



Hosted by:
DANCEst
 Centene Center for
 Arts & Education



SAINT LOUIS ATTRACTIONS ASSOCIATION
 WEDNESDAY, SEPTEMBER 8, 2010
 NOTE: SECOND WEDNESDAY
 11:00 A.M - 1:00 P.M.

Designing a Modern Masterpiece - The International Design Competition at the Jefferson National Expansion Memorial

Presented by: Frank Mares, Deputy Superintendent, Jefferson National Expansion Memorial

For the first time in half-a-century, the National Park Service is planning to re-imagine the space surrounding one of the world's most iconic monuments - **St. Louis' Gateway Arch**. Time has been kind to the Arch, which still astonishes with its boldness and beauty. The grounds immediately surrounding it, designed by the late Dan Kiley, are also widely regarded as a masterpiece. But the site has become a kind of island - severed and isolated from the rest of the city - on its west, north, and south - and from the Mississippi River, on its east. Partly as a result, the site often lacks the vitality it deserves.

The City + The Arch + The River is an international design competition organized by national and local national park supporters, the design community and leadership from both Illinois and Missouri. A 10-month process that runs from December 2009 until October 2010, the competition presents the opportunity of a lifetime for architects, landscape architects and designers. The challenge is great - to take one of America's first urban park sites and weave it into the fabric of downtown St. Louis - as well as connect it with both sides of the Mississippi River.

Join us on **Wednesday, September 8th** at the **Centene Center for Arts & Education** as we listen to **Frank Mares**, Deputy Superintendent, talk more about the design competition and how it will affect you and your business.

Date: Wednesday, September 8, 2010 (Note: Second Wednesday)
Pricing: \$25.00 Members
 \$35.00 Non-Members & Walk-Ins

Schedule:
 11:00 a.m. Registration & Networking
 11:30 a.m. Luncheon & Program
 1:00 p.m. SLAA Announcements & Conclusion

Policies:

- Please make reservations by Noon, Friday, September 3, 2010.
- Payment for SLAA members is required in advance or at the door. **Non-members must pay in advance at the time of reservation.** Payment is accepted by cash, check, MasterCard, Visa, Discover, or American Express. No refunds will be issued.
- **Non-paid no shows and non-paid attendees will be invoiced for the full registration fee.**

Location:

Centene Center for Arts & Education
 3547 Olive St. in Grand Center
 St. Louis, MO 63103
 Located 1 block East of Grand on Olive.
 (Parking information to follow)

Name: _____

Company: _____

Address: _____

City, State, Zip Code: _____

Phone: _____

E-Mail Address: _____

I will be paying: At the door By Credit Card By Check

Credit Card #: _____

Expiration Date: _____ 3-Digit Security Code (on back of card): _____

Name on Card: _____

Signature: _____

Season Pass Holder Vegetarian Lunch

Total Amount Included with Registration

To register:

Online: www.stlattractions.org
e-mail: slaa@qabs.com
Fax: (314) 845-1891
Phone: (314) 416-2233
Mail: SLAA
 1693 S. Hanley Rd.
 St. Louis, MO 63144