



National Trust *for*
Historic Preservation®



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Explore Awesome Preservation Projects In Your City!

By:
National Trust for Historic
Preservation

What makes a city great? Its culture, for sure—its flavor, texture, color. Its skyline and landscapes. Definitely its history.

But what brings a city's *greatness* to life? That's where its people come in—the communities that form its beating heart and breathing lungs, and the neighborhoods that turn places we live into places we love.

In 2017, Heineken and the National Trust collaborated on a crowdfunding initiative called [The Cities Project](http://enterprise.indiegogo.com/HeinekenCities) [Link: <http://enterprise.indiegogo.com/HeinekenCities>] , which allowed people to contribute directly to preservation projects that will make their cities even greater places to call home.

The Cities Project by Heineken helps strong communities bring special projects to life. It all started in 2016 when Heineken partnered with the National Trust to launch the “[Save Your Seat](https://savingplaces.org/heineken-launches-save-your-seat-crowdfunding-campaign-to-support-restoration-of-miami-marine-stadium)” campaign [Link: <https://savingplaces.org/heineken-launches-save-your-seat-crowdfunding-campaign-to-support-restoration-of-miami-marine-stadium>] at [Miami Marine Stadium](https://savingplaces.org/miami-marine-stadium) [Link: <https://savingplaces.org/miami-marine-stadium>] , our remarkable Modernist, graffiti-covered National Treasure built in 1963. The goal: kickstart this unique stadium’s restoration. The result: more than \$100,000 raised, along with an outpouring of public support for the dilapidated but beloved place.

This year, the campaign expanded to ten projects stretching from New York to Honolulu. The projects raised over \$350,000 for preservation. Explore them all below, and get inspired to make your city even greater!

The Cities Project By Heineken

Sweet Auburn Water Tower



A water tower that rises above Atlanta’s famous Sweet Auburn neighborhood will be transformed by local artists to refresh the 111-year-old structure with eye-catching public art.

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The Cities Project By Heineken

Voiceover: Chicago



Voiceover is a public audio installation that will collect residents’ personal stories about what makes the Windy City so special. Audio recordings with their reflections will be broadcast on speakers on Chicago’s elevated Bloomingdale Trail—the heart of The 606.

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The Cities Project By Heineken

Waikiki Natatorium War Memorial

Exhibit 8

The only ocean-water swim venue built as a war memorial, the Natatorium celebrates Hawaii's indigenous swimming traditions and honors the Hawaii citizens who served in World War I. The Indiegogo campaign will kick off an effort to restore this treasure with 21...

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The Cities Project By Heineken

Houston Astrodome

Dubbed the "8th Wonder of the World," the Houston Astrodome hosted sporting and cultural events but has been shuttered for almost a decade. The Indiegogo project will fund a public installation and event that invites people to experience the Dome in a whole new...

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The Cities Project By Heineken

LA's Triforium

An effort to rehabilitate this quirky, iconic 1970s structure will help bring music to the heart of downtown Los Angeles. This project will aim to breathe new life into the Triforium and its unique sound system.

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The Cities Project By Heineken

Little Havana

The Little Havana neighborhood is at the heart of Miami and a symbol of the American melting pot. This project, inspired by the famed "Humans of New York" effort, will commission a local photographer and writer to capture the residents' colorful lives.

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The Cities Project By Heineken

New York State Pavilion

The shining star of the 1964 World's Fair, the Pavilion charmed millions with its futuristic architecture. Today, efforts are being made to renovate the site, and this project will help to repair its entryway.

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The Cities Project By Heineken

Philadelphia's Rail Park

Like Manhattan's High Line, this stretch of railroad tracks will be converted into a beautiful urban space traversing Philly. The crowdfunding campaign will support design enhancements on phase one of the project, including the restoration of an iconic Readin...

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The Cities Project By Heineken

Pioneer Square's Prism Glass Sidewalks

One of the most famous features of Seattle's Pioneer Square is its collection of purple glass sidewalk tiles. Time and the elements have left portions of the sidewalk in disrepair; this project will support the restoration of this beloved spectacle.

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The Cities Project By Heineken

D.C.'s Union Station

The giant centurions that stand guard throughout Union Station in Washington, D.C. are overdue for a facelift. This project will jumpstart an effort to revive the 46 statues to their former glory.

EXPLORE THIS PROJECT

Have a question? Check out [the press release](#) [Link: /the-cities-project-by-heineken]. Also, see full program [Terms and Conditions](#) [Link: <https://enterprise.indiegogo.com/heinekencities/terms-and-conditions/>].