

Defining Our World with Monuments, Landmarks and Attractions™

Volume 1

Jeremiah Karpowicz



Defining Our World with Monuments, Landmarks and Attractions

Volume 1

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“EDMONDS IS”

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INTRODUCTION

This book is designed to provide readers with insights about monuments and landmarks in a format that allows them to quickly focus on the information that is especially pertinent to them. So I'm going to use the same approach to answer your most pressing questions about the purpose of this book and why it exists, starting with that very question...

WHY WAS THIS BOOK CREATED?

Most books about monuments exist primarily to explore their history or contextualize their significance. They're created to serve as references around the craft that is inherent in these forms and structures while also discussing the skill that was required to both design and build them.

This is not one of those books.

Instead, this book is focused on the economic and cultural ramifications that such monuments can represent for stakeholders and to entire communities. If you want to understand the historical significance of Congo Square or learn about the logistical challenges that needed to be overcome to enable the Vulcan monument, those sorts of resources are readily available. A good starting place for all of that information can be found in the Resources section (page 194).



Rather than detail such insight, this book will instead touch on how the Templo Mayor site has utilized the significant history it contains to create experiences for all types of audiences. It will highlight the incredible direct and indirect economic impact that Vulcan has enabled for the entities that created it and for the businesses that have been built around it. These cultural and economic opportunities are often an afterthought when it comes to the construction of monuments and landmarks but they should be considered as motivating factors to help spur their creation.

While some of the monuments in this book are more ambitious than others, the goal isn't for readers to come away from it focusing on the costs and logistics around what it would mean for them to construct their own Great Sphinx. Instead, they should take a close look at the cultural and economic ramifications that each has represented to their city, region and the world. Not every monument is going to make such an impact on any level, but understanding what's possible in your space, for your business, or to your community is what this book is all about.

It also highlights the many obscure and outstanding monuments in a given city that define these places in unexpected ways. The recognition of how monuments can do so is all from my perspective, which leads me to...





WHO IS THIS BOOK FOR?

This book is for anyone who has the space or desire to enable an economic or social opportunity for themselves or their community. It's for anyone who's looked at an empty space and wondered what could be placed there to attract audiences or enable positive change. It's for people who think about art as an opportunity, rather than as a cost or just for its' own sake.

Riverfront Park exists because someone had a vision around turning an empty space into an attraction that now draws visitors by the thousands. The Roanoke Star has provided the city with an icon that literally towers over the area in a space that would otherwise be empty. What lessons can anyone with similar spaces available to them draw from these and the many other monuments in this book?

This book is for people who wonder about or are open to those possibilities. It's for people who want to shape and define a vision for their own spaces and places.

WHERE ARE THESE PIECES LOCATED?

The monuments and landmarks in this book reside in regions all over the world. Their specific city, country and continent are mentioned in the "Facts" section of each listing.

HOW WERE THESE MONUMENTS SELECTED?

I have personally visited all of the monuments and landmarks in each chapter and gathered the information you find there, which combines some baseline facts with my analysis about their larger impact. I've also taken all of the pictures of each monument, landmark and attraction.

A more complete write-up for the monuments listed here is available for each entry online (www.themonumentous.com), where you'll also find additional images. The specific pieces that were selected to appear in this book were chosen because I feel they're the best representations of the cultural and economic impact that are most relevant to highlight.



There are many other monuments, landmarks and creators that I could have included here, so the limitations are more about the physical space than anything else. I'm hoping to similarly highlight and detail many other monuments, landmarks and artists in future editions and versions of this book. Exactly when that will happen depends on the feedback and response to this book, which leads me to...

WHAT SHOULD I DO AFTER READING IT?

You should make an effort to install something in a space that is currently vacant or obviously lacking, regardless of the size, budget or other limitations you're facing. Too many people just consider the costs that might be associated with creating a monument or landmark, rather than the opportunities that doing so could open up for them or their community. After reading this book, you should think about what it might look like to treat a space that you own or is available to you as an opportunity, rather than just as a cost.

You should also connect with me to explore how that concept is set to be further explored at upcoming events and as part of discussions that will take place online. My hope with all of this is to build a community that can come together to give everyone a better sense of the way in which monuments can be utilized to engage audiences on multiple levels.



Can we change expectations to the point that when everyone sees an empty space, they don't just wonder why something isn't there, but take active steps to change that reality? I can't say, but that kind of change in mentality is something I want to inspire and enable.

If you want to learn more about the efforts being made to facilitate the creation, construction and conservation of monuments of all types across the world, visit www.nationalmonumentassociation.com. You can learn more about me at www.jeremiakarpowicz.com.

Handwritten signature of Jeremiah Karpowicz.


