

# Frick Madison Vinyl Window Decals At 945 Madison Avenue

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Updated July 12, 2021

**FRICK  
MADISON**

# Agenda

1. Introduction
2. Location
3. Historic and geographic context
4. Current conditions
5. Elevations, colors, and materials
6. Schedule
7. Questions

# Introduction

The Frick Collection is applying to the Landmarks Preservation Commission for a Certificate of Appropriateness to extend the display of vinyl graphics identifying the museum's temporary location, Frick Madison, on the windows of the main entrance of 945 Madison Avenue. The Frick was granted a temporary permit for the vinyl graphics, which ended on June 28, 2021. However, there are several benefits to extending the display of the graphics through the end of the museum's tenure on Madison Avenue.

The Frick is the third museum in six years to occupy 945 Madison Avenue. The graphics thus play a key role in informing the public that the Frick is the current occupant of the building and open to visitors. For New York City visitors, residents, and passersby unfamiliar with the Frick, the graphics identify the building as an active site of cultural importance. This recognition is particularly significant as the city reopens and as the Frick strives to reengage audiences in a different space than it inhabited prior to the pandemic.

Removing the graphics now may not only create confusion around the Frick's temporary residency but also curtail its successful participation in the city's reopening. This process, as a result of the slow return of interstate and international travel, is likely to unfold over the full course of our residency. Therefore, we believe that keeping the graphics visible for the duration of our occupancy of 945 Madison Avenue will support the Frick's cultural and educational mission and continue to designate Frick Madison as a public attraction for the benefit of the city's residents and visitors.

# Block location



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# East side of Madison from 74th to 75th Streets



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# Current condition 945 Madison Avenue



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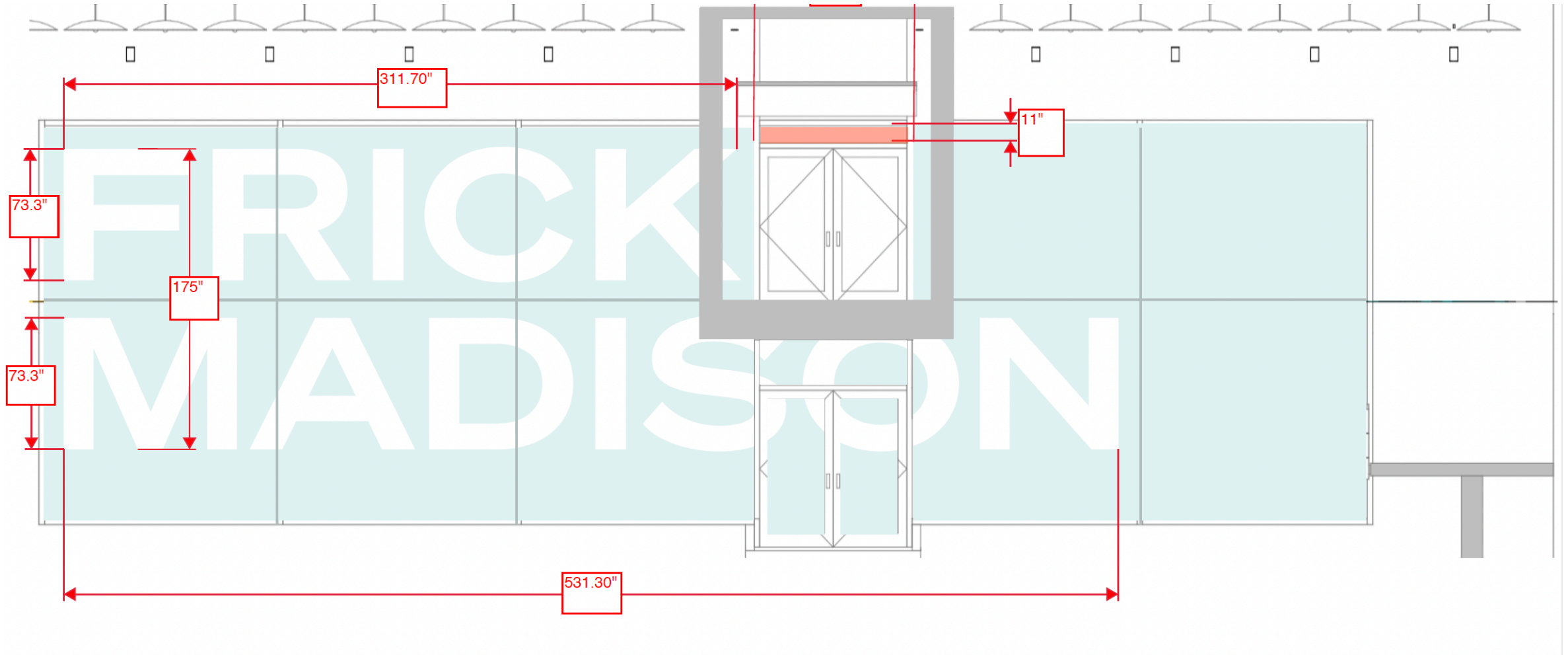
# Current condition view from sunken garden



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# Elevation of vinyl window decals with sizes



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# Colors and materials

## Colors

Door and transom vinyl background color

Orange	CMYK 0 / 55 / 84 / 0	PMS 1655 U	HEX # FC4C02
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Window and door text

White	CMYK 0 / 0 / 0 / 0	PMS N/A	HEX # FFFFFF
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## Materials

WINDOW	Exteriorly applied, removable, adhesive vinyl, 1/32" depth, matte, specified white
DOORS	Exteriorly applied, removable, adhesive vinyl, 1/32" depth, 3-color, specified orange and white

# Schedule

The vinyl graphics are currently installed, but may periodically require replacement in part or whole due to weathering.

We are seeking a permit to allow the graphics to remain in place until August 11, 2023.



# Thank You