

BUILD THE DREAM

2004 Volume 2, Issue 1 ★ MLK MEMORIAL NEWSLETTER



*A Newsletter From
the Washington, DC
Martin Luther King, Jr.
National Memorial
Project Foundation*

FORMER PRESIDENT BUSH PRAISES MEMORIAL PROJECT



**George H.W. Bush,
41st US President**

On November 13, 2003 the MLK Memorial Foundation-Houston sponsored a dinner and reception to kick-off a year-long fundraising project in the Houston, Texas area. The gala featured the Honorable Michael Williams as the Master of Ceremonies. The dynamic guest speaker was Martin Luther King, III, President of the King Center in Atlanta.

Another highlight was a videotaped presentation of George H. W. Bush, the 41st President of the United States. In his message, Mr. Bush stated "As President I was honored to sign into law the bill that created the holiday for Dr. King. I felt his life provided Americans from every walk of life a powerful and positive example of how good and decent people can overcome the forces of ignorance and division through peaceful action. It was fitting then, and today, that we seek to remember the life, words and work of this true humanitarian. I am delighted to learn that so many from Alpha Phi Alpha Fraternity have been working so hard to make this Memorial project a success. From W.E.B. DuBois to Justice Thurgood Marshall and so many others, this fraternity has contributed a number of great leaders with a clear vision of what a better world can be and the strength of conscience and purpose to try and make it so. In short, your members represent the best this country has to offer... Barbara proudly joins me in thanking you for all you are doing to promote the legacy of Dr. King's life and work. Best wishes for tremendous success in this important project."

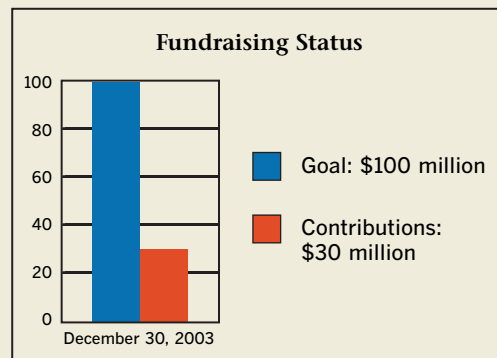
The MLK Memorial Foundation-Houston committee is chaired by Rev. William Lawson and Curtis Cooper. The committee is praised for their efforts to raise funds for the construction of this worthy Memorial.



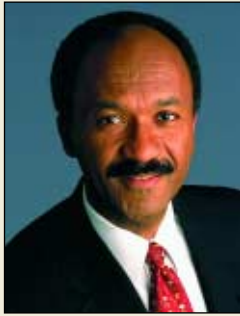
Left to right: Harry E. Johnson, Sr.; Richard W. Marshall; LeRoy Lowery, III; Martin King, III; Hon. Michael Williams; and Dr. Ed Jackson, Jr.

FINANCIAL UPDATE

The Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc. has raised approximately \$30 million in cash, pledges, and in-kind contributions to date. Donors include General Motors (\$10 million), Ad Council (\$9 million), Tommy Hilfiger (\$5 million), Alpha Phi Alpha Fraternity, Inc. (\$1.1 million), Fannie Mae (\$1 million), Bell South (\$600,000), Marriott Foundation (\$500,000), Fannie Mae Foundation (\$100,000), United Methodist Church (\$23,000), Alpha Kappa Alpha Sorority, Inc. (\$10,000), Kappa Alpha Psi Fraternity, Inc. (\$5,000), and numerous individuals. The overall project goal is \$100 million. No government funds have been allocated for this project. To donate to the Memorial, call 1-888-4THEDREAM (1-888-484-3373) or visit www.buildthedream.org. All contributions are fully tax-deductible. Help make history by donating today!



MAJOR GIFTS CAP 2003 FUNDRAISING EFFORTS



The J. Willard and Alice S. Marriott Foundation

Franklin Raines, Chairman and CEO of Fannie Mae and J. Willard Marriott, Jr., Chairman and CEO of Marriott International, Inc.

The Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc. is pleased to announce that 2003 ended on a positive note for the organization. Major gifts from the Federal National Mortgage Association (Fannie Mae) and The J. Willard and Alice S. Marriott Foundation in the amounts of \$1 million and \$500,000 respectively, will go toward the construction of the Martin Luther King, Jr. Memorial in Washington, DC.

