

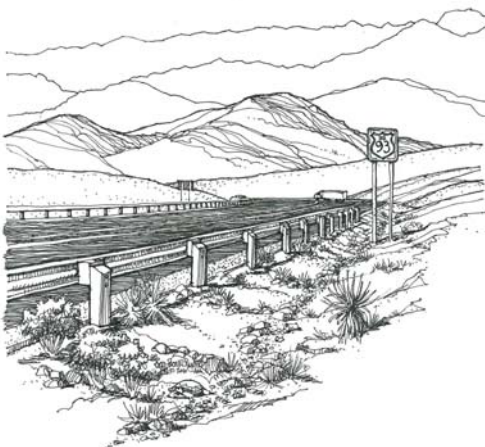


# ENJOY THE RIDE with Celebration & Pride

## RESPECT THE LANDMARK

The designers and builders of Hoover Dam showed pride in their creation and respect for the future generations that would marvel at the visual quality of their work.

This artistic attitude, as much as any engineering success, separates Hoover Dam from other large dams around the world. Surpassing a minimal functional level of engineering, its builders expressed a grace of form and clarity of detail that has made Hoover Dam an enduring national landmark.



## UPHOLD THE HIGH STANDARDS

The unmatched engineering triumph of Hoover Dam and the spectacular setting of the Black Canyon inspired the design for the Bypass Project.

In the 1930s, architect Gordon Kaufmann guided the architectural character of the engineering marvel. He envisioned a Modernist dam of simple elegance contrasting the rugged texture of the desert canyon. The designers of the River Bridge shared the same aesthetic goal.

Those involved with the Hoover Dam Bypass Project took pride in their 21st-century engineering achievement and cared about its impact on those who follow. The River Bridge complements the Hoover Dam National Historic Landmark. It will be part of the landscape for the inspiration of future generations seeing the natural beauty and engineering excellence of the two monuments set in the Black Canyon.

## COMPARE & CONTRAST IMAGES

The powerful image of these two monumental structures has now become inseparably one.

The dam and bridge have visual qualities that are similar and different at the same time. They both share the clear-cut geometry of the arch form. Yet, the solid dam arch looks massive while the graceful bridge arch seems weightless. The architectural and artistic aspects of each monument are equal to their individual engineering achievements. Their combined visual images come full circle to make the vision a reality.