

July 14,2022

Event Network in cooperation with The Solomon R. Guggenheim Museum

Community Review and Landmark Preservation Commission Hearing

An approach to adjust the current retail
space to provide a unified guest experience
while meeting the current and future needs
of modern retail.


- Pg 2-6 Historic review of the evolution of the store site
- Pg 7 Landmark Boundaries / Existing and New Fixtures
- Pg 8-9 Renderings
- Pg 10-13 Appendix 1.1-1.6 Fixture details



Community Review notification and flyer placment

Russell Squire
Chair

Will Brightbill
District Manager



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The City of New York
Manhattan Community Board 8

THIS IS AN OFFICIAL GOVERNMENT NOTICE
DO NOT REMOVE UNTIL 7/19/2022
Landmarks Committee
Public Hearing

1071 Fifth Avenue - Solomon R. Guggenheim Museum-
(Expanded Carnegie Hill Historic District) – *Event
Network LLC* - A Modern-style museum building and
interior designed by Frank Lloyd Wright and built in 1956-
59, and subsequently enlarged by an addition designed by
Gwathmey Siegel and Associates and built in 1988-92.
Application is to modify designated interior spaces.

Date: Monday, July 18, 2022
Time: 6:30 P.M.

Please refer to www.cb8m.com, or scan the QR code below
for additional meeting details.

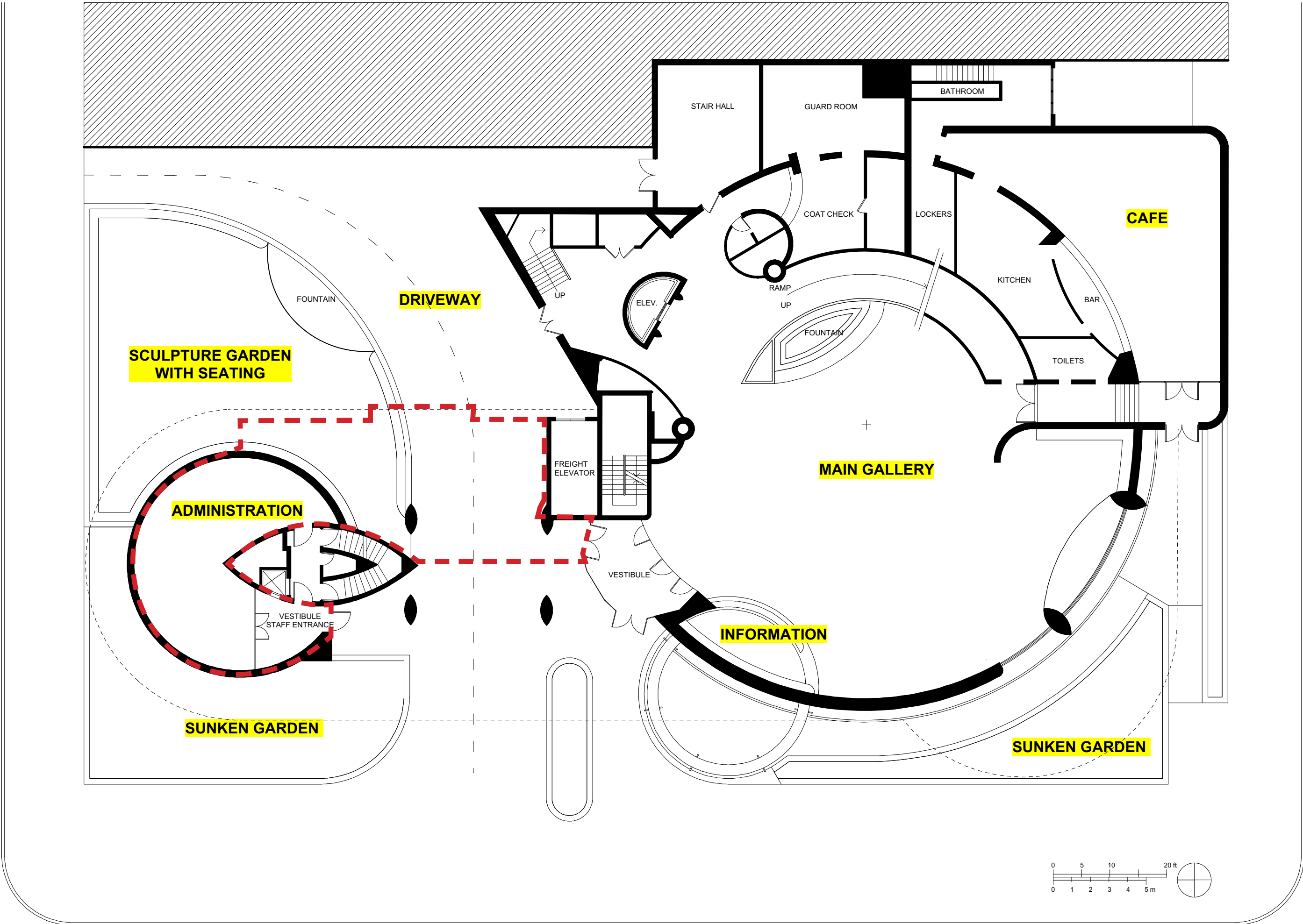


Anyone with an interest in this matter is encouraged to attend, or contact the
Board Office with any questions, concerns, or comments.
David Helpman and Jane Parshall - Co-Chairs

