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AT-A-GLANCE STATISTICS FISCAL YEAR 2007
(October 2006 through September 2007)

Total Attendance: 398,550
Web site Visitors: 2,230,000
Education Program Attendance: 55,985
Number of School Programs Held: 732
Group Tour Attendance: 11,555
Estimated Media Impressions: 149,007,731*
Total Revenue: $9,446,783
Museum Shop Gross Revenue: $1,247,090

*Media impressions are calculated based on a publication’s circulation site and indicate the potential media exposure to the given audience.

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Glenn Martin, editor-in-chief; Johanna Dunkel, managing editor; Jennifer Byrne, graphic designer

of the formality of a structured theatrical environment and opening up the interior to the sky and landscape.

Digital rendering courtesy of Rockwell Group.

A young festival attendee tries his hand at hammering during the Big Draw Family Day.

Photo by F.T. Eyre.

David Macaulay draws the preliminary sketches for a community mural during the Big Draw Family Day.

Photo by Gretchen Franti / Hoachlander Davis Photography;

Paper contains 50% recycled content including 25% post-consumer waste.
An Environment of Ideas

When most people think of a museum, they are likely to think of the things exhibited there—paintings, Moon rocks, totem poles, or other objects of artistic, scientific, or cultural value. Of course, the National Building Museum has always offered visitors the chance to see many interesting objects, from drawings by famous architects to a full-scale, sustainable house built in our own galleries. Indeed, the care, interpretation, and thoughtful display of such artifacts is central to our mission.

The Museum is, however, much more than a repository of things, beautiful and intriguing though they may be. It is above all a forum for the development, exploration, and exchange of ideas.

Over the years since it was established, the Museum has become one of the world’s most prominent and vital venues for informed, reasoned debate about the built environment and its impact on people’s lives. Our exhibitions, educational programs, and publications are well regarded not only for their capacity to enlighten and entertain, but also as vehicles for fostering lively discussion about a wide range of topics related to development, architecture, construction and engineering, interior design, landscape architecture, and urban planning.

During our fiscal year 2007, the Museum drew nearly 400,000 visitors, plus more than 2,230,000 unique visitors to our web site. Add to those figures the tens of millions of people who read or heard about the Museum’s exhibitions and programs through print and broadcast media, and you have some notion of the institution’s broad reach.

The year was also successful in financial terms, with the Museum’s total revenue reaching $9,446,783. Contributions from individuals, corporations, associations, foundations, and government agencies totaled $5,438,844, while earned income broke all previous records, with our Museum Shop bringing in $1,247,090 in gross revenues.

While such statistics are impressive, the Museum is most interested in the qualitative indicators of our success. These range from the broad smiles of children taking part in our innovative, hands-on youth programs, to the rave reviews our exhibitions routinely receive from our peers, to the comment from Congresswoman Ileana Ros-Lehtinen, who was moved to write an unsolicited letter congratulating us on our ability “to capture the essence of our nation’s rich history as well as the promise of its bright future.”

The members, trustees, and staff of the National Building Museum share a belief that the world we build is a reflection of the aspirations, achievements, and conflicts that shape our society. Furthermore, because we believe that every American can play a part in the continual improvement of our built environment, we strive not just to illuminate the past and present, but to give professionals and laypeople alike the intellectual raw materials with which to construct the best possible future. We invite you to join us in that ongoing and rewarding endeavor.

Sincerely,

Michael J. Glosserman
Chair

Chase W. Rynd
President and Executive Director
The National Building Museum is the most prominent venue in Washington, D.C. for insightful public discussion about issues in the built environment. As such, it is both a vital informational resource for the local (community and cultural) attraction of international renown, with some two-thirds of its annual visitorship coming from outside the Washington metropolitan area. During fiscal year 2007, the Museum extended its reach by conducting a number of programs in other cities across the country. Coupled with ongoing efforts to travel selected original exhibitions and a web site that attracts more than two million visitors annually, such satellite programs serve to strengthen the Museum’s national reputation.

Leadership in Design

The Museum’s preeminent lecture series, Spotlight on Design, is a lively forum in which innovative architects, landscape architects, and interior designers discuss their work before enthusiastic audiences. The roster of participants for fiscal year 2007 was notable for its geographical diversity—featured speakers ranged from the Brazilian architect Paulo Mendes da Rocha, winner of the Pritzker Prize for 2006, to the Swiss architect Vitra Olgiari, who has been described as a “regional minimalist,” creating buildings that are easily abstract and yet strongly rooted to their place.

Another highlight of this past year’s series was a presentation by Paolo Soleri, the Italian-born octogenarian architect who has spent the past 37 years developing Arcosanti, a fantastical complex of buildings in the Arizona desert conceived as a model self-sustaining community. Other lecturers included Perry Bonito, an interior designer who actively promotes sustainable practices in her field, and James Corner, a landscape architect acclaimed for his proposed design for the rejuvenation of the High Line, a disused railway structure in New York City. In addition, Brenda Levin, a Los Angeles-based architect, spoke about her firm’s involvement in the preservation of L.A.’s beloved landmarks such as the Bradbury Building and the Griffith Observatory, and Joshua Prince-Ramus, formerly a partner in Rem Koolhaas’s firm, discussed the work of his new office, HER. The Spotlight on Design series for fiscal year 2007 was sponsored by Lafarge, the world leader in construction materials.

Face-to-Face with Famous Designers

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Scully Prize Awarded to Popular Scholar

In January 2007, the Museum presented the Vincent Scully Prize to architect scholar and author Witold Rybczynski, in recognition of his contributions to the public’s understanding of the built environment. As the eighth recipient of the prize, he joined a distinguished group that includes the late Jane Jacobs, His Highness The Aga Khan, Phyllis Lambert, and His Royal Highness The Prince of Wales.

