

INTRODUCTION

- The International Freedom Center is a new organization created expressly for the World Trade Center Site. The Center will be housed in a new building, the gateway to the World Trade Center Memorial, which will be constructed at the southwest corner of the newly restored Fulton and Greenwich Streets. The building's architects will be Snohetta, a Norwegian firm best known for the Alexandria Library in Egypt. Adamson Associates of Canada will be the associate architect.
- Over the past two years the International Freedom Center has reached out to an extraordinary roster of scholars, educators, museum directors, and cultural leaders who provided their input and expertise. A Committee of Scholars and Advisors and a Planning Committee (see attached) both emerged from this outreach. Both groups continue their efforts in the development of the International Freedom Center.

MISSION AND VISION

- The International Freedom Center will be a world-class place of education and engagement, helping people to understand, appreciate and advance freedom's narrative of hope. The Center will be an integral part of humanity's response to September 11, rising from the hallowed ground of the World Trade Center site, and serving as the gateway and complement to the World Trade Center Memorial.
- The International Freedom Center seeks to educate, inspire and engage people around the world to consider freedom's promise, to feel freedom's power and to act in freedom's service. The Center will include three major components: a museum of freedom, an educational and cultural center and an engagement program. Permanent and temporary museum exhibits will illuminate humankind's sometimes uneven but ultimately enduring aspiration for free and open societies. Educational and cultural programs, both physical and virtual, will conduct a global conversation on freedom in our world today, and provide a place where freedom's stories are collected. The International Freedom Center will also spur and channel individuals to engage in service designed to promote freedom, in their own communities and wherever freedom's work remains unfinished.

BACKGROUND ABOUT THE INSTITUTION

- Initial planning for the International Freedom Center was overseen by its founders, Tom A. Bernstein, the Co-Founder and President of Chelsea Piers, and Peter W. Kunhardt, Co-Founder and President of Kunhardt Productions.

- Mr. Bernstein, Chairman and Chief Executive Officer of the Center, serves as President of the Board of Directors of Human Rights First (formerly the Lawyers Committee for Human Rights) and as a member of the Executive Committee of the U.S. Holocaust Memorial Museum in Washington, D.C. where he also serves as the Chair of the Committee on Conscience.
- Mr. Kunhardt is Creative Director of the Center. His documentary production company, Kunhardt Productions, was responsible for the 8-hour PBS series, *Freedom: A History of US*, the 10-hour PBS series, *The American President*, and the four-hour ABC series, *Lincoln*. Mr. Kunhardt served as an Executive Producer on the Brad Grey/HBO Production, *In Memoriam: New York City 9/11/01*.
- Richard J. Tofel, President and Chief Operating Officer of the Center, was previously the Assistant Publisher of The Wall Street Journal and a Vice President of Dow Jones & Company. Mr. Tofel had previously served as an Assistant Managing Editor of the Journal and as Vice President, Corporate Communications of Dow Jones.
- The International Freedom Center has recently formed a not-for-profit organization, Friends of the International Freedom Center, and is in the process of establishing a diverse Board of Directors consisting of leaders from the public and private sectors. Members of the Board currently include Paula Grant Berry, Stephen Heintz and Daniel Tishman.
- Paula G. Berry is Vice-Chair of the Center and a Director on the Board of the World Trade Center Memorial Foundation. She also serves on the Lower Manhattan Development Corporation's Families Advisory Council and was one of thirteen jurors who selected the design for the World Trade Center Memorial. Her husband, David Berry, was killed on September 11th at the World Trade Center. Ms. Berry has held several executive positions in publishing at companies including Doubleday, the Economist, Newsweek, Gruner & Jahr and Scholastic.
- Stephen J. Heintz, Secretary of the Center, is the fourth President of the Rockefeller Bros. Fund (RBF). Founded in 1940 by the sons and daughter of John D. Rockefeller Jr., the RBF is an international foundation supporting social change to help build a more just, sustainable, and peaceful world. Before joining the RBF, Mr. Heintz was Founding President of *Dēmos: A Network for Ideas & Action* and also served as Executive Vice President and Chief Operating Officer of the Prague-based EastWest Institute (EWI), where he worked on issues of economic reform, civil society development, and international security.
- Daniel R. Tishman, Treasurer, is Chairman & CEO of Tishman Construction Corporation and fourth-generation owner and President of Tishman Realty & Construction Co., Inc., which combined, comprise one of the nation's largest and most active builders and developers. He is currently in charge of construction for the new 7 World Trade Center and Freedom Tower for Silverstein Properties, and various projects for Verizon, Morgan Stanley, Bank of New York, and Bank of America, to name a few.

- **QUOTES**

"We promise this—we will dedicate ourselves to building an institution grounded in passion, excellence and integrity. And if we do our job well, we will leave a powerful legacy to our children and future generations."

Tom A. Bernstein and Peter W. Kunhardt, Co-Founders, The International Freedom Center

"Like many people, for the last three years, I've been looking for a way to meaningfully participate in the principal struggle of our age. The International Freedom Center will serve as a powerful forum for courage, and a museum of conscience on behalf of individual freedom, free societies and freedom around the world."

Richard J. Toffel, President, The International Freedom Center

"Freedom is the most powerful idea in human history. It is the idea that human societies have been moving toward for hundreds of years, that more than any other concept has shaped the world we live in. And what better place for a Center dedicated to an exploration of that idea than New York City—the most open city in the most open society in the world"

Fareed Zakaria, Editor, Newsweek International

"Freedom and democracy are values that cut across liberal and conservative lines, and create a common language that unifies Americans. American history has been a constant experiment in expanding the notion of freedom, and the events of 9/11 have only increased the need for dialogue and debate about the meaning of these essential values."

