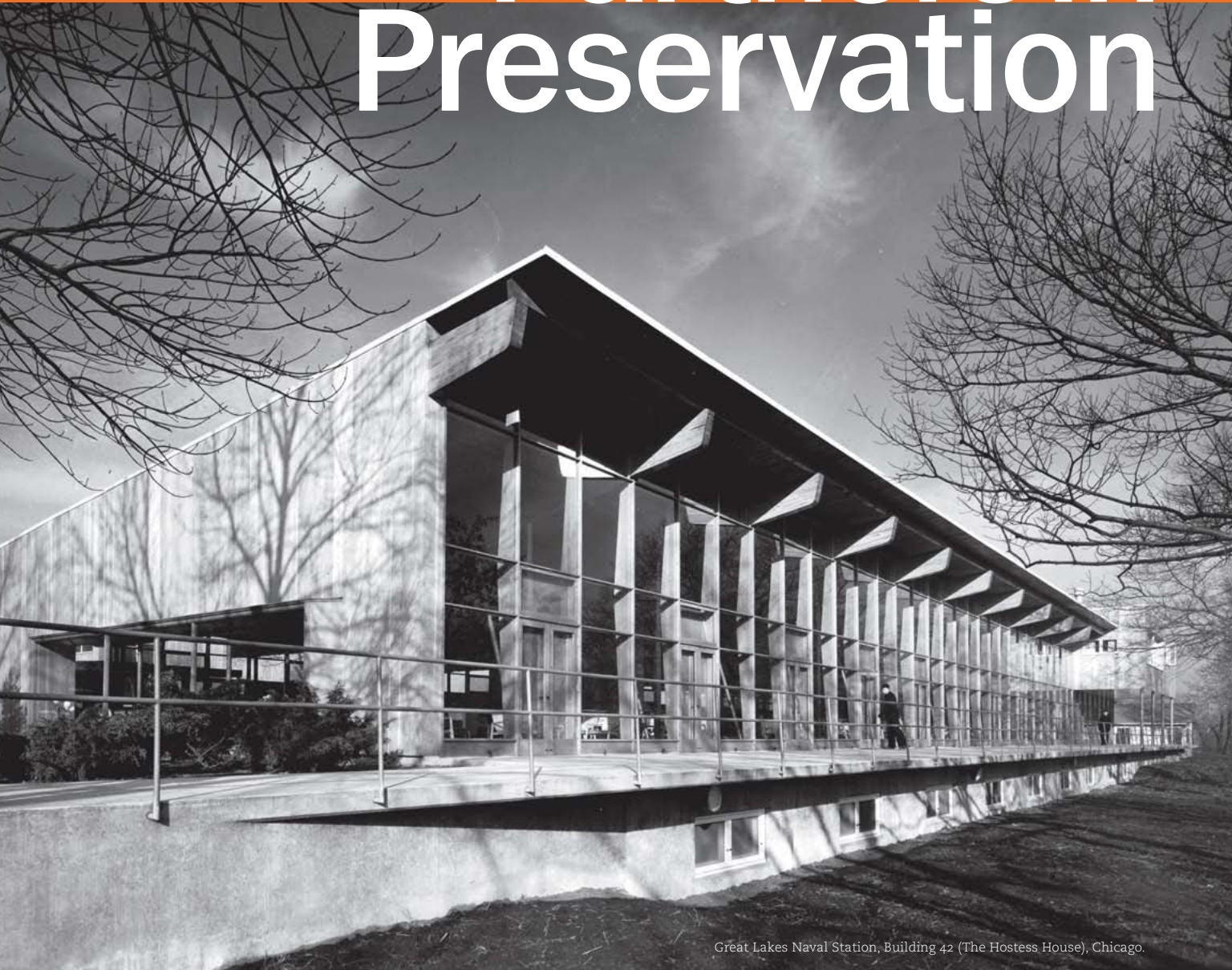


# Partners in Preservation



Great Lakes Naval Station, Building 42 (The Hostess House), Chicago.

The world's cultural marvels bring people together. Whether they're as grand as Humayan's Tomb in Delhi or as humble as a San Francisco streetcar, heritage landmarks deepen our understanding of one another, serving as bridges across culture and time. Yet so many of these great monuments are at risk. They need our care to stand tall lest we lose them forever—and with them, a piece of our shared humanity.



