

# House & Home



## A five-year exhibition opening spring of 2010 at the National Building Museum, Washington, D.C.

In 2010, the National Building Museum will open the most comprehensive exhibition ever presented on the history of the American home. *House & Home* will tell the story of this nation's diverse culture and identity, as well as the rich history of the real estate and building industries.

In a 7,000 square-foot presentation, the exhibition will:

- Explore the history of the American home and its expression of our cultural and personal identities;
- Present the evolution of architectural styles, from the adobe house and Monticello to the suburban single family home and apartment buildings;
- Examine the technology behind 400 years of home building; and
- Investigate the real estate, home building and financial industries that have supported increasing levels of home ownership.



### Exhibition

Visitors to *House and Home* will experience a series of expansive galleries combining models, media presentations, full-scale wall sections, artifacts, and interactives.



- **Defining**

The introductory gallery will introduce the visitor to the notion of the house versus the home—the structure versus the place we live. The gallery will show the scope of residences throughout American history, from houses made of sod or adobe to skyscrapers of glass and steel; from suburban complexes to rural outposts to retirement communities; and will present statistics on home ownership and demystify real estate lingo. A display of antique and new building toys will show how ideas of home are developed at an early age and children will have an opportunity to play with replicas.

- **Designing**

Visitors will see a fascinating display of 18 scale models of houses that are the icons of American architectural style—such as Monticello, Mount Vernon, Frank Lloyd Wright's Robie House, and Graceland. The displays will show how and where their influence has impacted the design of regular homes, for example inspiring neo-colonial features in suburban homes.



- **Building**

The history of building technology will be explored through full-scale wall sections from six different house styles, including the classic balloon-frame structure, a steel-and-glass curtain wall, and a contemporary house incorporating sustainable, or "green," technologies and materials.



- Living**

Six specially commissioned films will take visitors through the transformation in American home life over the centuries by focusing on key areas of Food and Dining; Hygiene; Work and Home; Entertainment; Holidays and Rituals; and Tastemakers, such as Catherine Beecher and Martha Stewart. Each film will be the focus for a dramatic display of more than 200 surprising and familiar household items, from Colonial-era spinning wheels to 20<sup>th</sup>-century “labor-saving” washing machines and flat-screen televisions, that illustrate the rich story of domestic life.
- Experiencing**

A panoramic viewing theater will transport visitors across time and geography to step inside an extraordinary variety of American home styles such as a 16<sup>th</sup>-century long house from New England, the Spanish Governor’s Palace in San Antonio, Texas (1749), the slave quarters at Evergreen Plantation in Wallace, Louisiana, and a New York City tenement of the early 20<sup>th</sup> century. This architectural tour will give visitors a moment of respite and reflection.
- Owning**

Americans have the highest level of homeownership in the world and this gallery will help visitors understand the critical role that mortgaging and lending systems, as well as the home building industry, have taken in shaping and enabling this achievement.
- Communities**

Most homes are part of a larger community and this section will focus on six case studies—ranging from an Amish village in Pennsylvania to the master-planned community of Summerlin, Nevada to a major urban center—to help visitors understand how urban planning and regulations impact our lives.
- Interpretations**

The exhibition will end with a gallery that offers temporary displays, enabling the Museum to respond to new developments and topical issues throughout the five years of this initiative. The first display will examine home through the eyes of artists, filmmakers and photographers, and later in the year will feature a futuristic kitchen.

**Education**

The National Building Museum is renowned for its education programs serving industry professionals, students, school children, and the general public. An extensive program, including lectures, symposia, family festivals, and school programs, will give visitors ongoing opportunities to engage with the exhibition on-site and off-site via a web component and national school curriculum.

