



There's a reason it's called *Museum Plaza*. Art and architecture the way the Romans wanted it.

Architecture is the mother art. Steve Wilson agrees, and Museum Plaza will clearly reflect that truth...and stimulate downtown revitalization in the process.

Wilson's one of the four members of the development team behind the vision for the mixed-use Museum Plaza, slated for completion in 2010 at the corner of 7th and River Road in Louisville.

He and his wife and co-developer Laura Lee Brown see art as an integral part of the architecture. "The art in Museum Plaza won't be regarded as lobby art," Wilson said, "or art reserved for executive offices and other inner sanctums."

Contemporary art will be the centerpiece of Museum Plaza's 22nd-floor "island." That's the one and one-half acre point of arrival and gathering place in the 24/7 development.

The notion that art and architecture are inseparable goes back at least to the Greeks and Romans. That idea got sidetracked somewhere along the way, usually taking a backseat to profit-per-square-foot.

Museum Plaza will be different. The role of the University of Louisville speaks to this difference, as it plans

to use Museum Plaza to help create a national or even international center for glass art.

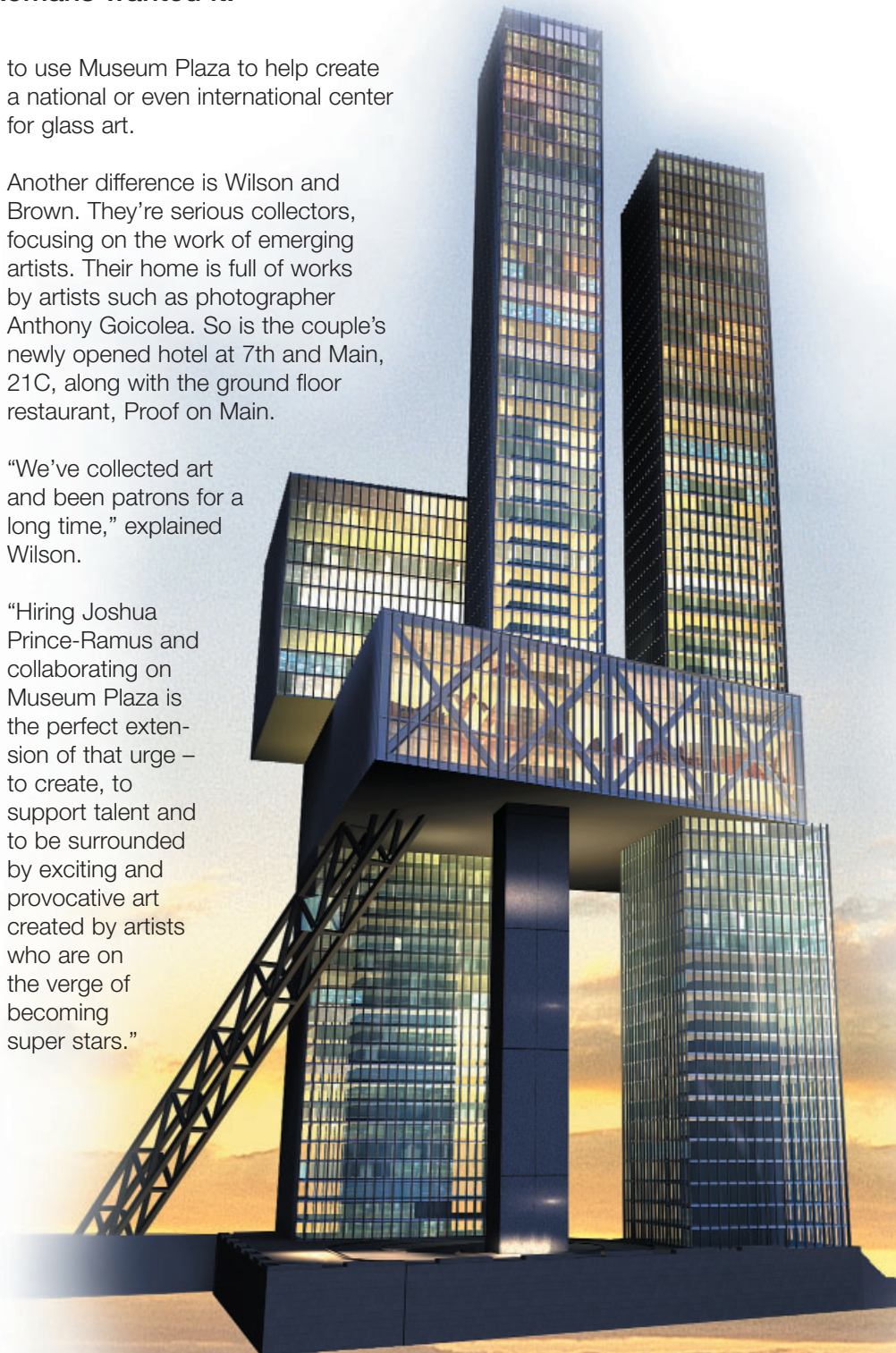
Another difference is Wilson and Brown. They're serious collectors, focusing on the work of emerging artists. Their home is full of works by artists such as photographer Anthony Goicolea. So is the couple's newly opened hotel at 7th and Main, 21C, along with the ground floor restaurant, Proof on Main.

