

ICONIC THROUGH
time
REUNION
TOWER
THEN *and* NOW

Written By: *Melanie Hess*

Voted number one in the world, Dallas's skyline would be unrecognizable without the iconic Reunion Tower. Originally built as a free-standing structure and part of an urban redevelopment project in 1978, the 561-foot tower quickly became a key landmark of the city. With 837 steps to the top of the tower's stairwell, most individuals prefer the 68-second elevator ride to the structure's newly renovated Geo-Deck, Five Sixty restaurant, and Cloud Nine Cafe.

With rapid societal and technological advances, Reunion Tower's management team decided it was time to renovate in 2007. According to the tower's general manager, Dusti Groskreutz, the new design was intended to allow visitors of Dallas to engage with the city in a new way.

"The goal was to re-open the space utilizing world-class design features such as unique lighting elements and an interactive 50-foot halo touchscreen that would immerse guests in a personalized experience," Groskreutz said.

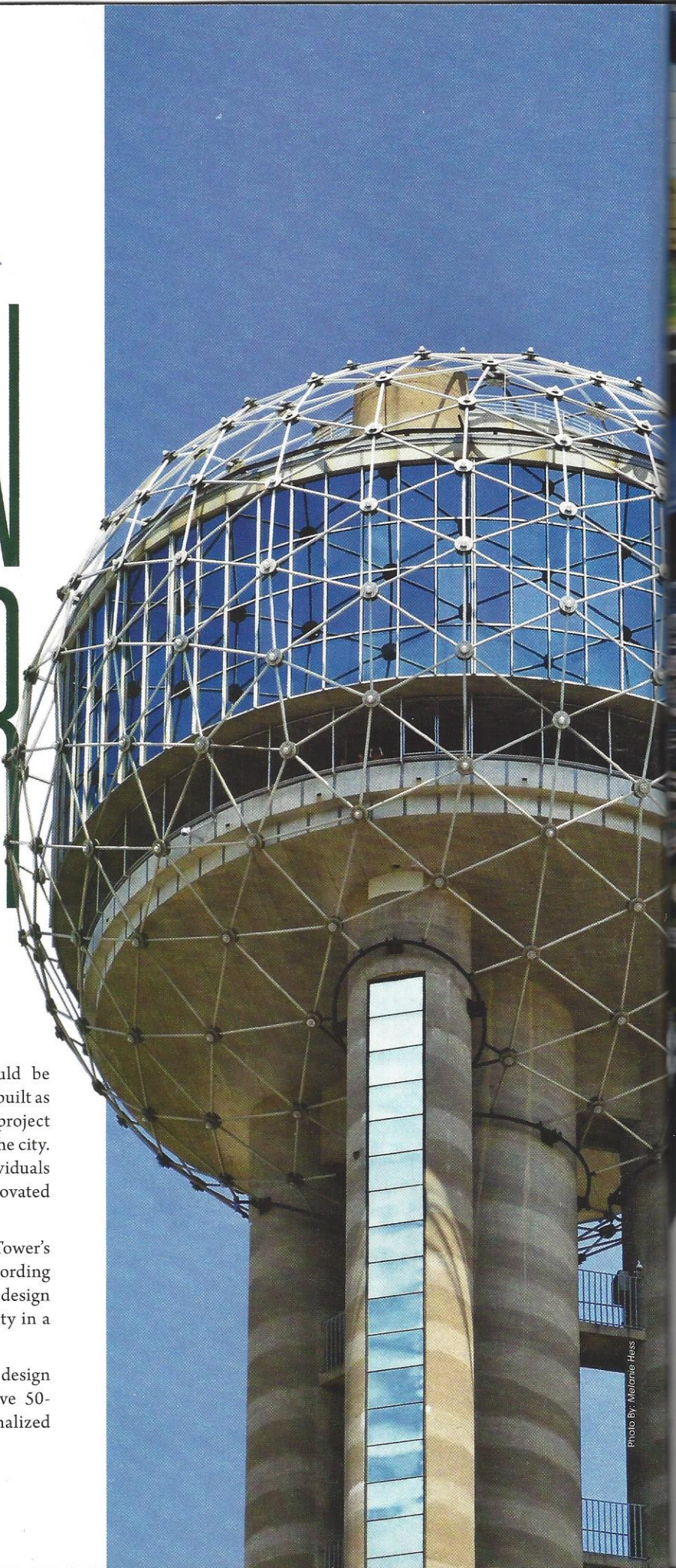


Photo By: *Melanie Hess*



GEO-DECK

Goal achieved, Groskreutz claims, as Reunion Tower, which reopened for observation and visitors in 2013, is an ideal place to explore the city.

The halo, located inside Reunion Tower's Geo-Deck, is an interactive 50-foot touchscreen, which spans the entire 360 degrees of the glass-walled sphere.

"You can plan the rest of your adventure and what parts of Dallas you want to explore, right from our halo," she said, noting that guests can see the city from every angle, both indoors and out. "Every day the view is a little bit different."

In addition to the interactive display, the deck boasts high-powered zoom telescopes, color-changing lights on the interior walls and ceilings, and a floor designed as a stylized map of the city.

History at its best, the tower, located merely 1,000 feet from the site of the John F. Kennedy assassination, hosts a video featuring a first-hand experience of the nation-changing event on each of the Geo-Deck's touch screens.

"It truly showcases the past, present, and future of Dallas," Groskreutz said, conceding that the star of the show remains the "unparalleled views of the city" from 470 feet in the air.

With the sound of the bustling city and trains on the tracks nearby, to a far off destination audible from the outside deck, visitors may be nearly 500 feet in the air, but they are not far removed from the city's atmosphere.

The Geo-Deck's advanced technology and modern design make it a great tourist attraction.

"It's also evolved into the most romantic place in the city, as one

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of the most popular settings for date nights, anniversary dinners, and marriage proposals," Groskreutz said. "We average one proposal per day and growing!"

"You've won me over", said a recent tower visitor, Amy T. "I've always felt like Dallas lacked that wow factor or just something that makes you love it a little more, that is until I came here...It was quite beautiful and romantic."

CLOUD NINE CAFE

Just one floor up from the Geo-Deck, visitors can enjoy a more casual dining experience by the celebrated Wolfgang Puck at the revolving Cloud Nine Cafe. A dual purpose space, the cafe offers dining with a view during the day and becomes a private event space at night.

"The views during the day change from the views that are offered at night, so you really can experience the city in two different lights," Groskreutz said. "Both settings are available to host corporate events, press conferences, birthday parties, weddings, engagements, and private dinners."