Rybczynski holds a joint appointment as the Martin and Margy Meyerson Professor of Urbanism at the University of Pennsylvania’s School of Design, and as president of real estate at the Whitney School. While his academic credentials are extensive, most of his writing is geared toward the general public and addresses a wide range of subjects, from the psychological significance of home to the surprisingly engaging history of screws and screwdrivers.

His popular books include: A Gardening in the District, which traces the legacy of famed landscape architect Frederick Law Olmsted, and The Most Beautiful House in the World, a national bestseller. He also contributes frequently to The New York Times, The Atlantic, and The New Yorker, and serves as the architecture critic for the online magazine Slate.

Following his acceptance of the prize, Rybczynski presented an original lecture about what he called “demand-side urbanism,” addressing the impact of financial and real estate trends on the design of American cities.

The Scully Prize carries a substantial cash award—valued at $40,000 in 2007—supported by an endowment to which numerous individuals and corporations have contributed.
Therese Peñalosa, who served as mayor of Bogotá, Colombia from 1998 to 2001, the key to a harmonious and equitable society is urban—education, public places, to housing, and to the democratic process. Peñalosa put this philosophy into action by dramatically reshaping the city’s policies regarding transportation, infrastructure, and housing. Realizing, for example, that the poorest citizens often had the fewest transportation options, he created an efficient bus system, restricted automotive traffic, and established a network of bicycle paths spanning 340 kilometers. He also built new libraries, expanded the municipal park system, and commissioned more than 35 new schools.

On November 16, 2006, Peñalosa delivered the second annual Lilian I. Fein Lecture on Urban Planning and Design. His presentation, titled “Bogotá and Beyond: A New Model for Urban Planning and Development,” took place at the Cooper Union in New York City, marking another example of the Museum’s growing efforts to reach audiences outside the Washington metropolitan area.

The second Lilian I. Fein Lecture on Urban Planning and Design was presented by the American Planning Association and the National Building Museum, in cooperation with the New York Building Congress and the New York State Chapter of APA.

Lessons from Bogotá

In March 2007, the Museum presented the second in a series of panel discussions about the contributions of women to American architecture. Pamela Gwenda Wright of Columbia University, Cynthia Hammond of Gonzonida University, Wanda Bubnste of the Beverly Willis Architecture Foundation, and The Museum’s own Susan Piedmont-Palladino addressed the recovery of “lost histories” of 20th-century architecture, as well as questions of how women architects can successfully create and preserve their own legacies.

The panel discussion, “Herstory: Reconfiguring the Legacy of American Architecture,” was sponsored by the Beverly Willis Architecture Foundation.

“Herstories”
The National Building Museum is widely regarded as a leader in sustainable design and building practices. What separates the Museum from the sea of related organizations with green-themed offerings is its institution’s comprehensive approach to environmental responsibility. From an easy-to-follow, Museum-wide recycling program to an ongoing initiative to retrofit galleries with environmentally friendly materials and equipment, the Museum practices what it preaches.

The Museum recognizes that significant changes in energy usage, building practices, and consumption of natural resources will ultimately require personal action on the part of literally millions of people. Many of the Museum’s programs, its exhibitions, and its web site therefore offer practical, strategic advice regarding changes that individuals can make in their everyday lives to minimize their environmental footprints.

The Best Museum Shop, Locally and Nationally

The National Building Museum Shop is both a treasured amenity for visitors and a valuable source of revenue for the institution. It is also, however, central to the Museum’s mission: by offering compelling books about the built environment and a wide array of well-designed housewares, toys, and other items, the Shop spreads the message that good design matters.

The lecture by Brian Bowen was sponsored by the Associated General Contractors of America.

The lecture on the work of Finnish architect Alvar Aalto by Matti Lasni, director of the Alvar Aalto Museum and Foundation, which was presented in conjunction with a special event in the Museum Shop hosted by the Finnish housewares firm Iittala. Also, local architect Tamsin Price gave a lecture based on his book The Archaeology of Tomorrow: Architecture and the Spirit of Place, and Brian Bowen, professor of practice in architecture at Georgia Tech, spoke about the profound impact of “The Emergence of General Contracting in 19th-Century America” on our built environment.

The Washington Post recently named the store as the “Best All-Time” of the “Top Shops” section of its July 2007 issue focusing on museums. All of this outstanding press contributed to a year of record-breaking revenue for everyone’s favorite museum shop.

An Array of Diverse Programs

Each year, the Museum presents dozens of programs responding to unique opportunities, addressing hot topics, or sometimes simply providing an enjoyable diversion. In fiscal year 2007, such programs included a lecture on the work of Finnish architect Alvar Aalto by Matti Lasni, director of the Alvar Aalto Museum and Foundation, which was presented in conjunction with a special event in the Museum Shop hosted by the Finnish housewares firm Iittala. Also, local architect Tamsin Price gave a lecture based on his book The Archaeology of Tomorrow: Architecture and the Spirit of Place, and Brian Bowen, professor of practice in architecture at Georgia Tech, spoke about the profound impact of “The Emergence of General Contracting in 19th-Century America” on our built environment.

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The Museum also screened a number of films such as Building the Gherkin, about the construction of the Swiss Re skyscraper in London designed by Foster and Partners, and organized a presentation by Grace Guggenheim about the documentary films of her father, Charles Evergreen.
Living Green

On June 24, 2007, the Museum’s groundbreaking exhibition The Green House: New Directions in Sustainable Architecture and Design closed its doors after a successful, 11-month run. Hailed by Newsweek as a “must-see,” the exhibition drew a total of 13,324 people, who explored a full-size, furnished green home called the Glidhouse(TM), saw an array of exemplary residential architecture in an international survey of sustainably designed homes, and viewed more than 60 different green materials in the green resource room.

