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**GEORGIA TECH STUDENTS CAST THEIR VISION FOR SERENBE TOWN
CENTER**

ATLANTA (April 26, 2004) – Serenbe is already setting a course for the future of development in south Fulton County – and now it is preparing Georgia Tech architecture students for the future as well.

Last fall, 52 students in the Georgia Tech College of Architecture got hands-on experience by developing concepts for the town center of Serenbe. As the first development within the Chattahoochee Hill Country, Serenbe will set the standard for future communities to be built in the area. Development guidelines call for 70 percent of the land to remain untouched, and for homes and businesses to be built in concentrated, walkable areas. Students took all of these factors into consideration in designing a town center for the first development phase of Serenbe, complete with a restaurant and a wellness center.

“One of the best ways to make sustainable development standard practice is by giving future architects a chance to try their hands at it,” said Nygren. “It gives them a working knowledge of the design principles instead of just textbook understanding, and hopefully it inspires them to make sustainability a priority in their work for many years to come.”

Although architecture students routinely use actual projects for their class work, it is unusual for them to have the opportunity to work on a project like Serenbe, which has attracted a great deal of attention and acclaim both locally and nationally.

The project began with Nygren leading the students and their professors on a tour of the heavily wooded Serenbe site. The group used colored tape and survey equipment to mark the location of the planned road and give students an idea of the natural setting in which they would place a town center, restaurant and wellness center.

“One of the greatest lessons that the students learned from this project is how architecture fits with other disciplines, such as planning and urban design,” said Charles Rudolph, associate professor in Georgia Tech’s College of Architecture. Students were given the Serenbe master plan and instructions to work within the guidelines established for the community, which Rudolph said was a valuable experience for the students.

Brandon Clifford, one of the third-year students who participated in the project, cites the opportunity to interact with a client as another rewarding aspect. “Most of the projects we work on are make-believe,” he said. “It was nice to be able to tour the site, ask questions of the client

[Nygren] and get direct feedback from him. It gave me a good idea of what it will be like to work for clients in the future.”

On April 25, Serenbe’s founders honored the top 15 projects with a reception. Several hundred attendees enjoyed a beautiful spring afternoon at Serenbe and had the opportunity to view the students’ models and schematic designs.

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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.