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## The Power of Uniqueness

Ed McMahon

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Why Do Old Places Matter?



 National Trust for  
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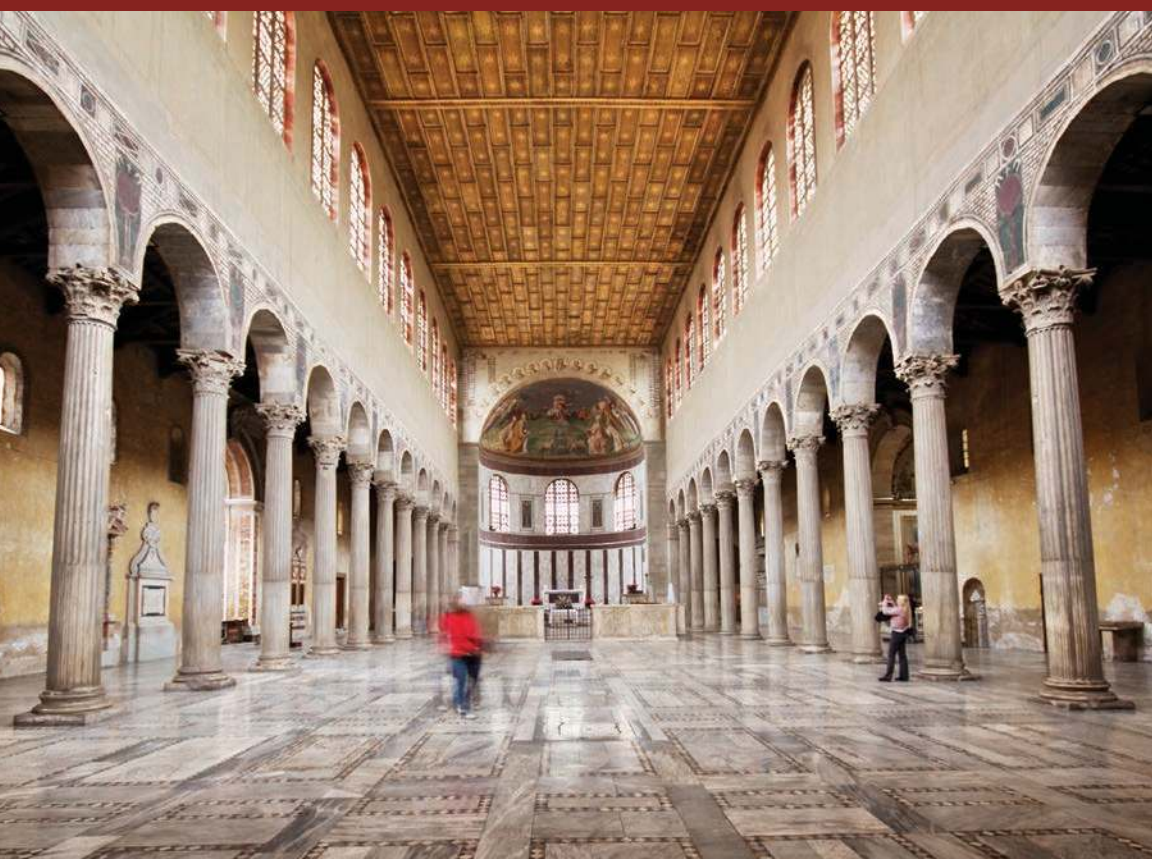
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## Why Do Old Places Matter?



National Trust *for* Historic Preservation

**Preservation  
Leadership Forum**

# The Power of Uniqueness

ED MCMAHON

**E**d McMahon, a National Trust Advisor and Senior Resident Fellow at the Urban Land Institute, is nationally known as an inspiring and thought-provoking speaker on historic preservation and land use policies and trends. In November 2014 he participated in a TEDx event in Jacksonville, Florida. In the spirit of “ideas worth spreading,” TEDx events are independently organized forums that bring people together to share an experience similar to that offered at the annual, national TED conference. McMahon’s talk on “The Power of Uniqueness” is directly related to this *Forum Journal’s* focus on “Why Do Old Places Matter?” McMahon sets forth a compelling argument for the economic, psychological and social value of preserving community uniqueness, including historic buildings, neighborhoods and landscapes. We encourage you to watch this short talk. **FJ**



## VIDEO

To watch “The Power of Uniqueness,” [click here](#).