

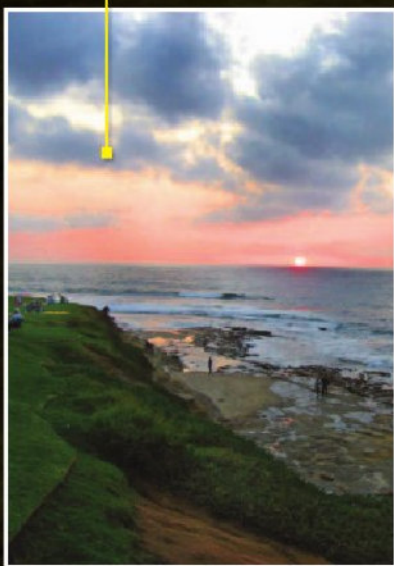
La Jolla

CALIFORNIA

SPARKLES LIKE A PRECIOUS GEM

article by: JEANNE FERRIS

BEAUTIFUL GREEN VEGETATION MEETS THE COASTLINE WHERE TIDE POOLS EXPOSE AMAZING SEALIFE AND UNIQUE WONDERS.



The boom of the 1880's brought New York stockbroker, Frank T. Botsford and Gerald W. Heald, speculators who purchased considerable property, subdivided it and scheduled a public auction. As they say, the rest is history. These upscale properties are now known as the La Jolla communities. The origin of the name has been widely cited (urban legend?) as a version of the Spanish La Joya, meaning "the jewel". With its rugged bluffs, ancient rock formations and seven unspoiled sandy beaches, La Jolla still sparkles like a precious gem nestled contentedly in a black velvet jewel box.



LA JOLLA HAS SERENITY THAT IS ALL ITS OWN. FROM THE CRASHING WAVES TO THE BARK OF SEALS, MANY LONG TO CALL LA JOLLA HOME.

in 1947 by Gregory Peck, Dorothy McGuire and Mel Ferrer. It is a prestigious Tony® award-winning and professional non-profit theater.

Down the street, the stunning Torrey Pines golf course is the site of a PGA Tour event, now called the Farmers Insurance Open, which usually takes place in January.

Nearby, is the Torrey Pines Gliderport where sky lovers can fly alongside the fragile sandstone cliffs of the protected Torrey Pines State Reserve, home to one of only two natural Torrey pine habitats in the world.

The Bishop's School became the first private school in La Jolla, which opened in 1909 and is highly regarded academically.

"My most treasured past time was to be able to ride my bike freely as a teen around Bird Rock as I went from school to beach to home," Cynthia Walsh, a former La Jolla resident, reminisced, "I feel so privileged to have grown up in the most beautiful, pristine, tranquil, safe and easy-going beach community. La Jolla will always be the place I consider home."

At a leisurely stroll from Bishop's is the Museum of Contemporary Art San Diego (MCASD), located above the waterfront on Prospect Street (La Jolla's Rodeo Drive) and houses a permanent collection of over 4,000 post 1950's American and European works by major and emerging artists. MCASD was founded in 1941 and it was originally the residence of philanthropist and columnist Ellen Browning Scripps, for whom several institutions in La Jolla are named in her honor.

"La Jolla has a small town feel that I love," said Carole Preece, a 20 plus years resident, "It is distinctive from other beach communities because of the Concerts by the Sea, La Jolla Christmas Parade, the Fourth of July parade in Bird Rock and the "Mom and Pop" shops like Warwick's Bookstore, which by the way, is America's oldest family run and independent bookstore."

THE SALK INSTITUTE (DESIGNED BY WORLD-RENOWNED ARCHITECT LOUIS KAHN)



Spanning seven miles of sunny Pacific Ocean coastline, north of the downtown La Jolla village is the University of California, San Diego (UCSD), the Salk Institute (designed by world-renowned architect Louis Kahn and in 1992, a recipient of a 25 year award from the American Institute of Architects (AIA), Scripps Institution of Oceanography, and the National University headquarters, all a combination of higher education and internationally known research centers.

In 1995, the University Library Building at UCSD was renamed the Geisel Library to honor Audrey and Theodor Geisel for their generous contributions and devotion to improving literacy. William L. Pereira designed the iconic eight story geometrical concrete structure back in the 1960's.

Beloved children's author, Theodor Geisel (Dr. Seuss) is perhaps, the most famous writer synonymous with La Jolla. His influence and affect is felt everywhere in San Diego and even seasonally, ("The Grinch" is a Christmas tradition at the Old Globe Theatre).

On the 1,200-acre UCSD campus is the eclectic Stuart Collection, with site-specific works by international artists such as Niki Saint de Phalle, a flamboyant and colorful sculptress. Also on campus, is the La Jolla Playhouse, which was founded