Anthony Romero, Executive Director of the ACLU

"Freedom is an overused and even misused word that causes too many to turn up their cynical noses when they hear it used. The Freedom Center will be a place where freedom's story is told and where no one can turn away from seeing how much we owe to those who risked and gave their lives to secure it."

Bob Kerrey, President of New School University in New York City and former Governor and Senator of Nebraska

-BOARD OF DIRECTORS-

Tom A. Bernstein, Co-Founder, Chairman and CEO; President of Chelsea Piers, President of the Board of Human Rights First; **Paula Grant Berry**, Vice-Chair; Member of the Board, World Trade Center Memorial Foundation; **Stephen J. Heintz**, Secretary; President of the Rockefeller Bros. Fund; **Daniel T. Tishman**, Treasurer; President of Tishman Construction Corporation

-STAFF-

Richard J. Tofel, President & Chief Operating Officer; **Debra J. Weinstein**, Project Manager

-SENIOR CREATIVE TEAM-

Peter W. Kunhardt, Co-Founder and Creative Director; **Phillip Kunhardt III**, Editorial Director; **Dyllan McGee**, Director of Content and Operations

COMMITTEE OF SCHOLARS AND ADVISORS

—INTERNATIONAL PERSPECTIVE—

Alex Boraine, Founder and President of the International Center for Transitional Justice. From 1995 to 1998, Mr. Boraine served under Archbishop Desmond Tutu as Deputy Chairperson of the South Africa Truth and Reconciliation Commission; **Nicholas Gage**, Investigative reporter and former Athens bureau chief for *The New York Times*; **Saad Eddin Ibrahim**, Professor, American University in Cairo and Chairman of the Ibn Khaldun Center for Development Studies; **Martin Palous**, Ambassador of the Czech Republic to the United States; **Michael Posner**, Executive Director of Human Rights First (formerly the Lawyers Committee for Human Rights); **Ambassador Hector Timerman**, Consul General of Argentina to New York; **Xu Wenli**, visiting senior fellow at Brown University's Watson Institute of International Studies, and exiled founder of the Chinese Democratic Party; **Fareed Zakaria**, Editor of *Newsweek International* and author of a column that appears in the national and international editions of *Newsweek*; trained as an academic, he is the author of *The Future of Freedom: Illiberal Democracy at Home and Abroad*, which is being translated into fifteen languages

—NATIONAL PERSPECTIVE—

Rebecca Adamson, Founder and President of First Nations Development Institute, and founder of First Peoples Worldwide; **Anthony Appiah**, University Professor of Philosophy at Princeton University, and Professor in the University Center for Human Values; **Jean Harvey Baker**, Professor of History at Goucher College in Baltimore, Maryland; **David Herbert Donald**, Charles Warren Professor of History, Emeritus at Harvard University; **Eric Foner**, DeWitt Clinton Professor of History at Columbia University. Author of *The Story of American Freedom* (1998), he served as President of the American Historical Association in 2000; **David Hackett Fischer**, Professor at Brandeis University and author of *Liberty & Freedom*; **Henry Louis Gates, Jr.**, W.E.B. DuBois Professor of the Humanities at Harvard University, and Chair of the African and African-American Studies Departments; **Walter Isaacson**, CEO of the Aspen Institute and author of *Benjamin Franklin: An American Life* (2003); **Kenneth Jackson**, President of the New-York Historical Society and the Jacques Barzun Professor of History and Social Sciences at Columbia University; **Bob Kerrey**, President of New School University in New York City and former Governor of and Senator from Nebraska; **Thomas Kessner**, Professor of History at The City University of New York; **Pauline Maier**, William R. Kenan, Jr. Professor of American History at MIT; **John Raisian**, Director and Senior Fellow of the Hoover Institution; **Anthony Romero**, Executive Director of the ACLU; **John Edward Sexton**, President of New York University; **Anne-Marie Slaughter**, Dean of the Woodrow Wilson School at Princeton University, **Theodore Sorensen**, Policy adviser, legal counsel, and speechwriter for President John F. Kennedy; **Margot Stern Strom**, Executive Director and President, Facing History and Ourselves

—MUSEUM PERSPECTIVE—

Ruth Abram, Director of the Lower East Side Tenement Museum in New York City and Founder of the International Coalition of Historic Site Museums of Conscience; **Sara Bloomfield**, Director of the United States Holocaust Memorial Museum in Washington, DC; **Edwin Rigaud**, President of the National Underground Railroad Freedom Center; **Richard Stengel**, President and CEO of the National Constitution Center in Philadelphia; **Joe Torsella**, former President and CEO of the National Constitution Center in Philadelphia

PLANNING COMMITTEE

Cora Cahan, Founder, The Joyce Theater; President, The New 42nd Street; **Susan Freedman**, President, Public Art Fund; **Elliot Gerson**, Executive Vice President, Seminars and Public Programs, The Aspen Institute; **Tom Healy**, President, The Lower Manhattan Cultural Council; **Robert Hughes**, President, New Visions for Public Schools; **Cristyne L. Nicholas**, President and CEO of NYC & Company; **Richard Plepler**, Executive Vice-President of HBO; **Robert Speyer**, Senior Managing Director, Tishman Speyer Properties; **Max Stier**, President and CEO of Partnership for Public Service; **Tom Tierney**, Chairman & Founder, Bridgespan Group; **Robert D. Yaro**, President of Regional Plan Association