



## HISTORY OF A.B. HIRSCHFELD PRESS BUILDING



A.B Hirschfeld began his family's business, the A.B. Hirschfeld Press, in 1907, at the age of 19. He ventured from Cincinnati, Ohio to Denver, Colorado after working for his brother's printing company. It was here in Colorado that A.B. Hirschfeld Press was launched with very little money and a \$35 printing press.

A.B. Hirschfeld Press, at one point the largest commercial printer between Chicago and the West Coast, built a new printing press building on Speer Boulevard, which was once known as Broadway Park, in 1947. The building was renowned for its prominent curved concrete tower with glass block which was surrounded by the history of the alphabet in terra cotta tile. The press moved to the Smith Road location in 1973 and the Speer location was used for storage.

In the late 1990's the Hirschfeld family teamed up with Sage Hospitality and opened the TownePlace Suites by Marriott Denver Downtown. Through consultation with the buildings owners, preservation architects, the city and Sage Hospitality, CLC designed a very distinct TownePlace Suites by Marriott which retains the historic key elements of the original 1947 building. Artist Barry Rose restored the mural, restoring it to it's original beauty.

TownPlace Suites by Marriott • 685 Speer Boulevard • Denver, CO 80204