Although The Green House is no longer on display, it may soon be coming to a venue near you. The Museum has developed a large-scale traveling version and a smaller panel version of the show that began a cross-country tour on February 11, 2008 at the first venue: The Morris Museum in Morristown, New Jersey.

The Green House: New Directions in Sustainable Architecture and Design was presented by The Home Depot Foundation with generous support from the ASID Foundation of the American Society of Interior Designers; Bosch home appliances; Portland Cement Association; Benjamin Moore Paints; E.P.A. Energy Star; The Nathan Cummings Foundation; U.S. Department of Energy; Bank of America; Global Green; James G. Davis Construction Corporation; The American Institute of Architects; National Association of Home Builders; Smith & Fong Plyboo(TM); U.S. Green Building Council; Storm Inc.; Andersen Corporation; Brightman Cabinetry, Inc.; Goldman, Sachs & Co.; Hardwood Manufacturers Association; Kohl Partners; For Associates PC; MBCI; NATIONAL ASSOCIATION OF REALTORS(R); Pelli Clarke Pelli Architects; and The Tower Companies. Oberg was the exclusive media partner.

Excellent exhibit with a lot of fantastic facts and ideas. It’s encouraging to see so many people here and interested in learning about green design.

—Green House visitor

Going Green Affordably

On May 30, 2007, the Museum held Sustainable Design: New Directions in Affordable Housing, a daylong symposium on housing that is both affordable and green. In front of a sold-out crowd, leading experts from across the country discussed green design processes and technologies; costs and benefits of green design; and realistic strategies for financing. The symposium included interactive workshops where participants examined case studies of a variety of green affordable housing projects.

A highlight of the day was the announcement of a $60,000 grant to the Museum from The Home Depot Foundation, presenting sponsor of The Green House. As part of the grant, the National Building Museum and The Home Depot Foundation will cooperate as “Partners in Sustainability” working towards a more sustainable built environment.

Sustainable Design: New Directions for Affordable Housing was sponsored by The Home Depot Foundation and the U.S. Department of Housing and Urban Development with additional support from the National Housing Endowment and Bank of America.

Starting a Global Conversation

A new environmental program series, For the Greener Good: Conversations that Will Change the World, was launched on September 26, 2007. By the Greener Good was conceived as a set of 16 programs over a two-year period featuring national and international designers, public health experts, academics, and policy-makers in panel discussions about a wide range of energy, construction, economic, and social issues surrounding sustainable development.

The Museum has also made recordings and transcripts of the series available on its web site and through a variety of multi-media outlets.

The For the Greener Good series is presented by The Home Depot Foundation.

A Perspective on the National Building Museum

Having studied psychology and philosophy in college and urban planning in graduate school, Jonathan F.P. Rose brings diverse interests and strongly held principles to the business of real estate development. As president of Jonathan Rose Companies, often with a knack for uniting seemingly disparate ideas, Rose has become one of the country’s most credible and compelling advocates for socially responsible development practices. Accordingly, the Museum invited him to deliver the keynote presentation at its symposium Sustainable Design: New Directions for Affordable Housing, held in May 2005.

“The spirit of the National Building Museum is much larger than its name,” wrote Rose following his participation in the symposium. “The Museum’s exhibitions, symposiums, and lectures use the lens of the built environment to explore critical social, cultural, and environmental issues of our time. Its work touches issues of design and delight, environment and affordability, deepening the dialogue for both broad and specialized audiences.”


For the Greener Good: Conversations that Will Change the World

The series is presented by the National Building Museum in collaboration with The Home Depot Foundation, Newsweek, and The Home Depot.

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Architecture as Theater

The architectural historian Spiro Kostof once described architecture as “the material theater of human activity.” He was making the point that buildings are not just inert containers—they are more like stage sets that help to define and sometimes even direct the actions and experiences of their occupants. Although his comment could be mistaken as a trivialization of architecture’s purpose, it was intended as quite the opposite: a reminder to designers and users alike that the built environment is a vital armature for the conduct of our daily lives.

In 2007, the Museum presented one exhibition and numerous education programs that explicitly addressed the intersections between architecture and theater.

A Sustainable Education

In response to the growing appetite for green living and in keeping with the Museum’s ongoing efforts to link educational programming with exhibitions, the Museum expanded its menu of programs and activities related to sustainable design and building during the Green Fall of 2006.

A highlight of the Green Fall was Greenovation, the free, daylong home renovation expo held on November 18, 2006. With more than 50 exhibitors, including the American Society of Interior Designers, the American Society of Landscape Architects, and the U.S. Department of Energy, and seminars on “Dream Green Kitchens” and “Sanning Green by Going Green,” Greenovation fully equipped visitors to make their home renovation projects environmentally friendly, stylish, and cost effective. More than 2,000 people attended the Greenovation expo.

Even before The Green House opened, the Museum’s two upcoming, free lunchtime lecture series were already helping professionals learn more about environmentally conscious technologies, construction techniques, and development strategies. Highlights from this year’s Building for the 21st Century series included a lecture on how the Bank of America Tower in New York, the Xi Hu Tiendi in Hangzhou, China, and others showcased highly attractive design solutions that integrate green strategies, while the Smart Growth series looked at some of the connections between public health and community design, among other topics.

Building for the 21st Century was sponsored by the U.S. Department of Energy’s Office of Energy Efficiency and Renewable Energy.

