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MAYOR MICHAEL R. BLOOMBERG UNVEILS DESIGN FOR NEW HOME OF THE MUSEUM OF ARTS & DESIGN AT TWO COLUMBUS CIRCLE

Mayor Michael R. Bloomberg, Museum of Arts & Design (MAD) Director Holly Hotchner, and Principal of Allied Works Architecture Brad Cloepfil today unveiled the design for the Museum's new home at Two Columbus Circle. Developed by Mr. Cloepfil, the design for MAD capitalizes on the dramatic location of Two Columbus Circle, a gateway linking Midtown Manhattan, the Upper West Side and Central Park, and transforms the structure into a dynamic cultural center that weaves together the museum experience and street life in one of Manhattan's most significant public spaces. Once situated in its new home, MAD (formerly American Craft Museum), will more than triple its space to 54,000 square feet from 17,000 square feet in its present location, and increase its exhibition space fourfold. Construction will begin as soon as next spring.

Manhattan Borough President C. Virginia Fields, Deputy Mayor for Administration Patricia Harris, Deputy Mayor for Economic Development and Rebuilding Daniel Doctoroff, [Economic Development Corporation](#) President Andrew Alper, Cultural Affairs Commissioner Kate Levin, [Landmarks](#) Commissioner Robert Tierney, and Chairman of the Capital Campaign for the Museum of Arts & Design Jerome A. Chazen also attended the event at City Hall.

"The Museum of Arts & Design will be a rich and dynamic addition to the cultural community and to the rebirth of Columbus Circle," said Mayor Bloomberg. "Architect Brad Cloepfil has come up with a brilliant design that will integrate this building back into the urban fabric of the neighborhood while preserving its unique personality. I am delighted that Two Columbus Circle will once again thrive as a museum and as a distinguished work of architecture that will exemplify the pivotal role that the arts play in the economic, social and educational life of our City."

"The new presence of the Museum of Arts & Design will add a distinctive architectural element to Columbus Circle," said Borough President Fields. "This Museum, long a leading showcase of American decorative arts creativity will, in its new location, take its place as an outstanding addition to New York City's cultural institutions, and another great destination for New Yorkers and tourists."

"The design for our new home at Two Columbus Circle ingeniously meet the complex needs of the museum, project our mission as an



institution that celebrates materials and creative processes, and make a strong contribution to the future of Columbus Circle," said MAD Director Holly Hotchner. "Most importantly, the building will provide the variety of quality spaces that the Museum needs to exhibit its world-renowned collection and mount its growing educational programs."

"This project is an investment in the future of the Museum, Columbus Circle, the entire city, and our national and international audiences," said Mr. Chazen. "We will contribute an architecturally distinguished and culturally significant museum to one of Manhattan's most vital public spaces."

"The scale, massing, and textured façade of the building are important elements that contribute to its humane character," said Mr. Cloepfil. "In this pivotal location, it is essential that Two Columbus Circle engage its surroundings, the Park, the neighborhood and the street life that gives New York its character, therefore, the building is permeable, fostering a dialogue between the interior of the Museum and its urban environment."

At Two Columbus Circle, MAD will be able to respond effectively to a dramatic expansion of the design field, a significant increase in attendance and an overwhelming response to its public programming in recent years. Over the past five years, MAD has doubled its attendance to 275,000 visitors annually. Critically acclaimed touring exhibitions organized by the Museum, combined with off-site educational and community outreach programs, effectively double the audience served annually to over 500,000. MAD plans to build on its success and overcome space limitations that have impeded its ability to meet public demand for its wide-ranging programs and initiatives.

For the first time since its founding in 1956, MAD will be able to present and expand its permanent collection of over 2000 art objects including ceramics, fiber, glass, metal, paper, wood, mixed media, and design – one of the most distinguished collections of its kind in the world. MAD will also double its gallery space for the display of special exhibitions organized by MAD and other national and international arts institutions. In addition, the new location will house an Arts & Education Center. This full-service education facility will feature classrooms and studios for programs tailored to school children, families, adults, and seniors. MAD will use a renovated 155-seat auditorium and theater located on the lower level of its new building to showcase different cultural events in collaboration with New York City's premier performing and visual arts organizations. A restaurant and lounge will be located on the ninth floor providing dramatic views of the City and Central Park.

In addition to purchasing the building from the City, MAD is making a significant investment in the redevelopment of Two Columbus Circle. MAD announced two major private gifts to its campaign for the new building – \$12 million from Simona and Jerome A. Chazen, Chairman of the Capital Campaign for the Museum of Arts & Design, and \$10 million from Nanette Laitman, President of the Board. Together with other funds committed to the project, these leadership gifts bring the Museum past the halfway mark in its \$50 million Capital Campaign for the new building program. Mr. Chazen and Ms. Laitman are New Yorkers who have long been deeply involved with the cultural and educational life of the city.

Designed by Edward Durell Stone in 1964, Two Columbus Circle originally housed the Huntington Hartford Gallery of Contemporary Art. From 1969-75, Fairleigh Dickinson University's New York Cultural Center was located in the building. In 1976, Gulf & Western Industries purchased Two Columbus Circle and gave it to the City to serve as a visitor center and headquarters for the Department of Cultural Affairs. The agency moved out in 1998 and the building has

been vacant since that time.

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