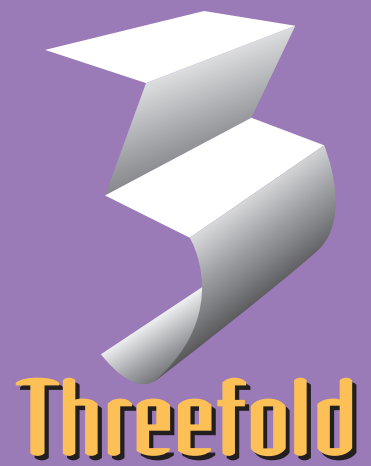


# Greetings From...



Greetings From Series © Thunder Bay Press 2011.

## Specification

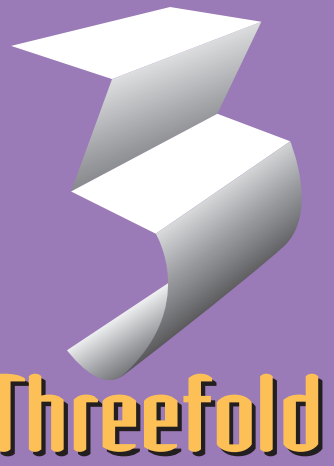
Extent: 203 x 253mm/ (8" x 10") landscape.

Trim size: Die-cut case with 3D diorama + 36 page book with self ends.

## About the book

- This wonderful and informative series of books entitled 'Greetings From.....' will feature New York, San Francisco, Chicago and Las Vegas for the first four titles.
- The books will cover the history of each city, encompassing their architecture, cultural, entertainment and sports heritages. Full of facts and detail that will take the reader into the heart of each one.
- A three-dimensional diorama set into the cover of each book will make this a very special gift.
- Fully illustrated and printed in full colour throughout.
- Rights sold: English language worldwide.

# Greetings From...



# Threefold

## Bridges

### Marvels of engineering



The breathtaking image of the Golden Gate Bridge floating effortlessly above the Bay in San Francisco's vibrant cove—an image that stays in the mind of every visitor. The chief designer Joseph Strauss overcame the difficulties of building a bridge on a rocky site among ferocious winds and above rough waters with his ambitious suspension design. The result is a remarkable triumph of engineering.

At 4,200 feet, it was the longest suspension bridge in the world from its opening in 1937 until 1964, when the Veterans' Heroes bridge in New York took that title by just 60 feet. The bridge's famous "International orange" color was chosen because it masked the warm vibrant hue of the surrounding land as well as increasing the structure's



**Above:** The world's most of the Golden Gate Bridge under construction. A valley was excavated into the bridge's long building and level to a height of about 175 feet to allow for the bridge's cables to be laid.

**Below:** The suspension Golden Gate Bridge into San Francisco with Mount Diabolo in the background.

because, it is said, it reminded him of a harbor in Istanbul called the Golden Horn.

The Oakland Bay Bridge was opened on November 12, 1936, just six months before the Golden Gate Bridge. Generally eclipsed by its more famous companion, it is still an outstanding feat of engineering, consisting of two main spans connected by a tamed through Napa Bents Island. The bridge was famously closed for a month after the 1989 earthquake caused a section of the upper deck to collapse over the lower one.



**Right:** The winding Richmond-San Rafael Bridge opened in 1976, when it is, was one of the longest in the world. It provides a vital road link between the two bays.

**Below:** An aerial view of the city showing the Bay Bridge, the Bay Area Rapid Transit (BART) station, and the Golden Gate Bridge stretching into the distance.



## Reaching for the Sky

### Architects find new ways of taking the strain

There were frustrating restrictions for the eager young architects who were rebuilding Chicago after the Great Fire. With land prices soaring, low buildings were an inefficient use of ground space. But the main reason was as high as they could go with traditional construction: load-bearing walls took the weight of everything above them. Furthermore, even those walls were on shaky ground because due to granite being unobtainable and sand, and bedrock was 50 feet down. Caution was required—most plans of concrete would sink into the swampy, spreading weight of the buildings.

By 1900, Frank Lloyd Wright was building his full-scale elevators to find ways of going higher. The architect Burnham & Root decided to risk it to go up 17 stories, the old-fashioned way.

**Right:** The second World Trade Center in New York City, designed by architect John Burgee, was the tallest building in the world at the time of its completion in 1978.