Smart Growth was presented in association with the U.S. Environmental Protection Agency and the Smart Growth Network.
A Perspective on the National Building Museum

Many talented architects enjoy some degree of celebrity, but few can top David Rockwell’s record of glamorous and high-profile commissions. His firm, Rockwell Group, has designed everything from trendy restaurants in the city to the popular music venues Space America, which hosted performances by five acts. Rockwell Group was also one of the five firms that designed the hypothetical theater for the exhibition 

"Reinventing the Globe: A Shakespearean Theater for the 21st Century." And as a complement to the show, the Museum presented a Spotlight on Design program consisting of a lecture by Rockwell followed by an informal discussion led by Drew Kroll, then dean of the School of Architecture at Kent University. The presentations focused on the theme of "Spaces," which is also the title of Rockwell’s recently published book examining how certain buildings and urban spaces truly celebrate, rather than merely accommodate, human activity.

"Walking through [Reinventing the Globe] before coming down here reminded me of what a thrillingly collaborative place this is, and what an honor it is for us to collaborate on this exhibition," said Rockwell at the beginning of his lecture. During the following discussion, Kroll added, “Every time I come here to work with the Building Museum, I am not surprised but I am always impressed with what an extraordinary job they do in putting together a fascinating lecture series or a terrific show.”
Learning by Doing

Benjamin Franklin was onto something when he said, "Tell me and I forget. Teach me and I remember. Involve me and I learn." For 27 years, through school programs, family activities, festivals and more, the National Building Museum has actively involved children (and adults) in the exploration of the built environment. On any given day, the Museum buzzes with the sound of school children working together to plan a community in the City by Design program or a family measuring the diameter of a Corinthian column with the Constructor Detector Family Tool Kit. The Museum’s participatory programs foster critical thinking, problem-solving, and communication skills necessary for life and applicable in all settings.

Last year, more than 42,000 people participated in the Museum’s youth and family programs and learned more about their role in, and responsibility for, the world we build for ourselves.

Drawing Conclusions

For more than three decades, artist David Macaulay has used his drawing skills to reveal things that are often hidden just beneath the surface, be it the structure underlying a building’s skin, the inner workings of a machine, or the humor inherent in human endeavors. Author of numerous popular books, including Cathedrals, Men of the Mysteries, and Afrique, Macaulay describes himself as an “explainer of things,” and in that capacity, he has helped millions of readers to understand the complexities of our world.

On June 21, 2007, the Museum opened David Macaulay: The Art of Drawing Architecture, an exploration of the artist’s unique body of work and his contributions to architectural illustration. Organized by guest curator Kathleen Franz, assistant professor and director of public history at American University in Washington, D.C., the exhibition examines Macaulay’s analytical drawing technique as a kind of “visual archaeology,” which serves to reveal the layers of meaning and information behind our buildings and cityscapes. In addition to original drawings, reproductions of sketchbooks, and study models from Macaulay’s studio, the exhibition included several interactive stations that encouraged visitors to try their hand at different drawing activities. The galleries themselves also contained a delightful surprise: a series of whimsical images that Macaulay drew directly on the walls just before the exhibition opened.

David Macaulay: The Art of Drawing Architecture was made possible by the American Society of Civil Engineers; Skidmore, Owings & Merrill LLP; Dak Chihuly; Lamy writing instruments; Bentley Systems; and other generous contributors. The Museum is grateful to Mrs. Laura Bush for serving as Honorary Chair of this exhibition.

“Fortunately for those of us who haven’t the gift for draftsmanship, David Macaulay: The Art of Drawing Architecture lets us peek over the master’s shoulder while he shows us how it’s done.” — HOME Miami

Staff Activities

Scott Kratz, vice president for education, was delighted to this board of the American Association of Museums’ Committee on Education, and the Washington, D.C., board of ACES Mentor Program.

Drawing by David Macaulay.
A Celebration of Building

On October 7, 2006, more than 4,000 people attended the annual Festival of the Building Arts and got a behind-the-scenes glimpse of the building trades. This year’s festival featured green-oriented ideas and activities, such as waterless toilets and straw bale construction techniques, to complement the Museum’s exhibition The Green House: New Directions in Sustainable Architecture and Design, as well as old favorites like the construction equipment “petting zoo.”

For the second year, the National Building Museum co-presented the National Cherry Blossom Festival Family Day and Opening Ceremony. This year’s family day focused on how Japan is going green and invited visitors to experiment with furoshiki, the Japanese art of using textiles—often recycled—to wrap gifts, among other cultural activities and design-related demonstrations.

A Festival of Blossoms

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The Festival of the Building Arts was presented by The Associated General Contractors of America.

Engineering our World

Student-designed robots, space vehicles, paper helicopters, and Digit™ from the PBS’s KIDS GO! series Cyberchase took over the Great Hall on February 17, 2007, during the Discover Engineering Family Day. Always popular, the 2007 festival drew a crowd of more than 1,000. New exhibitors at this year’s festival included the National Air & Space Museum’s Udvar Hazy Center and the Museum of Science, Boston.

Major funding for the Discover Engineering Family Day was provided by the National Engineers Week Foundation and IEEE-USA. Local support was provided by the Navy Nuclear Propulsion Program, and American Society of Heating, Refrigerating and Air-Conditioning Engineers Nation’s Capital Chapter.

Drawing a Crowd

In conjunction with the opening of the exhibition David Macaulay: The Art of Drawing Architecture, the Museum hosted The Big Draw Family Day with David Macaulay. More than 1,000 visitors of all ages came to the Museum to try their hand at activities that revealed how drawing can be used as a tool to interpret and interact with the built environment. The highlights of the day was David Macaulay himself, who conducted the preliminary sketches for a community mural and held two demonstrations of his drawing process—using the Great Hall for inspiration—before a standing-room-only crowd.

The Big Draw was held in association with the Campaign for Drawing, a UK-wide initiative that invites everyone to join in and use drawing as a powerful tool for engaging with the past, present, and future, and was supported by generous contributions from Lamy writing instruments and Blick Art Materials.

