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FOR IMMEDIATE RELEASE:

**LANDMARK SOCIETY 2015 INSIDE DOWNTOWN TOUR SET FOR OCT 2-3
FEATURES WASHINGTON SQUARE AND MORE!**

Tour features Capron Lofts, Geva Theater, Bevier Building and more latest urban living trends

ROCHESTER, NY September 23, 2015 —Winn Development is proudly sponsoring The Landmark Society of Western New York's Inside Downtown Tour on Friday, October 2 and Saturday, October 3. The tour incorporates urban environments where folks are creating exciting spaces to live and work. This year's 12th annual event will take participants inside places in Washington Square

"The Inside Downtown Tour is a chance to visit re-purposed spaces, renovated homes, lovingly preserved places, and newly built sites that are designed with sensitivity to the overall built environment," said Cindy Boyer, Landmark Society Director of Public Programs. "Basically, the tour gets you "in" on the latest urban living trends."

The centerpiece of the tour is Washington Square Park. The land was donated in 1818 by early settler and real estate mogul Elisha Johnson. Landscaping of the current park was designed by the famed Olmstead firm of landscape architects. Visitors will walk in the footsteps of the thousands who have gathered there for decades – from listening to Frederick Douglass in 1848 to commemorating the Civil War veterans in 1892 to current day protests and play days including Rochester's Dachshund Parade.

Areas on the tour include:

Capron Lofts: This building was originally a warehouse on the canal and in the early 20th century a lithography company produced colorful seed catalogues here. Today it holds 19 coveted condominiums, with much of its industrial past highlighted in this respectful remodeling. Exposed brick, massive wood beams and sliding doors abound, as do other more subtle choices. One of the most prized features is the generous rooftop terrace, offering stunning views of downtown, the Genesee River, and the Frederick-Douglass Bridge.

Geva Theatre Center: Geva is an exemplary steward of this historic property. The original building was constructed in 1868 as the Naval Armory, and converted to Rochester's first Convention Hall in 1908. It's been used as a center for political gatherings (FDR threw his hat into the gubernatorial ring here,) musical performances (from opera star Enrico Caruso to prima ballerina Anna Pavlova) – and baseball!



Rochester's first professional baseball team held their spring training exercises there in 1877, until the weather permitted them to practice outdoors.

Today it serves as the home to our professional theatre, featuring two performance areas. During IDT visitors will get to go behind the scenes, be among the first to see the newest renovations to the interior, and learn what steps Geva has taken to maintain the historic integrity of this important building.

Artists' Lofts at Woodbury Place: Part of the former Merkel Donahue building, 11 studio apartments are leased by Geva for performers to live during Geva productions. Artist Lofts are a mere 150 steps from the theatre

First Universalist Church: With a well-deserved spot on the National Register of Historic Places, this Claude Bragdon designed church was constructed in 1907 with Romanesque Revival influences. One of the most significant designs of this renowned architect, his signature decorative tiles can be found in the sanctuary as well as on the exterior.

Plan Architectural Studios: This building was part of Rochester's Natatorium – an indoor public swimming pool and bathhouse.

Satellite Locations – Outside main tour area:

The Bevier Building: This building is the latest structure to be transformed into downtown living spaces. Designed by noted architect Claude Bragdon for the Rochester Atheneum and Mechanics Institute (Forerunner of RIT) it was completed in 1910. Oversize windows and 12 foot ceilings are some of the great features of the apartments now available.

The Tango Dance Café Studio at the Jonathan Child House: This iconic Greek Revival home, built for Rochester's first mayor in 1837, is now home to the Tango Dance Café Studio. The first floor parlors are now an elegant ballroom, with much of the original detail lovingly restored.

Tour Headquarters will be at Legacy Tower at One Bausch and Lomb Place. Buckingham Properties managing partner Ken Glazer released the following statement when the building was renamed last November: "The name Legacy Tower was selected to collectively pay tribute to Bausch + Lomb's significant contribution to Rochester's heritage and growth, as well as to honor Larry and Jane Glazer's lasting legacy to the downtown Rochester landscape." We couldn't think of a better place to have our tour headquarters, as we celebrate the ongoing dynamic revival of our urban landscape.

This year's tour will be on Friday October 2nd from 5:30 to 8:30 p.m. and Saturday October 3rd from 11 a.m. to 4 p.m. Tour ticket will be good for both dates. Ticket holders may visit each tour stop one time, in any order.



Inside Downtown Tour Tickets are available online at www.landmarksociety.org and at Parkleigh beginning September 15. Advance tickets are \$25. If tickets are available the days of the tour they will be \$30 for all, at tour headquarters, Legacy Tower at One Bausch and Lomb Place. Last year's tour was a sell-out!

In addition to Winn as the title sponsor, other sponsors include Bergmann Associates; Buckingham Properties; Cannon, Haymon and Weiss; Morgan Management; Pike Stained Glass Studio; UBS; and Rochester Downtown Development Corporation.

***About The Landmark Society:** The Landmark Society of Western New York, Inc. is one of the oldest and most active preservation organizations in America, serving nine Western New York counties. Formed in 1937, The Landmark Society continues to protect the unique architectural heritage of our region and promote preservation and planning principles that foster healthy and sustainable communities. For additional information about The Landmark Society, visit www.landmarksociety.org. The Landmark Society is supported in part by New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.*