WORLD  
MONUMENTS  
FUND









# Working Together to Preserve Our Heritage

As citizens of the world, we have a responsibility to preserve and protect our historic treasures. That's why American Express has been working for over a decade with leading heritage-preservation groups to save imperiled cultural monuments and historic sites across the globe. In 1995 American Express established a partnership with the World Monuments Fund (WMF), contributing more than \$10 million over a period of 10 years to preserve 126 historic sites in 62 countries (visit [www.wmf.org/partners/americanexpress](http://www.wmf.org/partners/americanexpress) for more information). In 2006 the company took its commitment one step further, creating



Bayview  
Opera House,  
San Francisco.

Pledging \$5 million over five years to each partner, American Express aims to stem the loss of our cultural assets, around the world and in our own backyard.

American Express® Partners in Preservation—a far-reaching conservation program that joins forces with both WMF and a new partner, the National Trust for Historic Preservation. Pledging \$5 million over five years to each partner, American Express aims to stem the loss of our cultural assets, around the world and in our own backyard.

When so many heritage sites and monuments need our help, how do we choose which are most deserving? In its work with the National Trust for Historic Preservation, the Partners in Preservation program lets the communities decide, focusing on a different city and inviting the public to vote on their favorite landmarks. San Francisco enjoyed its moment in the spotlight in 2006, while in 2007 Chicago will reap the benefits of this community-based initiative.

In partnership with WMF, American Express has introduced a new focus this year on sustainable tourism at historic sites, with a global grants program designed to recognize, reward, and encourage responsible stewardship of heritage sites throughout the world. One project at a time, American Express Partners in Preservation is making a difference in communities at home and abroad, safeguarding the world's cultural treasures for future generations to enjoy.



Chicago skyline at dusk.  
Right: Lorado Taft and students working on the Fountain of Time sculpture, Chicago.



Special Advertising Section

## Chicago's Rich Legacy

Chicago. It's the birthplace of the skyscraper, a mecca for blues music, and the home of deep-dish pizza. Did you know that this dynamic and diverse metropolis also lays claim to an array of historic churches, lighthouses, cultural centers, park sculptures, and museums—many of which stand in need of renovation or site work?

American Express and the National Trust for Historic Preservation are stepping in to help, granting \$1 million in funding to the Chicago metropolitan area through the Partners in Preservation program. How this money will be distributed is up to the residents of Chicagoland and the region's visitors, who are invited to vote online for their favorite landmarks this fall.

The Chicagoland project will have all the excitement of last year's Partners in Preservation initiative in the San Francisco Bay Area. In 2006 San Francisco became the first region to receive \$1 million in funds toward the conservation of its heritage sites, and San Franciscans enthusiastically embraced the chance to vote for and exchange stories about their landmarks. The winner of the popular vote was the First Church of Christ, Scientist, a

The Chicago initiative is designed to celebrate the best of a region filled with landmarks that reflect and encapsulate its rich history.

jewel-like Arts and Crafts-style church in the heart of Berkeley; in addition, a dozen other sites were selected as grant recipients, including the Angel Island Immigration Station, Japanese YWCA Building, Pigeon Point Lighthouse Station, and Tomales Town Hall.

Like the San Francisco project, the Chicago initiative is designed to celebrate the best of a region filled with landmarks that reflect and encapsulate its rich history. American Express, working with the National Trust for Historic Preservation, chose 25 Chicagoland sites, across five counties, as candidates for grants based on their historic significance and their

potential to positively impact the surrounding community, among other selection criteria.

**The Fountain of Time Sculpture** is one such site. A showpiece of Chicago's Washington Park, the 110-foot-long sculpture was completed in 1922 by native Chicagoan sculptor Lorado Taft. Over the years this master work—depicting Father Time watching over a procession of 100 people—has endured the effects of harsh weather, vandalism, and Father Time himself. Although restoration of the sculpture is complete, funds are still needed for exterior lighting that will offer security and enhance the beauty of this city landmark.

**The On Leong Merchants Association Building (Pui Takt Center)** is the most elaborate building constructed in Chicago for its Chinese population. Since 1928 its corridors have housed meeting halls, a language school, and more recently, various community programs and services. The gemlike building's decorative terra-cotta needs repairs, as do other features throughout the structure.