Evolution of Museum Main Floor



1959
Frank L. Wright
Museum opening

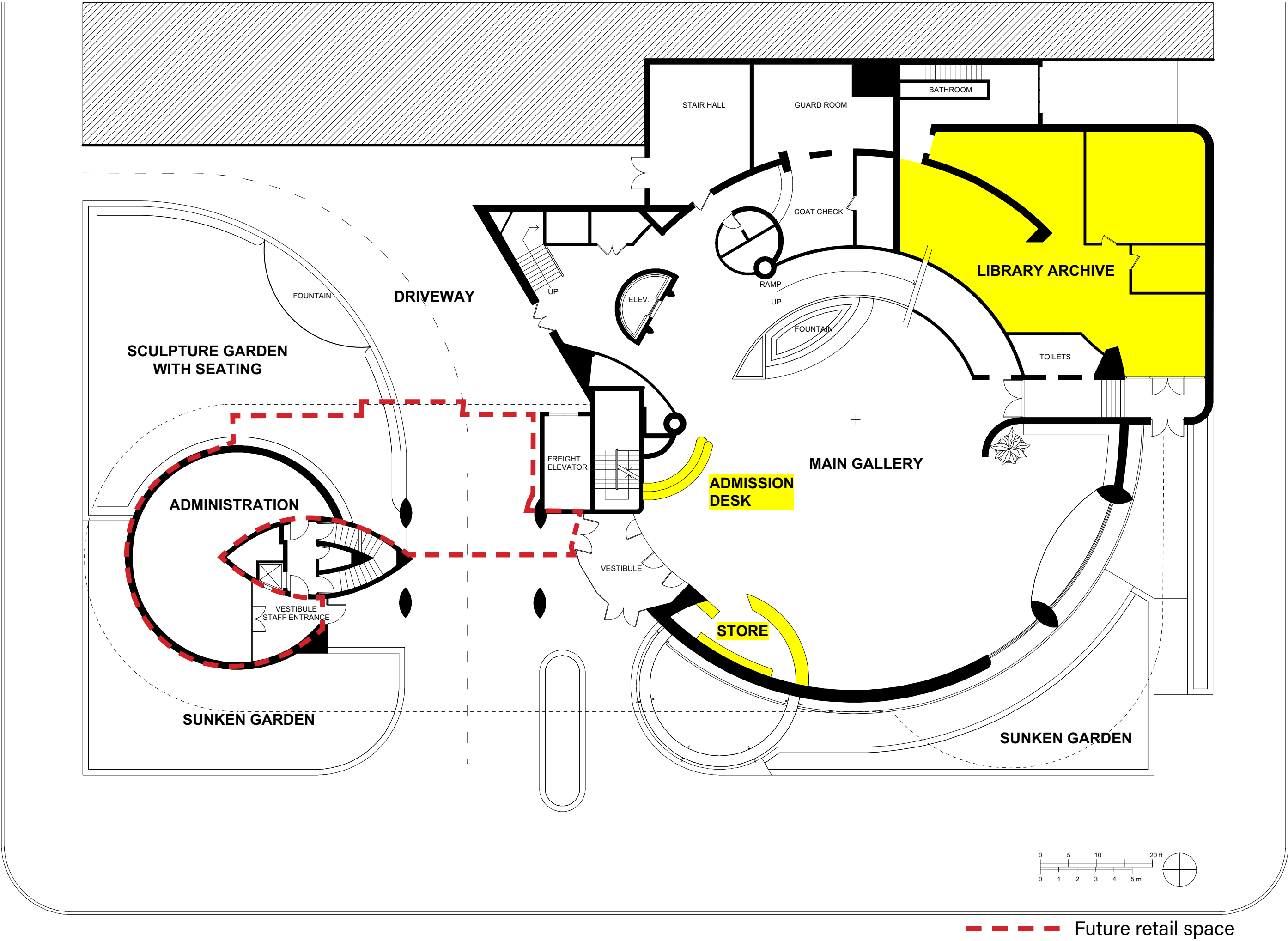


Future retail space

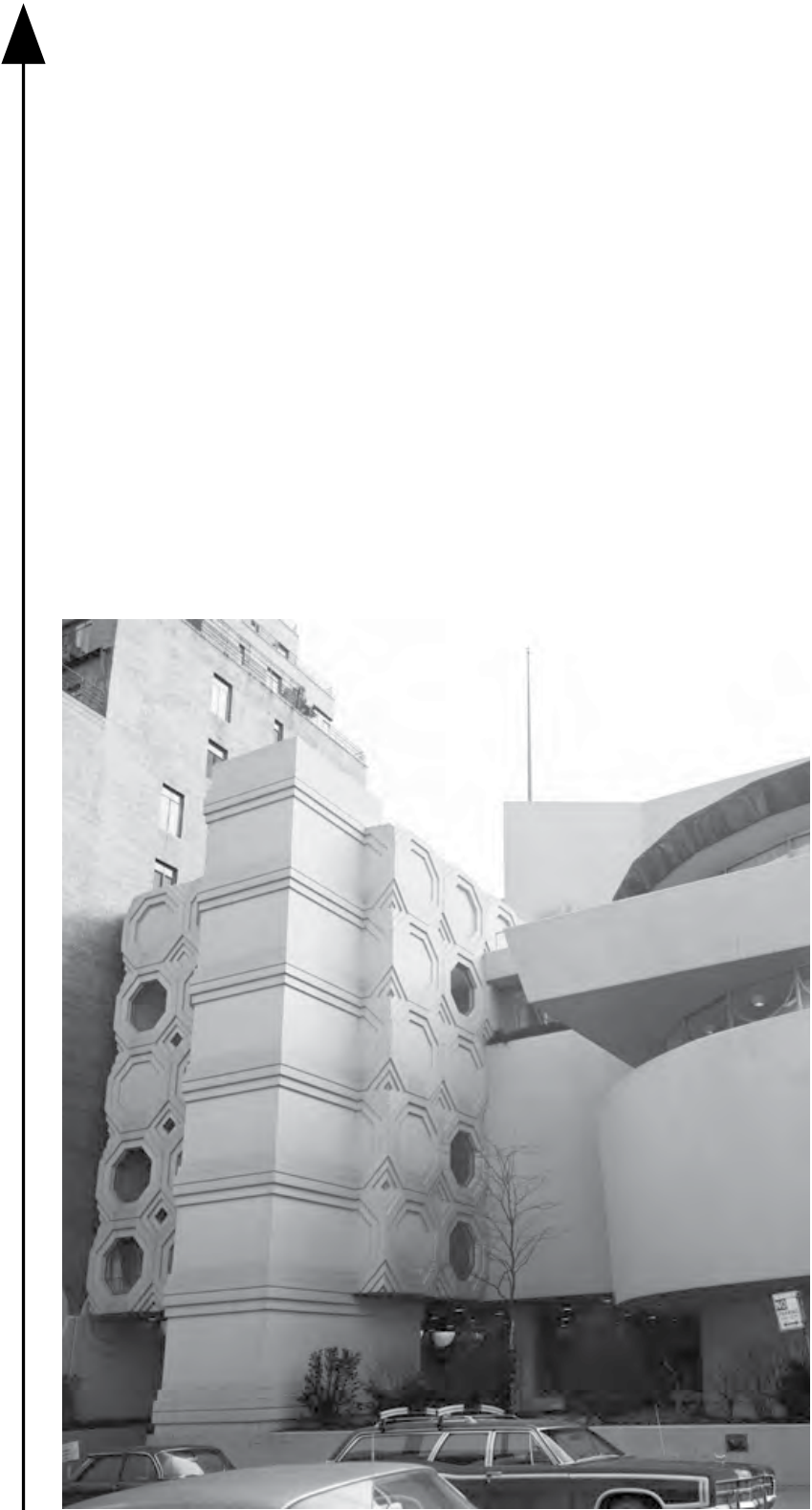
Evolution of Museum Main Floor



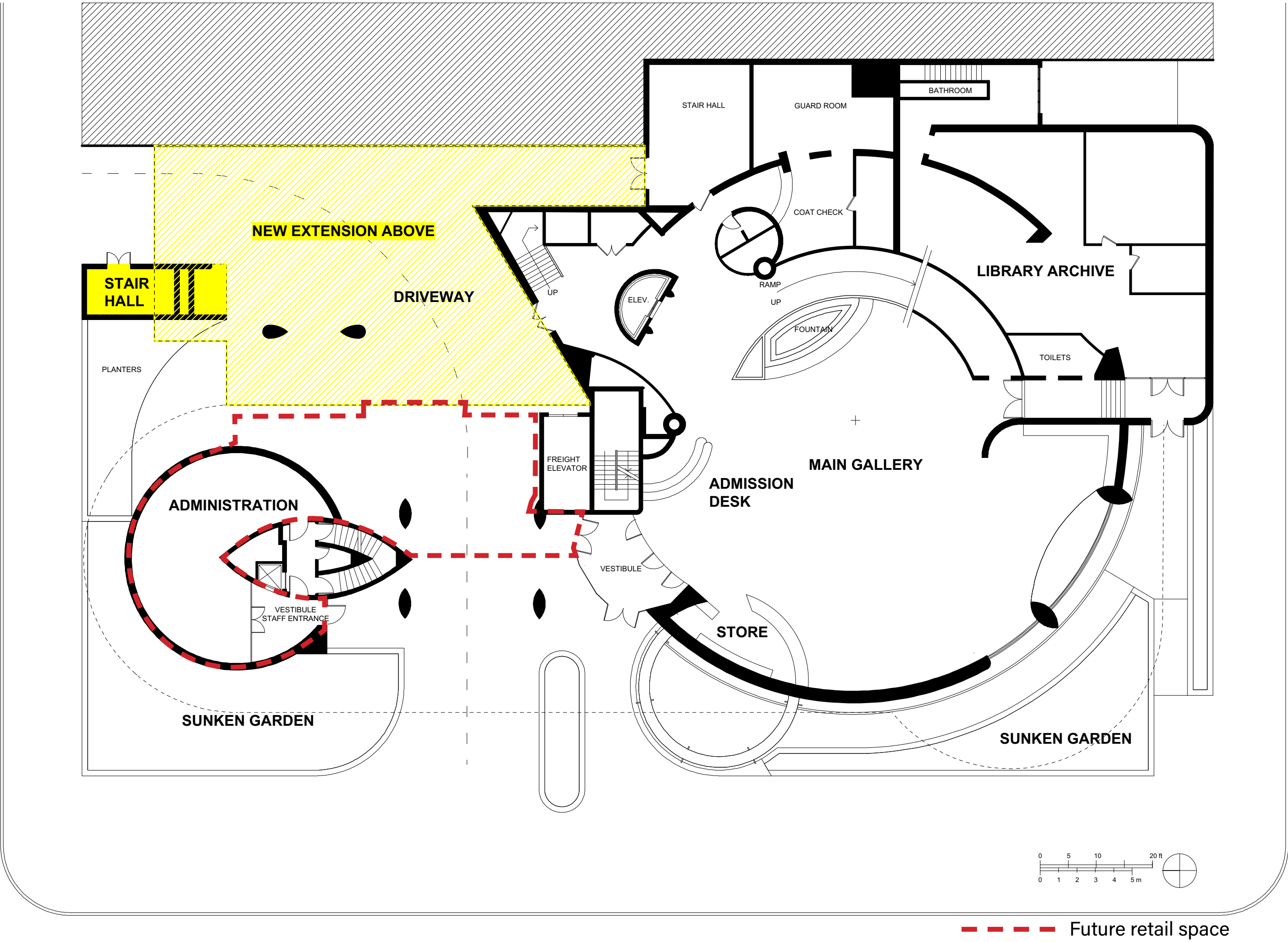
- 1963
William Westly Peters
Cafe turned into Library Archive, info desk becomes the store
- 1959
Frank L. Wright
Museum opening