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ICONS AND UNDERSTANDINGS

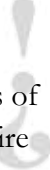
You'll find numerous icons throughout this book, all of which are designed to give readers an easy way to find the information that is most relevant to them.

There are five distinct sections for every listing that can be easily spotted by a telltale icon.


 **QUOTABLE** – this section provides a short, quotable summary about the importance or relevance of a given monument or landmark.

 **CONNECTION** – monuments have positively changed the communities where they reside in a variety of ways. This section highlights what some of these changes look like for communities in the present while also providing further context around their past and future.

 **ECONOMY** – there are countless ways that monuments can drive direct revenue and indirectly stimulate an entire economy. This section details the many ways that monuments and money can be directly correlated for the benefit of stakeholders and entire regions or even countries.

 **OPPORTUNITY** – how can the lessons of a particular monument influence or inspire someone's plans? How can the monuments in this book help someone understand the means by which they should approach the construction of their own monument? This section compels readers to ask these sorts of questions after realizing what it has meant for other monuments to make such a positive economic or cultural impact.



 **FACTS** – the historical information presented in this book is fairly limited, but you'll find baseline facts in this section. The three pieces of information in this section detail:

- **where** a monument is located, listing the city and state for sites in the United States, with the city, country and continent for others.
- **when** something was created by century.
- **what** a monument is in terms of the actual form. The six categories are: attraction, functional (piece of infrastructure), museum, park, public space and sculpture.

A full explanation of every monument type is available at the beginning of each chapter but a brief description is also below:



MONUMENTOUS COMMUNITY

Some monuments are able to cultivate a real sense of community by compelling audiences of all types to engage with one another and the space around them.



MONUMENTOUS EXPERIENCES

Certain landmarks have been engineered to provide visitors with experiences that are as memorable as they are significant.



MONUMENTOUS HISTORY

Many monuments could have been created in various locations, but the history that is inherently linked to certain landmarks means they couldn't exist in any other context.



MONUMENTOUS ICONS

The imagery associated with all of these monuments has turned them into icons that can be utilized by stakeholders or in regions to enable distinct economic and cultural benefits.



MONUMENTOUS IDENTITY

Monuments have always been able to define a space or place, but there are some that do so to the point that they shape the very nature of an area or region.



MONUMENTOUS IMAGINATION

All monuments contain a certain degree of creativity, but some are imaginative in a way that further cultivates interest and engagement.



The eleven chapters in this book highlight different types of monuments that have been categorized based on how they're perceived by audiences. However, they're all distinctions without any real differences. The experiences audiences can have on the Gettysburg Auto Tour have something in common with the vision of Mardi Gras Park, which contains similarities with the identity that Seaport Village has provided. I've broken them out in this manner merely to help viewers more easily appreciate certain distinctions around how they can be perceived and create value.

MONUMENTOUS LEGACY

Monuments aren't always intended to serve as a legacy for individuals or for entire communities, but they often end up doing exactly that.



MONUMENTOUS MEMORIALS

Memorials are created to commemorate the memory of an influential person or event but some do so for audiences across multiple eras.



MONUMENTOUS MONUMENTS

There are some monuments whose scale and influence make them wonders on a different level physically and fundamentally.



MONUMENTOUS TRANSFORMATIONS

Certain monuments enable the transformation of a space that was bland, empty or dilapidated into something that cultivates communities and attracts audiences.



MONUMENTOUS VISION

A strong vision around what it means to maximize a certain space or opportunity is an essential element of many monuments. Numerous monuments would not exist without this sort of awareness of possibility.



Each chapter concludes with a “Monumentous World” section, which highlights the many obscure and outstanding monuments that are located throughout a given city. These sections briefly detail how landmarks can define a city in ways that resonate differently among residents and visitors. This section shows how monuments can become part of an urban landscape in ways that are as unexpected as they are powerful.



While I've made a considerable effort to organize this book in a way that allows readers to easily gather the information that's most pertinent to them, exactly how or why I've put a monument into one category versus another is both subjective and ultimately not that important. Just as there's no one way to define what a monument is, there's no one way to explain the kind of an impact a monument has had on the present or will enable in the future.

