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**GUILD HALL LAUNCHES \$10 MILLION CAPITAL CAMPAIGN
ON THE OCCASION OF THE INSTITUTION'S 90TH ANNIVERSARY**



Project renderings courtesy of Peter Pennoyer Architects.

EAST HAMPTON, NY (June 17, 2021)—Guild Hall, located at 158 Main Street in East Hampton, announced today the launch of a \$10 million capital campaign, in celebration of its 90th Anniversary (1931-2021), to bring the beloved institution to the next level. As Guild Hall looks to the future, they have engaged the world’s most sought-after minds to match their physical footprint with the caliber of their artistry: Bran Ferren/Applied Minds, Peter Pennoyer Architects, Hollander Design | Landscape Architects, Ben Krupinski Builder, and Jon Maass and Pamela Torres as owner’s reps.

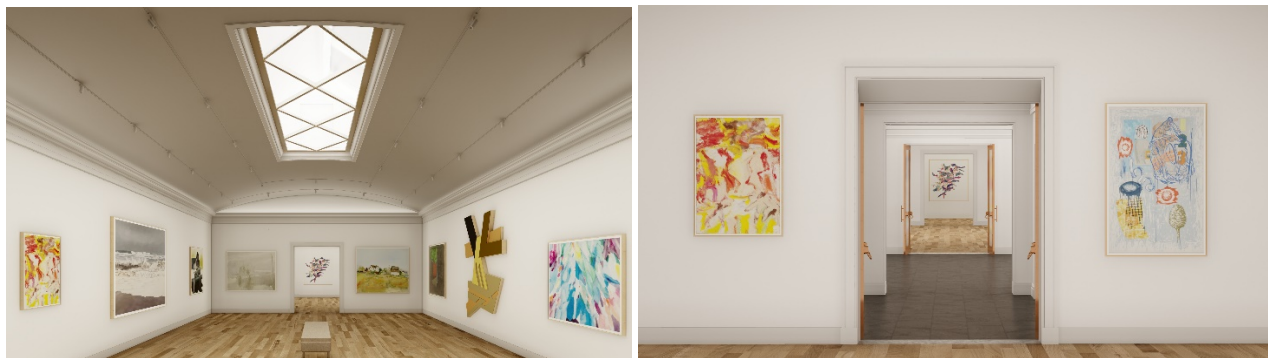
At the time of this announcement, the historic multidisciplinary center has reached 50% of the goal thanks to the generosity and support of the Board of Trustees and patrons. Of the \$10 million, \$9 million will be used for building renovations and \$1 million will be dedicated to funding cutting-edge programming as well as a reserve fund to ensure Guild Hall’s mission remains uninterrupted for years to come.

Chair, Marty Cohen says, “From its inception in 1931, Guild Hall was a gift to the community, designed to enrich the lives of those who live here or come from afar. The institution’s prescient founding purpose was to increase civic participation through the arts. The Board and I believe it is our responsibility and honor to sustain this powerful mission and modernize our facility for current and future generations.”

“Guild Hall is headed toward a profound transformation from a 90-year-old beloved museum and theater to a one-of-a-kind venue for interdisciplinary arts. It has all the right stuff to succeed— a devoted and talented staff, an unparalleled board, and a community that will rise to the occasion,” shares Executive Director, Andrea Grover.

Director of Philanthropy, Kristin Eberstadt adds, “Guild Hall was built by a lead donation from founder Mary Woodhouse, followed by gifts from hundreds of residents who joined forces to ensure that everyone could enjoy art, music, dance, theatre, education ... the very things that enrich life. We are proud to be built and maintained by the generosity of our community and will once again welcome gifts at all levels to help us as we embark on this this next phase of growth.”

More about supporting Guild Hall’s 90th Anniversary Capital Campaign can be found online at guildhall.org/about/90thcapitalcampaign or by contacting Kristin Eberstadt at keberstadt@guildhall.org.



THE PLAN

The Interior and Exterior: Create an environment that is welcoming to the community and maintains Guild Hall’s place as the preeminent cultural institution on the East End. To help decrease energy consumption, the Capital Campaign renovation project also includes upgrading/replacing the HVAC system in Guild Hall Museum auxiliary spaces including the theater HVAC filtration system, education space, and staff offices. The priority placed on optimal visibility, improved access, and efficiency will be done without detracting from the character of the historic structure.

The Museum: Enhance the museum experience for artists and patrons through upgraded sound, lighting, and improved accessibility in the galleries while also designing a system that uses high performance skylights to bring in light with UV filtration, and in turn reduce the need for artificial lighting in daylight hours. Guild Hall’s front outer doors will be adjusted to meet the gallery climate control requirements, maximizing energy efficiency while honoring the beloved exterior.

John Drew Theater & John Drew Backyard Theater: Reimagine the JDT with energy efficient state-of-the-art lighting and special effects, creating a flexible space that will set the stage for an array of performances and experiences both indoors and out, providing an unparalleled theatrical experience for guests.