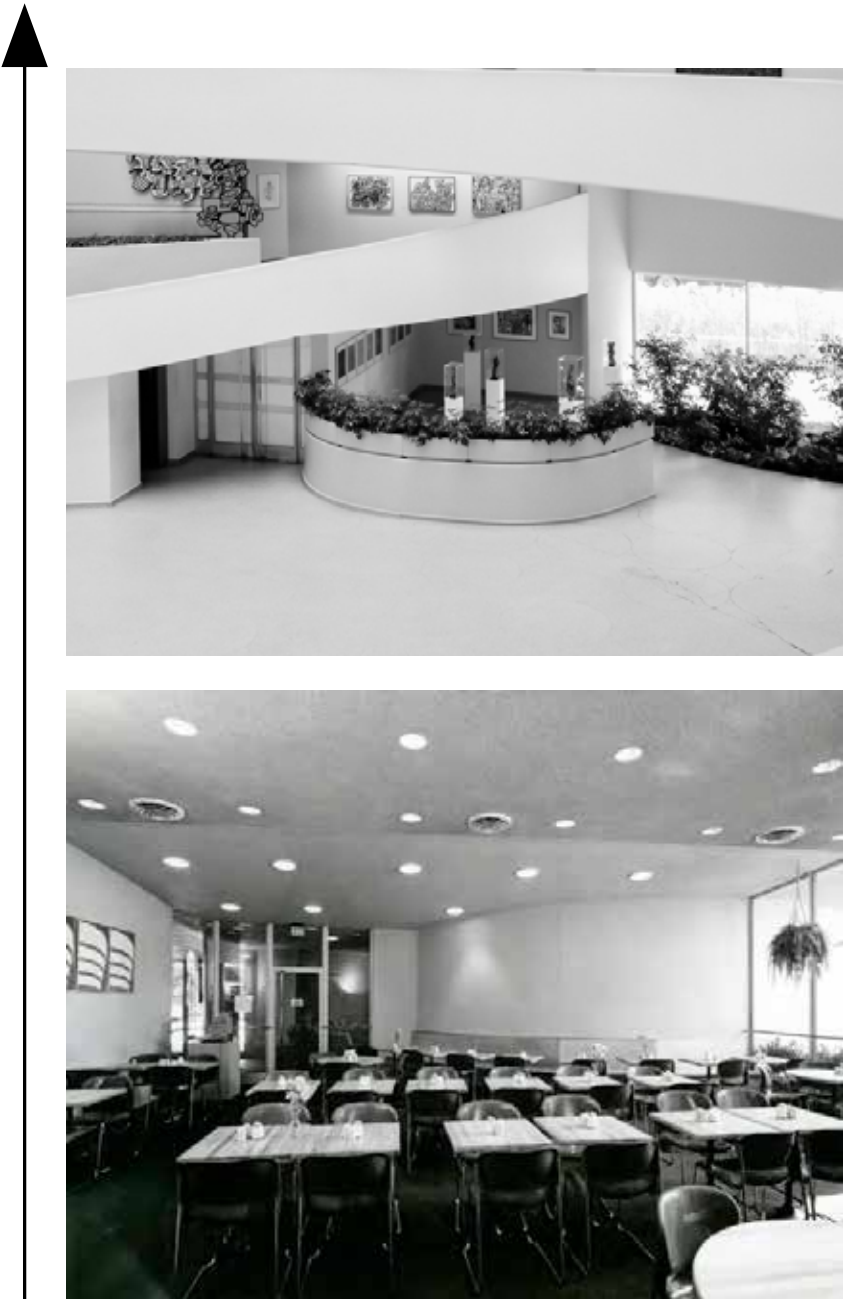
Evolution of Museum Main Floor



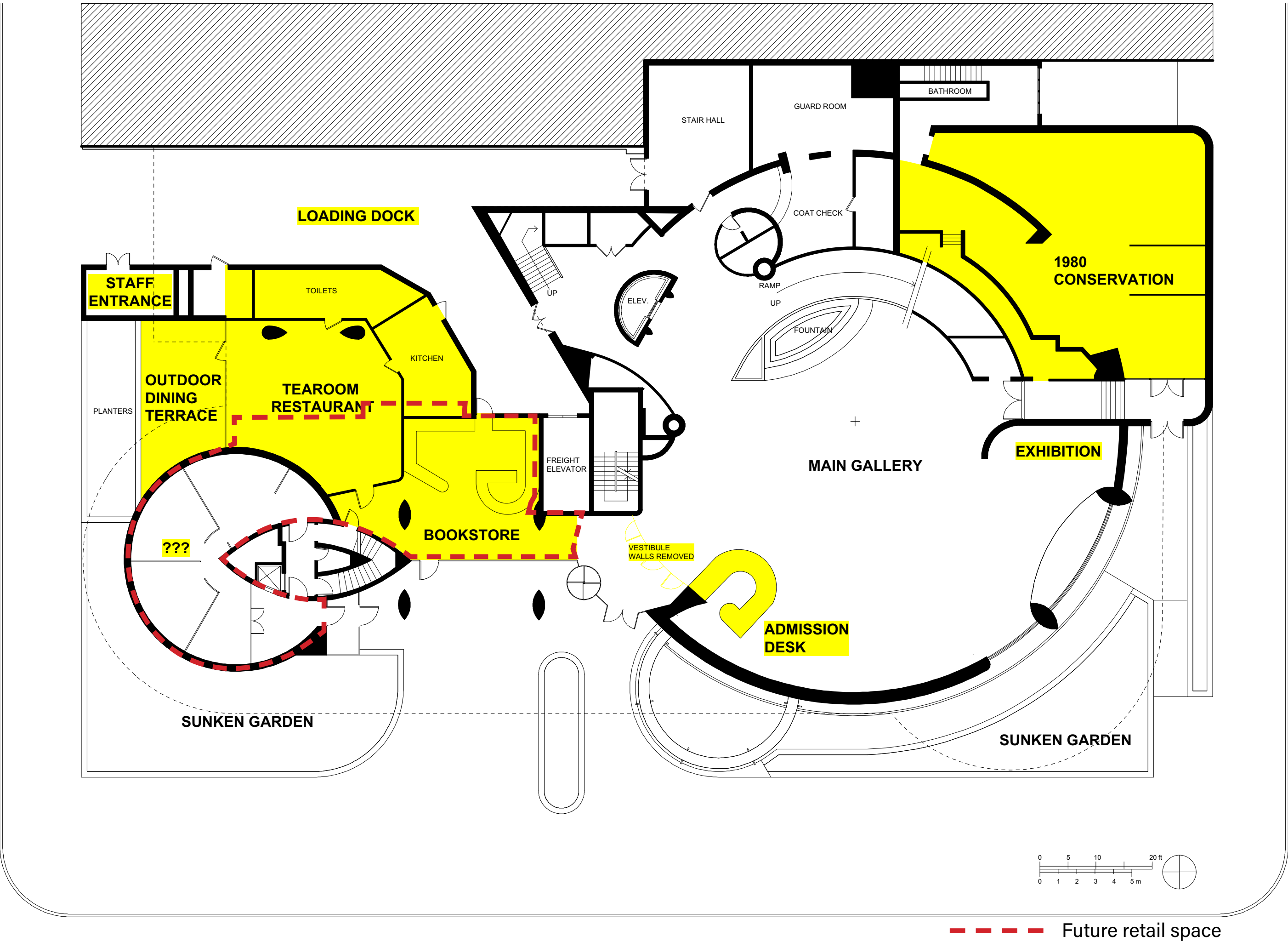
- 1968
William Westly Peters
Construction of North Tower to host art storage and office space
- 1963
William Westly Peters
Cafe turned into Library Archive, info desk becomes the store
- 1959
Frank L. Wright
Museum opening



