



## PRESS RELEASE

Sales Gallery  
2112 Flora Street  
Dallas, TX 75201

Ph 214.954.1234  
Fax 214.954.9964

[www.MuseumTowerDallas.com](http://www.MuseumTowerDallas.com)  
[info@MuseumTowerDallas.com](mailto:info@MuseumTowerDallas.com)

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**CONTACT:** Barbara Buzzell  
The Buzzell Company  
214/219-9191  
[bb@buzzellco.com](mailto:bb@buzzellco.com)

### **MUSEUM TOWER: STRIKING NEW ICON FOR DALLAS SKYLINE**

#### ***42-Story Luxury Condominium High-Rise to be Built in the Heart of the Dallas Arts District***

**DALLAS, TX (July 29, 2009)** - In the cultural heart of Dallas, an exclusive 42-story luxury high-rise will be built that will forever alter the city skyline. Museum Tower ([www.museumtowerdallas.com](http://www.museumtowerdallas.com)) will be a striking new icon that graciously complements the world-famous architectural landmarks in the Dallas Arts District. Privileged owners will have the opportunity to "live for the arts" in a contemporary, architecturally significant residential tower set within a unique urban garden environment.

Scheduled to break ground in the near future, Museum Tower is located at Olive Street and Woodall Rodgers Freeway, between the Nasher Sculpture Center and the Meyerson Symphony Center, fronting the proposed Woodall Rodgers Park. The collection of 123 luxury residences in nine floorplans will range in size from an intimate 1,450-square-foot pied-à-terre to a sprawling 8,700-square-foot penthouse, each with direct elevator access.

Museum Tower is a joint venture by Dallas developers John Sughrue and Lyle Burgin of Brook Partners, Inc. and Dan Boeckman and Greg Greene of Turtle Creek Holdings, Inc.

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Designed by internationally renowned architect Scott Johnson of Los Angeles-based Johnson Fain, the building will reflect Johnson's unique and modernist design sensibility that has gained him worldwide acclaim. Museum Tower represents a classic modern form derived from an intersection of ellipses. Wrapped by broad and curving glass sails that befit the geometric forms of its illustrious neighbors, the sleek tower evokes understated and refined beauty while revealing sweeping and unobstructed views of Dallas.

The interior design of each residence will be created by a unique collaboration between Dallas-based Bodron+Fruit and Booziotis & Company Architects. Regarded for excellence in contemporary design, the collaborative team will arrive at an aesthetic that delivers the appropriate balance of energy, drama and comfort.

Envisioned as skybound estates, each one-, two- and three-bedroom interior will offer great rooms, luxurious bathrooms and gourmet kitchens with state-of-the-art Miele appliances. Floor-to-ceiling glass walls—slightly curved and soaring to a height of more than 10 feet—will allow for an abundance of natural light and frame expansive city views.

Beautifully blurring the line between indoors and out, each home's *Skyroom* will be an expansive outdoor terrace for to furnishings, shade, fresh air and spectacular views.

"Museum Tower will be an architectural icon and a gracious addition to the Dallas skyline," said John Sughrue, CEO of Brook Partners, Inc., co-developer of Museum Tower. "Our community of residents will experience a sophisticated and luxurious urban lifestyle coveted for its irreplaceable Arts District location, its inspiring design and its notable array of amenities."

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Museum Tower owners will enjoy the rare distinction of living among the works of four Pritzker Prize-winning architects. Only steps away residents will find themselves at the Renzo Piano-designed Nasher Sculpture Center, I.M. Pei's Meyerson Symphony Center, Sir Norman Foster's Winspear Opera House and the Rem Koolhaas-designed Wyly Theater.

Conveniently located adjacent to Museum Tower is Woodall Rodgers Park, a 5-acre expanse designed by renowned landscape architect James Burnett. One block away is the proposed Performance Park, a 10-acre public park that embraces and unifies the three new venues of the Dallas Center for the Performing Arts, designed by internationally acclaimed landscape architect Michel Desvigne.

The Museum Tower project has received applause from civic leaders throughout the city including board members of its neighboring cultural institutions.

"The residents of Museum Tower will enjoy a daily celebration of culture at the highest level," said Bill Lively, president, Dallas Center for the Performing Arts Endowment Trust.