Built in 1942, the **Great Lakes Naval Station, Building 42 (The Hostess**





Interior of the Hostess House, Chicago. Right: The James Chicago. Below: Humboldt Park Stables & Receptory, Chicago.

## Responsible Luxury at The James Chicago

A dazzling star in Chicago's luxury hotel scene, The James combines classic hospitality with stylish design and a cultural urban flavor. An ideal location puts guests in the heart of the city, just steps away from the Magnificent Mile, the John Hancock Building, and Millennium Park.

Compassion for their guests, the local community, and the world at large is the hotel's core philosophy. The James puts social responsibility at the forefront, with bikes available for guest use, recycling containers in every guest room, and dozens more earth-friendly touches.



**House)** exemplifies modern American architecture with its rectangular shape, clean lines, innovative, laminated wood beams, and steel columns. Originally built for naval cadet recreation, the Hostess House was slated for demolition in 2006, but a group of preservation advocates rallied to save it. Funds are needed to stabilize the structure and remove interior additions and partitions to reveal the original interior design.

Fascinating exhibits of medical paraphernalia, illustrations, and sculptures lure visitors to the **International Museum of Surgical Science** on Chicago's famed North Lake Shore Drive. Designed by architect Howard Van Doren Shaw to mimic Le Petit Trianon in Versailles, this stately 1917 mansion needs restoration and repairs to its aging limestone exterior.

Originally built to house horses, wagons, tools, and machinery, the 1896 **Humboldt Park Stables & Receptory** is scheduled to become an art and cultural center for the Institute of Puerto Rican Arts & Culture (IPRAC).



Following a 1992 fire, major restorative work was done to its façade of red pressed brick, which stands upon a foundation of rustic fieldstones and pink brick. Yet funds are still needed to renovate the stables and offices for adaptive reuse by the IPRAC as a year-round cultural center.

To see the complete list of 25 Chicagoland sites up for nomination as American Express grant recipients—and to vote for your favorite Windy City landmark—visit [www.partnersinpreservation.com](http://www.partnersinpreservation.com).

Constructed from an original 1920s building, The James preserved its historic façade while customizing a stunning renovated interior for guests to bask in modern Chicago style. Glass and steel elements reflect the city's legacy as the birthplace of the skyscraper, while works by Chicago's hottest artists are on view throughout the hotel.

Guests luxuriate in 297 residential-style accommodations filled with pampering amenities. Guestrooms and Studios are comfortable and warm, with custom-designed dark wood furniture, private dining niches, and roomy slate-tiled and marbled bathrooms. Plasma screen TVs, stereos with iPod and MP3 docks, complimentary wireless Internet, and Kiehl's bath products cater to guests' needs. Even more spacious are the Lofts, One Bedroom Apartments, and two Penthouse Lofts offering the ultimate in luxury city living.

David Burke's on-site Primehouse restaurant imaginatively reinvents classic steakhouse fare, while J Bar is the place for cocktails in a modern lounge environment. The Gym offers state-of-the-art facilities and training sessions by Jim Karas, and The Spa by ASHA is a traveler's oasis with a full menu of treatments.

Discover more and book your experience at [www.jameshotels.com](http://www.jameshotels.com) or call 877-526-3755.

# Sweet Home, Chicago

Recognized throughout the world for its architectural importance, civic pride and cultural heritage, Chicagoland truly deserves to be a part of this community-based preservation effort.

“Architecture, history, design and folklore are at the heart of the Windy City’s history and contribute to the many reasons people love Chicago,” according to Richard Moe, president of the National Trust for Historic Preservation.

The Partners in Preservation program is an effort to raise awareness of some of the region’s most important, but often not widely recognized “hidden gems.” Its goal

is to help preserve historic sites that reflect Chicago’s rich cultural history, architecture and landscape, while also engaging the community in preservation, driving tourism and stimulating economic development.

The level of community participation in the Partners in Preservation program clearly demonstrates the public’s concern and interest in preserving the places and landmarks that have made cities like Chicago and the collar counties, the diverse and colorful places they are today.

One city at a time, Partners in Preservation is helping communities to save historic neighborhoods and



protect the authentic sense of place for current and future generations to experience and enjoy.



The Robie House, Chicago.  
Above: The Fountain of Time Sculpture, Chicago.