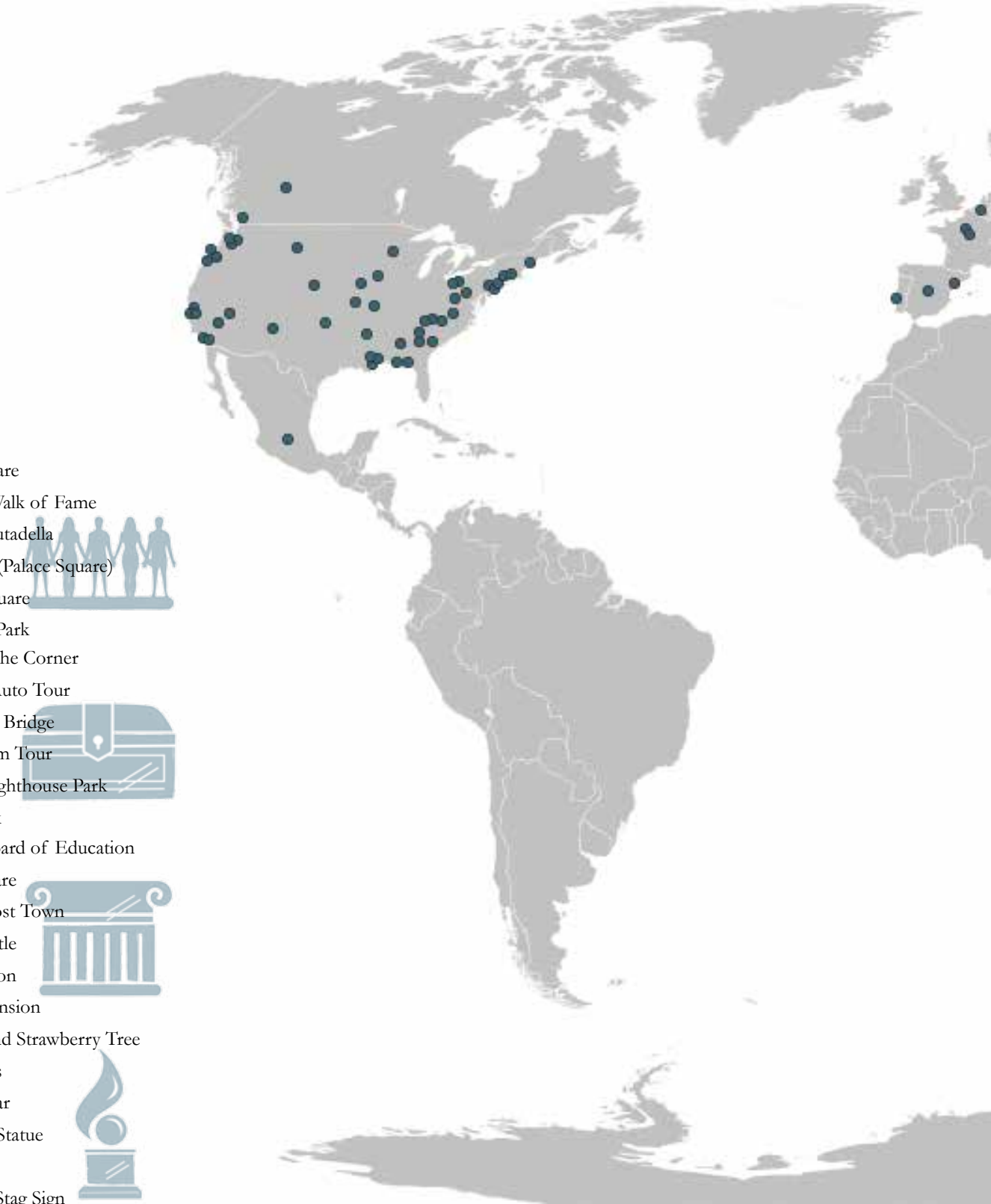
Whether they're big or small, new or old, popular or hated, monuments have positively impacted sites, communities and entire cultures. My goal is to explore these developments to help readers understand how the differences certain monuments have made might allow them to do something similar. That insight will help them do anything from sell a product to create an attraction that will captivate audiences for generations.





“SPIRIT”

MAP



1. Franklin Square

2. Mississippi Walk of Fame

3. Parc de la Ciutadella

4. Schlossplatz (Palace Square)

5. Winthrop Square

6. World's Fair Park

7. Art Around the Corner

8. Gettysburg Auto Tour

9. Golden Gate Bridge

10. Hoover Dam Tour

11. Mukilteo Lighthouse Park

12. Stanley Park

13. Brown v Board of Education

14. Congo Square

15. Garnet Ghost Town

16. Kalmar Castle

17. The Pantheon

18. Victoria Mansion

19. The Bear and Strawberry Tree

20. Edmonds Is

21. Roanoke Star

22. The Rocky Statue

23. Vulcan

24. The White Stag Sign

25. The French Quarter

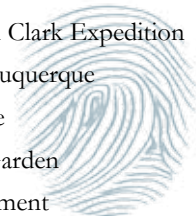
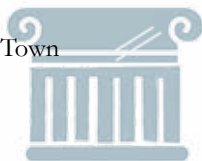
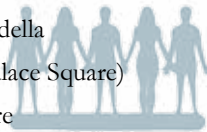
26. The Lewis and Clark Expedition

