

# 9/11 MEMORIAL

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## **9/11 MEMORIAL PREVIEW SITE OPENS NEAR WORLD TRADE CENTER** *Provides Visitors with Information about Memorial and Museum, Live View of Construction Progress, and Opportunity to Share their 9/11 Stories with the Museum*

The National September 11 Memorial & Museum today opened a 9/11 Memorial Preview Site near the World Trade Center. The Preview Site provides the public with the opportunity to learn about the Memorial and Museum, view real-time images of the construction progress at the World Trade Center site, and participate in the creation of the Museum by sharing their 9/11 stories. 9/11 Memorial & Museum President Joe Daniels was joined by Monica Iken, a 9/11 Memorial Board Member who lost her husband on September 11, 2001; George Fertitta, CEO of NYC & Company; Jim Whitaker, Project Rebirth Founder and Director; and Paula Lawrence, a representative of the Starr International Foundation at a press conference to unveil the Preview Site.

“The Preview Site will offer visitors a unique opportunity to learn about and participate in the creation of the Memorial and Museum at the World Trade Center,” 9/11 Memorial & Museum President Joe Daniels said. “Through models, renderings, films, and real-time images of construction, visitors can understand the plans and progress being made at the site. They will be able to take home with them a photograph of the construction as a personal record of their visit to the World Trade Center while history was being built. We are also inviting people to come to the Preview Site to share their 9/11 stories. These recordings will be included in an introductory exhibit once the Museum opens.”

“The hundreds of thousands of visitors who already come to the World Trade Center are a clear indication of the tremendous public interest in remembering the events of September 11th,” 9/11 Memorial & Museum Board Member Monica Iken said. Iken lost her husband, Michael, in the September 11 attacks. “It’s important that until the Memorial and Museum are open, people have a place to go to learn about the events and share their thoughts and reflections on what happened. The collective stories from family members, survivors, first responders and witnesses both here in New York and from around the world, are what will preserve the history of 9/11 and make the Museum a very special place.”

“The opening of the new 9/11 Memorial Preview Site will provide visitors with an interactive way to connect to the historic events of September 11 while acquiring a better understanding of the plans for the forthcoming 9/11 Memorial and Museum,” said George Fertitta, CEO of NYC & Company.

In order to provide the public with information on the plans for the 9/11 Memorial and Museum, the Preview Site will display models and renderings of the project, illustrating what the World Trade Center site will look like when the rebuilding is complete, along with a 9/11 historic timeline. The Preview Site exhibition was designed by Thinc Design, the exhibition designers for the Museum.

The 9/11 Memorial Preview Site will work with the nearby Tribute WTC Visitor Center to promote visitor resources to the public. Through walking tours, exhibits and programs, the Tribute WTC Visitor Center offers “Person to Person History,” linking visitors who want to understand and appreciate these historic events with those who experienced them.

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“This is an incredible opportunity for our two organizations to work together to benefit the public in a profound way,” said Lee Ielpi, President of the September 11th Families’ Association and co-founder of the Tribute WTC Visitor Center. “As a father who lost my son on 9/11, I believe that it is so important to have places where visitors can learn about the progress being made at the World Trade Center site, as the National September 11 Memorial & Museum is being built.”

### 9/11 Preview Site Content

Filmmaker Jim Whitaker and his Project Rebirth team have crafted a four-minute film especially for visitors to the Preview Site. Drawing on footage from Project Rebirth’s 14 35mm film time lapse cameras sited around Ground Zero, and interviews of nine people directly affected by the 9/11 attacks, Project Rebirth’s Preview Site film chronicles wrenching personal stories combined with powerful time-lapse images. It highlights the journey of the New York community rebuilding through the years following the 9/11 attacks.

“After constructing and operating 14 custom built 35mm film time lapse camera units to film ground zero, and interviewing over seven years Rebirth’s nine subjects who have opened their lives so others can share their journeys following 9/11, it’s a great pleasure to offer our Preview Site film to its visitors. We continue chronicling on film the entire rebuilding of the World Trade Center site -- including the construction of the Memorial & Museum over and around the “survivors’ stairs” -- and look forward to engaging Preview Site and Memorial & Museum visitors for years to come with the best and most powerful film content that my team and I can craft.”

Through a partnership with EarthCam, a webcam view of real-time images from above the World Trade Center construction will be displayed at the Preview Site, allowing visitors to view current progress and to print images or e-mail them to friends.

“Our mission to preserve a comprehensive visual history of 9/11 on EarthCam’s site began within minutes after it occurred. The project has continued since with daily live images and archiving of the re-building,” said Brian Cury, EarthCam CEO and Founder. “We look forward to enhancing visitors’ experience with live HD quality views of the construction using our new 72 megapixel panorama robotic cameras.”