Staff Activities

Sarah P. Rice, director of youth education, co-presented a session on strategies for engaging young people in the understanding and preservation of the built environment at the Traditional Building Exhibition and Conference in Octuber 2006.
Building Arts Merit Badges

The National Building Museum offers hands-on programs for Scouts and Youth Groups that help young people to recognize and solve design, test civil and aerodynamic engineering principles, weigh environmental issues, and "read" the buildings around them. This year the Museum partnered with the Girl Scouts of the Nation’s Capital on a Girl Scout Day in April 2007 that explored "green architecture." The day featured guided tours of the Museum’s popular exhibition, The Green House, related arts activities, giveaways, and the opportunity for the girls scouts to speak with women working in landscape architecture.

Girl Scout Day was sponsored by the American Society of Landscape Architects.

Getting the Word Out

The Museum worked with MiniPages, a syndicated, tablet-format publication inserted in newspapers across the country, to create a series of educational activities that fulfill many state and national educational standards. The Museum developed four Mini Page activities in fiscal year 2007: "Who Builds our Houses," "I’ve Bridge Types," "Sky-High Skyscrapers," and "Green Houses are Sprouting Up." In total, the Museum’s Mini Page activities reached an audience of 12,425,146 households.

As part of its overall mission to advance the quality of the public’s understanding through education, the Museum reintroduced its Educator Workshop program in 2007. The full educator workshops, Environmental Education: Teaching Young Students to Go Green at School and at Home, explored The Green House exhibition and highlighted simple activities and changes that students and teachers could implement to "green" their classrooms. The ongoing educator workshop, Designing Our World: Taking Young Students the Design Process explored the David Macaulay’s The Art of Drawing Architecture exhibition and emphasized the interdisciplinary connections between the design process and other subjects.

A Design Challenge a Day Keeps Children at Play

In fiscal year 2007, the Museum launched a new multi-year family programs initiative that featured new daily activities, special programs, and improvements to existing family offerings. New offerings for 2007 include the Amazing Arches activity that invites visitors to build a seven-foot arch in the Great Hall. Family Tool Kit that help visitors explore the architecture of the Museum’s historic home by seeing, touching, and doing, and a revamped, expanded Building Zone in the first floor galleries. The Museum’s family offerings received notable press coverage this year with feature stories in The Washington Post, The Washington Daily, and WHERE Washington, among others.

In addition to enhanced daily offerings, the Museum’s youth education staff worked closely with the curatorial department to incorporate hands-on activities into the exhibition David Macaulay: The Art of Drawing Architecture and collaborated with Macaulay to develop Drawing Big, an interactive drawing guide to the Museum that will be available free to visitors long after the exhibition closes.

A Perspective on the National Building Museum

Renaissance Anthony Molloy, founder of Redemption Ministry in Washington, D.C., is an activist who has been involved with numerous organizations dedicated to education, expansion of employment opportunities, and the creation of affordable housing in underserved neighborhoods. He also participated in the Museum’s Interpretive Shape Way Live WWU outreach program in 2002 assisting in the recruitment of student participants and program logistics.

Molloy was impressed by the young people he met through the initiative, and lent his encouragement to them and to future participants. “Let us see the community through your eyes,” he said. “Let us feel the community through your words, and most importantly, let us be able to create a sense of hope for the future through the excellent work you are doing in the WWU project.”
Over the course of six consecutive Saturdays, 21 students, ages 12–18, worked with design professional volunteers and Museum educators to solve specific design challenges in the "Design Apprenticeship Program (DAP)."

DAP (aka "Bringing the Greens" to the Green) challenged students to design and build new donation boxes for the Museum using only green materials. The final projects were displayed at "The Greenhouse: A Festival of Ideas" on November 9, 2006. Inspired by the Museums exhibition "Ruminating the Globe," DAP 11: Setting the Stage participants designed theatrical sets, elements for performances of scenes from Shakespeare's "Twelfth Night," conducted in partnership with the Folger Shakespeare Library.

Design Apprenticeship Program was sponsored by The McLean-Hill Companies and The Prince Charitable Trust. Additional support for outreach programs is provided by The Morris and Gwendolyn Cafritz Foundation; The Capital Group Companies; The Mack and Victoria Dreyfus Foundation; and, endowments from The Clark Charitable Foundation and the Hewear Foundation.

The National Building Museum belongs to a number of communities—the community of museums, the Washington community, and the cultural community. Within each of these, the Museum serves as an advocate for the building arts. As public interest in issues like the environment, affordable housing, smart growth, and transportation infrastructure grows, the Museum's expertise and programming become increasingly important.

In fiscal year 2007, the Museum continued to demonstrate its commitment to the local community through an ongoing exhibition that explores the unique history of Washington, D.C., lectures, participation in citywide cultural promotions, and a local traveling version of the Investigating Where We Live outreach program exhibition.
Discover Washington, D.C.

As a Museum dedicated to the building arts, the National Building Museum naturally has a particular interest in the physical character and development of its hometown. In fiscal year 2007, the Museum offered a variety of programming exploring such issues as the evolution of Pierre Charles L’Enfant’s original plan for the city and the greening of waterways between Alexandria and Arlington County in Virginia.

For many visitors to Washington, the Museum’s long-term exhibition Washington: Symbol and City is the first stop. Opened in 2004, the exhibition investigates the nation’s capital through in-depth stories and descriptions of architecture, neighborhoods, and influential players and residents. In fiscal year 2007, more than 390,000 people viewed the exhibition.

In Washingtonian magazine’s annual museum issue, the Senate Park Commission released a list of stories and planning highlights of the National Mall in 1902—on display in Washington: Symbol and City—were named #1 on the “To Top Treasures” list.