# Preserving Italy's Treasures



Maddalena Island, Sardinia, Italy. Below: Campo Imperatore in the Abruzzo region of Italy.

It's hard to find a more beloved destination than Italy, home of Renaissance cities, dramatic coasts, idyllic countryside, and some of the most delicious cuisine in the world. Yet the footsteps of millions of travelers can threaten the very natural and cultural resources that lure visitors in the first place. Thankfully, new sustainable tourism practices are helping to preserve the best of Italy, from hot spots like the Cinque Terre to hidden gems like Tuscany's Maremma.

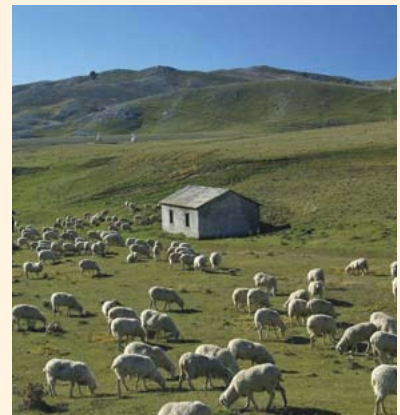
The beauty of the Cinque Terre ("Five Lands") in Italy's Liguria region is legendary, with vineyards and olive groves that hug cliff sides, and picturesque villages perched high over the sea. Walking tours here are more popular than ever, boosting the economy but taking a toll on the fragile terrain. The town of Vernazza has a sustainable-tourism plan in place—including working holidays that invite visitors to join the locals rebuilding walls and cleaning walking trails—to help preserve the land and raise travelers' consciousness about their environmental impact.

Sardinia is also much adored, especially by mainland Italians looking for a

second home by the sea. Threatened by overdevelopment along its beautiful coasts, the island adopted a ban on new construction this year. It's the first step in preserving the natural history and heritage treasures—including the Bronze Age stone structures called "nuraghi"—that attract so many visitors each year.

A magnet for skiing and agritourism, the Trentino region is turning toward sustainable-tourism programs geared toward the conservation of this Alpine wonderland. Since the 1980s agritourism has been seen as a way to preserve rural traditions throughout Italy; in Trentino, visitors can stay at an *agritourismo* (a working farm with accommodations for visitors) amid the splendid scenery of the Dolomites, enjoying hikes, mountain biking, and apple-orchard vistas.

Many working farms offer visitors an inside look at how ricotta or sausage is made, among other rare experiences. In Abruzzo you can stay in a beautiful farmhouse nestled between the mountains and the sea and enjoy nature walks or horseback rides through the region.



One of the newest hubs for agritourism is Maremma—the so-called hidden Tuscany. Here you'll find authentic Italian life, ancient farmhouses, and fascinating ruins of the Etruscans, the mysterious civilization that ruled central Italy before the dawn of the Roman Empire. Farm holidays let you experience the area through local produce and agriculture—tastings of olive oil and wine, for example, or a bountiful farm lunch.

For more Italian travel experiences that leave a lighter footprint on the land, visit [www.italiantourism.com](http://www.italiantourism.com).

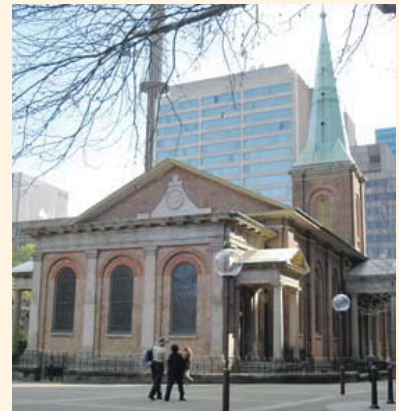




The Bohemian National Cemetery, Chicago.  
Above: On Leong Merchant Association Building, Chicago.

## Sydney in the Spotlight

Think of Sydney, Australia, and visions of the white-sailed Sydney Opera House inevitably come to mind. But this dynamic city Down Under—a favorite destination among travelers worldwide—boasts dozens more striking landmarks. Historic gems like St. James Anglican Church (1824) and the Bondi Surf Pavilion (1930) stand in need of preservation work. Stepping forward to help, American Express will partner with the National Trust of Australia to award grant money for the conservation of several neighborhood sites. Who decides how the money will be spent? The citizens of Sydney themselves, naturally. Watch the press for more details.



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