27. Old Town Albuquerque

28. Seaport Village

29. Shakespeare Garden

30. Sibelius Monument



31. Albert Park

32. Bestoff Sculpture Garden

33. Cheyenne Big Boots

34. Cleveland Culture Gardens

35. Dolly Parton Statue

36. Illumina



37. Arc de Triomphe

38. Astoria Column

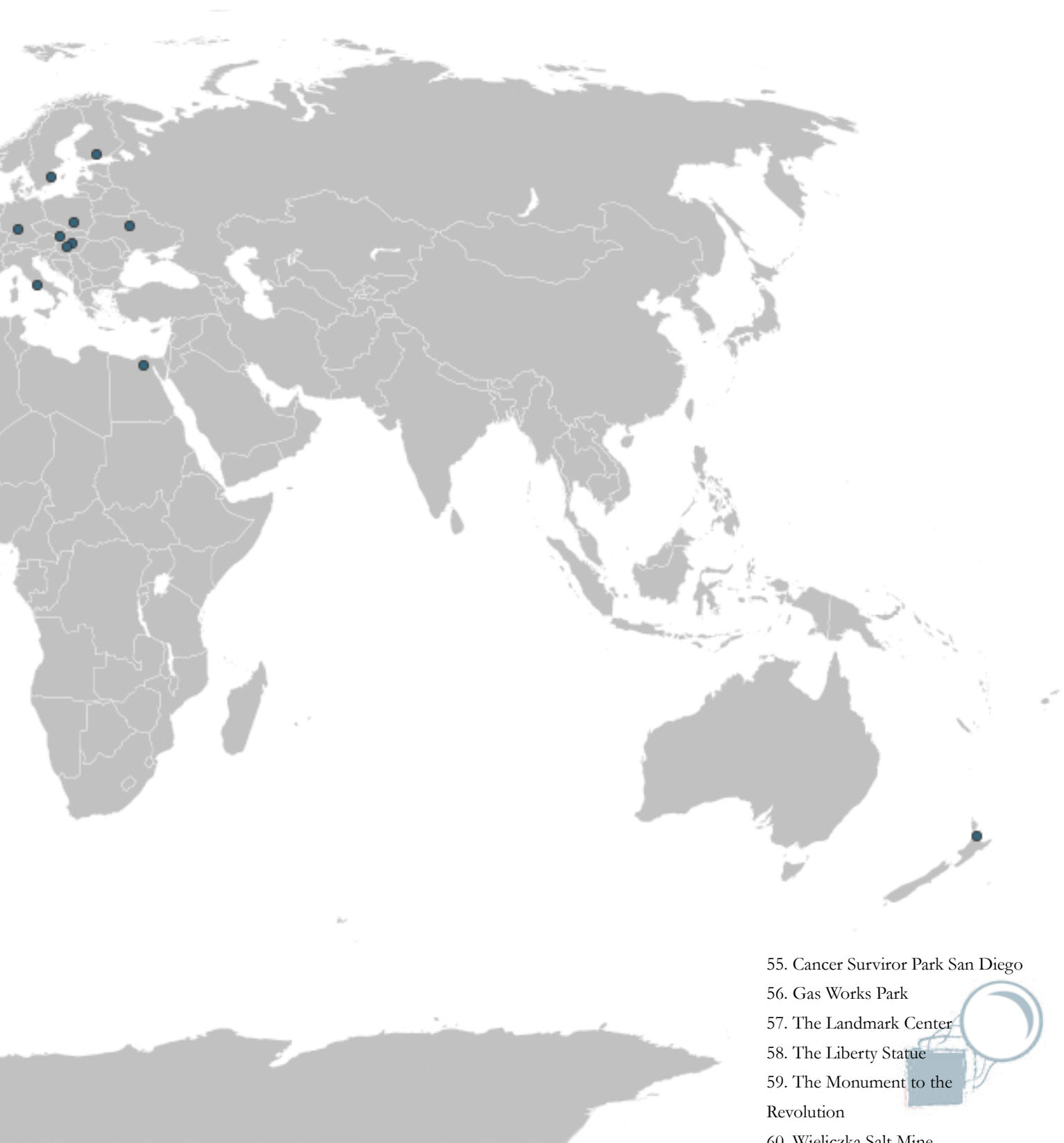
39. Georgia Guidestones

40. The Motherland Monument

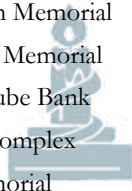
41. Oklahoma Land Run Monument

42. Praça do Comércio

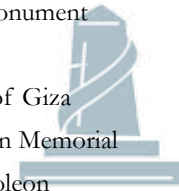




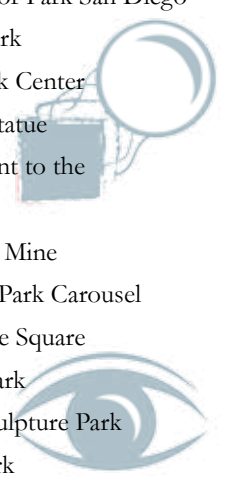
- 43. Firefighters Memorial
- 44. Hawkshaw Lagoon Memorial
- 45. New Jersey WWII Memorial
- 46. Shoes on the Danube Bank
- 47. Slavín Memorial Complex
- 48. West Virginia Memorial



