



NATIONAL BUILDING MUSEUM

2011 Annual Report

Message from the Chair and the Executive Director

The National Building Museum reached an exciting milestone during fiscal year 2011 (October 1, 2010 to September 30, 2011), attracting more than half a million annual visitors for the first time in its history. In fact, we dramatically surpassed that benchmark, with attendance of 581,421 people. There was a pleasant and consistent hum throughout the Museum as steady crowds came to enjoy our exhibitions, educational programs, and special events.

The Museum's Great Hall.
Photo by Kevin Allen



The excellent attendance figures were especially encouraging in the context of the Museum's decision to begin charging a modest admission fee for exhibitions during the summer of 2011. Although entrance to the building—including the Museum Shop, café, and historic building tours—is still free, we now charge \$8 for adults and \$5 for children, students, and seniors to visit our exhibitions. This fee was implemented as a result of the ongoing economic challenges that many cultural institutions are facing, including cutbacks in government funding. For instance, although the Museum is a private, nonprofit entity, it has long received a significant grant through the National Capital Arts and Cultural Affairs program. This federal program was established to provide crucial operating support to qualifying cultural organizations in the nation's capital. The program still exists, but funding levels were dramatically reduced in 2011. Combined with diminishing support from other traditional areas of giving, the Museum experienced a sudden and substantial reduction in projected funding midway into our fiscal year. The admission fee helped to offset these reduced revenues. The implementation of the new admissions policy went smoothly, and so far, visitors have reacted positively.

During this past year, the Museum also adopted a new strategic plan, which has served as a valuable guide, helping us to assess our priorities and maximize our resources at a time when all cultural institutions face fund raising challenges. The section headings below reflect the key content areas we identified as priorities in the plan. This report provides an overview of the Museum's myriad activities and achievements and serves as a vehicle for thanking the many individuals, corporations, associations, and agencies that make our work possible.

Recognizing Design Achievement and Innovation

Opening in October 2010, *Designing Tomorrow: America's World's Fairs of the 1930s* was the first comprehensive exhibition about the architecture and design of the six world's fairs held in the U.S. during the Great Depression. Featuring a stunning array of photographs, models, memorabilia, and even a replica of a working robot that was a star attraction of one of the fairs, *Designing Tomorrow* revealed how these events introduced modernism to American audiences while also helping to shape uniquely American interpretations of the movement. The exhibition catalogue is available through the Museum Shop.

On a scavenger hunt of the Museum's building, students identify shapes and patterns by examining the walls, floors, and ceiling of the Museum during the *Patterns* school program.

Photo by Kevin Allen



Adele Chatfield-Taylor receives the Twelfth *Vincent Scully Prize* and delivers a presentation to an audience filling the Great Hall.
Photo by Anne McDonough



Students join a work crew, become carpenters, and use power screwdrivers as they assemble an 8' x 11' house during the *Be a Green Builder* school program.

Photo by Kevin Allen



In March 2011, the Museum opened *Walls Speak: The Narrative Art of Hildreth Meière*, organized by the Regina A. Quick Center for the Arts at St. Bonaventure University. Meière was a talented muralist and mosaicist who collaborated with Bertram Grosvenor Goodhue and other prominent architects of the early to mid-20th century.

Her works were not only beautiful, but also noteworthy as integral architectural elements of significant buildings such as the Nebraska State Capitol and the National Academy of Sciences headquarters in Washington, D.C.

The Museum continued its popular *Spotlight on Design* lecture series, which attracts talented designers to speak about their work. Esteemed architects Peter Bohlin and Cesar Pelli, the up-and-coming Spanish firm of Nieto Sobejano Arquitectos, and landscape architect Andrea Cochran were some of 2011's presenters. The series is sponsored by Lafarge, with additional support from the American Institute of Architects and media sponsor *Architectural Record*.

Other public programs in fiscal year 2011 included the annual *Women of Architecture* program, presented in collaboration with the Beverly Willis Architecture Foundation, which featured New York architect Annabelle Selldorf. The Museum also continued its popular *Architecture 101* lecture series, which introduces the general public to key movements and figures in architectural history. During the summer of 2011, lecturers discussed "The Glass Box," "Gothic Revival," and "Frank Lloyd Wright: The Prairie Style."

