

MISSION AND VISION

- The International Freedom Center – a multi-dimensional cultural institution combining history, education and engagement – will be an integral part of the living memorial to September 11. Rising from the hallowed ground of the World Trade Center site, it will serve as the complement, and its building as the gateway, to the World Trade Center Memorial, playing a leading role in the Memorial’s mission to “strengthen our resolve to preserve freedom, and inspire an end to hatred, ignorance, and intolerance.”

Visitors from every nation on earth will come to the Center to understand and appreciate the story of freedom as an ongoing world movement, and to learn how the lives of the victims of September 11th were deeply connected to freedom’s evolution. In this way, the heroes of September 11 will be seen alongside the freedom heroes of history, and the poignant tragedy of the day will be portrayed in the light of other great sacrifices that have been made on behalf of free and open societies.

- The Center will include three major components:
 - **Museum exhibition spaces:** will tell personal stories and explore crucial themes in the history of freedom, detailing the contributions of countless individual women and men around the world who have made a difference to its cause.
 - **An educational and cultural center:** will sponsor an extensive array of lectures, symposia, discussions, films, and other events in its theaters and public halls that will nurture a global conversation on freedom in our world today.
 - **A service and civic engagement network:** will offer visitors opportunities to act in freedom's service in their own communities and around the world.

BACKGROUND ABOUT THE INSTITUTION

- The building’s architect is Snøhetta, a Norwegian firm best known for the Alexandria Library in Egypt. Adamson Associates of Canada is the associate architect.
- 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, Co-Founder and Chairman, is a member of the Board and 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.

BOARD OF DIRECTORS

- 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. Joining Mr. Bernstein on the Board are 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 (and the only family member) who selected the design for the World Trade Center Memorial. The mother of three children, 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 B. 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 President of Tishman Realty & Construction Co, which combined, comprises 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.

-BOARD OF DIRECTORS-

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

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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

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