**Above:** The first skyscraper, the Home Insurance Building in Chicago, designed by architect Louis Sullivan, was the tallest building in the world at the time of its completion in 1885.

**Right:** Skyscrapers, the famous old of the Chrysler Building and the Empire State Building. Both buildings were completed in the 1930s.

To support its own weight, the Manhattan Building's walls had to be its first check at the base. The finished structure, in fact, sank, requiring steps down to the doors.

That was 1891. The same year, at the same location, 55 West Jackson Boulevard, work started on a modern half of the building. It would look much the same, but it was based on steel frame construction. The day was over.



**Below:** The first skyscraper, the Home Insurance Building in Chicago, designed by architect Louis Sullivan, was the tallest building in the world at the time of its completion in 1885.



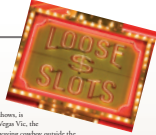
## Fremont Street

### Where it all began—and it's still going on

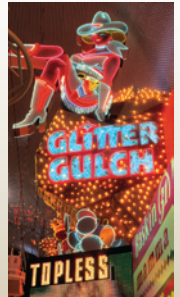
Downtown Vegas is also best known as Glitter Gulch because of the copious use of neon on the famous signs along Fremont Street. It all started here. The Golden Gate casino originally occupies a site where a casino has stood since

1906. The Fremont Hotel and Casino was the tallest building in Las Vegas when it opened in 1910 advertising its wall-to-wall carpeting a distinction since the other casinos in the area were still merely wooden affairs.

One of the most famous neon images of all time, seen in countless movies and television ads: neon signs on Fremont Street in downtown Vegas.



**Above:** A neon sign for 'LOOSE SLOTS' in downtown Vegas.



**Right:** A neon sign for 'GLITTER GULCH' in downtown Vegas.

since then, but is even more basically as he originally was.

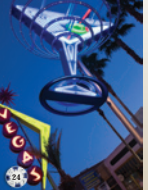
The Golden Nugget has been on Fremont Street since its opening in 1916, but has been transformed more recently to one of downtown's most pushy shopping addresses by Vegas impresario Steve Wynn.

Across the street from the Nugget is Flamingo, with its Flamingo Casino and its long gambling policy. Flamingo is named for its founder, Benny Flamingo, whose name was later

**Left and below:** Vegas, a.k.a. Sin City, built and began. The historic welcome sign on Fremont Street.

can be seen at the corner of Ogden Avenue and Casino Center Boulevard. It was Benny who brought the World Series of Poker to Vegas, and that casino has long been in house.

One of the biggest draws to Fremont Street is the old-fashioned Flamingo Street Experience. With no tickets or cost of entry required, visitors can participate in this remarkable entertainment just by strolling under the light-show canopy that stretches over the street from Main Street on Las Vegas Boulevard.



## Empire State Building

### New York's own "wonder of the world"

Skyscraper folklore has it that one of a particular Native American tribe were the construction heroes—fables of battles and monstrosities rising, settling, and marching back and forth on a network of wooden stilts high above the street. In fact, there's truth to it: they were members of the Malenk tribe, whose local for heights had been named when they were mentioned in their Memorial.



**Above:** The Empire State Building, designed by architect John J. Russell, was the tallest building in the world at the time of its completion in 1931.



**Right:** The Empire State Building, designed by architect John J. Russell, was the tallest building in the world at the time of its completion in 1931.



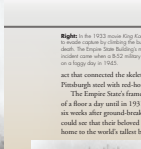
**Left:** The Empire State Building, designed by architect John J. Russell, was the tallest building in the world at the time of its completion in 1931.



**Above:** The Empire State Building, designed by architect John J. Russell, was the tallest building in the world at the time of its completion in 1931.



**Right:** The Empire State Building, designed by architect John J. Russell, was the tallest building in the world at the time of its completion in 1931.



**Below:** The Empire State Building, designed by architect John J. Russell, was the tallest building in the world at the time of its completion in 1931.



**Right:** The Empire State Building, designed by architect John J. Russell, was the tallest building in the world at the time of its completion in 1931.



**Right:** The Empire State Building, designed by architect John J. Russell, was the tallest building in the world at the time of its completion in 1931.



**Left and right:** The Empire State Building, designed by architect John J. Russell, was the tallest building in the world at the time of its completion in 1931.



**Left and right:** The Empire State Building, designed by architect John J. Russell, was the tallest building in the world at the time of its completion in 1931.