Evolution of Museum Main Floor




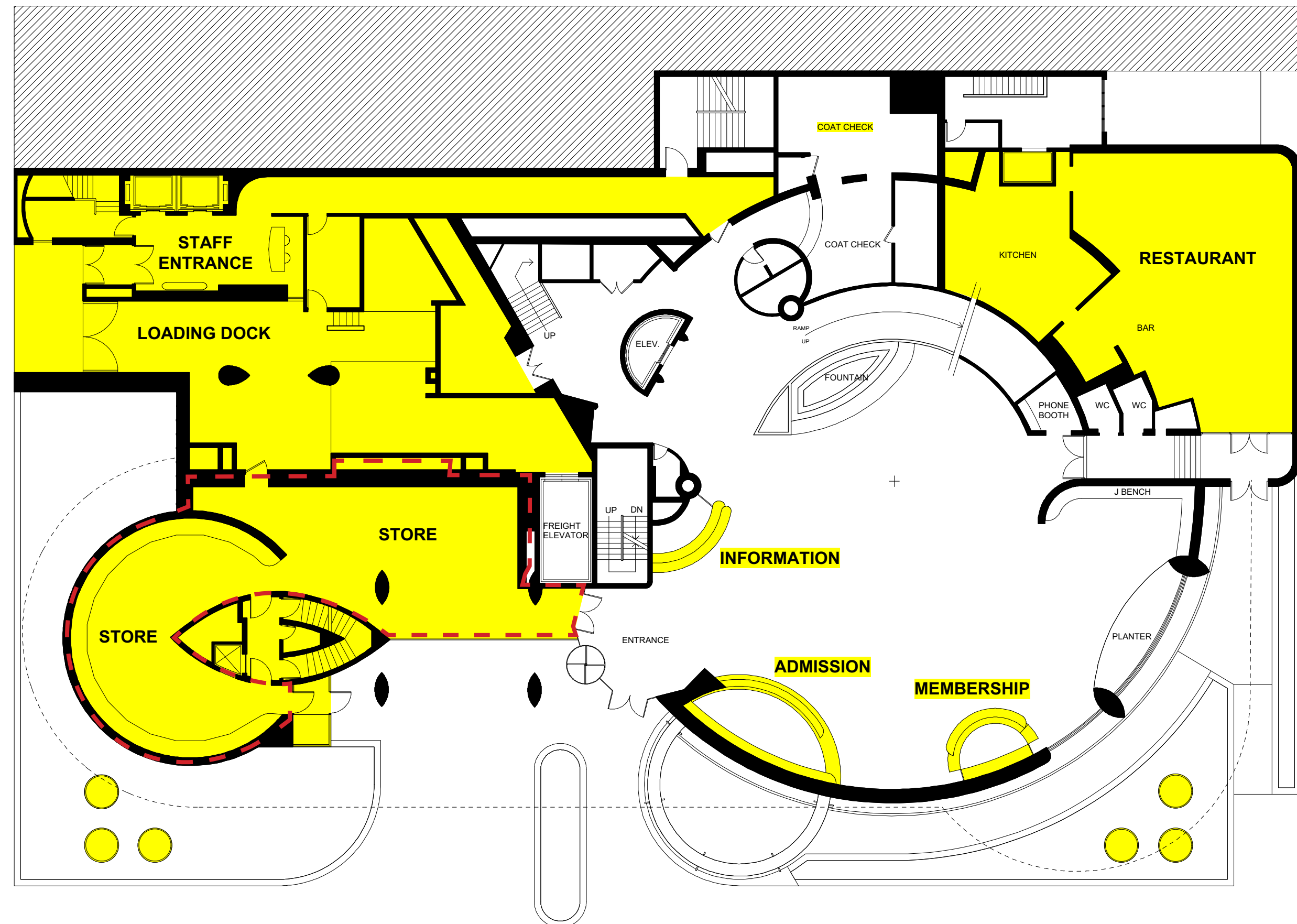
- 1975
Donald E. Freed
Enclosure of driveway for a new Tearoom / Restaurant / Bookstore
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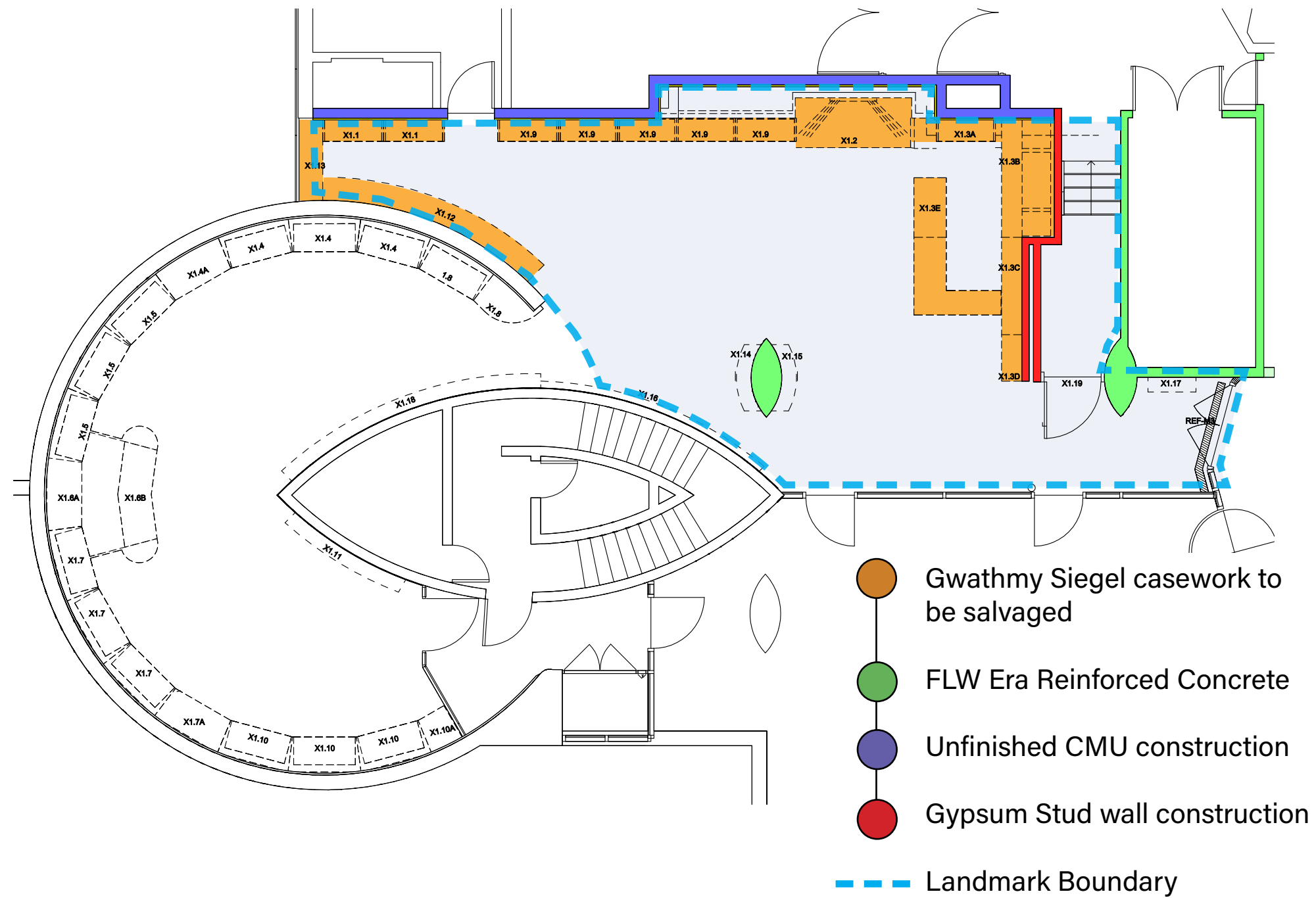
- 
- 1991-Current**
Gwathmy Siegel
North Tower constructed, Bookstore enlarged
- 1975**
Donald E. Freed
Enclosure of driveway for a new Tearoom / Restaurant / Bookstore
- 1968**
William Westly Peters
Construction of North Tower to host art storage and office space
- 1963**
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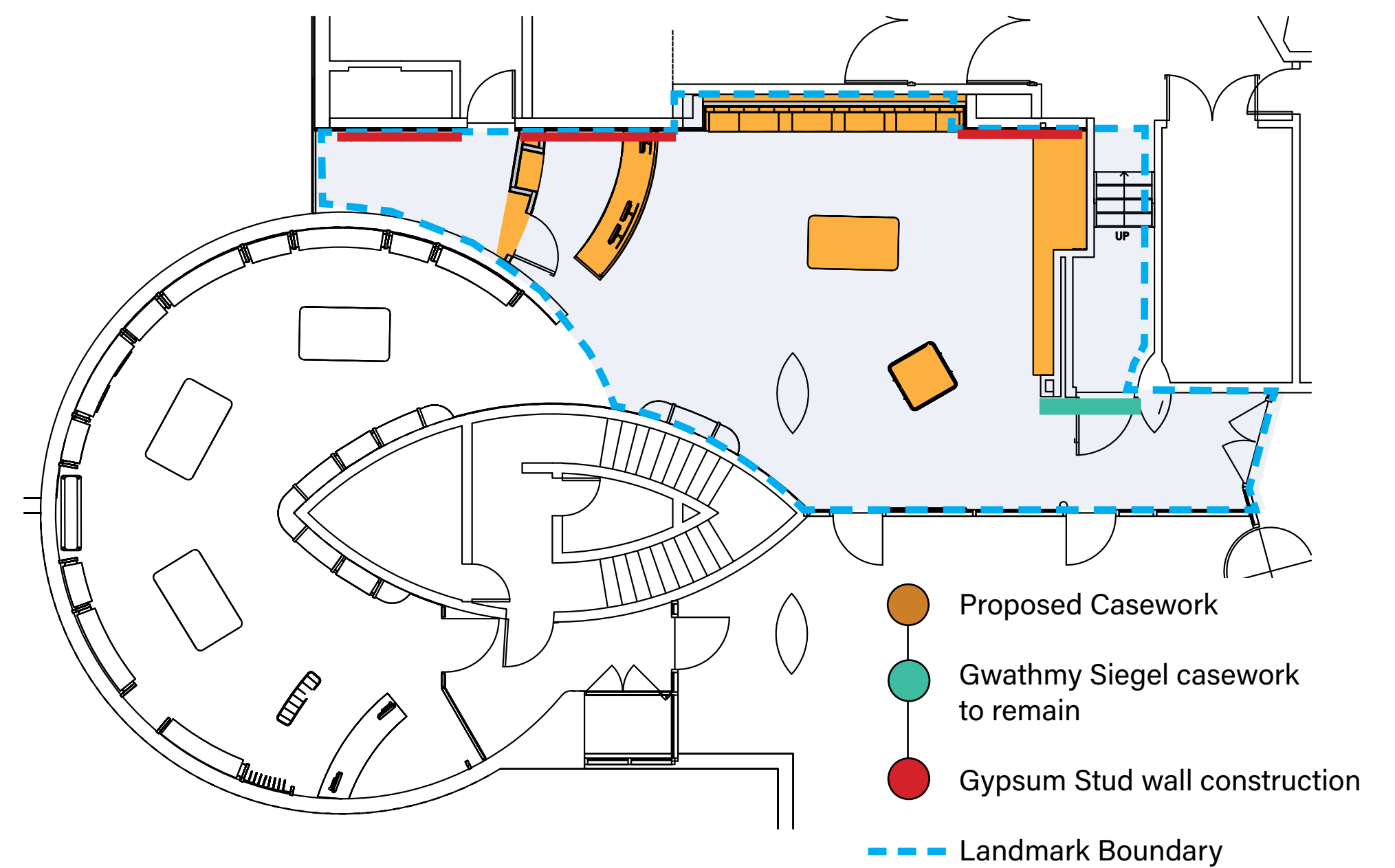
Existing retail space

