Establish Claim
—> then prove it by breaking up into senses

Main Points:
1. cachet (put the importance of beauty in public spaces in tension w fleming’s principles)
2. public private space

Motive Advice:
Flemming’s idea of the “pollis”: lacks (spaces for creativity, art)
   - There’s something else that we need: new genre of public space residents are part of the exhibit (on display)

minimalism —> conversation
beauty and design —> silence and introspective creativity

Organization:
• separate tour page
• claims on new pages
• home page outlining everything