

The Drawing Center Announces *ReDraw: The Capital Plan for 35 Wooster Street*

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The Drawing Center's Board of Directors and Executive Director, Brett Littman, are pleased to announce *ReDraw*, the initial phase of a new capital project to expand and make permanent The Drawing Center's space at 35 Wooster Street in SoHo, New York, where the institution has been located since 1986.

"We are thrilled by this unique opportunity to expand The Drawing Center. This project will secure the institution's future, ensure its continuing vitality and enable it to make even more innovative contributions to the arts and to our community," said Board Co-Chair Eric Rudin.

In December 2010, The Drawing Center launched the project with the purchase of a 2,000-square-foot unit on the second floor of 35 Wooster Street, which will replace its leased space at 40 Wooster Street.

Plans for the new space have been designed by Claire Weisz and WXY Architecture + Urban Design, an internationally-recognized New York-based firm. *ReDraw's* architectural program addresses specific exhibition, educational, and operational requirements, reinforcing The Drawing Center's mission to present the highest-quality cultural programming in galleries proportioned to facilitate a meaningful viewer experience—attributes that have made the institution one of the most respected, beloved, and distinctive non-profits in New York City.

The building project will connect the existing ground floor space to the newly-acquired second floor space and the lower level of the building. A new bookstore and a sky-lit Drawing Room gallery will join the existing visitor services desk and Main Gallery on the ground floor level. Offices and administrative spaces will move to the second floor, and the renovated lower level will accommodate a new education room, a Viewing Program meeting room, and the “Drawing Room 2” gallery, which will feature an audio and video media system for exhibitions and public programs. Integrating these spaces into one building will provide The Drawing Center with 50% more contiguous programmatic space.

As The Drawing Center prepares to serve its community in a greater capacity than ever before, *ReDraw* will address institutional demands for improved resources. Over the past three years, The Drawing Center has seen a 35% increase in attendance, including 1,200 K–12 public school students served annually through free school programs; more than 300 artists meeting with the Viewing Program Curator each year for one-on-one consultations; and 3,000 visitors per year to various public programs.

“*ReDraw* comes at the right time for The Drawing Center. We remain strongly committed to Downtown Manhattan, where we will continue to play a central role in the burgeoning cultural development from Hudson Square to the Lower East Side,” says Executive Director Brett Littman. “This is a project that makes sense now and into the future. *ReDraw*, since its inception, has been a programmatically-driven project. Our new architecture and spatial configuration will provide our curators, the artists with whom we work, and the general public with the best platform for exploring the essential role that drawing plays in our lives.”

The total projected cost is \$8.6 million dollars. In the first phase of fundraising for *ReDraw*, The Drawing Center has secured commitments from generous Board pledges and other private and public funders totaling more than 55% of the projected capital budget. This includes a \$3 million allocation from the Lower Manhattan Development Corporation (LMDC), whose mission includes providing support for

not-for-profit organizations engaged in cultural programs that benefit the communities of Lower Manhattan.

“Culture is critical to the future growth of Lower Manhattan, and arts institutions like The Drawing Center will promote economic growth and position Lower Manhattan as a premier cultural destination,” said LMDC President David Emil.

Upon completion of fundraising for the capital project, the institution will begin a second phase of fundraising for endowment reserves to fund programmatic and operational initiatives.

The Drawing Center plans to suspend on-site programming as of July 2011 to begin construction, with a projected re-opening date of March 2012.

MISSION STATEMENT

The Drawing Center is the only not-for-profit fine arts institution in the country to focus solely on the exhibition of drawings, both historical and contemporary. It was established in 1977 to provide opportunities for emerging and under-recognized artists; to demonstrate the significance and diversity of drawings throughout history; and to stimulate public dialogue on issues of art and culture.