Landmark Boundary Within Existing and Proposed Space

Existing Conditions



Proposed Work

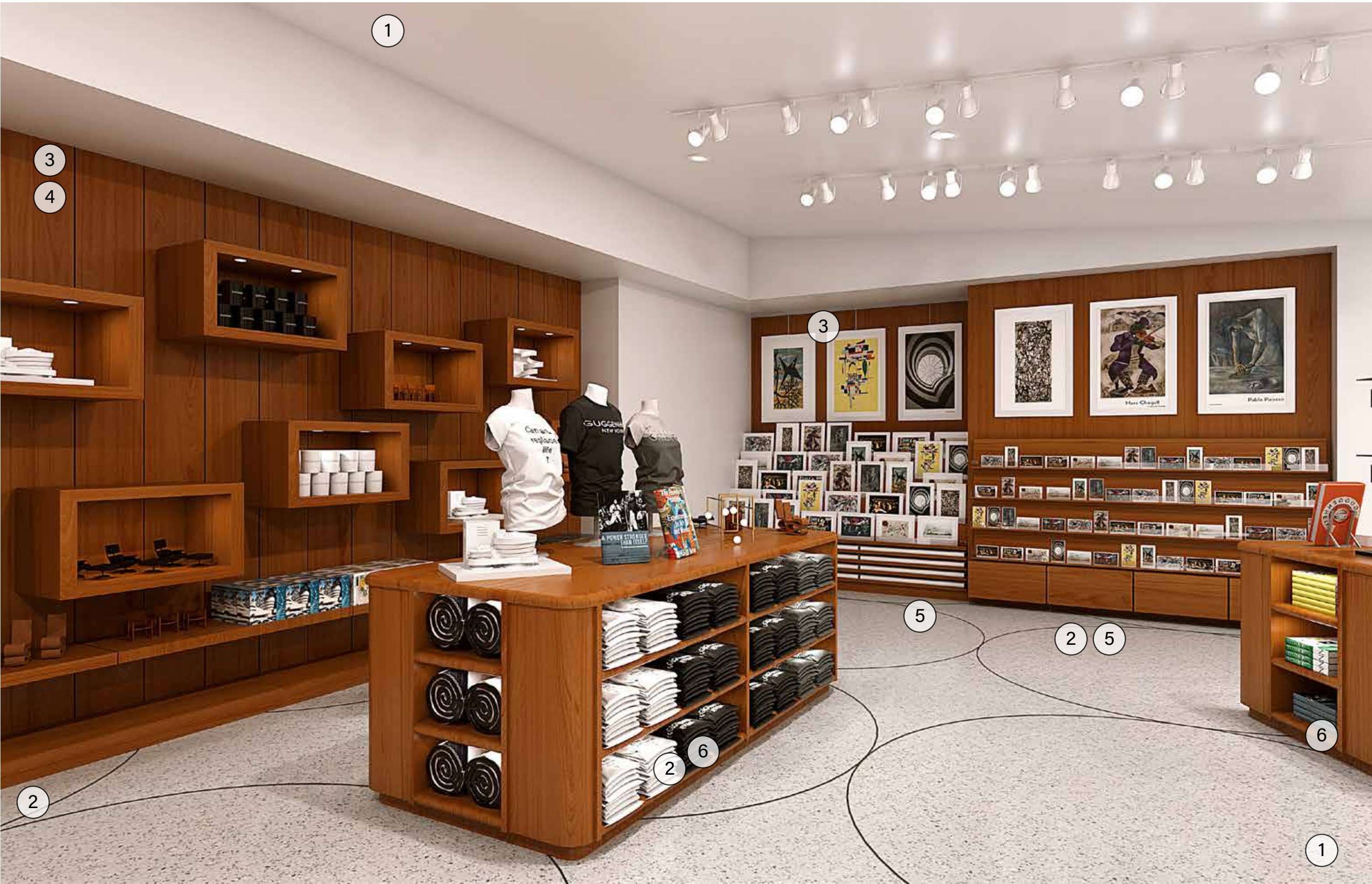


Rendering

North East Corner

Design Elements

- 1. Gwathmy Siegel ceiling and terrazzo floor to remain
- 2. Oak to match FLW era stain and grain style
- 3. Hidden recessed standard merchandising system
- 4. Hidden power rails and under shelf lighting
- 5. Poster Card Fixture - Appendix 1.3
- 6. 4' Table / 8' Table - Appendix 1.2



Existing Conditions

North East Corner



Renderings

Retail Center East

Design Elements

- 1. Gwathmy Siegel ceiling and terrazzo floor to remain
- 2. Oak to match FLW era stain and grain style
- 3. Existing lighting systems to remain
- 4. Movable partition - Appendix 1.4
- 5. Point of Sale Cabinetry - Appendix 1.1
- 6. 4' Table / 8' Table - Appendix 1.2