Washington: Symbol and City is made possible by major gifts from The Merita and Gowenvynn Caliper Foundation, the Charles C. Caliper Foundation, the Rockefeller Brothers Fund, the Government of the District of Columbia, American Express Company, the Jannie Mac Foundation, and Jim and Sharon Todd.

Exploring the Future of the Nation’s Capital

On April 19th and 20th, the Museum presented the annual Charles H. Atherton Memorial Lecture and Framing a Capital City Symposium. The two-part program commenced with a lecture by David M. Childs, FAIA. The following day, the Museum co-hosted a free, full-day symposium intended to help guide the development of the National Capital Framework Plan, a joint initiative of the National Capital Planning Commission and the U.S. Commission of Fine Arts. Attendance at the lecture and symposium totaled more than 140 people.

The Charles H. Atherton Memorial Lecture was supported by generous contributions to the Charles H. Atherton Memorial Fund. Framing a Capital City was hosted and sponsored by the National Capital Planning Commission and the U.S. Commission of Fine Arts in partnership with the National Building Museum.

Ongoing Local Programming

In partnership with the D.C. Office of Planning, the Museum again presented the DC Builders Lecture Series. This past year’s lectures discussed the economic, social, environmental, and cultural benefits of higher-density development and the future of downtown Washington.

Once again, nearly every one of the Museum’s popular Construction Watch Tours was sold out. These exclusive, members-only tours gave a sneak peek of some of Washington’s new construction and renovation projects. Last year, Museum members toured the Washington National ballpark, the Harman Center for the Arts, and the Newseum construction project among others.

An Active Community Member

The National Building Museum is fortunate to be located in the heart of Washington’s cultural district—the Penn Quarter. An active member of community organizations such as the Penn Quarter Neighborhood Association and Cultural Tourism DC, the Museum participated in the Penn Quarter’s annual Arts on Foot in September 2007 and city-wide promotions such as the third month Shakespeare in Washington festival.

Every year, the National Building Museum cooperates with dozens of local and national organizations on programming, and exhibitions, and 2007 was no exception. Many of these partners, such as The American Institute of Architects and the U.S. Commission of Fine Arts, are longtime collaborators with the Museum. Others, such as the National Cherry Blossom Festival and the Folger Shakespeare Library, are new partners that will help the Museum reach a broader audience, both locally and nationally.

A Perspective on the National Building Museum

Timothy Wells represents Ward 6—the area that includes the National Building Museum—on the D.C. Council. A social worker who was once on the staff of the city’s child protective services agency, Wells has a special appreciation for the Museum’s innovative programs for youth and families, as well as its commitment to addressing local design, planning, and development issues.

“I am very pleased by all that the National Building Museum has done to advance the cause of community revitalization,” said Wells. “I am especially impressed by the Museum’s outreach programs that teach our young people how they can have a positive impact on their own environment. These programs represent significant investments in the future of our city, and outstanding model for community engagement.”

... Reinventing the Globe: A Shakespearean Theater for the 21st Century... is smart, fresh and idiosyncratic... the highlight of the Kennedy Center’s... Shakespeare festival may turn out to be this small but lively survey devoted to the larger idea of “Globeness.”

—The Washington Post

The Museum’s senior vice president and curator, was published by the John Hopkins University Press. This new edition offers a broad-based, resident, and architecture focused insights into nearly 400 of the city’s most important architectural landmarks, organized into 19 distinct tours.
Exhibitions, education programs, and publications are the most visible, but not the only, means by which the National Building Museum fulfills its mission. The Museum is also an important repository for artifacts of the design and building industries, maintaining a permanent collection of some 140,000 items including drawings, photographs, documents, material samples, and preserved building elements. The care of these items is central to the Museum’s work—and to its identity. Items from the collection are often incorporated into the Museum’s exhibitions, lent to other museums and cultural institutions for display, and made available to scholars for research purposes.

The Museum’s commitment to thoughtful stewardship extends beyond the care of its own collection. Many exhibitions and programs, in fact, reflect a broader dedication to the stewardship of the built environment as a whole, from the preservation of specific historic landmarks to the ongoing viability of our communities.

Storied Toys

About 21 years ago, an Illinois school teacher named George Wetzel was growing disillusioned with the quality of toys available to his young children. He found himself becoming nostalgic for the toys from his own youth—especially building-related items made of real metal and wood. Before long, Wetzel “caught the collecting bug” and started amassing trading shows and rescuing toy history. Over the course of the next two and a half decades, he assembled an extraordinary collection of more than 2,000 architectural and construction-oriented toys, ranging from simple building blocks to sophisticated Erector Sets and other kits for creating miniature buildings and cities, some of them dating back to the mid-19th-century.

In 2005, the National Building Museum acquired the Architectural Toy Collection through a partial purchase, with the remainder generously donated by Wetzel. Considered as a whole, this collection provides remarkable insights into changing attitudes about building design, construction technology, and the role of architecture and engineering in our culture. The Museum is now seeking financial support for cataloging the Architectural Toy Collection, background research, and an eventual exhibition based on its contents.

The Architectural Toy Collection is supported by the Binder Foundation; The Morris and Gwendolyn Cafritz Foundation; Lieutenant Colonel and Mrs. William K. Keen; and the Sun Life Foundation.

“When you see people pick up these items and touch them like they are their old friends, you realize the connection. Now, future generations will have a chance to catch a glimpse of another way of life.”

—George Wetzel, discussing the acquisition of his extensive architectural toy collection by the National Building Museum
The Revelations Continue

The long-term exhibition Citiescapes Revealed: Highlights from the Collection, which opened in December 2009, continues to draw ready audiences. Periodic rotations of displayed items keep the content fresh, so that even seasoned visitors stop by the exhibition's first floor galleries from time to time to see a few more of the tens of thousands of items in the Museum's collection.