- 49. The Atomium
- 50. Bunker Hill Monument
- 51. Coit Tower
- 52. Great Sphinx of Giza
- 53. Stone Mountain Memorial
- 54. Tomb of Napoleon



- 55. Cancer Survivor Park San Diego
- 56. Gas Works Park
- 57. The Landmark Center
- 58. The Liberty Statue
- 59. The Monument to the Revolution
- 60. Wieliczka Salt Mine
- 61. Euclid Beach Park Carousel
- 62. Haley Heritage Square
- 63. Mardi Gras Park
- 64. Pappajohn Sculpture Park
- 65. Riverfront Park
- 66. West Edmonton Mall







MONUMENTOUS COMMUNITY



There is a social and communal element to all monuments. Some actively enable these features by allowing viewers to directly engage with a monument, while others compel participation in a much less active manner. The monuments listed in this section are doing either or both of these things for the benefit of entire communities.

Monuments like Winthrop Square and Schlossplatz contain easily identifiable structures, but their impact is better understood in terms of the engagement they've enabled in a wider space. Other monuments like the Mississippi Walk of Fame enable that same sense of community in a wholly different manner.

Exactly how these spaces are defined or what individual elements garner the most attention from residents and visitors isn't especially important. Instead, what's critical to understand about all of the monuments listed in this section is that they've been able to cultivate a sense of community by utilizing the elements available to them in unique and engaging ways.

Pictured to the left: Built around the distinctive Sunsphere, World's Fair Park has held events that draw up to 10,000 people, cultivating a sense of community in Knoxville that sees the space used for recreation, festivals, performances and much more. Read more on page 28.



Franklin Square

Located in the heart of Historic Philadelphia, Franklin Square is an important element of the past and present of the city. With a history that stretches back to the founding of the city along with numerous contemporary attractions and activities, Franklin Square highlights what it can mean for a public space to become a favorite spot for both residents and visitors.

**Bridging the past and present
for an entire community**



CONNECTION



Franklin Square is one of the five original open-space parks planned by William Penn when he laid out the city of Philadelphia, Pennsylvania in 1682. Originally named “North East Publick Square,” the park was renamed in honor of Benjamin Franklin in 1825, who is fabled to have conducted his famous experiment involving the use of a kite and a key in the discovery of electricity at the square.

The Franklin Square Fountain was built in 1838 following Philadelphia City Council’s resolution calling for a fountain of “grand dimensions.” It was the centerpiece of the monument in the late 19th century.



This history is directly associated with the modern attractions, special events, and public green space in Franklin Square that have connected it to the community in a profound manner.

Where: Philadelphia, Pennsylvania, United States

When: 17th Century

What: Public Space



ECONOMY



Updates to the Franklin Square Fountain have allowed it to feature a dynamic state-of-the-art Fountain Show containing dancing water effects and colored lights choreographed to music. From the second week of November through New Year’s Eve, the free Electrical Spectacle Holiday Light Show is an influential holiday event in Franklin Square.

Franklin Square has become an ideal location to host events like the Philadelphia Chinese Lantern Festival but is also where children’s birthday parties, corporate outings, weddings, and more take place. Bench adoptions have enabled supporters to memorialize a person or event while also providing stakeholders with a direct source of revenue.



OPPORTUNITY



Franklin Square stands as a testament to the regeneration that has occurred throughout Philadelphia. Visitors can enjoy a meal as easily as they can celebrate a special event while additionally or alternatively taking in the scenery. All of these options demonstrate what’s possible when a public space captures the spirit and history of an entire community.



Mississippi Walk of Fame



Inspired by the Hollywood Walk of Fame, the Mississippi Walk of Fame located in Meridian, Mississippi, was created to honor performers in arts and entertainment that have a direct connection to Mississippi. By celebrating the culture of the region in such a simple but notable way, the Mississippi Walk of Fame has been able to cultivate the attention of the surrounding community as well as with visitors from across the state and beyond.

**Celebrating artists, writers
and performers from an entire
community**





CONNECTION



The first bronze star in the Mississippi Walk of Fame was unveiled in 2009 to commemorate the father of country music, Jimmie Rodgers. Since then, many more have been added, with Mississippi legends like B. B. King, William Faulkner, Elvis Presley and Tennessee Williams all being honored with a star. The full list of inductees showcases how each is honored as an author, musician, writer, photographer or performing artist.