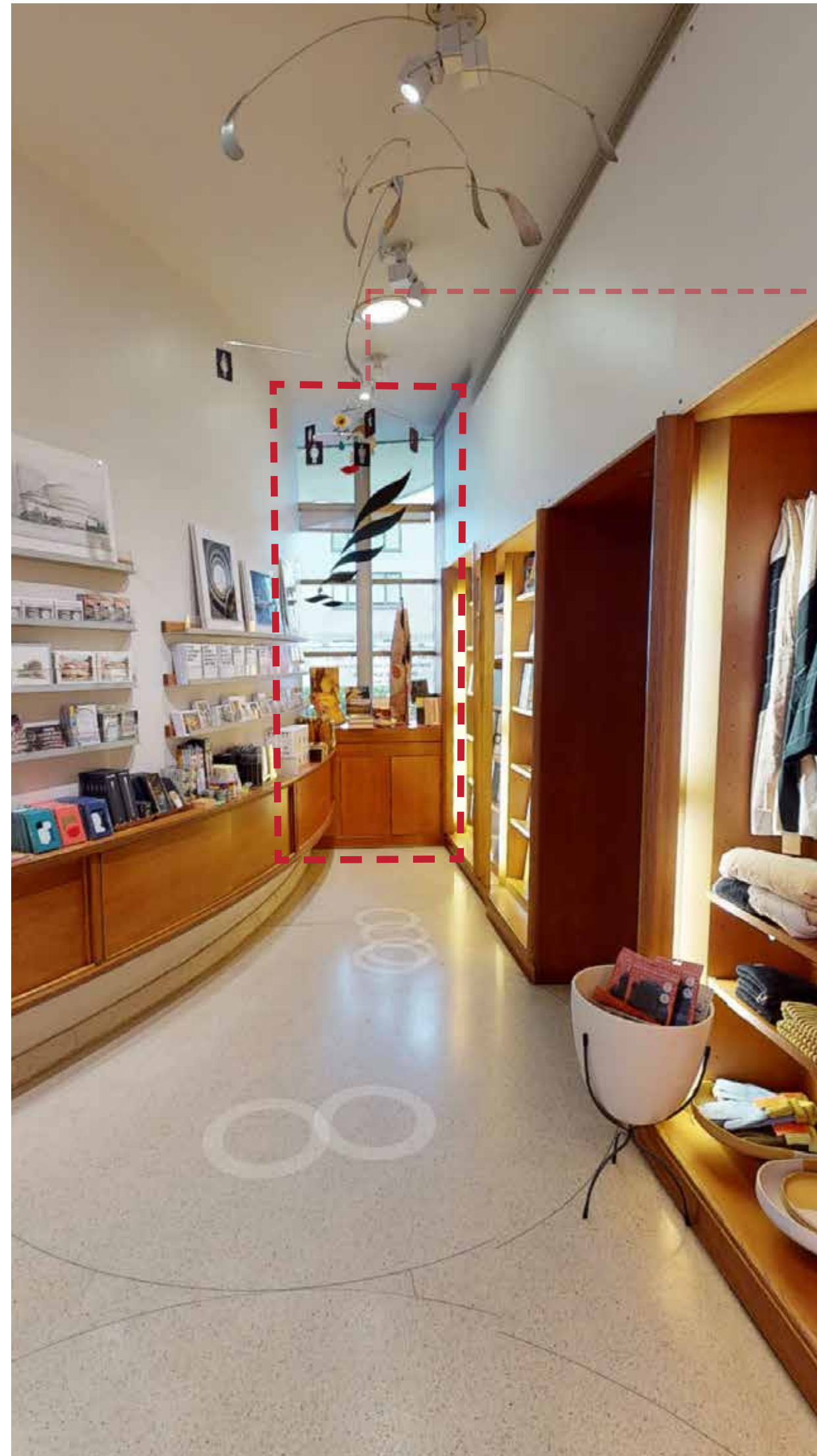


Existing Conditions

Retail Center East

Design Elements

- Windows to receive internal semi-transparent vinyl wrap to provide close appropriation of “white” window panes
- Natural light to enter retail space over top of movable wall fixture.



Existing Conditions

Museum / Retail entrance

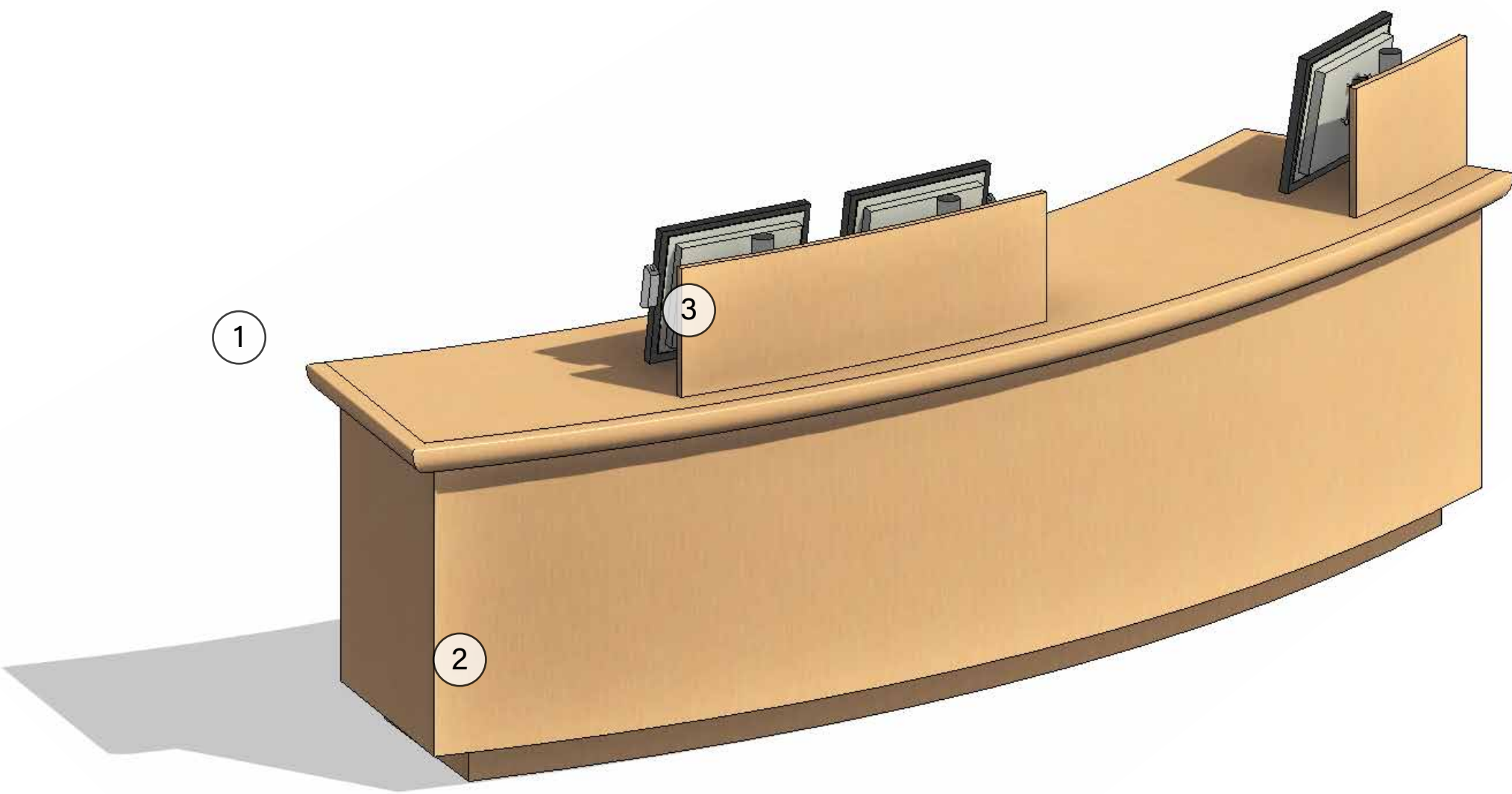


Appendix 1.1

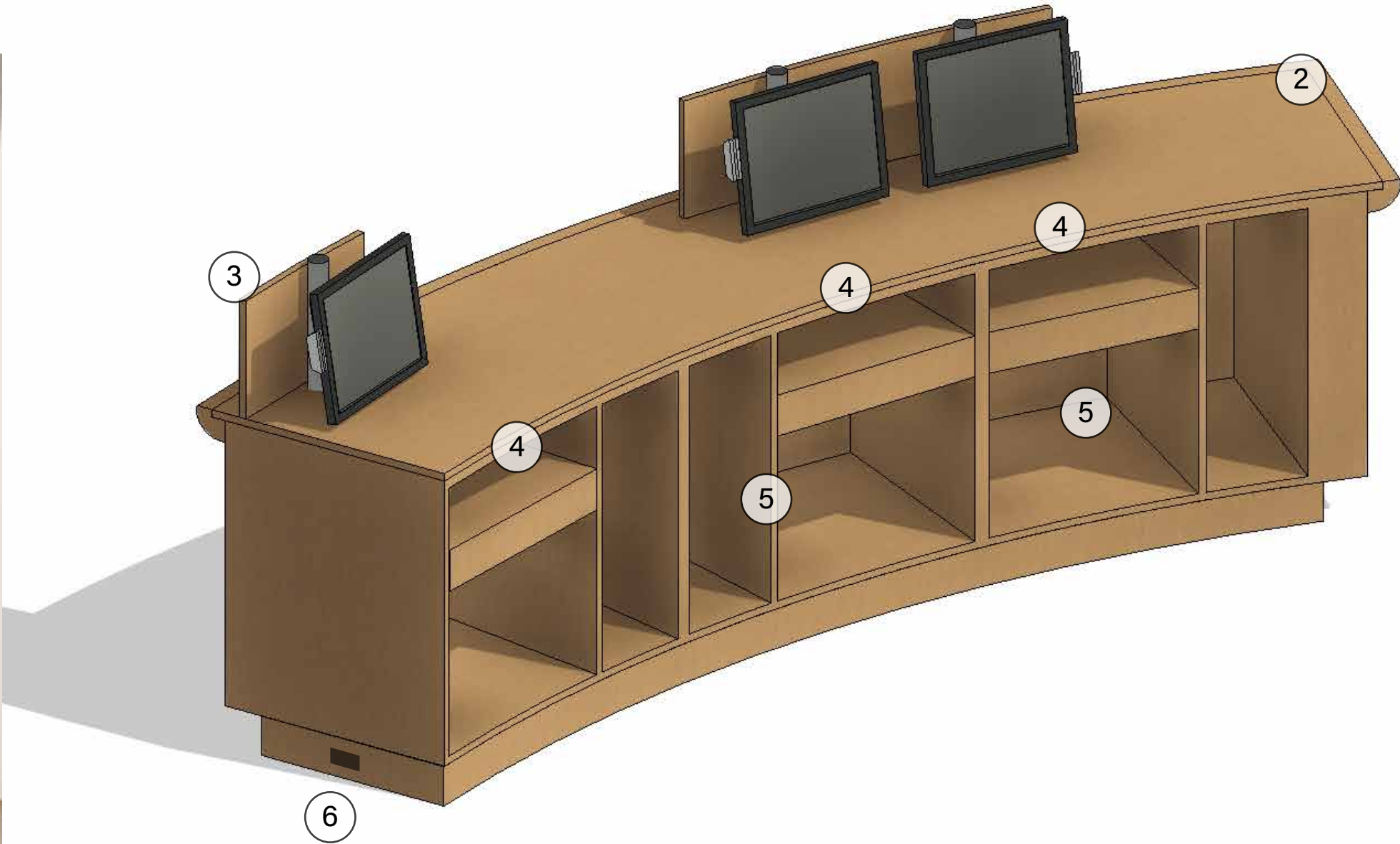
Point of Sale Cabinetry

Design Elements

- 1. Edge profiles inspired by original FLW-SRGM furnishings
- 2. Oak to match original FLW-SRGM stain and grain style
- 3. Removable/adaptable computer shroud
- 4. Under counter cash drawer slot
- 5. Organizational systems and shelves
- 6. Power and data connects from wall through base opening. Flexible design allow cabinet to be moved and repositioned.



