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**SERENBE UNVEILS TOWN CENTER FEATURING ARTS & CULTURE CENTER
Mack Scogin Merrill Elam and Reed Hilderbrand Collaborate to
Create \$5 Million Heart of Rural Urbanist Community**

ATLANTA – (Nov. 7, 2005) Serenbe Community has unveiled the design plans for its 91,000 square foot town center. The project, slated for completion in the summer of 2007, features a dramatic arts center and village green designed by award-winning architecture firms Mack Scogin Merrill Elam Architects and Reed Hilderbrand.

The Serenbe Town Center, located on the north side of Selborne Lane at the apex of an omega shaped curve in the road, will occupy approximately 4.3 acres of the community's 224 acres. The architectural elements of the town center respond to natural conditions: a creek system to the west and north, solar orientation, lush vegetation and topography. This connection to the natural conditions is indicative of the overall approach to design and construction at Serenbe, where the quality of life is pegged to the preservation of the rural landscape.

The focal point of the town center will be the Serenbe Center for Arts & Culture, a 24,154 square foot, modern building that will feature an art studio, media center, dance and movement room, and artists' residence. The center will also be home to a destination restaurant, retail shops and office space. Future phases of the town center master plan call for an art school with studios, gallery, clay studio and kiln, retail and office space, a bakery, a wellness center, and artists' lofts, which total approximately 67,000 gross square feet.

"The presence of art and artists and people related to arts are essential to the cultural richness of a community. Our firm found it very heartening that arts are such an important aspect of Serenbe," said Merrill Elam, principal of Mack Scogin Merrill Elam Architects.

Many of the arts center's design elements are inspired by the architecture displayed throughout Serenbe and the surrounding area. For example, the verandas and terraces of the structure are related to farm houses and to front porches such as those that line Selborne Lane. One of the most distinguishing characteristics of the building is the roof that flips upward into the sky, which is inspired by the barn roofs that are a traditional part of the Chattahoochee Hill Country area in which Serenbe is located.

Referring to the incorporation of rural design elements into a modern building, Elam said, "This project takes very contextual elements and turns them into something fresh and unusual."

Mack Scogin and Merrill Elam's contemporary design style can be seen in several other noteworthy buildings such as the Clark Atlanta University Art Gallery, the Pittsburgh Children's Museum and the United States Courthouse in Austin, Tex. The firm has a lengthy list of awards and honors for its

work spanning two decades, including four National AIA/ALA Library Building Awards, six National AIA Honor Awards and 10 Georgia AIA Design Awards of Excellence.

Landscape architecture firm Reed Hilderbrand is collaborating with Mack Scogin Merrill Elam Architects. Reed Hilderbrand's design establishes a 130-foot by 134-foot lawn that gently slopes toward Selborne Lane. The square shape of the lawn, a pure geometrical form, will contrast with the winding roads of the community. And, unlike the tree-filled grounds of the community, the town square will be an open area without a lot of trees, resembling a natural clearing in the woods. The town square is envisioned as a place of great activity complete with farmers' and artists' markets, performances and special events. Serenbe Farms, which includes a subscription community supported agriculture (CSA), will hold its weekly farmers markets in the Town Center, providing fresh organics to Serenbe and Chattahoochee Hill Country residents.

Reed/Hilderbrand is the recipient of 13 American Society of Landscape Architects awards, most notably for the Children's Therapeutic Garden in Wellesley, Mass.; Hither Lane in Easthampton, N.Y.; and Mount Auburn Cemetery in Cambridge, Mass.

"We are incredibly fortunate to have two such acclaimed firms working on the Serenbe Center for Arts & Culture," said one of Serenbe's founders, Steve Nygren. "They have created a town center that will not only contribute to Serenbe's diverse architecture, but will also enhance the quality of life here," added Nygren.

Accompanying the design team on the Serenbe Center for Arts & Culture is The Tomlinson-Graham Group, the arts and cultural advisors to the community. They are charged with creating a vibrant, vital arts program that contributes to the cultural lives of Serenbe's residents and visitors, as they have done in other communities. The Tomlinson-Graham Group's array of clientele includes the Seaside Institute, Seaside Performing Arts Center, the Performing Arts Center of Greater Miami, Rialto Square Theater in Chicago, Gorham's Bluff Institute, and the new Atlanta Symphony Orchestra concert hall.

"So many communities add arts programming as an afterthought," said John Graham, founding partner of The Tomlinson-Graham Group. "We are thrilled to be involved in a community like Serenbe that places an emphasis on the arts at its inception."

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About Serenbe

Serenbe is a community being built 32 miles south of Atlanta. Combining select principles of new urbanism and conservation communities, Serenbe will set the standard for the next generation of responsible development. The 224-acre community, which is the first hamlet planned within the 40,000-acre Chattahoochee Hill Country, includes home sites, retail shops, office space and restaurants. More than 70 percent of Serenbe will be preserved as green space, and will provide residents with access to a network of parks and trails for hiking, horseback riding and other outdoor recreation.