There are further plans for Mississippi artists to be honored along the Mississippi Walk of Fame, with their stars forming a path that leads through downtown Meridian. Doing so has and will connect these legends to the community in a powerful way.



Where: Meridian, Mississippi, United States

When: 21st Century

What: Attraction

ECONOMY



The Mississippi Walk of Fame has generated activity that has benefitted businesses throughout downtown Meridian thanks to increased foot traffic. As an illustration of this impact, the Meridian Walk of Fame runs nearby Meridian establishments like Weldmanns and the Jimmie Rodgers Museum. A Walk of Fame map provides visitors with the most up-to-date list of honored legends but also calls out these nearby attractions and establishments of interest.

Additionally, the Mississippi Walk of Fame has also been the focus of star dedication ceremonies, with many of the performers who receive a star attending the event to create a great deal of fanfare and excitement throughout the entire community.



OPPORTUNITY



What started as a single bronze star has been further developed to celebrate the wider Mississippi community. With plenty of space and opportunity to grow on multiple levels, the Mississippi Walk of Fame highlights what it can look like to celebrate and cultivate an entire community for the benefit of everyone.



Parc de la Ciutadella



Named after the citadel that was destroyed to enable its creation, Parc de la Ciutadella is Barcelona's biggest park. Featuring a small lake, numerous monuments, notable attractions and plenty of wide-open green space, the park has become an ideal spot for residents and visitors to do everything from take a walk to attend an event to engage with a piece of genuine Spanish history. This variety has enabled it to become an important destination for and aspect of the Barcelona community.

Connecting residents and visitors with the community and history of the region

CONNECTION



After Philip V of Spain took over Catalonia in 1714, he built a citadel in Barcelona that was the largest fortress in Europe at the time. To do so, he destroyed a large housing district, which is why it became a hated symbol of the central Spanish government. By 1869, after a series of conflicts, what was left of the fortress was given to the city of Barcelona. The chapel, the Governor's palace and the arsenal are the only buildings that were not destroyed, with the rest of the site being turned into a contemporary park by the architect Josep Fontseré in 1872. That allowed it to become the city's first urban green space.



In 1888, Barcelona held the *Exposició Universal de Barcelona* extravaganza that saw the space redesigned along with the addition of sculptures and other complementary works of art. One of the pieces that was added during this time was the *Cascada* (waterfall or cascade in Spanish), but other monuments like the *Arc de Triomf* and *Als Voluntaris Catalans* (To the Catalan Volunteers) have created a greater connection between the park and the surrounding community.



ECONOMY



There are numerous annual and ongoing events that take place in *Parc de la Ciutadella* throughout the year. It is also home to *Parc Zoològic*, the *Museum of Natural Sciences of Barcelona* and the *Castle of the Three Dragons*. These attractions provide visitors with specific activities that represent powerful sources of revenue for stakeholders, but the wide-open green space allows people to do anything from relax in the grass to take a walk to have lunch at one of the cafes.



OPPORTUNITY



Barcelona's first urban green space has become its most important, highlighting what it can mean for a park to become something much more to a surrounding community and an entire country.

Where: Barcelona, Spain, Europe

When: 18th Century

What: Park



Schlossplatz (Palace Square)

Schlossplatz (Palace Square) has become the figurative and literal heart of Stuttgart in Germany. It has been able to do so by not only providing residents with a venue for various types of events, but by also being a hub that allows visitors to experience Stuttgart's many attractions. By providing everyone with a place where they can do anything from have a picnic to spend an afternoon shopping, Schlossplatz connects the community in ways that span multiple eras and entire cultures.



Defining the vibrant heart of a city and community



CONNECTION



Schlossplatz was established as a public square in 1860. The Jubiläumssäule (anniversary column) is the central feature of Schlossplatz, which is topped by a 5-meter high statue of the Roman goddess Concordia. It is flanked by two fountains that symbolize the rivers of Württemberg.

While Schlossplatz has been referred to as the vibrant heart of the city, it's also a place that attracts both residents and tourists to relax and enjoy the many events and happenings that take place throughout the year.



Where: Stuttgart, Germany, Europe

When: 19th Century

What: Public Space

ECONOMY



In the summer, Schlossplatz plays host to open-air concerts and festivals, while in the winter, it is host to various events, including a Christmas market. It also directly drove the transformation of the Königsbau into a totally new retail space.

This popularity is partly why it has become an integral part of maps of the city and is also featured so prominently in various items for sale throughout the community.



OPPORTUNITY



By providing Stuttgart with a hub for both residents and visitors, Schlossplatz highlights how such places can become essential elements of an entire community.