Citiescapes Revealed: Highlights from the Collection was made possible by the Trust for Architectural Excellence; Baltimore–Washington Brick Distributors Council; Lt. Col. and Mrs. William Karl Kean; The Samuel H. Kress Foundation; Short Metal Workers' International Association; Gladding, McBean; Mrs. John W. Hetchinger, Sr.; International Masonry Institute; International Union of Bricklayers and Allied Craftworkers; Linda B. and Jonathan S. Lyons; and other generous contributors.

When Important Buildings Are Threatened

In the wake of Hurricane Katrina in 2005, the Museum presented the Building in the Aftermath series, which addressed the impact of the disaster on architecture and urbanism. This series continued into fiscal year 2007, concluding with a panel discussion involving Tom Murphy, the former mayor of Pittsburgh who was appointed by the Urban Land Institute as its liaison to the devastated region; Amy Liu, deputy director of the Metropolitan Policy Program at the Brookings Institution; and representatives of local organizations that had been instrumental in the recovery of New Orleans. The Museum has continued to address issues related to natural disasters in other programming.

The Building in the Aftermath series was sponsored by Lafarge, the American Planning Association, and the American Society of Landscape Architects.

A Perspective on the National Building Museum

Architectural photographer Robert C. Lautman was present at the birth of many a modern landmark. Soon after establishing his own studio in 1948, he developed a working relationship with architects and planners and participated in the creation of many landmark buildings. He was an invited speaker at the 2007 American Association for State and Local History meeting and the 2007 Midwest-Atlantic Association of Museums conference in Pittsburgh.

In 2007, the Museum was honored to accept Lautman's donation of his photographic archives, consisting of more than 30,000 prints, negatives, and related items. "For many reasons, the National Building Museum was my first choice when I decided to donate my photographic collection," Lautman wrote in a letter to the Museum. "Primary, of course, was a long friendly relationship with the Museum beginning with a pre-bone collaboration with Wiliam von Ebhardt to produce the booklet The Building Building, which helped to keep the Pension Building, the eventual home of the Museum, from being torn down. Also, since the Museum has the Wirts Brothers [Photography] Collection the donation seemed even more appropriate as I was first charmed by architectural photography as an apprenticeship to Richard Wirts."
Support

The National Building Museum was established in 1980 thanks to the efforts of a group of dedicated individuals committed to not only the preservation of the historic Pension Building, but also the preservation of our building arts heritage in general.

As a private, nonprofit institution, the Museum relies on the support of generous contributors. This support comes in many forms—corporate grants, volunteer hours, visitor donations, memberships—but it all serves the same purpose: to enable the Museum to advance the public’s awareness of and involvement in the world we build for ourselves. In fiscal year 2007, contributed income, including contributed goods and services, totaled $5,458,844. The Board of Trustees and staff are grateful to all who contributed.

Building Foundations: Museum Members

The National Building Museum’s 4,000 members are rewards of the Museum’s mission, locally and nationally, and are integral to the Museum’s vibrancy. In fiscal year 2007, the Museum reorganized its membership groups and membership benefits and created new ways for the general public and the building profession to support the institution. By creating more exclusive member incentives, such as early registration for the popular Constitution Watch Tours and increased savings on public and family program offerings, the Museum made its membership program more rewarding than ever.

In fiscal year 2007, the Museum welcomed 1,200 new members who enjoyed exclusive events such as Member Preview Days and opening receptions for the exhibitions Renewing the Globe: A Shakespearean Theatre for the 21st Century and David H. Mowrey: The Art of Drawing Architecture, an exclusive members-only activity at The Big Draw with David Mowrey, and the Museum’s quarterly magazine, Blueprint. Building- and Professional Circle-level members, including those who donated $125 or more, were also invited to a special reception and presentation with architect Hugh Hardy of Hardy Collaborative Architecture.

The Corinthians

Visually every nonprofit institution has a core group of public-minded individuals and corporations that give generously in support of its most significant efforts. For the National Building Museum, this group is The Corinthians. In fiscal year 2007, this dedicated group provided vital support for the Museum’s exhibitions, major programming initiatives, and outreach efforts. Corinthians enjoy many exclusive opportunities, including invitations to private receptions and dinners with leaders in the design community, use of the Corinthian Lounge, and the annual Corinthian holiday party. This year the Museum welcomed 22 new Corinthians, 11 renewals, and 60 corporate members through their sponsorship of the Honor Award, bringing this premier membership group to 136 members.

In 2007, The Clark Charitable Foundation established an endowment with an exceptional gift of $300,000, the proceeds of which will support youth education in the Washington metropolitan area for years to come. The Clark family, the foundation, and Clark Enterprises are longtime and loyal friends of the Museum; A. James Clark served as a Trustee in the 1970s, Clark Construction Group LLC received the 2006 Honor Award, and The Clark Charitable Foundation has long supported Museum programs for disadvantaged students. This leadership gift is a first step for the Museum—a private, nonprofit institution—in planning for its long-term financial security and ensuring the continuation of its acclaimed youth education outreach.
For the Greener Good

A Helping Hand

Behind nearly every program, festival, activity, or exhibition offered at the National Building Museum there is a volunteer who helped make it possible. This year, the Museum welcomed 30 new people to its dedicated volunteer core; in total the Museum’s volunteers donated a record-breaking 14,921.75 hours of service, with an estimated value of more than $400,000. A 9-year-old folded origami with children at the National Cherry Blossom Festival and they took thousands of visitors on tours of the Museum’s historic home and exhibition. More importantly, through their commitment and enthusiasm they helped communicate the mission of the Museum to visitors.

Another key group of volunteers are the interns who work 5-7 days per week in the Museum’s administrative departments. During the Investigating Who Was I program to cataloging the newly acquired Architectural Toy Collection, interns gain valuable hands-on experience and help the National Building Museum achieve its goals. In fiscal year 2007, the Museum welcomed 22 interns.

