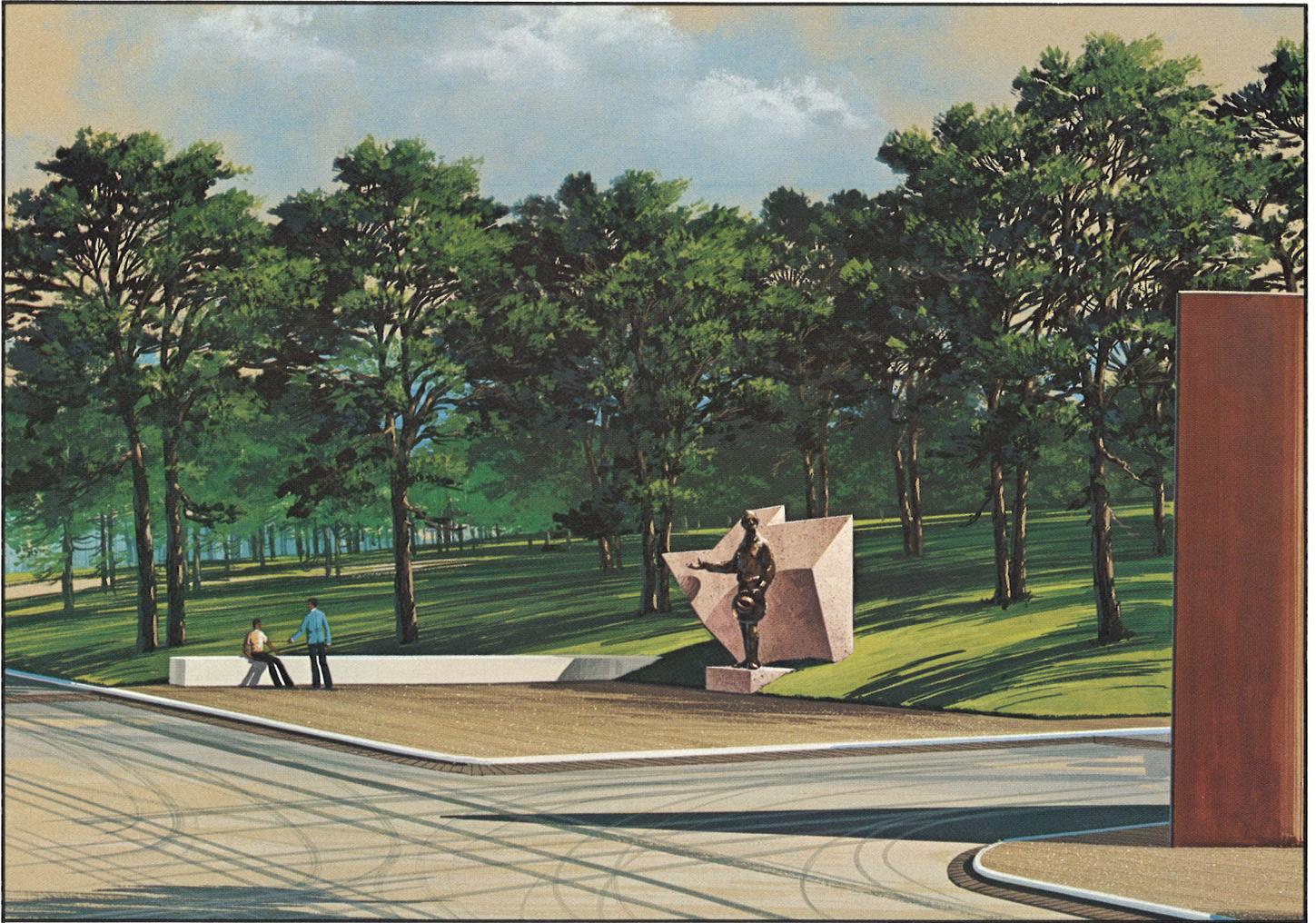


Carpenter Plaza



Born to the soil in the nineteenth century, he dedicated his life, his hopes, his energies to the new era which lay before him.

His life represented the bridge of transition from the early frontier of the Southwest to a modern industrial Texas.

His contemporaries knew him as an industrial statesman, an educator and benefactor to the youth of Texas, founder of the iron and steel industry of Texas, farmer, rancher, and dean of the electrical industry of Texas.

His heritage is the bed-rock foundation upon which the future of Texas now stands.