ReDraw: The Drawing Center's Capital Plan for 35 Wooster Street

Fact Sheet

PROJECT OVERVIEW

Renovation and expansion of current 35 Wooster Street location, incorporating second-floor and lower-level areas of the building for improved exhibition, public program, education, and Viewing Program spaces

LOCATION

35 Wooster Street (between Grand and Broome) in SoHo

ARCHITECT

Founded as Weisz + Yoes when Claire Weisz and Mark Yoes created a base for their collaborative architectural vision, the firm later became WXY Architecture + Urban Design to reflect its ethos and the addition of a third partner, Layng Pew. Working in collaboration with community-based, public authority, and private clients, WXY's work is about social and environmental transformation. Deeply rooted in studies of the opportunities and limitations of the specific context, the firm's work articulates emerging hybrid programs that reflect the complexities of contemporary life and create new armatures for social interaction.

WXY has received numerous awards including a Young Architects Award in 1998 and several distinctions from the AIA and ASLA for the Battery Bosque, Bronx Charter School for the Arts, and many other projects. In 2006 the partners received the Chrysler/House Beautiful Innovative Designer Award in Architecture, a New York Designs Award from the Architecture League, and a top Honor Award from the Waterfront Center. The firm was recently named an Emerging Voice for 2011 by the Architecture League. WXY has been successful in many international competitions,

with a winning design for The Nanhe River Landscape Bridge in Xinjin County, China, and as a finalist in The Providence River and Columbus Scioto River Pedestrian bridges, The Toronto Central Waterfront, The New York Aquarium Perimeter Competition, Sculpture Center, and the Center for Architecture, among others. WXY's work has been published both locally and internationally, most recently in the *2010 New York Dozen* and *New Exhibition Design 02*. Projects currently under construction include waterfront parks and piers in both Brooklyn and Manhattan and new civic buildings.

Claire Weisz, AIA, is a founding partner of Weisz + Yoes architecture (WXY Architecture + Urban Design). She received her professional degree from University of Toronto and her post-professional Master's Degree in Architecture from Yale University. She is the recipient of many academic awards and was a winner of the Architectural League of New York's Young Architects Award and the Chrysler House Beautiful Award. She has written and edited architecture and urban planning studies, including the AD issue "Extreme Sites: Greening the Brownfield." She was on the founding board for The Design Trust for Public Space and became its co-executive director. Weisz is a Fellow of both the Urban Design Institute and the Urban Design Forum, and served on the NYSCA Architecture Design Panel, the New York AIA Board of Directors, and on design juries both nationally and internationally. She has received research grants from the New York State Council on the Arts, Rockefeller Foundation, and the Graham Foundation for Advanced Studies in the Fine Arts. She has taught and lectured widely, including at Yale University, Columbia University, NJIT, Catholic University, The Architectural League, and Pratt Institute's School of Architecture, and is currently on faculty at New York University's Wagner Graduate School of Public Policy.

BUDGET

- Total projected cost of capital project, \$8.6 million dollars inclusive of second floor unit purchase, design, renovation, contingency and operating cost

- First phase of fundraising has commitments totaling more than 55% of projected capital budget Funding from Board pledges, LMDC, and other private and public sources

TIMELINE

Construction start date projected for July 2011 with a re-opening date of March 2012

SQUARE FOOTAGE

9,000 square feet with a 50% increase in contiguous programming space

FEATURES

- New Drawing Room galleries and upgraded Main Gallery
- Expanded Visitor Services and Retail Space
- Exclusively-dedicated educational and artist-services spaces
- Consolidated staff and support spaces
- Improved access for wheelchairs and handicapped visitors
- Sustainable design elements including radiant heating for better climate control and reduction of energy consumption; eco-efficient, thermal heating and cooling system, as well as alternative energy generation by photovoltaic panels to mitigate carbon footprint; sustainably and locally-sourced, low-VOC, energy-efficient, and reclaimed materials

THE DRAWING CENTER'S AUDIENCE

Annually The Drawing Center serves more than 35,000 visitors to its exhibitions; 200 youth at Family Art Workshops; and 1,200 K–12 public school students through free school programs. More than 300 artists meet with the Viewing Program Curator each year for one-on-one consultations and Public Programs attract 40–150 people per event for a total of over 3,000 people per year.