



American Federation of Arts

For Immediate Release

Contact: 212.988.7700

MAJOR ARCHITECTS TO DISCUSS MUSEUM ARCHITECTURE AT 2004 DIRECTORS FORUM PRESENTED BY THE AMERICAN FEDERATION OF ARTS

MONDAY, MARCH 29-WEDNESDAY, MARCH 31, 2004

New York, NY, February 3, 2004—This year's Directors Forum, the ninth conference for museum directors presented by the American Federation of Arts, will be held March 29-31, 2004, at the Solomon R. Guggenheim Museum, New York. The conference will focus on the practical, aesthetic, and philosophical issues raised by the proliferation, expansion, and renovation of museum buildings.

Directors Forum will begin on Monday, March 29, at 6:30-8:30 p.m., with "Signature Buildings," a panel discussion that will be open to the public. Held at Columbia University's Graduate School of Architecture, Planning, and Preservation (in Avery Hall's Wood Auditorium), the panel will feature an overview of recent museum architecture and a discussion of how new architecture creates an identity for a museum and its community. Panelists include Aaron Betsky, Director, Netherlands Architecture Institute, and architects Zaha Hadid and Daniel Libeskind; and the panel will be moderated by Joseph Giovannini, architect and architecture critic for New York magazine. Admission is \$25; \$20 for AFA members. For information on the panel, call 212.988.7700 ext. 21; for information on the conference, ext. 29.

On Tuesday, March 30, and Wednesday, March 31, Directors Forum will continue at the Solomon R. Guggenheim Museum. Topics will include the ways in which a museum's mission may be advanced or hindered by its architecture; how works of art fare in a new building; an in-depth analysis of a single museum building (from the perspective of the institution's director, board of trustees, and city government); and a practical look at long-range planning. (For detailed information, please see the attached program.)

Designed to foster a dialogue among art museum directors around the country and internationally, the Directors Forum provides a unique opportunity for museum directors to meet colleagues, share ideas, and discuss topics of vital concern to the profession. Since its inauguration by the AFA in 1994, the conference has drawn more than 800 museum directors.

Lead sponsorship of the Directors Forum has been generously provided by Melva Bucksbaum and Raymond Leary and the Martin Bucksbaum Family Foundation. Additional support has been provided by the National Endowment for the Arts, Mr. and Mrs. Gilbert H. Kinney, Mrs. Rudolf B. Schulhof, Antenna Audio, Knoedler & Company, Henderson Phillips Fine Arts, Sotheby's, Harry N. Abrams, Inc., and The Studley Press.

The AFA would like to extend a special thank you to the Graduate School of Architecture, Planning, and Preservation, Columbia University, for serving as co-sponsor of "Signature Buildings" on March 29, 2004. The AFA is deeply grateful to the Solomon R. Guggenheim Museum and the National Academy of Design Museum and School of Fine Arts for hosting the 2004 Directors Forum.