Boots Lamb Education Center: Reconfigure the education center into a modern and adaptable space with the latest technology, including the addition of a media lab to teach local youth the valuable skills needed to enter the growing digital workforce.

Guild House: Transform the house into a fully accessible, flexible, and optimal environment for visiting artists, artists-in-residence, and patrons.

Staff Offices: Modernize offices to be more energy efficient with a sleek and contemporary design to enhance comfort, collaboration, productivity, and creativity, plus improved airflow and natural light.



THE TEAM

Creative & Technology Advisor: BRAN FERREN/APPLIED MINDS

APPLIED MINDS was co-founded by BRAN FERREN, the former President of R&D for Walt Disney Imagineering (and Guild Hall’s Technical Director in the 1960s while he was still enrolled at East Hampton High School). One of Fast Company’s “100 Most Creative People in Business,” Ferren is a master of the arts & sciences. Equal parts artist + designer & scientist + engineer, he is an expert on leveraging curiosity and creativity to inspire innovation. Ferren is Chief Creative Officer of Applied Minds, a company that for 20 years has provided advanced technology, creative design, and consulting services to both commercial and government clients including Northrop Grumman, Lockheed Martin, Cubic Corporation, Boeing, General Motors, Ford Motor Company, John Deere, Scientific Games, Sony, Herman Miller, Intel Corporation, L-3 Communications, Genworth Financial, UCLA, the Smithsonian Institution, and the Library of Congress.

Architect: PETER PENNOYER ARCHITECTS

PETER PENNOYER ARCHITECTS (PPA) is a 50-person firm of architects, interior designers, and related professionals based in Manhattan. Principal Peter Pennoyer is an expert on historical buildings and a regular on the AD 100 List. Founded in 1990, PPA is recognized as a leader in new construction, renovation, and historic preservation for residential, commercial, and institutional commissions across the United States and abroad. Their work is characterized by sophisticated detail, high quality craftsmanship and a nimble balance between comfort, beauty, modernity and continuity with the past.

Construction: BEN KRUPINSKI BUILDER

Stratton Schellinger and Ray Harden became owners of BEN KRUPINSKI BUILDER (BKB) in 2018 having worked with the firm for 31 years and 16 years respectively. With a track record for hands-on project management, the long-time associates have been instrumental in growing BKB into the region’s premier builder and general contractor. Priding themselves on achieving the finest results, they share a mutual passion for delivering consistent excellence to each client and every scope of the project.

Landscape: HOLLANDER DESIGN | LANDSCAPE ARCHITECTS

HOLLANDER DESIGN | LANDSCAPE ARCHITECTS is a New York-based firm known for designing

estates and gardens around the world. Principal Edmund Hollander is recognized for finely crafted landscapes from the Hamptons to Hong Kong. The firm's talent is comprised of a staff of 25 landscape architects, environmental planners and horticulturists working across three offices in New York City, Sag Harbor and Chicago. The firm's approach to a site's natural ecology, its architectural ecology, and its human ecology – meaning the ways in which people will use the property – creates places of enduring beauty that respect and connect with the surrounding environment.

Owner's Rep: JON MAASS and PAMELA TORRES

Jon Maass is an architect, builder, and maker of things. Jon received degrees from the University of Michigan and the Cooper Union for the Advancement of Science and Art in New York, where he was amongst the first recipients of the Menschel Fellowship. His history of designing and building structures informs and supports his work as an owner's representative, helping numerous cultural institutions realize new mission-driven projects and restore important cultural touchstones. His work is process driven, emphasizing proper planning at the project's outset and relentless pursuit of its stated goals. Past clients include the Toledo Museum of Art, the Solomon R. Guggenheim Museum in New York, the Isabella Stewart Gardner Museum in Boston, the John F. Kennedy Center in Washington D.C., the Morgan Library and Museum in New York, the Gustav Stickley Museum at Craftsman Farms, Smith College in Northampton, MA, and the Museum of Nebraska Art.

Pamela Torres has a Master's degree in Advanced Building Technology from SUNY Buffalo New York and holds a Bachelor of Science in architecture from the University of the Philippines. She is an architect who worked on a wide range of projects with architecture and design firms in New York, Miami, Boston, Shanghai and San Francisco before transitioning to owner's representation and project management. Notable experience includes the SANAA-designed Grace Farms community place in New Canaan, Connecticut, and the exterior restoration of the Solomon R. Guggenheim Museum in New York.

90th Anniversary Capital Campaign Sponsors:



ABOUT GUILD HALL

Guild Hall, one of the first multidisciplinary centers in the country to combine a museum, theater, and education space under one roof, was established in 1931 as a gathering place for community where an appreciation for the arts would serve to encourage greater civic participation. For nine decades, Guild Hall has embraced this open-minded vision and provided a welcoming environment for the public to engage with art exhibitions, performances, and educational offerings. Art and artists have long been the engine of Guild Hall's activities and the institution continues to find innovative ways to support creativity in everyone. For more information about this and other programs, visit guildhall.org.

GuildHall.org @Guild_Hall #GuildHall90