

**MIAMI'S
ILLUMINATED SKYLINE**

- IMPROVE THE IMAGE OF MIAMI
- HELP MAKE MIAMI SAFER AT NIGHT
- ATTRACT MORE PEOPLE TO VISIT MIAMI
- INCREASE THE QUALITY OF THE CITY
- SHARE OUR COMMUNITY PRIDE
- PROVIDE SENCE OF IDENTITY

Each new building built in Greater Miami should have Nighttime Architecture as part of the overall design concept.

In our modern age this makes a world of sense. Good, energy efficient lighting is a must. Why not beautiful and safe as well?

NIGHTTIME ARCHITECTURE is more than pretty lights added to a daytime design. **NIGHTTIME ARCHITECTURE** is integrating lighting in the design concept for better performance, safer enviroment, savings in reduced accidents, participation in public events and community affairs. Think of it, 1/3 of our lives is in the hours of darkness. With global communications more work is been done at nighttime. Entertainment and recreation exposes our movements to **NIGHTTIME ARCHITECTURE** everywhere we go.

LIGHT UP MIAMI promotes Nighttime Architecture one step further with three simple controlable principles that will transform Miami into the New City of Lights:

- Change colors.
- Turn on and off.
- Communicate across distances.

These are event-oriented principles that will make the community proud of its new world orientation.

NIGHTTIME ARCHITECTURE in Miami can be a basic common denominator that brings our community together towards a shared goal.



HOW TO BE PART OF A BETTER MIAMI THROUGH LIGHTS:

- 1) Talk to the owner of your property and let him/her know you'll like an architecturally illuminated building.
- 2) Become aware of how the light up effort, proposed by **Light Up Miami**, is enviromentally sound, preserves energy and increases safety when well done.
- 3) Become a member of **Light Up Miami** - for membership information call **375-9100**.

Light Up Miami, Inc.®

International Place Building



Light Up Miami: Sun Bank International, 1 SE 3rd Avenue, Suite 2645, Miami, FL 33131
A poster 24" x 38" of downtown Miami at night - including name of sponsors and buildings - is available for \$5 each from Light Up Miami.

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