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The Leonardo Launches Proposition 2 Campaign

SALT LAKE CITY—Oct. 2, 2003—Today, The Leonardo at Library Square, an art, culture and science center opening in the former main library building in early 2005, officially launched its Proposition 2 campaign with a press conference featuring former Salt Lake City mayors Ted Wilson and Jake Garn.

Proposition 2 is a \$10.2 million bond to renovate the former Salt Lake City main library building for the purpose of creating The Leonardo. Proposition 2 will be one of six bond initiatives on the November 4 Salt Lake City ballot.

Wilson noted the broad-based support Proposition 2 enjoys and called on voters from all parties to rally behind the proposition. He also emphasized the opportunity The Leonardo offers of complementing the new library, and completing Library Square.

Garn's remarks focused on the many education benefits The Leonardo will bring to this and future generations. He then declared that even his 18-year-old grandchildren, who have never voted before, are planning to vote for Proposition 2.

Wilson and Garn also unveiled the campaign strategy, which includes grassroots community activities, media outreach and a lawn sign campaign. The lawn signs are red, white, yellow and blue, and feature The Leonardo logo. Public outreach efforts will also include a Leonardo character who will ride Trax, attend public events and make special appearances to promote the project and the bond.

Other Leonardo supporters attending the event included Utah State Science Advisor Michael Keen, Director of the Office of Technology and Science for the State of Utah Rod Linton, former Judge Raymond Uno, Dr. Natasha Rappaport, Peter Brunjes of architect firm VCBO, Cathy Christy and Salt Lake City Councilman Eric Jergenson.

About

Inspired by Leonardo da Vinci – one of history's most versatile visionaries – The Leonardo at Library Square will be a one-of-a-kind Art, Culture and Science center that encourages visitors to explore subjects from new perspectives.

The Leonardo will open in early 2005 in the former Salt Lake City main library building. From this Library Square location, The Leonardo and the magnificent new City Library will create a dynamic public square for research and learning. The Leonardo, with its innovative art-culture-science approach, is destined to become a national model for exploration, discovery and invention.

Three organizations representing Art, Culture and Science have come together to create and develop The Leonardo: Global Artways, Salt Lake City's arts education program; the Center for Documentary Arts; and the Utah Science Center.