



Presents

# URBAN HORIZONS

## A Symposium For Design Center Professionals

Artisan Design Group is pleased to announce "URBAN HORIZONS," a Symposium for Design Center Professionals. Land availability and construction costs are leading many builders toward infill and urban development, with many major metropolitan areas undergoing a transformation from horizontal growth to vertical growth.

The "Urban Renaissance" movement - a migration of homeowners back to the downtown "live, work and play" lifestyle is epitomized by the rapid growth and development of San Diego's downtown. These homebuyers have rejected long commutes, traffic, and the "suburban sprawl." They seek a low maintenance lifestyle, and have an unparalleled value for convenience, quality, personal service, and innovative style.

In this two day Symposium we explore the unique opportunities and challenges this vertical growth represents - from different options offered to construction and move-in considerations. On Day 2 we will tour several new and existing developments, as well as sales office and design studio environments.

### DAY 1: URBAN HORIZONS SYMPOSIUM

#### THE URBAN LIFESTYLE: What Homebuyers Want

*Discover what the "Survey Says" for style trends and successful option offerings.*

#### ADDITIONAL CONSIDERATIONS Challenges Developers Face

*The legal and insurance requirements; common areas; sound abatement and access issues not faced in more suburban environments.*

#### THE EXPERTS SPEAK Bridging The Gap

*Between homebuyer wants and developer challenges. A panel of Urban Builders, Sales Professionals and Customer Service Managers present case studies and take questions from participants.*

### DAY 2: URBAN LIFESTYLES TOUR SALES CENTERS

*Visit Sales Venues around Downtown - compare perspectives.*

#### MODEL OPTIONS

*The nature of high rise development often precludes model opportunities. How are developers helping homebuyers visualize?*

#### CONDOMINIUMS

*Visit a few actual homes to see downtown living at its finest.*

#### DOWNTOWN DESIGN STUDIO

*Focusing on the core values of the Downtown resident - innovation, quality, convenience and service.*

## Symposium

March 3 & 4, 2005

8:30AM - 4:30PM

**HILTON  
GASLAMP  
DOWNTOWN  
SAN DIEGO**

401 K Street  
San Diego, CA 92101

Reservations:  
(800) HILTONS  
Special ADG Rate:  
\$179.00 per night

2 day program including  
Continental Breakfast  
and Lunch each day

**SYMPOSIUM  
ENROLLMENT:**  
\$875.00 by January 31, 2005

**EARLY  
ENROLLMENT  
DISCOUNT:**  
\$799.00 by November 15, 2004

Email or Fax  
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