Each year, the Museum presents several prominent awards to individuals, companies, and organizations that have had a positive impact on the built environment. We presented the 12th *Vincent Scully Prize* to Adele Chatfield-Taylor, president of the American Academy in Rome, for her efforts to encourage excellence in design, planning, and preservation. We awarded the *Henry C. Turner Prize for Innovation in Construction Technology* to Caterpillar Inc. for its incorporation of advanced technologies that facilitate efficient, high-quality construction. In a departure from tradition, the annual Honor Award gala was organized not around a single honoree or small group, but as a celebration of the 25th anniversary of the award, with many past recipients in attendance.

Advancing the Cause of Sustainability

The National Building Museum has long been at the forefront of the sustainability movement. In 2011, that leadership continued via the *Intelligent Cities* initiative, a project in partnership with TIME and IBM and funded by the Rockefeller Foundation. This initiative explores the intersection of information technology and urban design, with the goal of making cities more livable, attractive, and sustainable. A major public event of the initiative was the *Intelligent Cities Forum*, held at the Museum on June 6, 2011, and simultaneously broadcast online. Drawing on data gleaned from public responses to infographics developed by the Museum and published in TIME, the program addressed the implications of information technology for the design of communities at various scales. One of our curators edited a book based on the forum and incorporating original essays, which was published in early fiscal year 2012.

Festival attendees discover the science behind popcorn at *Discover Engineering Family Day*.
Photo by Kevin Allen



The Museum continued to offer several lecture series devoted to sustainability and related topics, including *For the Greener Good*, presented with The Home Depot Foundation; the *Smart Growth* series, presented in partnership with the U.S. Environmental Protection Agency; and *Building in the 21st Century*, supported by the U.S. Department of Energy. The Museum launched its new *Green Community* national curriculum kit this fiscal year, introducing students in grades 5 through 8 to issues in urban design, conceived from an environmentally conscious perspective.



Panelists explore the links between environmental sustainability and design, public health, energy policy, bioscience, infrastructure, and education during *For the Greener Good*.
Photo by Kevin Allen

Increasing Awareness and Understanding of the Built Environment

We opened the exhibition *LEGO® Architecture: Towering Ambition* in 2010, and it proved to be so popular that we extended it into 2012. This educational and highly interactive exhibition has

significantly boosted the Museum's family attendance. While providing a unique learning environment for youngsters, it also engages adults through impressive, large-scale models of famous buildings around the world. The *LEGO®* show complements the ongoing *Building Zone* interactive exhibition for younger children.

Families flocked to the Museum's three major festivals during fiscal year 2011: the *Big Build: A Hands-on Festival of Tools, Trucks, and Building Arts* (formerly known as the *Festival of the Building Arts*), *Discover Engineering Family Day*, and *National Cherry Blossom Festival Family Day*. These three events drew a total of more than 28,000 visitors. In addition, the fifth annual National Building Museum Summer Camp, which gives children entering grades 3-5 opportunities to develop their creativity through various design challenges, drew record attendance.

The Museum strives to attract and engage diverse constituencies. In fiscal year 2011, we launched a redesigned www.nbm.org, which is the Museum's most significant form of communication, to improve the Museum's branding and reflect its commitment to design excellence. The Museum's website has been accessed 2 million times in FY11.



Press coverage in outlets ranging from *USA Today* to the BBC helped publicize the Museum's programming. The Museum also benefited from \$348,000 in advertising through partnerships with media organizations and the Washington Metropolitan Area Transit Authority (Metro trains and buses).

Visitors examine the Transamerica Pyramid and St. Louis Arch in the *LEGO® Architecture: Towering Ambition* exhibition.
Photo by Kevin Allen

CityVision students investigate the NoMa neighborhood in Washington, D.C. The program aims for students to identify needs and propose solutions designed to help local neighborhoods.
Photo by Museum staff

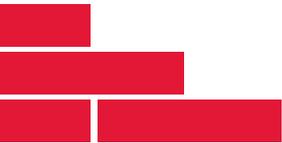


Illuminating and Interpreting the Unique Built Environment of Washington, D.C.

Although the Museum's mission is national—indeed, international—in scope, the institution is firmly rooted in Washington, D.C., and remains committed to issues of importance to the metropolitan region. The long-term exhibition *Washington: Symbol and City*, for instance, explores the planning, design, and development of Washington as a global capital and as a community with its own unique identity and physical culture.