Winthrop Square

Utilizing the same field where colonial minutemen trained during the American Revolution, Winthrop Square features notable monuments that have been dedicated to soldiers from various wars who fell in battle. Located in Boston's Charlestown neighborhood, Winthrop Square highlights what it can look like for an urban park to function as so much more than a historical green space to the benefit of an entire community.

Celebrating the past and present of a community





Dedicated in 1872 to the soldiers who fought for the Union during the American Civil War, the monument served as a model for many other war memorials that have connected it to audiences in the community and beyond.



CONNECTION



What is now Winthrop Square was once a training field for American colonists, which is why it is still referred to as “Training Field.” The space began to be used for this purpose in the 1640s, but it was also part of one of the most important encounters of the American Revolution. Colonial troops marched to Charleston and likely went through Training Field to prevent the advance of British soldiers on Breed’s Hill in what became known as the Battle of Bunker Hill.

The bronze Fallen Tablets were created in 1889 and feature the names of Colonial soldiers who fell in that battle. However, the most notable element of the space is the granite Soldiers and Sailors Monument.



ECONOMY



The large green space in Winthrop Square allows visitors to enjoy these monuments but also actively enables experiences for the community. Training Field marks the end of the Bunker Hill Day parade, held every June since the Bunker Hill Monument was dedicated in 1843. These organized events, along with the simple benches and pathways that the Square contains, highlight what it means for a space to become something that can define and enhance an entire community.

Where: Boston, Massachusetts, United States

When: 20th Century

What: Public Space

OPPORTUNITY



Winthrop Square has become an important community hub for Charleston where citizens can regularly gather for everything from fairs to parades to memorial services. This endeavor has enabled countless opportunities for the entire community while forever connecting audiences to the significant past of the city and country.



World's Fair Park



**Using existing elements to
create a place for a community
to come together**

One of the most significant of all the historic World's Fair events, the 1982 edition was hosted in Knoxville, Tennessee. It featured the Sunsphere and the Tennessee Amphitheater, both of which have become icons of Knoxville as well as the primary attraction in World's Fair Park, which sits on the former fairgrounds of the event.

Featuring performance lawns, splash pads, a memorial, lake and more, World's Fair Park highlights what it can mean to incorporate existing and new features with one another in order to create an all-encompassing landmark that allows an entire community to come together.

CONNECTION



The 1982 World's Fair transformed what had been the abandoned Louisville and Nashville Railroad Yard into a site that hosted the first-ever World's Fair in the South. The Sunsphere was built as the main structure and symbol for the exposition, while other notable structures like the Tennessee Amphitheater and the U.S. Pavilion were highlights of the event. These structures remained in the space long after the event concluded, but the development of the nearby Knoxville Museum of Art and the Knoxville Convention Center helped set the stage for reusing them as essential elements of what would become World's Fair Park.

This transformation of the space didn't take place all at once. Renovation of World's Fair Park itself was completed in 2003. A renovation of the Tennessee Amphitheater was completed in 2007. World's Fair Park has been able to utilize all of these elements and more in a way that bridges the past and present of the space to create a hub of connection for the surrounding community as well as for the city of Nashville.



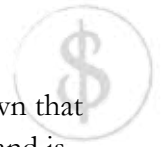
Where: Knoxville, Tennessee, United States

When: 21st Century

What: Park



ECONOMY



Festival Lawn is a multi-purpose lawn that is centrally located within the park and is a favorite location for festival promoters. Nearby, the Court of Flags Fountain enables engagement with audiences on a totally different level as it features an interactive water play area along with a playground. Elsewhere, Performance Lawn provides a natural amphitheater-like setting where concerts, festivals, parties and other special events are hosted on a regular basis, cultivating revenue in direct and indirect ways.



OPPORTUNITY



World's Fair Park highlights what it can mean to construct a monument by utilizing the unique elements of a location, no matter their scope or origin. In doing so, it has cultivated the community throughout Knoxville in a way that has allowed it to become a true attraction.



Monumentous World

Obscure and Outstanding Monuments in Bratislava, Slovakia

Bratislava features notable monuments like Michael's Gate as well as the Slavín Memorial Complex, both of which celebrate very different aspects of the history of the city. The capital of Slovakia has a rich history that can be seen in these monuments but can also be experienced in a variety of sculptures and other landmarks that are spread across the city.



Ignác Lamár became famous due to his habit of walking through the streets of Bratislava, greeting women with the words, "I kiss your hand." He usually wore an elegant suit and top hat, removing it as people passed by in a respectful greeting that his iron statue conveys.

The statue of Cumil, which depicts a man peeping out of the manhole, has become one of the most photographed statues in Bratislava. The bronze piece has become popular enough to be featured in and on tourist items of all types and sizes. Legend has it that those who touch the statues' head will have their wish come true – if they manage to keep it a secret forever.



