been completed and now, in the coming months, area residents will see the building construction come to life," explained Van Asten. "The footings have been poured and the foundation walls are going up. Then, in early January, it's anticipated a unique tower crane will be erected to begin placing steel at the site."

[Van Asten](#), a noted expert in the museum and hospitality industry, was named C.E.O. after serving as a consultant on the project. "I am honored that [Jim and Miriam Mulva](#), who had the vision for this Center, asked me to serve in this role," stated Van Asten. "Their funding for construction and operation of the Center is truly an incredible gift to the De Pere community and all of Northeast Wisconsin."

Van Asten brings 35-years of experience to his role, working with and serving on boards for museums small and large, including the [Bergstrom Mahler Museum](#) and the [Milwaukee Public Museum](#), which is the largest museum in Wisconsin. He also created, developed, owned and operated supermarkets, casual to fine dining restaurants, banquet and conference centers, hotels and mixed-use urban developments. Van Asten is an owner and managing partner of Hilton Hotels and founder and president of Incredible Edibles, which includes brands such as Sandwich Factory restaurants, Grand American Cafes, Incredible Edibles Corporate Catering and Liberty Hall Conference Center.

In addition to overseeing the construction of the Mulva Cultural Center, Van Asten will be assembling his leadership and operational teams in the coming months as well as seeking accreditation for the facility from the [American Alliance of Museums](#).

(more)

Van Asten is working closely with the Mulva Cultural Center Board of Directors in their areas of expertise. Board members include:

- Miriam and James Mulva, Founders
- Harvey L. Black, Jr., Attorney/CPA
- McKim Boyd, Owner, [Union Hotel](#)
- Mike Haddad, Past President/CEO, current Chairman of the Board [Schreiber Foods](#)
- Jonathan Mulva, Commercial Airline Pilot, United Airlines
- Chris Renier, Owner, [C. Renier Architects](#)
- Julie Van Straten, Attorney, De Pere resident
- Mike Van Asten, CEO, Mulva Cultural Center

Van Asten summed up the effort by stating, “This is an exciting time. It is all coming together, coming to life. We are confident the Mulva Cultural Center will have an incredible, positive impact on our community and residents.”

###

Media Notes:

- **Mike Van Asten photo attached**
- **A one-minute drone video clip of the site is available via a transfer portal. Please contact us if you are interested in having it for your story or website.**

Media contact:

Susan Finco

Leonard & Finco Public Relations, Inc.

(920) 965-7750 ext. 158

sfinco@LFpublicrelations.com