Many of the Museum's public programs, while dealing with broad topics in planning and urbanism, serve as platforms for discussion of local concerns. The 2011 *Charles Atherton Memorial Lecture*, for example, featured Danish architect and author Jan Gehl, who spoke about his ideas for making American cities more walkable and sustainable, while drawing specific lessons for Washington. In addition, historian and critic Wytold Rybczynski lectured about the history of city planning in a way that directly informed our understanding of the capital's evolution.

The Museum's acclaimed outreach programs for teens, including *CityVision* and the *Design Apprenticeship Program*, use Washington as a laboratory for explorations in community engagement. In July 2011, we opened an exhibition organized by the students participating in the *Investigating Where We Live* program in which they presented their photographs, writing, and artworks interpreting the built environment of the H Street Corridor and the neighborhoods of Bloomingdale and Mount Pleasant.



Gratitude

The National Building Museum remains a vibrant and influential force for advancing the quality of the built environment. Despite ongoing challenges arising from a difficult economy, we have achieved a great deal over the past year. More than 580,000 visitors came through our doors—they learned, they exchanged ideas, and they were entertained. We are proud that the Museum consistently ranks among the favorite Washington cultural destinations of locals and out-of-towners alike.

Design Apprenticeship Program participants work together to measure and cut materials for large-scale prototypes.
Photo by Museum staff

We thank all of our members, fellow trustees, donors, institutional partners, volunteers, staff, and others whose support is so vital to the success of the National Building Museum. We look forward to your continuing involvement in fiscal year 2012 and beyond.

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Guests attending the opening reception for *Designing Tomorrow: America's World's Fairs of the 1930s*. Photo by Anne McDonough

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Raksha Vasudevan
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Emily Volz
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Deborah Wallower
Rich Walsh
Rona Walters
Kenneth Walton
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Tanya Washington-Stern
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Ruth Ellen Wennersten
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Lauren Wilson
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Industry Partners are the leading institutional supporters of the National Building Museum, providing annual contributions at the \$15,000 level and above. Industry Partners sit on the Industry Council for the Built Environment, which engages with the Museum in dialogue about all aspects of the world we build. The 2011 annual meeting focused on "Performance in the Built Environment: Design, Technology and Resiliency." The Council was chaired by Greg Bentley, chief executive officer, Bentley Systems, Inc. and Harvey M. Bernstein, vice president, Industry Insights and Alliances, McGraw-Hill Construction.

The Museum is grateful to the following organizations for their leadership gifts in fiscal year 2011:

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The following donors made gifts of \$250 or more during the 2011 fiscal year (October 1, 2010 through September 30, 2011). While space limitations do not permit listing gifts of less than this amount, the Museum extends its sincere thanks to all donors.

* The donor's total giving includes contributed goods and services



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Corinthian Holiday Party
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Alexander H. and Roberta Jeffries
Jason Johnston
S. Kann Sons Company Foundation, Inc.
Russell Katz
Michael Kierzkowski
Kishimoto.Gordon.Dalaya PC
Frederick A. Kober
Michael W. Kolakowski (lee)sallee & company
Lehman Smith McLeish, PLLC
Amber Majid
Hollis S. McLoughlin
McWilliams | Ballard, Inc.
Joan Meixner and Paul Burack
Meltech Corporation
Ann K. Morales
Mr. and Mrs. F. Joseph Moravec
Diana R. and Charles A. Nathan
National Concrete Masonry Association
National Electrical Contractors Association
The National Trust for Historic Preservation
Robert and Kay Oshel
Charles Pankow Foundation
Rippeteau Architects, PC
Ray and Ann Ritchey
Ruina Family Fund
Mr. and Mrs. Stephen E. Sandherr
Mr. and Mrs. Albert H. Small
Alexander C. & Tillie S. Speyer Foundation
Dr. Lawrence Spinelli
Dwayne J. Sye
Vornado/Charles E. Smith
Wagner Roofing Company
Mallory and Diana Walker
Walton Construction—A CORE Company*
Washington Conservation Guild*
K. Wolf Webb and R. Beverly R. Webb
Linden H. and Judith A. Welch
Jill and Burton White
Wilkes Artis, Chartered
Wine Enthusiast
Wiss, Janney, Elstner Associates
Nancy Witherell
Neal L. Wood
Norbert W. Young, Jr., FAIA

\$500-\$999

Troy Adkins
Anonymous
Art Deco Society of Washington
Elmer and Susan Avery
Elinor Bacon
The Bernstein Companies
Biegel & Waller LLP
Bohlin Cywinski Jackson
Jason M. Brooks and Lih Yin Hiyu
Building and Construction Trades Department (AFL-CIO)
Claire and Thomas Cardella
Jerome A. Conlon
W. Kent and Margaret S. Cooper