Dale Chihuly Benefit Raffle

In June 2007, the Museum began a three-month-long raffle for the chance to win one of famed glass artist Dale Chihuly’s signature sculptures: Cobalt Basket Set with Poppy Red Lip Wrap (2001). Chihuly donated the sculptures to help raise funds for the exhibition David Huyssen: The Art of Drawing Architecture, (he and Macaulay are both alumni of the Rhode Island School of Design). The lucky winner—Museum member Michael D. Blau and Jacqueline A. Moore—were selected on September 14, 2007.

FY07 Interns

Jeanne Wier
Amy Bar
Maggi Callan
Louise Chang
Gal Forres-Robinson
Rachel Finkbeiner
Alison Ireland
Jenifer Glaser
Pamela Gersten
Lawrence S. Green
Leslie Guy
Suzanne Harrison
Christa Hochschild
Karen Jaffe
Christina Jaffe
Sarah Johnson
Melissa Kelleher
Kathleen Kim
Sheila Mohan
Sara Phipps
Audrey Porch
Amanda Rehfeld
Katie Robinson
Andrew Rubin
Sue Smith

A Perspective on the National Building Museum

In May 2007, the Museum announced the receipt of the largest single grant in its history—a gift of $600,000 from The Home Depot Foundation, a presenting sponsor of The Green House: New Directions in Sustainability and Design. Under the terms of the grant, the Museum and Foundation will work together as “Partners in Sustainability” with the goal of sharing innovative sustainable design ideas across the country. The grant will help expand the Museum’s “HiIo: Future of Living” exhibition, which opened in 2006, and support the Museum’s mission to engage and inform the public about sustainability in the built environment.

“The Home Depot Foundation is proud to be the Sustainability Partner of the National Building Museum,” said Frances Stewart, The Home Depot Foundation’s president. “Together we are able to foster awareness, sharing best practices in sustainability and design with the public, as well as among design and building professionals. As the Museum’s largest funding partner, we pride ourselves in making a long-term commitment to enhancing the technologies that the Museum uses, allowing people across the country, and even across the world, access to the Museum’s many educational resources. By building partnerships on responsible building practices, we hope to educate thousands of people about the impact that buildings have on the health of people, our communities, and the environment.”
The National Building Museum is a nonprofit, educational institution designated under section 501(c)(3) of the Internal Revenue Code. This financial statement 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, N.W., Washington, D.C. 20001, or call 202-272-2348.

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.

The following are major donors to the National Building Museum, 2011:

### Memorial Gifts

In memory of Charles H. Atkins, PAA

Bill K. Street, SE Partnership

Sally Bark and

Sandra H. Bok, M.D.

Mr. and Mrs. Bix

Miklon Chaplin

W Kent Cooper, PAA

Marc Peterman

Frank Hiddemans

Richard H. Jeffries

Donald B. Nye PAA

Wayne O. Gaud

David R. and Linda Williams

In memory of Jeffrey White

Bromley D. Welty

### Matching Gifts

The Morris and Osceola Cahn Foundation

The Capital Group Companies

Randolph Foundation

Gannett Foundation

### Donors of Goods and Services

**American Institute of Aeronautics and Astronautics (AIA) National Capital Section (NCS)**

The American Institute of Architecture

American Institute of Chemical Engineers National Capital Section

American Society of Civil Engineers

American Society of Interior Designers

American Society of Landscape Architects

American University/Center City

Atmosphere Inc.

Best Galleries

Blacksmith Guild of the Americas

Bunching, Inc.

Building Green, Inc.

Capital Group, L.L.C.

Comerica Inc.

Amerisave

**American Society of Interior Designers Foundation**

American Society of Landscape Architects

American University/Center City

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Blacksmith Guild of the Americas

Bunching, Inc.

Building Green, Inc.

Capital Group, L.L.C.

Comerica Inc.

Amerisave
## 2007 Statement of Financial Activities

### Year ended September 30, 2007

<table>
<thead>
<tr>
<th>Revenue, gains, and other support</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>2007 Total</th>
<th>2006 Total</th>
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<td>Other</td>
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<td>(1,603,874)</td>
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**TOTAL REVENUE**

| 9,031,761 | 407,347 | 7,675 | 9,446,783 | 9,059,271 |

### Expenses

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<tr>
<th>Program services</th>
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</thead>
<tbody>
<tr>
<td>Exhibitions</td>
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<td>Education and public programs</td>
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<td>Museum Shop</td>
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<td>Communications &amp; Marketing</td>
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<tr>
<td>Great Hall events</td>
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<tr>
<td>Collections</td>
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**Total program services**

| 7,342,398 | - | - | 7,342,398 | 7,481,164 |

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<th>Supporting services</th>
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<td>Fundraising</td>
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<tr>
<td>General and administrative</td>
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<td>Membership</td>
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</table>

**Total supporting services**

| 1,707,464 | - | - | 1,707,464 | 2,025,194 |

**TOTAL EXPENSES**

| 9,049,862 | - | - | 9,049,862 | 9,506,358 |

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<th>Change in net assets</th>
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### Statement of Changes in Net Assets

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<th>Change in Net Assets</th>
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<th>Net Assets, September 30, 2007</th>
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<tbody>
<tr>
<td>Unrestricted</td>
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<td>$719,722</td>
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Museum Hours

Monday–Saturday, 10:00 am–5:00 pm
Sunday, 11:00 am–5:00 pm
Closed Thanksgiving, Christmas, and New Year’s Day

OUR MISSION

The National Building Museum advances the quality of the built environment by educating the public about its impact on people’s lives.

The Museum is supported by contributions from individuals, corporations, foundations, associations, and public agencies.