

# BUILDING MUSEUMS™

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*BURCHFIELD PENNEY ART CENTER AT BUFFALO STATE COLLEGE IN  
BUFFALO, NEW YORK AWARDED PRESTIGIOUS  
MUSEUM "BUILDY" AWARD FOR RECENT EXPANSION PROJECT*

WASHINGTON, DC - The winner of the Second Building Museums® "Buildy" Award: the Burchfield Penney Art Center at Buffalo State College in Buffalo, New York. Accepting the award is Ted Pietrzak, Executive Director, a visionary leader who guided the museum through its successful move to a new, award-winning facility designed by Gwathmey Siegel Associates and Architects.

The "Buildy" Award will be presented the evening of March 1 at 5:30 PM in the Rotunda of the National Museum of the American Indian, New York, N.Y. at the [2010 Building Museums® Symposium](#) presented by the [Mid-Atlantic Association of Museums](#). Registration to the symposium is still open and the early-bird deadline has been extended one week to February 5. [Register for the conference now!](#)

**About the Burchfield Penney building project:** Highlights of this building project include an extremely inclusive planning process establishing an ongoing partnership between Buffalo State College, the museum and the community; successful fundraising from a variety of sources; a well managed project that opened on time and under budget; a design that includes dramatic new spaces, serves the needs of the museum, the college and the community. The Burchfield Penney (BP) undertook a three stage planning process that engaged the community and examined best design practices. Over 350 people represented staff, students, faculty, board, community, artists and representatives from the architectural firm. The result is a building that has been celebrated by its constituents with over 81,000 visitors in the first year. In addition, the museum has received Silver LEED certification (making it the first LEED certified art museum in NY State), and numerous national and local awards including recognition by the AIA of Western New York. Ted Pietrzak has served as Executive Director of the Burchfield Penney for the past eleven years. His leadership has brought a vast number of stakeholders together in planning, funding, and building a facility responsive to all. Ted continues to steward the museum through its exhibitions and projects that serve the mission.

**Museum Mission:** The Burchfield Penney Art Center is a museum dedicated to the art and vision of Charles E. Burchfield and distinguished artists of Buffalo, Niagara and Western New York. Through our affiliation with Buffalo State College, we encourage learning and celebrate our richly creative and diverse community.

**Expansion Highlights:** The 84,000 sf building is sited on the campus of Buffalo State College, across the street from Buffalo's renowned Albright Knox Art Gallery in the heart of the historic Elmwood Museum District. The building replaces a 21,000 sf, space on the 3rd floor of a 1920s academic building. With 19,000 sf of exhibition galleries, education spaces, library/archives area, art conservation lab, 156-seat auditorium, café and museum store. The main feature gallery is 140 by 48 feet with a ceiling height of 28 feet, a total of 6,720 sq. ft.

- New Construction: \$ 27.2 million - 84,000 square feet facility

- Opened in November 2008

**Community Impact:** The city of Buffalo is undergoing an economic revitalization strongly based on its arts, culture and architecture - and the Burchfield Penney has created a facility to serve this dynamic arts community. The new museum has added to the re-branding of Buffalo as an arts and culture destination, having gained significant national media attention. Attendance since opening has exceeded feasibility estimates, rising from 17,500 to over 81,000 in its first year since opening the new building. The museum has conducted market research studies before and after opening, which focused on customer satisfaction and brand awareness. The results have shown overall satisfaction rates increased as visitors commented favorably on the museum as a friendly, accessible, and down to earth experience.

**Finance:** The museum raised funds for its capital campaign from a variety of sources including the State of New York, SUNY, private foundations and individuals. The total raised over \$36 million allowed for completion of the building, growth in the endowment and support for ongoing programming. The museum has managed the post-opening budget with no setbacks in a time of fiscal challenge for many organizations. Increases in membership and store revenue as well as admission fees have been significant.

**Awards:** Since the Burchfield Penney opened its doors it has received a number of awards and certificates. The building was Silver LEED certified by the US Green Building Council in February 2009. It has also received a number of awards including the Outstanding Leadership in Sustainable Design given by the Western New York Sustainable Energy Association Trust in October 2009. Finally it has received the 2009 Western New York American Institute of Architects Honor Award for New Building Over 25,000 square feet.

**Leadership:** The Burchfield Penney has enjoyed strong board support with key leadership from:

- Past Buffalo State College President, Dr. Muriel A. Howard

- Dr. Stanley Kardonsky, VP of Finance and Management, Buffalo State College

- Past Board of Trustees Chairs: Robert Budin, James Brandys, Gary M. Brost, Cindy Abbott Letro and current chair Carol E. Heckman

- Capital Campaign Chair: Paula Joy Reinhold

Museum Staff: □ Director: Ted Pietrzak

Chief Operating Officer: Carolyn Morris-Hunt

Associate Director: Don Metz

Head of Marketing and Public Relations: Kathleen McMorrow Heyworth

Head of Collections and the Charles Cary Rumsey Curator: Nancy Weekly

Collections and Exhibitions Manager: Scott Propeack

Curator of Education and Community Outreach: Kathy Gaye Shiroki

Design Architect: Gwathmey Siegel and Associates Architects LLP

Principal Architect: Charles Gwathmey □ Project Architect: Stephen Sudak

Construction Manager: LPCiminelli Inc

#### About the Building Museums® Symposium:

Building Museums® is an international symposium presented annually by the Mid-Atlantic Association of Museums (MAAM) and open to all interested in the design and planning of museums. The 6<sup>th</sup> Annual Symposium will be held in New York City, February 28 – March 2, 2010 at the National Museum of the American Indian and the Museum of Jewish Heritage as well as additional museum sites.

This symposium is for architects, museum leaders, planners, project managers, technical experts, and all those who plan or implement new construction, renovation, or expansion projects for museums. Whether your institution is a small historic site under renovation, a mid-sized art museum planning an expansion, or a large children's museum building a new facility, this symposium will provide you the opportunity to:

- Better understand the process of planning, implementing, and surviving new construction, renovation, or expansion projects

- Examine case studies, current trends, topical issues, and specific projects related to building projects across a broad range of museum sizes and scales, budgets, scope of building projects, diversity of disciplines, and collecting vs. non-collections-holding institutions
- Actively discuss museum building projects with other museum professionals, architects, planners, project managers, and technical experts to better inform the process of building
- Access resources for architectural firms, consultants, museum projects, and museum leaders through the Building Museums Resource Guide

The symposium is organized under three inter-related themes: **Vision, Implementation, and Sustainability (or Life after Opening)** . The content of each day will reflect these themes across a broad range of museum sizes and scales, budgets, scope of building projects, disciplines, and collecting vs. non-collecting institutions.

In 2011, Building Museums® will be held in San Francisco, California – April 13 – 15.