Jonathan Dagle and Cynthia Stuebner
Domaform
Ginny Dyson
Susan Eisenhower
Sheila Etkorn and Michael Binder
Executive Building Maintenance
Joan Fabry and Michael Klein
Mel and Dene Garbow
Delon Hampton & Associates, Chartered
Alison K. Hoagland
Catherine and W.T. Ingold
Jefferson Hotel*
Andrew Joskow and Lisa Sockett
Stephen E. Kitchen
C.M. Kling & Associates, Inc.
Harold Leich
James W. and Sharon B. Lowe
J.W. Marriott Washington DC*
Marshall Moya Design, LLC
Leroy Misuraca
G. Martin Moeller, Jr. and Steven Dickens
Monument Parking Co., Inc.
M. Howard Morse
Donald B. Myer
Sakura Namioka
Darwina L. Neal
New York Building Congress, Inc.
Newmark Knight Frank
Henry Otto
Joe Palca
PM Services Company
Jillian Hanbury Poole
William Regan
Beth and Scott Ross
Susan W. Schwartz, Ph.D.
Louis H. Skidmore, Jr.
Jeff B. Speck
Craig M. Villalobos and Steve Humes
Luke Wassum and Sarah Fairbrother
Beth Wehrle
Scott and Katy Weidenfeller
Charles Wilkes
The Willard InterContinental Hotel*

\$250-\$499

Charles D. Ablard
Marcel Acosta
Jeff Alpher and Haley Kaufman
Ammann & Whitney
Michael Anderson and Anna Hamadyk
Anonymous (2)
Mr. and Mrs. Mahlon Apgar IV
Agnes Artemel
Ayers Saint Gross
Baines Construction
Shalom Baranes Associates
Ernest C. Barrett III
Jason Bassingthwaite and Nichole Rohrer
Franklin K. Benfield and Sharon R. Marsh
Mary Ellen Bergeron
Sally Berk and Sanders H. Berk, MD
Phillip G. Bernstein
Sara Ann Bounds
Bowie Gridley Architects
A. R. Braunmuller and Christine L. Krueger
Brennan + Company Architects

Jamie Bresner
 William D. Browning
 Capital Specs, LLC
 Jan D. Carline
 Catholic University School
 of Architecture
 Wallace W. Chandler
 Cherry Hill Park
 Larry E. Barnett Memorial Fund
 at the Chicago Community Trust
 Will Clark
 William F. Clinger
 Donald Cobean
 Perry Cofield
 Ginnie Cooper and
 Richard Bauman
 Kristi Cotner
 David Cox
 Warren and Claire Cox
 Ralph H. Craft
 Jonathan Davis
 DC Maxcuters
 Sheila and Peter de Bretteville
 Steve Deggendorf and
 Dennis McClellan
 Eric Dobson
 Downtown DC BID
 Mary Draper and Jeffrey Feltman
 Driscoll Family Foundation
 Fynnette Eaton and James Miller
 Alma Edgerly
 Barbara and David Ehrlich
 Harold and Louise Engle
 Jim Epstein
 Rick Epstein and Becky Lewis
 Rosalie Fanale
 Daniel Feil
 Frances Ferguson
 Whit Fletcher
 Nancy McElroy Folger
 P. Douglas Folk and
 Cynthia Lasko
 Michael Friel
 Roy Gee
 Giuliani Associates Architects
 Walter and Karla Goldschmidt
 Foundation
 John Goodman
 Raymond D. and Ellen
 Hahn Grabb
 Bucky Green
 Grimm + Parker Architects
 Stephen Groh
 Bruce Guthrie
 Karen D. Halle
 HKS, P.C.
 Martin Holmer and Jo Moore
 Hord Coplan Macht, Inc.
 Gregory M. Hoss and
 Lars Etzkorn
 Howard University School of
 Architecture & Planning
 Mary Ann C. Huey

