



Market Square

Since the 1860s, Market Square has been one of Knoxville's most popular places to shop, work, play, eat, drink, and live. Market Square is home to outdoor concerts and movies, Shakespeare on the Square and much more. This kid and pet friendly area is an ever-changing anchor for markets, festivals and fun. The Square features two water play fountains and is adjacent to the scenic Krutch Park.

Old City

The Old City is concentrated around the intersection of Central Street and Jackson Avenue, adjacent to the Southern Terminal tracks and rail yard (now part of the Norfolk Southern system). The area is home to an eclectic assortment of shops, coffee bars, restaurants and clubs. The Old City is within walking distance of Market Square.

Happy Holler

Happy Holler is a neighborhood in N. Knoxville generally associated with the communities and businesses along N. Central Ave. between the intersections of N. Broadway St. and Woodland Ave. Happy Holler was recognized for its historic one-story masonry buildings built between 1909 and 1945. It was named during the Prohibition Era when people could buy alcohol in the alleys behind the stores. The neighborhood was recently added to the National Register of Historic Places.

Volunteer Landing

Volunteer Landing runs parallel with Tennessee River to create a beautiful riverfront park. Visitors here enjoy fishing, biking, paddleboarding and other activities while here. It's also a wonderful venue for major events like powerboat racing. The Riverfront is a site to see during UT home football games. The Vol Navy lines the river along Volunteer Landing to create a sea of orange.

World's Fair Park

Maintained to pay tribute to one of the last successful World's Fairs, Knoxville's World's Fair Park is a great place for everything from reunions and concerts to picnics and afternoon strolls. The park contains some of the most innovative and exciting water features to be found anywhere around as well as a Performance Lawn (greater in size than two football fields), a two-acre Festival Lawn and Amphitheater. The park is also home to the Sunsphere and East Tennessee Veterans Memorial.

Sunsphere

The 1982 World's Fair Icon is home to the Icon lounge, event rental space and local businesses. The 4th Floor Observation Deck was recently remodeled and serves as a satellite visitors center. The Observation Deck features a gallery of Knoxville images, as well as information on Knoxville and the World's Fair and offers a breathtaking 360-degree view of Knoxville. The Observation Deck is open free to the public daily.

The East Tennessee Veterans Memorial

The East Tennessee Veterans Memorial is a public plaza with a formal arrangement of granite pillars. The pillars bear the names of fallen heroes from 35 East Tennessee counties who died in military service during named conflicts since World War I. The names of East Tennessee's Medal of Honor recipients are inscribed and honored on the reverse side of the pillars.

Knoxville Museum of Art

The Knoxville Museum of Art celebrates the art and artists of East Tennessee. Since its opening in 1990, the KMA has presented a lively and engaging schedule of exhibitions. The KMA is also home to the monumentally scaled sculpture by Knoxville resident and internationally acclaimed artist Richard Jolley, *Cycle of Life: Within the Power of Dreams and the Wonder of Infinity*. The sculpture is one of the largest figurative glass-and-steel assemblages in the world and will remain on permanent view at the museum.

<http://www.knoxart.org>

Tennessee Theatre

The magnificent Tennessee Theatre first opened its doors on October 1, 1928 and was hailed as "the South's most beautiful theatre." The former movie palace underwent a \$25.5 million renovation in 2003 and reopened on January 15, 2005 as a world-class performing arts center. The theatre is the official State Theatre of Tennessee and home to the famous Mighty Wurlitzer. The Bijou Theatre, another magnificent historic theatre is located just down Gay Street and hosts a number of concerts and performances.

The East Tennessee History Center

The Museum of East Tennessee History holds the key to Knoxville's past. Ever-changing, award-winning exhibits tell the history of the people, places and events that shaped this region. The Center is also home to a premier research library and genealogy magazine. The museum is located at the East Tennessee History Center in the heart of downtown Knoxville, just across from the Tennessee Theatre.

<http://www.easttnhistory.org/>

WDVX Blue Plate Special

For years, WDVX's Blue Plate Special has been a Knoxville must-experience. The live radio show takes place Monday through Friday from 12:00 – 1:00 p.m. at the WDVX Studios located in the downtown Visitors Center. Visitors to Knoxville, locals, and downtown employees pack the Visitors Center to listen to incredible Americana and Bluegrass music.

<http://www.wdvx.com>

Outdoor Knoxville

Knoxville's Urban Wilderness has a variety of adventure opportunities for outdoor enthusiasts. Located only three miles from downtown, this 1,000 acre stretch features more than 40 miles of hiking and biking trails within city limits. The unique urban playground connects parks, trails, civil war sites and recreational amenities. Bikes, canoes, and Stand Up Paddleboard rentals are available at the Outdoor Adventure Center and Ijams Nature Center.

<http://www.outdoorknoxville.com>

Ijams Nature Center

Ijams Nature Center is a member and visitor-supported nonprofit organization. As one of the region's beloved landscapes, Ijams features 300 acres of protected wildlife habitat and natural areas including 10-miles of trails, rock formations, wildflowers, ponds, lakes, stunning overlooks and boardwalks along the Tennessee River. Located only three miles from downtown Knoxville, Ijams is also a birding hotspot.

<http://ijams.org/>

Knoxville Zoo

The Knoxville Zoo gives visitors the chance to experience wildlife up close at Knoxville's largest attraction. Come face to face with more than 800 of the world's most fascinating animals. See giraffes, elephants, gorillas, chimpanzees as you travel through grasslands of Africa and the African forest. Ride a camel! Feed a giraffe! Because of their success in breeding and survival of baby Red Pandas, the Knoxville Zoo is widely considered to be the Red Panda Capital of the World.

<http://www.knoxville-zoo.org/>

WBHOF

The Women's Basketball Hall of Fame opened in June 1999 in Knoxville, Tennessee. It is the only facility of its kind dedicated to all levels of women's basketball. The Women's Basketball Hall of Fame is home to the world's largest basketball. The Baden Ball measures 30-feet tall and weighs 10 tons.

<http://www.wbhof.com/>