Youth education will include:

- Youth-friendly interactive elements in the exhibition
- Family guide for young exhibition visitors
- Family programs and festivals
- Lesson plans and workshops for teachers
- “Build a House” construction program for students and scouts
- Online activities for schools and families



Adult education will include:

- Annual housing symposium to focus on issues such as:
  - sustainable design
  - affordable housing
  - designing for disaster
- Lectures and programs to complement the exhibition through the year for professionals and consumers – from building technologies to food tasting
- Publications focusing on special interests throughout the five-year period

### Marketing

**House & Home** will be marketed through a sustained five-year campaign. With over 20 million tourists expected to visit Washington, DC annually, our marketing message will describe the first major exhibition about the American experience of the home:

- Advertising focused on major themes in daily newspapers, industry magazines, tourism publications
- Electronic marketing through industry partners, associations, affiliated groups
- Co-operative advertising with sponsors in relevant publications
- Promotion with national, regional, and local tourism groups highlighting this must-see exhibition
- Museum Shop merchandising exclusive products
- Banners and signage on-site and around town



The Museum is undertaking a significant publicity campaign targeting major media outlets:

- **Home and Lifestyle estimated reach is 15 million readers** in outlets such as: Better Homes and Gardens, House and Garden, O, The Oprah Magazine, In-Style and Sunset
- **Broadcast and cable TV estimated reach is 50 million households on outlets such as:** CBS, NBC, ABC features, HGTV, PBS, History Channel, Discovery Channel
- **Major newspapers estimated reach is 10 million readers, including:** The Washington Post, New York Times, USA, Today, Chicago Tribune, Associated Press
- **Design & Architecture estimated reach is 1 million readers in outlets such as:** Architectural Record, Architectural Digest, Dwell, Metropolis, Architect



### Sponsorship

**House & Home** offers long-term marketing opportunities to sponsors, including:

- Participation in opening and ceremonial events
- Significant visibility on collateral materials, including on-site signage, brochure, family guide, web site, event invitations, online communications
- Use of the Museum's stunning facilities for corporate and employee events
- Inclusion in a special advertising in a Hanley Wood publication
- Sustained involvement in events, marketing, programming over five years
- Tailored sponsorship packages to meet the needs and interests of your organization





- Opportunity to participate in a spring 2007 focus group with curators, educators, and in a fall 2007 planning meeting with marketing and communications staff.

**Premier Sponsor: \$1,000,000**

All the benefits of the Leader level, plus:

- The final exhibition gallery, where a changing program of exhibitions will be held, will bear the name of the Premier Sponsor.
- The Premier Sponsor will receive special signage at the entrance to the exhibition.
- The Premier Sponsor will receive a table for ten at the Museum's prestigious Honor award dinner in 2008.



**Leader: \$500,000**

All the benefits of the Benefactor level plus:

- Leaders will have the opportunity to host an event in the Museum's beautiful historic home, which can accommodate gala dinners for up to 1,200 people.
- Leaders will be named as the presenting sponsor of the one of the annual housing symposia to be held 2008-2012.
- Leaders will receive special signage at the entrance to the exhibition.

**Benefactor: \$250,000**

All the benefits of the Patron level plus:

- Benefactors have the opportunity to sponsor one of the six films in the central gallery on the themes of Food Preparation; Hygiene in the Home; Work and Home; Holidays and Rituals; Entertainment; or Tastemakers and Domestic Bibles.
- Benefactors can arrange a family activity day for their employees and clients at the Museum.
- Benefactors will receive two tables for 10 at the House & Home gala dinner.
- Within the first year of the opening, Benefactors will receive a full-page advertisement in a Hanley Wood publication recognizing their contribution.
- Benefactors can host a dinner for up to 60 people or a reception for up to 200 guests in the Museum's historic Pension Commissioner's Suite.



**Patron: \$100,000**

- Listing on the sponsor panel in the exhibition and on related materials such as the gallery guide, promotional materials and event invitations
- Patrons will be listed on the Museum's web site, visited by more than 1.5 million users each year, with hyperlinks to their sites.
- Patrons will be recognized in a special eight-page section on the exhibition to be published in Builder magazine in June 2008.
- Patrons will receive a table for 10 at the House & Home gala dinner to celebrate the opening of the event, plus invitations to other celebratory events.
- Patrons will enjoy up to five private tours of the exhibition led by a curator.
- Patrons will receive corporate membership to the Museum for five years.



To learn more, please contact Shar Taylor, Vice President for Development, at 202-272-2448, extension 3905, or via email at, [staylor@nbn.org](mailto:staylor@nbn.org).