SRGM coat check counter

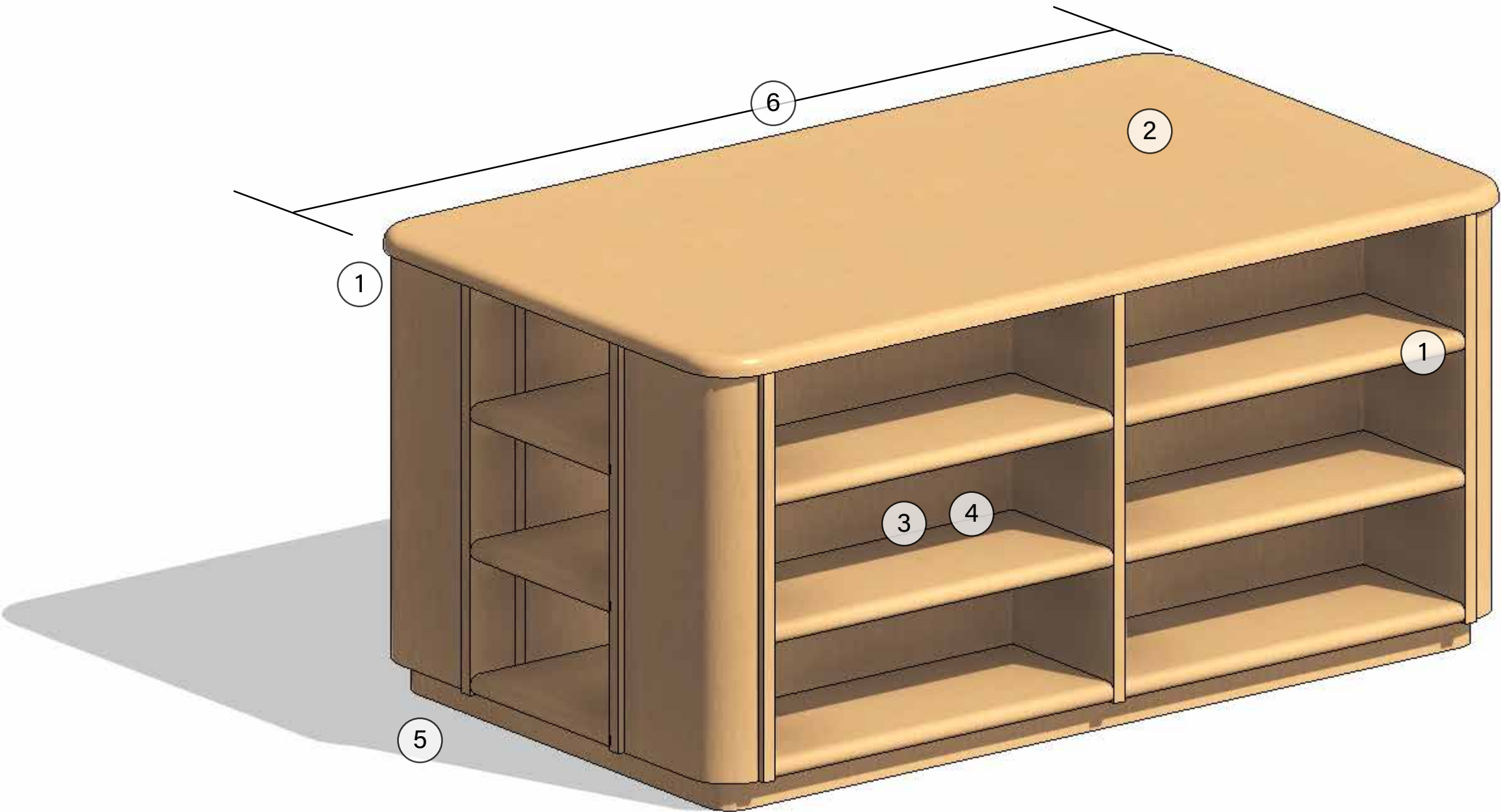


Appendix 1.2

Table Merchandiser

Design Elements

- 1. Edge profiles inspired by original FLW-SRGM furnishings
- 2. Oak to match original FLW-SRGM stain and grain style
- 3. Adjustable shelves
- 4. Under shelf lighting
- 5. Nonstaining polyvinyl casters
- 6. Widths of 4', 6', 8'



