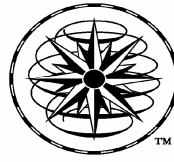


# ◀ *Media Release* ▶



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What: New Design - Museum Store Under the Gateway Arch  
When: Soft Opening March 2, 2007

## *New Inspirational Design for the Museum Store Under the Gateway Arch*

St. Louis, MO March 16, 2007: The theme of the Gateway Arch, ‘inspiring monumental dreams’ is captured in the newly renovated Museum Store Under the Gateway Arch. The design of the new store was developed by Jefferson National Parks Association (JNPA) in collaboration with the National Park Service (NPS) and Peckham Guyton Albers & Viets, Inc. (PGAV).

The overall project goal focused on highlighting the significance of the Gateway Arch as part of the Jefferson National Expansion Memorial (JNEM). The new environment interprets the spirit of the many great people and events which led to the existence of the Gateway Arch. The new Museum Store offers a unique shopping experience with upgraded materials and media which complement the visitor’s museum and tram experience at the Gateway Arch.

This new Museum Store contrasts with the historically-themed Levee Mercantile at the Gateway Arch with a modern design character. The design incorporates forms, materials and colors which relate to the Gateway Arch’s timeless design and the landscape design of the grounds. A graphic package including information panels and two film loops creates an awareness of the challenging dreams tied to the history of this national park which changed the course of our nation and revived the city of St. Louis. The graphic package also engages the visitor with some contemporary messages and images that encourage them to reflect upon their own dreams and aspirations that if achieved, might help revive a city or even help a nation grow.

The new store design addresses several ADA issues for visitors and staff as well as some conservation issues. Several of the materials used in the construction are made from recycled materials. Additionally, the Museum Store Under the Gateway Arch will begin the first alkaline battery recycling program in the St. Louis Metro area. JNPA is partnering with Battery Solutions, Inc. of Brighton, MI, to recycle visitors’ old photographic equipment batteries. JNPA expects to recycle over 1,000 pounds of alkaline batteries annually with this new program – keeping those 1,000 pounds out of the local landfills.

The new Museum Store Under the Gateway Arch opened to the public on Friday, March 2. The General Contractor on the project was Walton Construction. Plans are being developed for private and public grand opening events for April and May. The Museum Store Under the Gateway Arch is managed by JNPA. All proceeds from the store benefit the education and museum programs at JNEM. JNPA is a non-profit organization that assists public land agencies in their educational activities. For more information contact Kimberlee Riley at 314-678-1511 or [RILEY@JNPA.COM](mailto:RILEY@JNPA.COM).

*Jefferson National Parks Association provides quality educational products and related services that enrich public understanding and appreciation of America’s national parks, public lands and historic places.*

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