Joel Hunter and Elinor Green
 Hunter
 Michael A. Joy
 George J. Kelly and Lindsay Kelly
 Scott Kratz
 Julie Kurland and Marcia S. Diehl
 Anita Lager
 M.K. Lanzillota, FAIA and Lee
 Becker, FAIA
 John K. Lapiana
 Barbara G. Laurie
 Mary E. Lawrence and Peter Buck
 Lee and Associates, Inc.
 The Levy Group Limited
 Roger K. Lewis and
 Eleanor R. Lewis
 Richard Longstreth
 William and Barbara Lynch
 Anne Kriken Mann
 Lawrence Mason
 Suzanne McLees
 Gillian McPhee and
 Greg DiCostanzo
 David Metzger
 Meyer Scherer & Rockcastle, Ltd.
 James N. Michel and Carole
 Toulousy-Michel
 David Miller and M. Scott Bowling
 Robert L. Miller
 Miller, Miller & Canby
 J.C. and Neil Milner
 Mueser Rutledge Consulting
 Engineers
 Philip Muse
 National Association of Housing
 & Redevelopment Officials
 Jo-Ann Neuhaus
 Rob and Linda Obenreder
 Al Orlo*
 Paul Pascarelli
 David W. Pate
 Clarence W. Pearson
 Susan Piedmont-Palladino and
 Douglas R. Palladino
 Mary and John Pitts
 Bryan and Dina Purcell
 Patricia Ralston
 Random House, Inc.
 Susan A. Retz and
 Charles J. Lovett
 Edward T. and Dee Ann Revere
 Bernard Robinson
 Timothy Robson
 Tom Sachs
 Barbara M. and Gregory Sanders
 Adrienne Schmitz
 Angela and George Schreiber
 Ben and Seth Schreiber
 Linda B. Schwartz
 Vincent Scully and Katherine Lynn
 Setty & Associates, Ltd.
 Joseph and Martha Shannon
 Gilaine and Larry Shindelman

Stefanie Zeldin Sigal and
 Robert K. Sigal
 Patricia Squires and
 Patrick J. Spann
 Joseph D. Steller
 The Stevens Group
 Clarence A. Stillions
 Anne J. Stone
 Barbara Strack
 William and Lois Stratton
 Lawrence Stuebing and
 Lois Berlin
 Julie E. Swiatek
 Shar Taylor
 Doris C. and Vígdor I. Teplitz
 John Thomann
 Nestor Tirado
 Harriet Tregoning
 Kristen and Christopher Ullman
 University of Maryland School
 of Architecture
 Venturi, Scott Brown & Associates
 Washington/Alexandria
 Architecture Center
 Watt, Tieder, Hoffar &
 Fitzgerald, L.L.P.
 Robert A. Weinstein and
 Judith M. Capen
 Ruth Ellen and Jack Wennersten
 Scott M. Wilson
 Ed Worthy
 Robert Zuraski and
 Elizabeth Monnac

Matching Gifts

Bank of America Foundation
 Morris and Gwendolyn
 Cafritz Foundation
 ExxonMobil Foundation
 Freddie Mac Foundation
 Bill & Melinda Gates Foundation

Honorary Gifts

Mr. and Mrs. Peter A. Aron,
 in honor of Robert A.M. Stern
 H. David Kaplan, in memory
 of Ruth McDonald
 Myra Karstadt, in honor
 of Lester Karstadt

The Cornerstone Society

The Cornerstone Society honors individuals who have invested in the future of the National Building Museum through their estate plans.

Anonymous (2)
 C. Dudley Brown, FASID
 Perry and Laura Cofield
 Robert W. Duemling
 Howard and Shirlee Friedenberg
 Mr. and Mrs. Anthony Wolf Greenberg
 Kenneth and Virginia Grunley
 Alice Haddix
 Russell V. and Ingrid C. Keune
 Lt. Col. and Mrs. William K. Konze
 Alexandra A. Kosmides
 Sally D. Liff
 Ryan P. McKay
 Frances M. and Kenneth L. Nathanson
 Jane and Fred North
 John C. Peterson
 Arnold J. Prima, Jr., FAIA
 Wayne and Ursula Quin
 Reinsch Pierce Family Foundation
 Chase W. Rynd
 Loretta Schuman, PhD
 James W. Todd
 Beverly A. Willis

The Estate of Jacqueline Aamot
 The Estate of Richard F. Evans
 The Estate of Col. Barbara M. Macknick



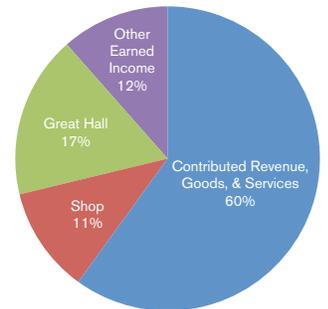
Members of the Cornerstone Society gathered to celebrate the Society's official launch on December 17, 2010.
 Photo by Peter Cutts

The National Building Museum greatly appreciates the ongoing management, maintenance, and preservation of its historic landmark home by the U.S. General Services Administration.