“Fannie Mae supports the Martin Luther King, Jr. National Memorial to help remember the man, reflect on his legacy, and remind us of the dream we continue to pursue,” said Franklin Raines, Chairman and CEO of Fannie Mae.

“The J. Willard and Alice S. Marriott Foundation is honored to support the Martin Luther King, Jr. Memorial,” said Bill Marriott, Chairman and CEO of Marriott International, Inc. “This Memorial will serve as a permanent reminder of Dr. King’s efforts on behalf of all Americans.”

“The Washington, DC Martin Luther King, Jr. National Memorial Project Foundation is honored to accept these significant gifts from Fannie Mae and The J. Willard and Alice S. Marriott Foundation. Both organizations have shown their commitment to sustaining the legacy of Dr. King and honoring him with this important Memorial. Now more than ever, Americans need to feel that they are part of the greater universal community. Those who support the Build the Dream Campaign realize that its importance reaches into every community in America. The Memorial to Dr. King will not be merely a Washington, DC tourist attraction, but a source of constant inspiration for all,” said Harry E. Johnson, Sr., president and CEO of the Foundation.

EXECUTIVE LEADERSHIP CABINET

Both Franklin Raines and Bill Marriott have agreed to join the Foundation’s Executive Leadership Cabinet. The ELC consists of persons agreeing to “give or get” \$1,000,000 or more. Current members include Willie Gary, Esq., Senior Partner, Gary, Williams, Parenti, et al; Tommy Hilfiger, principal designer, Tommy Hilfiger, USA; Vernon Jordan, Esq., Senior Managing Director, Lazard Freres & Co., LLC; Richard Parsons, CEO, Time Warner; Daniel Snyder,

Owner, Washington Redskins; and Dr. Robert Wright, CEO, Dimensions International, Inc. Ambassador Andrew Young and Gary Cowger, President, General Motors North America are co-chairs of the ELC. Mrs. Coretta Scott King is an honorary co-chair. The members of the Executive Leadership Cabinet will meet in Washington on March 19th to discuss methods of increasing its enrollment, and strategies for accelerating the pace of donations from the corporate community.

GREAT NEWS! — EXTENSION GRANTED

On October 28, 2003 the House of Representatives passed Senate bill S470 extending the time to initiate the construction of the Memorial on the National Mall. Senators Paul Sarbanes (D-MD) and John Warner (R-VA) introduced S470 which was passed by the Senate on July 17th. Rep. Diane Watson (D-CA) introduced a corresponding bill, HR1209, which passed earlier in the House. Rep. Watson has taken a leadership role in the advancement of the Memorial which is greatly appreciated by the Foundation. Rep. Watson, coincidentally, represents the seat of a former staunch ally, the late Rep. Julian Dixon. Testifying in the Capitol on behalf of the extension were Representatives Elijah Cummings (D-MD), Donna Christensen (D-VI), Jim Saxton (R-NJ), Sheila Jackson-Lee (D-TX), Eleanor Holmes Norton (D-DC), Daniel Davis (D-IL), and Dianne Watson. The speakers praised the efforts of Alpha Phi Alpha Fraternity, Inc. and the Foundation in reaching the current level of funding. They also reiterated the need for the Memorial to “ensure that Dr. King’s valiant efforts will be remembered by future generations”. The new mandate, Public Law 108-125, was signed by President George Bush on November 11th. The law extends the time to break ground until November 12, 2006.

NEW WEB SITE LAUNCHED

The Web site for the Foundation has been updated. Readers are requested to visit www.buildthedream.org for a rewarding experience.

ON THE INTERNET

The Washington, DC Martin Luther King, Jr. Memorial Foundation logo was featured on the **Yahoo!** Web site homepage in August and again on Dr. King’s birthday in January. In addition, e-mail requests for contributions were sent to over 6.75 million Pay Direct customers by **Yahoo!** The effort was done at no charge to the Project.

WELCOME

The Foundation is pleased to welcome the latest member to our staff — **Anita Wamble**, the Fundraising Development Director. Mrs. Wamble has extensive experience with non-profits, associations and institutions, including the American Red Cross, National Center for Non-profit Boards, and the Welfare to Work Partnership. Mrs. Wamble will coordinate the fundraising efforts of the Foundation as they progress.

FAITH-BASED INITIATIVE

We are excited to announce the Foundation is in the feasibility study phase of our Faith-Based Initiative. This initiative is an appeal to members of various faith-based organizations throughout the country, giving them the opportunity to donate to the building of the Memorial to Dr. King, who was first and foremost a religious leader. The feasibility study began in Detroit and Dallas in January and will continue through March 31, 2004. Other key cities earmarked for the initial phase of the program include Atlanta, Houston, and the Los Angeles area.