SRGM coat check shelf, atrium bench

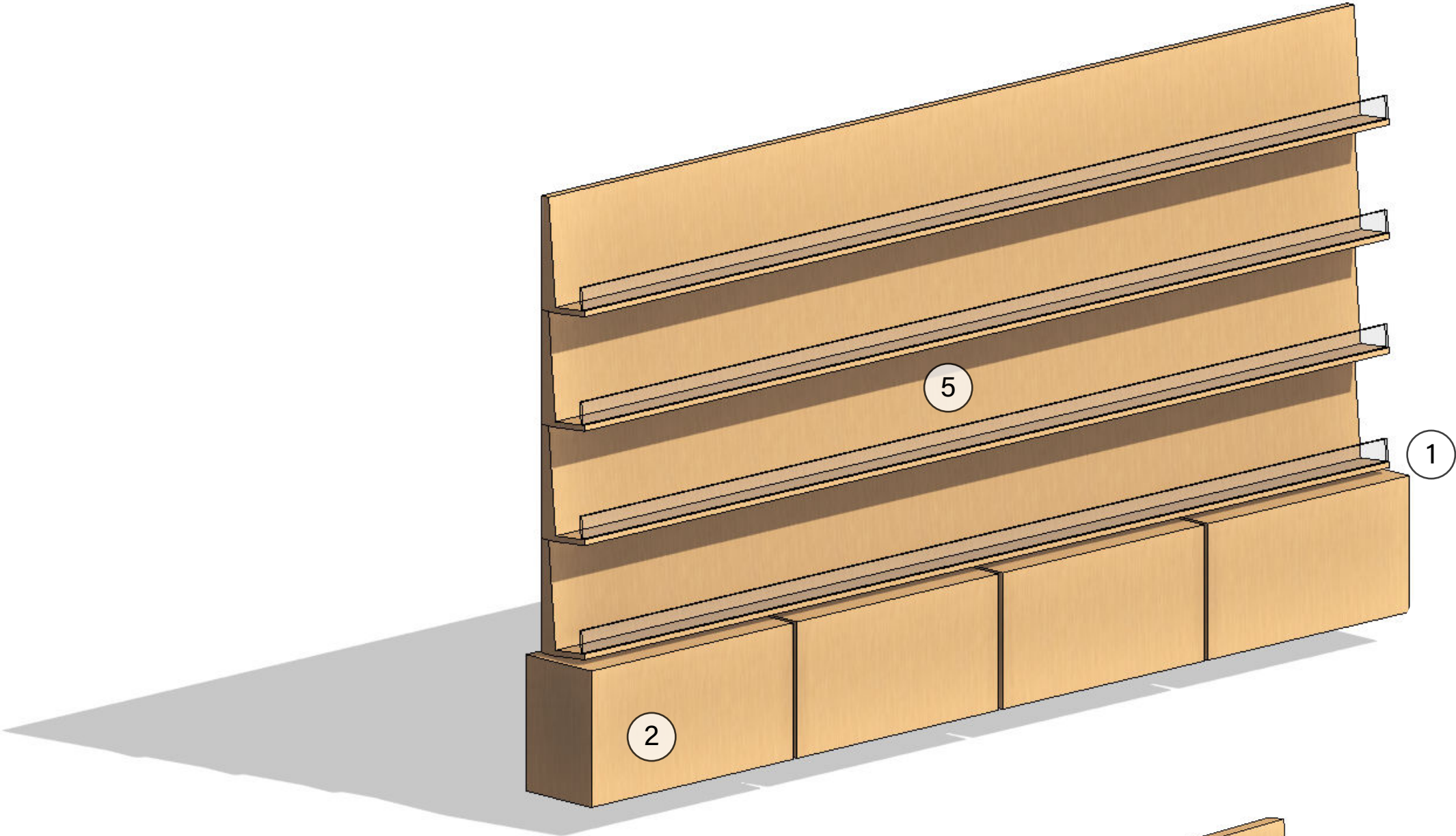


Appendix 1.3

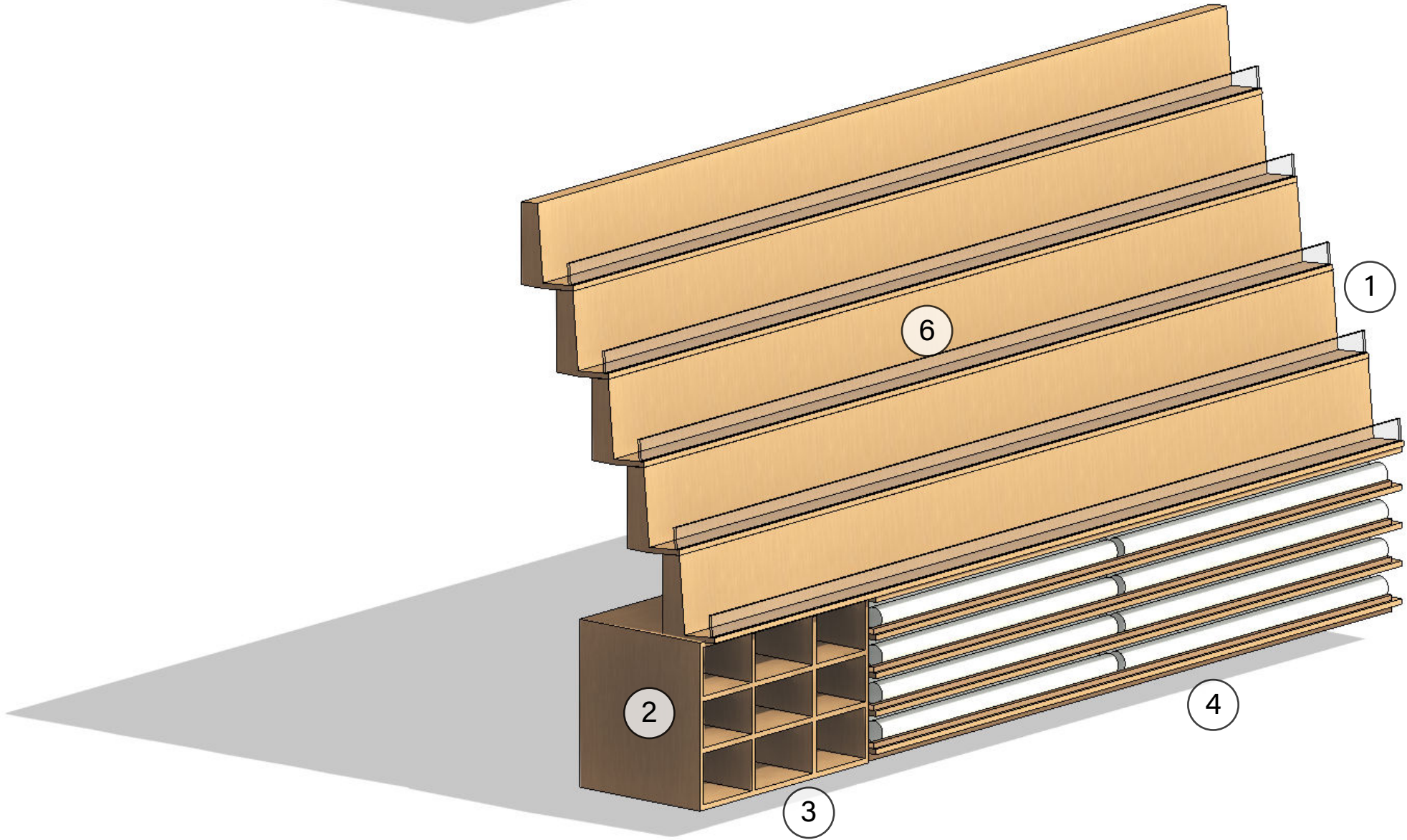
Cards, Prints, Posters Display

Design Elements

- 1. Edge profiles inspired by original FLW-SRGM furnishings
- 2. Oak to match original FLW-SRGM stain and grain style
- 3. Poster tube storage, short
- 4. Poster tube storage, long
- 5. Card display
- 6. Prints display



SRGM atrium bench

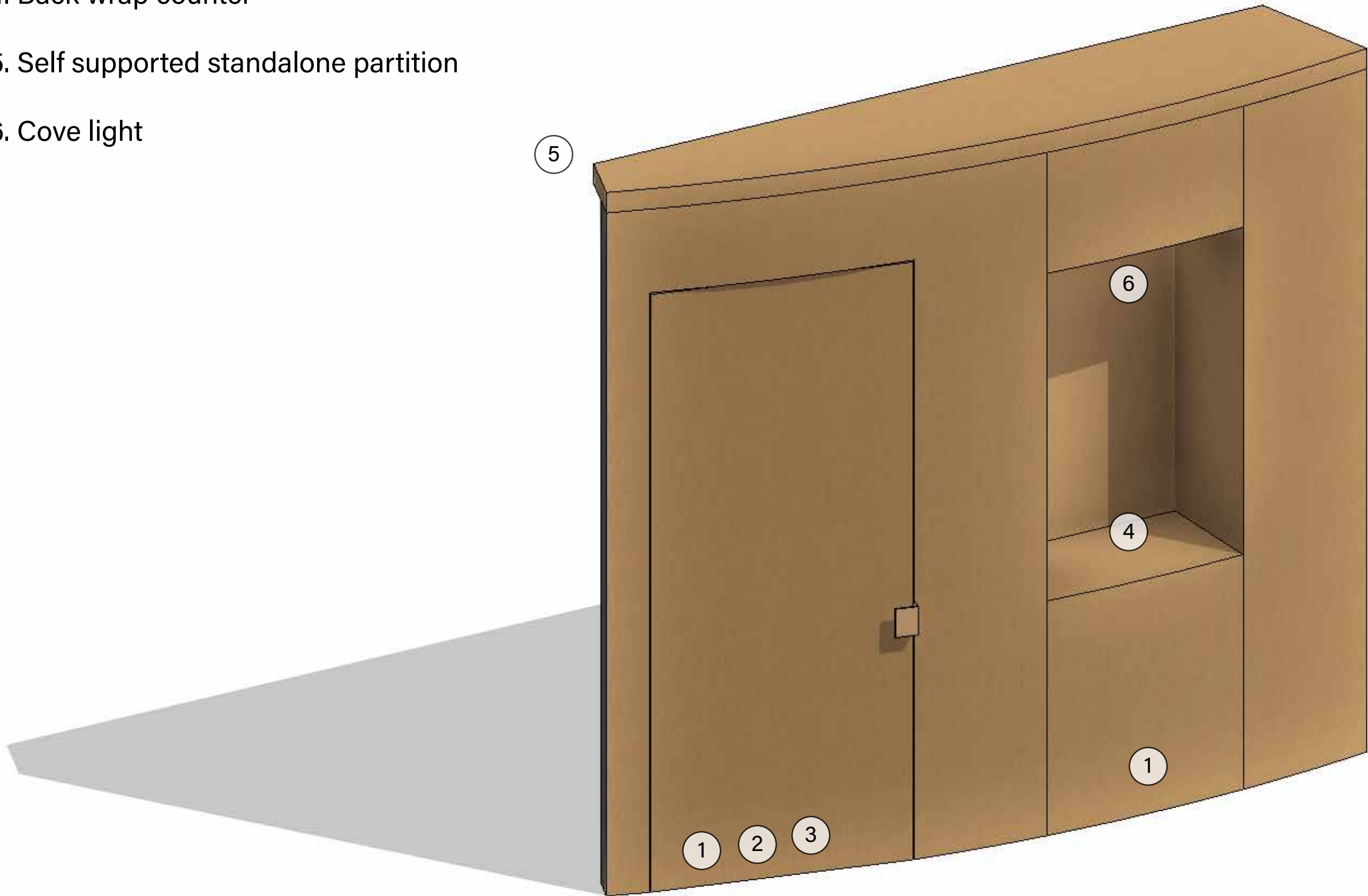


Appendix 1.4

Movable partition and Point of Sale backdrop

Design Elements

- 1. Door and paneling inspired by remaining Gwathmy Siegel door
- 2. Oak to match original FLW-SRGM stain and grain style
- 3. Access door to stock room
- 4. Back wrap counter
- 5. Self supported standalone partition
- 6. Cove light



Gwathmy Siegel door to remain



Summary

- Gwathmy Siegel era ceiling and terrazzo floor to remain
- Gwathmy Siegel era casework to be salvaged
- Proposed fixture design inspired by both Gwathmy Siegel and original FLW-SRGM original furnishings
- Oak to match FLW era stain and grain style
- Floor fixtures to be non-installed, non-permanent
- Standardized and flexible merchandising systems to accommodate future uses and needs