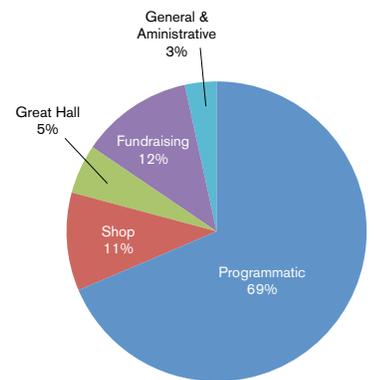
2011 Statement of Financial Activities

Year ended September 30, 2011

	Unrestricted	Temporarily Restricted	Permanently Restricted	2011 Total	2010 Total
Revenue and support					
Contributions and grants	\$1,538,664	\$1,401,493	-	\$2,940,157	\$3,580,232
Contributed goods and services	2,917,914	-	-	2,917,914	966,735
Great Hall events	1,806,706	-	-	1,806,706	1,561,147
Museum Shop sales	1,176,013	-	-	1,176,013	1,129,163
Fees: Education, Tour, Exhibition	788,822	-	-	788,822	410,061
Membership	252,112	-	-	252,112	224,620
Event income	58,725	-	-	58,725	79,692
Contribution box	55,727	-	-	55,727	56,612
Rental Income and Other	354,952	-	-	354,952	353,047
Net assets released from restrictions - satisfaction of program and time restrictions	1,193,527	(1,193,527)	-	-	-
TOTAL REVENUE AND SUPPORT	10,143,162	207,966	-	10,351,128	8,361,309
EXPENSES					
Program services					
Exhibitions	1,833,246	-	-	1,833,246	2,170,233
Education and public programs	3,852,049	-	-	3,852,049	1,806,923
Museum Shop	1,121,276	-	-	1,121,276	1,090,805
Communications and marketing	1,210,603	-	-	1,210,603	931,270
Great Hall events	563,899	-	-	563,899	497,045
Collections	144,893	-	-	144,893	146,349
Total program expenses	8,725,966	-	-	8,725,966	6,642,625
Supporting services					
General and administrative	361,204	-	-	361,204	361,132
Membership	120,807	-	-	120,807	114,168
Fundraising	1,281,145	-	-	1,281,145	1,206,509
Total supporting expenses	1,763,156	-	-	1,763,156	1,681,809
TOTAL EXPENSES	10,489,122	-	-	10,489,122	8,324,434
Changes in net assets from operations	(345,960)	207,966	-	(137,994)	36,875
Non-Operating Activity					
Investment Income	50,284	6,335	-	56,619	190,343
Changes in net assets	(295,676)	214,301	-	(81,375)	227,218
Net Assets, Beginning of Year	905,142	2,620,168	40,000	3,565,310	3,338,092
Net Assets, End of Year	\$609,466	\$2,834,469	\$40,000	\$3,483,935	\$3,565,310



FY11 Sources of Support and Revenue



FY11 Expenses

The National Building Museum is a non-profit, education institution designated under section 501(c)(3) of the Internal Revenue Code. This financial report is based on an independently audited financial statement. For a copy of the complete financial statement please write to: Accounting Department, National Building Museum, 401 F Street NW, Washington, DC, 20001, or call 202-272-2448.

The National Building Museum makes all financial records available to its outside auditors and attests to their accuracy and completeness. Additionally, the Museum attests that it maintains adequate internal accounting controls and uses sound accounting policies.

Chase W. Rynd
President and Executive Director



NATIONAL BUILDING MUSEUM
401 F Street NW Washington, DC 20001
202-272-2448 / www.NBM.org
Red Line Metro, Judiciary Square

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SUBURBAN, MD
PERMIT NO. 3878

Fiscal Year 2011 at-a-glance

Total attendance: 581,421 (a 22% increase from FY10)

Website page views: 2,127,764

Adult education program attendance: 8,259

Youth education program attendance: 68,096

Total revenue: \$10,407,747

Total contributed income: \$6,165,910

Total # and value of volunteer hours: 13,216 hours; estimated value \$433,353 at \$32.79 per hour**

****Source: The Independent Sector**