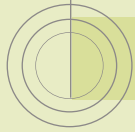
"We've collected art and been patrons for a long time," explained Wilson.

"Hiring Joshua Prince-Ramus and collaborating on Museum Plaza is the perfect extension of that urge – to create, to support talent and to be surrounded by exciting and provocative art created by artists who are on the verge of becoming super stars."

Hours of Display

weekdays: 12 to 2 & 4 to 6
saturday: 11 to 2
sunday: closed





MISSION

Museum Plaza isn't a building. It is a riverfront city center created from the vision of architect Joshua Prince-Ramus, founding partner of Ramus Ella Architects (REX), formerly the Office for Metropolitan Architecture's New York-based American operations. Driven by a sense of urban and public responsibility, the concept was conceived with the idea that profit is measured in both financial and civic terms. Taking idealism further, it will place art and culture in the forefront while enhancing the quality of life in Louisville. Home to a non-profit multi-media art museum, residential condominium towers, a hotel, an office tower, a broad array of retail and entertainment outlets and the University of Louisville Master of Fine Arts program/museum, this unique environment will have more than just a visual impact on Louisville.



Main Street Meets Marengo

**Development team profile:
Steve Poe**

Every project needs a Steve Poe.

Particularly if it's a project to design and build a 61-story, \$380 million, precedent-smashing work of avant-garde architecture on Louisville's comeback waterfront.

Steve Poe, 50, is the project's reality check. He's the battle-hardened, value-adding, small-town born and reared (in Marengo, Ind.) successful real estate developer with a special gift.

"Steve Poe has not only an engineer's ability to visualize complex constructions three-dimensionally, but also an accountant's ability to visualize complex processes," Joshua Prince-Ramus, lead architect for Museum Plaza, explained.

Not a bad formula. It's one of the reasons Steve works so well with the Museum Plaza team, according to his co-developers.

Poe sees a very difficult site and complicated program mix through the eyes of a problem solver, always looking for cost-efficiencies and healthy economics while remaining totally committed to the design rationale.

It's the pragmatic philosophy that led to Louisville-based Poe Companies' recent home run as developer of Marriott's new luxury flagship property in downtown Louisville.

Sales Information

Many of you have inquired on purchasing residential or retail space in Museum Plaza. For more information, please call 502.292.6800 or visit www.museumplaza.net.

You can also stop by the Museum Plaza exhibit, being held at 609 West Main, during our regularly scheduled hours.
Weekdays: 12 to 2 and 4 to 6
Saturday: 11 to 2
Sunday: closed



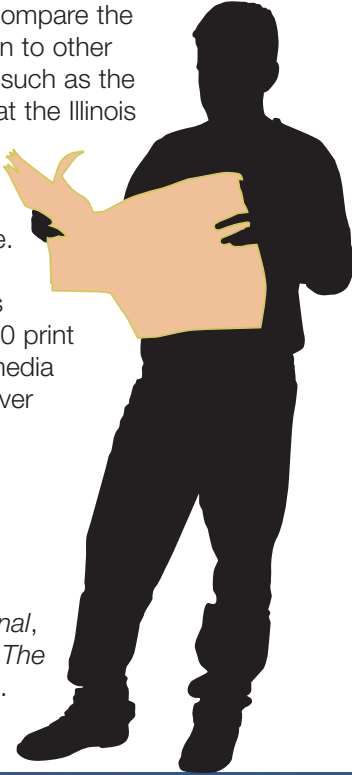
We're Covered

Joshua Prince-Ramus "...has rolled a new shocker out of his sleeve."

That's how the architecture critic for the *Chicago Tribune*, Blair Kamin, described the plans unveiled Feb. 9, 2006, for Museum Plaza.

He went on to compare the waterfront design to other recent projects, such as the campus center at the Illinois Institute of Technology and the Central Library in Seattle.

The *Tribune* was one of nearly 300 print and electronic media worldwide to cover the Louisville unveiling... including *Architectural Record*, *Europaconcorsi*, *Wall Street Journal*, *USA Today* and *The New York Times*.