Visitors to the Preview Site will have the opportunity to be a part of history by sharing their 9/11 stories with Museum. An on-site recording booth will allow the public to contribute to the Museum’s planned introductory exhibition that will include a soundscape of people remembering, in multiple languages, where they were on September 11, 2001, and how they learned of the attacks. The Preview Site will help collect these remembrances through 3-minute recorded stories. The recording booth will also be used periodically to record 40-minute remembrances with the national oral history project, StoryCorps. In 2006, the 9/11 Memorial and StoryCorps formed a partnership to collect at least one StoryCorps interview for each of the victims of the September 11, 2001 and February 26, 1993 attacks. The recording booth interface was designed by Local Projects, the media designer for the Museum.

Highlights from the Museum’s collection and access to its collaborative partner, VOICES of September 11<sup>th</sup> (VOICES) and its 9/11 Living Memorial Project, will be available through kiosks at the Preview Site. The 9/11 Living Memorial digital archive honors the lives of each of the victims through photographs and written tributes provided by their family and friends. The digital content will be a core resource in the Museum that will provide personal information and tributes on the individuals killed in the terrorist attacks.

In addition, selected artifacts from the Museum’s growing permanent collection will be presented. Currently on display is a replica Statue of Liberty that was covered in the aftermath of the 9/11 attacks with tributes such as uniform patches, miniature American flags, money, mass cards, rosary beads, condolence notes, and souvenir postcards, among others. In 2006, the nearly eight foot tall statue was donated to the Museum’s permanent collection by the Fire Department of New York Engine 54, Ladder 4, Battalion 9 firehouse.

Also on display is a 1988 Harley Davidson Sportster 883 that was transformed by the Cartier family into a tribute to James Cartier, an electrical worker at the World Trade Center, who was killed on September 11, 2001. In memory of James Cartier's ardent biking skills, his motorcycle was painted to reflect his personal passions, such as the children's book character Curious George and the International Brotherhood of Electrical Workers, Local 3.

As part of a partnership with MyGoodDeed to encourage people to perform acts of service in the name of 9/11, and in support of NYC Service, the public will have the opportunity to pledge to volunteer or perform good deeds through kiosks accessing the [911dayofservice.org](http://911dayofservice.org) and [nycservice.org](http://nycservice.org) websites. MyGoodDeed was founded in 2003 by 9/11 victims' family members and friends that helped successfully advocate for 9/11 to be recognized as a national day of service and remembrance.

The Preview Site was made possible through a gift from the Starr International Foundation. Starr International Foundation Board Member Maurice R. ("Hank") Greenberg said, "For the first time, visitors to ground zero will get an up-close look at what the National 9/11 Memorial will offer. We hope that this Preview Site will be a valuable resource for visitors from around the world."

The Starr International Foundation, a charitable organization based in Switzerland, is dedicated to supporting a broad range of educational, environmental, artistic, cultural, medical, humanitarian and other charitable institutions in Switzerland and around the world. The Foundation is the sole common stockholder of Starr International Company, Inc. ("Starr International").

Additional opportunities to support the creation of the Memorial and Museum will be available at the Preview Site through donations and the sale of 9/11 books, dvds, and Memorial merchandise, with all net proceeds dedicated to the development of the Memorial and Museum.

The 9/11 Memorial Preview Site and merchandise introduce a new visual identity for the National September 11 Memorial & Museum, created by Landor Associates, a strategic brand consulting and design firm. In order to build awareness and establish common public reference to the project, Landor created a visual identity that is at once simple and dynamic, emphasizing the numbers nine and 11 prominently to commemorate the events of that day.

The Preview Site is located at 20 Vesey Street, between Broadway and Church Streets in lower Manhattan and is open Monday through Wednesday and Friday through Saturday from 10am to 7pm; Thursday from 10am to 9pm; and Sunday from 10am to 6pm. For more information, visit [www.national911memorial.org](http://www.national911memorial.org) or call 212.267.2047.

## **ABOUT THE NATIONAL SEPTEMBER 11 MEMORIAL & MUSEUM**

The National September 11 Memorial & Museum is the not-for-profit corporation created to oversee the design, raise the funds, and program and operate the 9/11 Memorial at the World Trade Center site. The Memorial and Museum will be located on eight of the 16 acres of the site.

The Memorial will remember and honor the nearly three thousand people who died in the horrific attacks of February 26, 1993, and September 11, 2001. The design, created by Michael Arad and Peter Walker, consists of two pools that reside in the footprints of the original Twin Towers, surrounded by a plaza of oak trees. The Arad/Walker design was selected from a design competition that included more than 5,000 entrants from 63 nations.

The Museum will display monumental artifacts associated with the events of September 11, while presenting intimate stories of loss, compassion, reckoning and recovery that are central to telling the story of September 11 and its aftermath. It will communicate key messages that embrace both the specificity and the universal implications of the events of 9/11; document the impact of those events on individual lives, as well as on local, national, and international communities; and explore the continuing significance of these events for our global community.

Donations can be made through and more information can be found at the Memorial & Museum's website, [www.national911memorial.org](http://www.national911memorial.org), or by calling 1-877-WTC-GIVE.

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