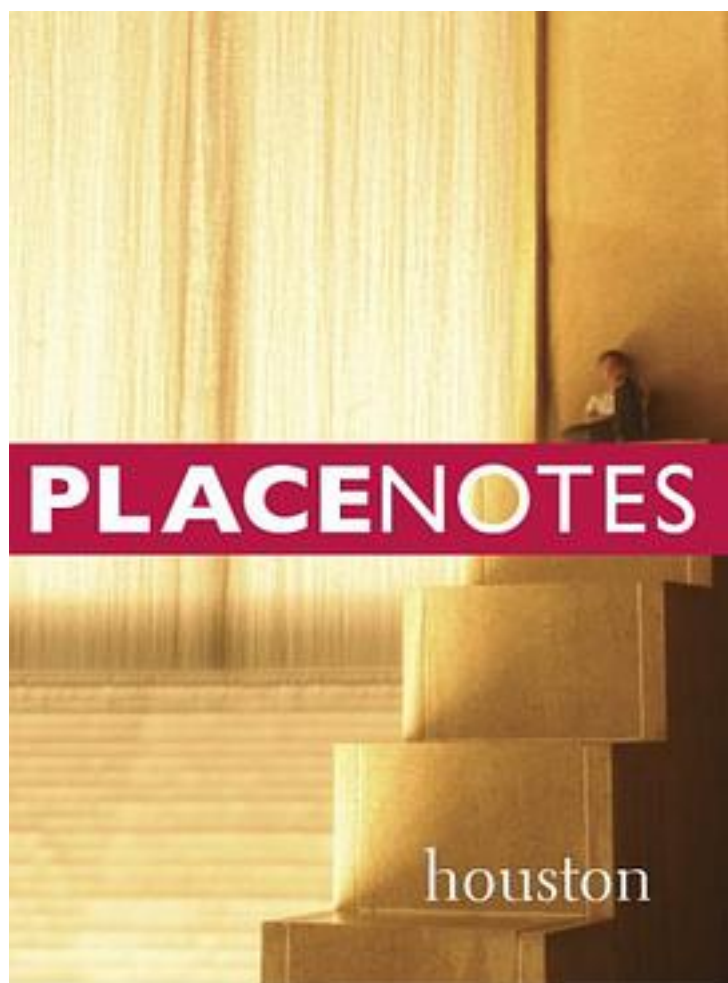


Placenotes



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Places - buildings, neighborhoods, landmarks, and cultural and commercial institutions - help define a city's unique character, its 'sense of place'. This is the key

concept behind "Placenotes", a wholly new type of travel book that features the 'one of a kind' places that make a city distinctive. "Placenotes" guides you to places where you can experience the authentic culture of a city. For visitors, these are the 'must see' places. For residents, "Placenotes" offers the perfect opportunity to become deeply acquainted with the places that distinguish their city from all others - an opportunity to invest in the life of the place. Not a conventional travel book, "Placenotes" are sets of individual cards that describe forty-five to fifty-five unique places in a featured city. The front of each card has a color photograph that captures the spirit of a particular place. The back of the card tells the story of the place, often with commentary by a local expert. It also provides all the practical details people need to plan their visit. A city map, index of places, and key to symbols come in each set of Placenotes. The cards are contained in a sturdy box with a lid that snaps shut with invisible magnets.

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