Louisville's Reaction Comments from the web site

"Stunning and breathtaking, your skyscraper will be a bold, daring, inviting experience for Louisville. It is well placed on the riverfront, serving as a beacon for all to see. It will be a tourist 'must see'!"

"Congratulations on your exciting vision for a skyscraper in Louisville! This is one of the most dramatic projects planned for downtown, and it will be not only attractive but also functional."

"What a tremendous addition to a troubled downtown skyline. As a lifelong resident of Louisville, it is very satisfying to see the best development on Main Street since the renovation of the warehouse district and the Humana Building."

Log on to www.museumplaza.net and tell us what you think!

We're on the Move!

In addition to **Ramus Ella Architects (REX)**, formerly Office for Metropolitan Architecture – New York, the developers have recently named several other top-notch professionals to the design and construction team for Museum Plaza. Rotterdam-based **WEST 8** is working on urban design and landscape issues, and **M. A. Mortenson Company** has been chosen as Construction Managers.

Also, **Kendall/Heaton Associates** has been named Executive Architects, **Magnusson Klemencic Associates** will serve as Structural and Civil Engineers, **Land Design & Development** will be Associate Civil Engineers, and **AMEC** will provide geotechnical engineering.

Other consultants are **Newcomb & Boyd**, mechanical, electrical, and plumbing engineers; **Front, Inc.**, facade consultants; **Persohn/Hohn**, vertical transportation consultants; and **Cermak Peterka Peterson**, wind study consultants.



museumplaza.net

Visit museumplaza.net to see video footage of the story behind Museum Plaza, animation of how it will be built, and information on the development team and the architects. Be sure to check out the online comment card – we are interested in your feedback!



Mr. Prince-Ramus is a founding partner of Ramus Ella Architects (REX), formerly OMA's New York-based American operations, which he founded in 2000. Under his direction, OMA New York designed and delivered a host of recent building projects, including the Seattle Central Library (2004), the Prada Beverly Hills "Epicenter" Store (2004), the Illinois Institute of Technology Campus Center (2003), the Prada Soho "Epicenter" Store (2001), and the Guggenheim-Hermitage Museum (2001).

Architect Bio: Joshua Prince-Ramus

What does lead architect Joshua Prince-Ramus think about this project? Here are some comments he has recently made about Museum Plaza.