Pavol Országh Hviezdoslav was one of the most important poets in Slovak history and became the leading representative of Slovak literary realism. A square that bears his name features monuments that have been created to honor the city's greatest people and legends. A statue of Hviezdoslav himself resides in the middle of the Hviezdoslav's Square, not far from Ganymede's Fountain.

These are just a few of the obscure and outstanding monuments that are spread across Bratislava. These monuments and plenty others all have unique histories and stories that have helped to serve as attractions for visitors and points of pride for residents in order to create a true sense of community throughout Bratislava and Slovakia as a whole.





Hoover D
Tour

MONUMENTOUS EXPERIENCES



Monuments can be explored in countless ways, but the landmarks in this section enable such experiences in a far more defined manner. Exactly how audiences partake in them can vary greatly though.

While people are likely to engage with the Golden Gate Bridge and Art Around the Corner in ways that are somewhat similar, what it actually looks like for them to do so can be quite distinct. While a defined path has been established, exactly how someone chooses to go along and experience the Gettysburg Auto Tour is up to them. This variety provides audiences with numerous ways to understand all of these pieces and places in their own way.

All of these experiences have been specifically enabled by stakeholders to provide visitors with activities that are as memorable as they are significant. This combination ensures that regardless of where people are coming from or how these monuments are perceived, the experiences they provide have helped to make a real difference.

Pictured to the left: The Hoover Dam has been recognized for its engineering innovations ever since it was built. That notoriety, along with the experiences that have been actively enabled within and all around the site, are what have made it a landmark for the entire region. Read more on page 40.



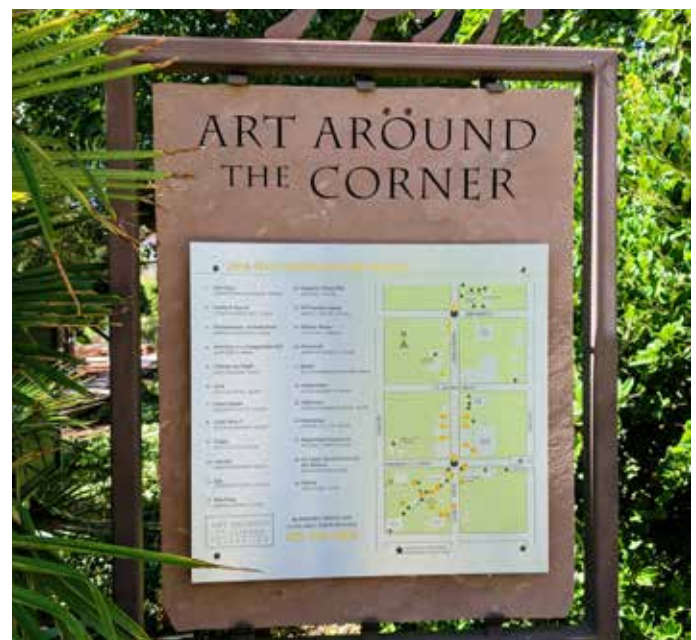


Art Around the Corner



Art Around the Corner is an open-air sculpture exhibit in the heart of the historic district of St. George, Utah. It's a sculpture initiative that features permanent and temporary pieces of public art that are incredibly varied, with everything from abstract to figurative pieces, ranging from serious to whimsical, in all shapes and sizes. Approximately two-dozen new pieces are installed annually, enabling experiences that continue to change and evolve for both residents and visitors.

Art and experiences that continually change and evolve



CONNECTION



With pieces that run up and down Main Street, Art Around the Corner allows audiences to seek out sculptures of all types and sizes while simultaneously exploring the city. Physical and digital maps of the sculpture gallery are readily available, with over 60 pieces located in a four-block area.



As an illustration of the variety in these pieces, the site contains “Giant Spider,” a 16-foot metal creature as well as “Sandy Rascal,” a small bronze piece featuring the figurative forms of a little girl and a dog. “Jules Vern II” is a welded metal fantasy steampunk airship, while “Regaining Composure” is a marble piece that depicts the face of a person. Audiences can connect with all of these pieces in a variety of ways.

Where: St. George, Utah, United States

When: 21st Century

What: Attraction

ECONOMY



Businesses of all types have taken to creating messages and offers that utilize pieces from Art Around the Corner to drive traffic to their establishments. Numerous sponsors of the Art Around the Corner Foundation have also been able to expose their businesses to a wider audience.

Additionally, buying a sculpture from the gallery is something that is actively facilitated. The Art Around the Corner organization sets up conversations with the artist of someone’s choice and consults with them about the logistics and details of commissions.



OPPORTUNITY



With new art and installations taking place every year, there’s always something different for residents and visitors to see at Art Around the Corner. These experiences have helped ensure that historic St. George connects to and with the local community while also serving as essential attraction for visitors.

