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LOUISVILLE DOWNTOWN PARTNERSHIP

FOR IMMEDIATE RELEASE - From Louisville Downtown Partnership

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NEW DOWNTOWN MODEL UNVEILED

New 3D-printed adaptive model available for public viewing

LOUISVILLE, Ky. (September 17, 2026) – Louisville Downtown Partnership (LDP) today unveiled Downtown's newest 3D-printed model, a detailed view of Louisville's city center that provides a snapshot of the built environment, which can evolve alongside major development projects and continued investment.

Measuring 12 feet by 8 feet and designed at a scale of 1:70, with one inch equaling 70 feet, the model covers approximately two square miles of Downtown Louisville, stretching from 13th Street on the west to Shelby Street on the east and from Jacob Street on the south to the Ohio River. As new development projects are completed, individual buildings or entire city blocks will be reprinted and replaced, ensuring the model remains an accurate representation of the greater Downtown area and its continued growth.

"Downtown Louisville has a great story, and we're always looking for new and innovative ways to tell that story," said Rebecca Fleischaker, executive director of LDP. "Every building represents part of Downtown's history, including architecture, industries, and the way people lived, while every future update will showcase the investment, growth, and momentum shaping our urban core."

Beyond serving as a public display, the model is also a valuable planning tool, allowing developers to visualize how proposed projects fit into the surrounding cityscape and enabling city leaders and planners to evaluate and conceptualize urban design proposals in Downtown.

"Downtown Louisville is experiencing tremendous growth," said Louisville Mayor Craig Greenberg. "As we transform underutilized spaces, revitalize iconic landmarks, and welcome new investments across Downtown, this model will give residents and visitors alike a powerful way to see our progress in action."

The model was designed and 3D-printed by Louisville-based Work Architecture with support from the University of Louisville's J.B. Speed School of Engineering through its 2024 Capstone program. The custom display table was crafted by Open Grain Woodwork.

"Downtown Louisville is full of ambition and rich with character. Every piece of this model, block by block, building by building, represents the importance of our Downtown. It's where we work and where we've built our story as a firm," said Mitchell Kersting, AIA, principal and owner of Work Architecture. "We're honored Louisville Downtown Partnership trusted us with that story and are proud to watch it come to life."

The Downtown 3D-printed model will be displayed in the lobby of 500W, located at 500 W. Jefferson Street, where it is available for public viewing during regular building hours.

"We are proud to have LDP as part of the dynamic collection of businesses that call 500W home," said Andrew Marchetti, Managing Director at SomeraRoad, owners of 500W. "This new 3D-printed model is a strong representation of Louisville today and the opportunities ahead, and a reflection of LDP's commitment to the continued growth of downtown. We're proud to have the model displayed in the 500W lobby, where it will welcome our office community each day and serve as a reminder of the impact LDP continues to make across Louisville."

Downtown's first 3D model was created in 1983, when the Louisville Central Area (LCA), a predecessor organization of LDP, commissioned a hand-carved wooden model. The new 3D model expands the footprint of the Downtown area while allowing for greater architectural detail through 3D-printing.

To learn more about the Downtown Louisville 3D-printed model, visit **louisvilledowntown.org/downtown-3D-model**. To access photos of the original 1980s model and the new model, click **here**.

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About LDP

LDP's mission is to improve the economy of Downtown Louisville by promoting the redevelopment, vitality and economic growth of the Central Business District and surrounding areas and to improve Downtown's quality of life by creating a safe, clean and enjoyable environment.

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