The Design

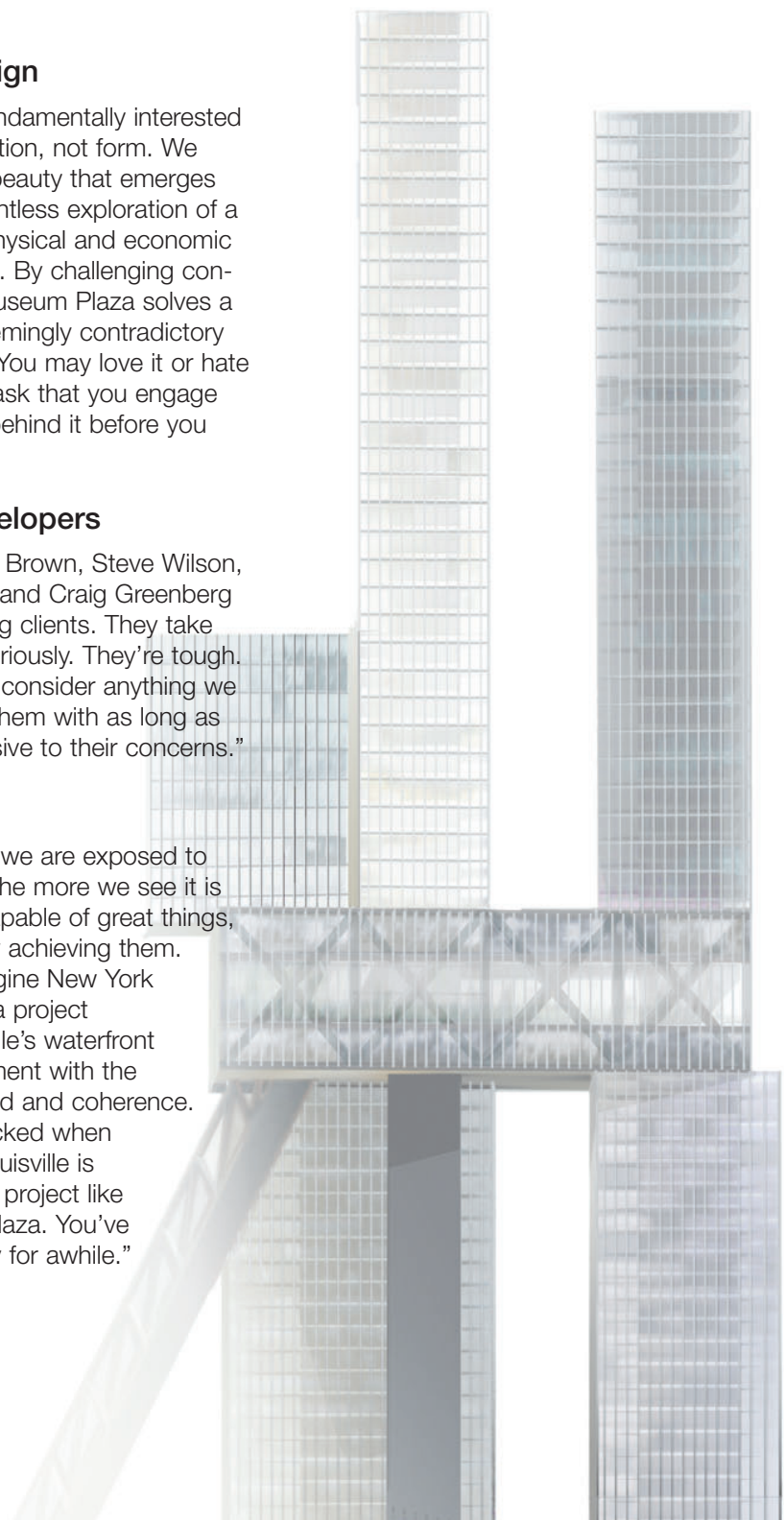
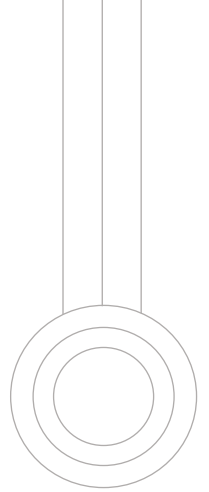
"We are fundamentally interested in organization, not form. We believe in beauty that emerges from a relentless exploration of a project's physical and economic constraints. By challenging convention, Museum Plaza solves a host of seemingly contradictory problems. You may love it or hate it; we just ask that you engage the ideas behind it before you judge it."

The Developers

"Laura Lee Brown, Steve Wilson, Steve Poe and Craig Greenberg are amazing clients. They take idealism seriously. They're tough. And they'll consider anything we challenge them with as long as it's responsive to their concerns."

The City

"The more we are exposed to Louisville, the more we see it is not only capable of great things, but already achieving them. I can't imagine New York executing a project like Louisville's waterfront redevelopment with the same speed and coherence. We're shocked when asked if Louisville is ready for a project like Museum Plaza. You've been ready for awhile."





Sweet Dreams

Art hotel redefines luxury ...and public art

The developers' tag line says "Sleep with Art." It's as if you'd been invited to have a slumber party at the Speed Museum.

Art – great art by living artists – everywhere. And not just decorating the place. But defining it.

That begins to describe 21C Museum Hotel, smack in the middle of historic West Main Street's Cast-Iron District at 7th and Main. The 91-room hotel opened at the end of March thanks to the vision of Laura Lee Brown and Steve Wilson, half of the development team behind Museum Plaza.

"We create and collect art because of the ways it connects with us emotionally," Wilson said. "It's been a passion of ours to integrate the experience of contemporary art, our particular focus, with the comforts of a great Southern hotel experience.

Six years and \$26 million later, it's not just a dream anymore."

And they weren't kidding about comforts. Every guest is offered a custom-programmed iPod when they check in, and each room is outfitted with a 42-inch HDTV flat-screen television, 500-thread count sheets, nightly turn-down service and sterling silver mint julep cups. A full exercise facility with a steam room and sauna is available for après-julep restorations.

The art is equally intoxicating.





Museum Plaza

200 South Fifth Street
Suite 503 North
Louisville, KY 40202

museumplaza.net

Send Us Your Comments

We'd love to hear your thoughts. Please return this form to Museum Plaza, 200 South Fifth Street, Suite 503 North, Louisville, KY 40202

What do you think about the Museum Plaza design?

What do you think is the most important element of Museum Plaza?

What kind of amenities or retail shops would you like to see in Museum Plaza?

Do you have any general comments?

If you are interested in real estate, please circle: (condos lofts retail office other)

Please give your preferred contact info, and a member of our development team will assist you.

Name

Address

Email

Yes, please email me news and other updates about Museum Plaza.

Note: We promise to only use your email for occasional Museum Plaza updates. You can unsubscribe any time.