



Louis Vuitton America's Cup® '88 Media Centre

POLICE STATION GARAGE TRANSFORMED INTO AN INTERNATIONAL MEDIA CENTER

2 Sept 1988

The LOUIS VUITTON AMERICA'S CUP MEDIA CENTRE '88 welcomes journalists from around the world. Over 700 journalists have been accredited and are working in a building that, 50 years ago, was built to house police vehicles. Police officers now touring the facility are astounded at the transformation of what used to be an oil-stained garage .

In 1938, the entire police station, including jails, an emergency hospital, the police radio station, the municipal court building, police headquarters, a kitchen to feed the inmates, and an outdoor gymnasium and target range for the officers was built for approximately \$385,000 to build from concrete blocks and steel. The job took six months.

In less than four weeks, for about the same price, LOUIS VUITTON has turned one corner of the complex into a large bright and modern newsroom complete with 160 work stations, race results by Andrea Filacchioni and OLIVETTI, who processed race results very successfully in Fremantle for the last Louis Vuitton Cup, a full-service post office, and travel information. In addition, there are television monitors, sound recording booths for radio and full-service photographic services provided by KODAK. An outdoor cafe in the courtyard of the Mexican style building will serve light meals every day in the San Diegan sunshine.

The City of San Diego has leased these facilities for three months and one dollar--the complex's swan song--for after the America's Cup, the building will be renovated or replaced as part of Seaport Village.

Noted French sailor and Media Centre Director Bruno Trouble extends an invitation to journalists from all nations to join in witnessing this unique race for the America's Cup between Stars & Stripes and New Zealand.

All Press Conferences will be held at the Media Center.

The LOUIS VUITTON AMERICA'S CUP '88 MEDIA CENTRE is located at 801 West Market Street (corner of Kettner Blvd.) and is within walking distance of Race Headquarters at the Marriott Hotel and within easy reach of both the Stars & Stripes and New Zealand compound.