Museum Tower owners will not only experience fine art, but also the art of fine living. Famed Dallas chef Stephan Pyles will fill the role of Museum Tower's *Culinary Ambassador*—giving residents direct access to his most sumptuous creations. Owners may also elect to enroll in an exclusive series of cooking classes led by Chef Pyles, or even commission this legendary founding father of Southwestern cuisine to design a restaurant-inspired *Signature Stephan Pyles Kitchen* in one's own residence. Chef Pyles will also design indoor and outdoor communal kitchens for residents on the second level.

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*The Wellness Center* will offer numerous ways to maintain one's vigor and health, including free weights, the latest in strength and cardio equipment, an outdoor lap pool, as well as a spacious exercise area for Tai Chi, Pilates and Yoga. Personalized spa treatments will restore and rejuvenate the soul, and the proposed menu of services may even be rendered in the privacy of one's own residence.

Museum Tower's *Wellness Director*, a caring and knowledgeable professional, may be retained by residents to coordinate a support system of doctors, dieticians, nutritionists, alternative healthcare practitioners and personal trainers—all designed to help owners lead healthier and more balanced lives.

Available to owners at a moment's notice, Museum Tower's *Residential Concierge* will satisfy most any need that arises—from stocking one's residence with groceries to providing chauffeured limousine service to and from the airport, or securing last-minute tickets to entertainment venues throughout the city.

A modern space with floor-to-ceiling glass, the *Owner's Lounge* may feature changing exhibitions of artwork throughout the year, and play host to private pre-concert events and formal affairs with live music and tantalizing food and drink.

To further the pampered lifestyle, each owner will enjoy direct access to a personal concierge from the flagship Neiman Marcus for exclusive assistance in securing merchandise from the retailer's renowned assortment of apparel, accessories, jewelry, beauty and decorative home products.

Devoted to the art of discovery and lifelong learning, the *Museum Tower Gallery* will give owners the freedom to explore and express their artistic side. Group lectures or one-on-one instruction will cover a wide range of pursuits—from oil painting or sculpture to dance or digital photography.

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The upper terrace is a modern outdoor setting accented by a palette of perennials in soft hues of blue and purple, as well as an outdoor pool and a sweeping, verdant lawn for gatherings and recreation. Artful cabanas of steel and teak will offer poolside privacy and shaded comfort.

Each of Museum Tower's gardens will provide quiet sanctuary—a rare juxtaposition of natural calm and thriving metropolis.

Ownership at Museum Tower offers owners the rare chance to experience a way of life intimately entwined with the city's vibrant arts scene. Key to making this happen is the *Executive Director*—a well-connected aficionado of the arts who will be available to act as an exclusive liaison between residents and Dallas' cultural opportunities. The *Executive Director* may be retained to personally orchestrate for owners a wide array of arts-related activities and adventures—from private lectures, symposiums and special book-signings, to behind-the-scenes events with artists and performers.

“We're committed to creating the absolute best in urban living, unmatched in the city to date,” said Dan Boeckman, partner, Turtle Creek Holdings, Inc., co-developer of Museum Tower. “We will provide owners with refined luxuries, unique opportunities, and high standards of personalized service for a healthy, balanced and satisfying way of life.”

**Museum Tower** is a 42-story luxury residential high-rise located in the true heart of the Dallas Arts District between the Nasher Sculpture Center and the Meyerson Symphony Center, offering its owners the rare distinction of living among the works of four Pritzker Prize-winning architects. Designed by renowned architect Scott Johnson of Johnson Fain, the contemporary tower will offer a collection of 123 residences in nine floorplans, ranging from an intimate 1,450-square-foot pied-à-terre to a sprawling 8,700-square-foot penthouse with 14-foot-high ceilings. The dramatic one-, two- and three-bedroom interiors—created by Dallas-based Bodron+Fruit and Booziotis & Company Architects—will feature floor-to-ceiling glass, direct-access elevators, outdoor terraces, and state-of-the-art Miele kitchen appliances. Offering unobstructed views of Dallas and fronting Woodall Rodgers Park, Museum Tower will provide an exceptional array of services and amenities, including a wellness center, outdoor pool, gallery, private gardens, as well as concierge and wellness services. Scheduled to break ground in the near future, Museum Tower ([www.museumtowerdallas.com](http://www.museumtowerdallas.com)) is being developed by Brook Partners, Inc. and Turtle Creek Holdings, Inc.

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