JOHN WILLIAM CARPENTER
1881-1959

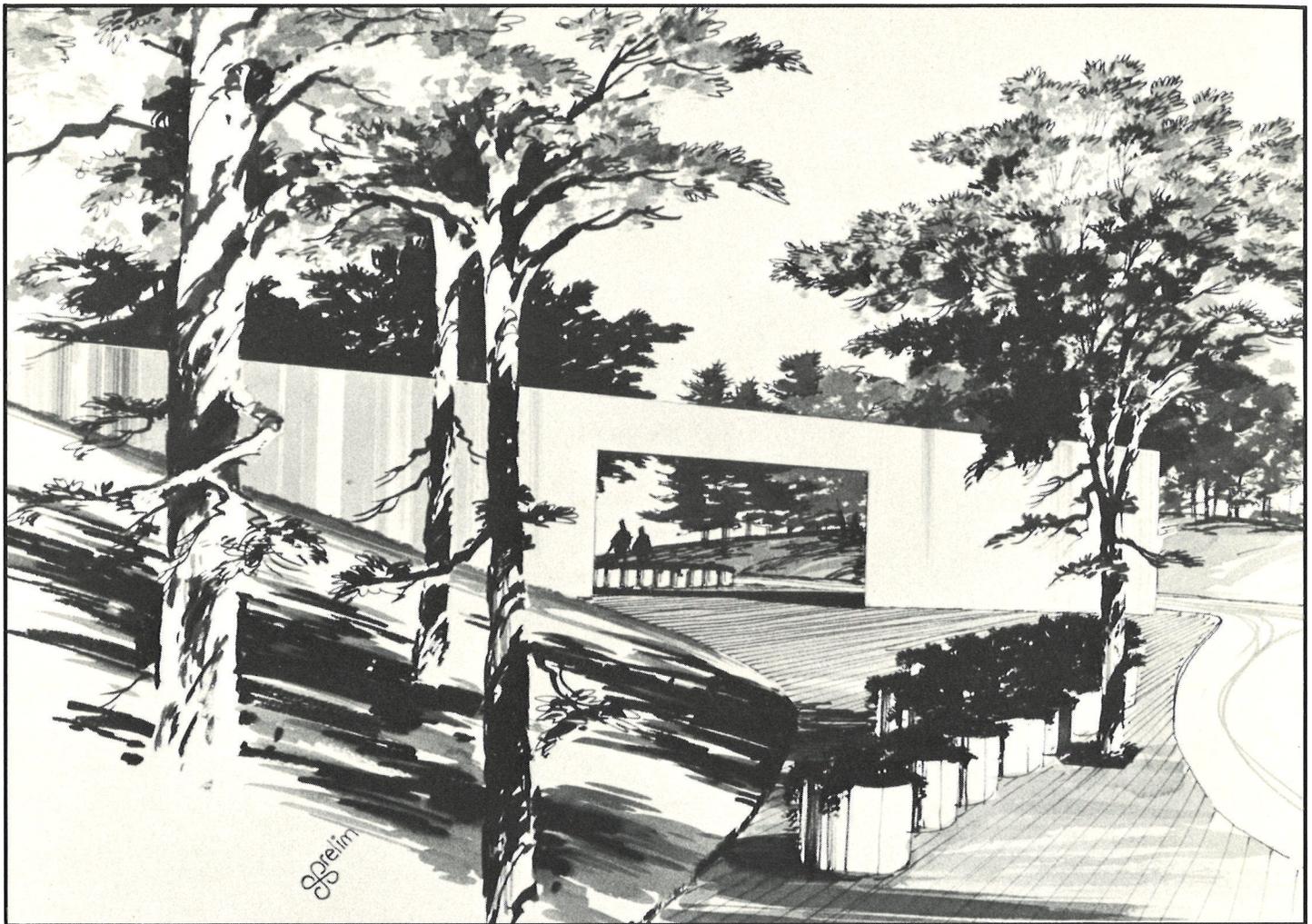
Chairman of the Board of Directors
Southland Life Insurance Company
1938-1959

So reads the inscription on the towering bronze statue by famed sculptor Robert Berks of one of the state's most renowned industrial pioneers, John William Carpenter. And so was inspired Carpenter Plaza, a quiet tribute to the man and his role in the development of Dallas and Texas.

Situated at the eastern gateway to downtown Dallas on land purchased by Southland Life Insurance Company and donated to the city, Carpenter Plaza will provide a scenic foreground for an ever-changing skyline. An innovative, environmental design for the plaza by The SWA Group, nationally recognized landscape architects, features rolling mounds covered in green lawn and heavy foliage, creating an impression of a park much larger than its actual four acre size.



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Indicative of the character of Carpenter Plaza and its significance to the city as a portal park will be the unique contemporary sculpture designed to enhance and unify the area. Conceptually created by nationally acclaimed sculptor Robert Irwin and jointly funded by the National Endowment for the Arts and Southland Life, this sculptured steel screen will stand as high as ten feet and then cut through each of the mounds of landscaped earth, passing through almost 700 feet of plaza. Its design is described by Irwin as resembling "a knife cutting through the hills." The result promises to be a most interesting and exciting marriage between a park and a piece of sculpture.

Carpenter Plaza is bounded by Live Oak Street, Pearl Boulevard, Pacific Avenue and Central Expressway. When completed in early 1980, it will stand at the eastern entrance to Dallas' central business district, and will serve as a symbol of the city's dedication and commitment to a dynamic downtown.