AD COUNCIL CAMPAIGN

Have you seen the Public Service Announcements for the Memorial? The Advertising Council reports that the Washington, DC Martin Luther King, Jr. National Memorial campaign ranked sixth of the 52 active campaigns for total donated media. Readers are requested to call the general manager of the television and radio stations in your area asking that the PSAs be aired often. Help spread the word that the Project is progressing and needs the support of all!

ARCHITECT OF RECORD ANNOUNCED

On February 18th, the Foundation held a press briefing to announce the signing of the Architect of Record contract. The team selected to prepare the construction drawings is **Devroux and Purnell/ROMA Design Group Joint Venture**.

Devroux & Purnell Architects-Planners, P.C. has been led by firm principals Paul S. Devroux, Jr., FAIA, NOMAC and Marshall E. Purnell, FAIA, NOMAC for more than 25 years under one guiding principle... *exceed the client's expectations*. Since its inception, the firm has provided outstanding design services to a host of private and public institutions, corporations, developers and a full range of federal and local government agencies. Headquartered in Washington, DC the firm has worked in states from coast to coast, the Bahamas, Russia, Turkey, and Yugoslavia. The experienced staff is comprised of exceptionally talented professionals, providing comprehensive in-house capabilities for programming, master planning, architecture, historic preservation, interior space planning and design, animation, total three-dimensional solid modeling and computer-aided design/drafting (CADD). The firm and its principals have received numerous awards for outstanding architectural design and community service from local, regional, and national authorities, The American Institute of Architects, the National Organization of Minority Architects, universities, state legislatures, foreign officials, and private clients. Devroux & Purnell is pioneering a new paradigm for the practice of architecture in the 21st century.

ROMA Design Group is an interdisciplinary firm consisting of architects, landscape architects and planners which is based in San Francisco and undertakes projects throughout the United States and abroad. The firm focuses on the

transformation of the post-industrial city, the creation of livable communities and the design of livable spaces. They believe their projects have made a significant contribution to the attractiveness, character, and livability of cities, towns and regions.



From left to right: Boris Dramov, Bonnie Fisher, Harry Johnson, Sr., Ed Jackson, Jr., Paul Devroux, and Marshall Purnell.

ROMA won the Memorial design competition over 900 entrants from 52 countries. They utilized extensive research of the words of Dr. King's speeches as inspiration for the design concept. ROMA's design team is led by principals Boris Dramov, FAIA, and Bonnie Fisher, ASLA.

DESIGN AND CONSTRUCTION UPDATE

The Washington, DC Martin Luther King, Jr. National Memorial will be the first memorial on the National Mall to honor an African-American. In keeping with the premise continued by the Franklin Delano Roosevelt Memorial adjacent to the site, it will shun traditional structure in favor of landscape elements to create a lasting monument. A design competition was instituted by the Foundation to select the most appropriate design after the location was finalized in 1999. In the design package sent to entrants, the Foundation challenged them to "design a 'living memorial' encompassing Dr. King's spirituality, his leadership and his personal sacrifice in the movement for social justice and his message of hope for all humanity." The goal of the Foundation was to create a design that would inspire commitment to the promise of positive change and active citizenship while serving as a place of peaceful reflection and inspiration. In addition, the Commission of Fine Arts and the National Capital Planning Commission, the governing bodies of the Mall, required that the design rise no more than twenty feet and have at least two-thirds of the site devoted to trees, bushes, and flowers. They also stipulated the preservation of the existing cherry trees, which are a Washington, DC tradition as well as a prominent tourist attraction.

The winning design, submitted by the ROMA Design Group of San Francisco, was chosen over 900 other entries from 52 countries around the world. The plan incorporates the cherry trees' showy display into the Memorial's softscape. The trees bloom appropriately around the anniversary of King's death, an added layer of commemoration. Water, stone, and trees are used to create the connection, incorporating King's affinity for natural and landscape-oriented metaphors and making the space a tangible experience year-round. By designing the Memorial on axis with the Jefferson Memorial and Lincoln Memorial, a conscious connection is formed between the commemoration of King's words and deeds and memorials

to other champions of democratic ideals. Throughout the design, water recalls the theme of justice. Stone wells, rough on the outside and smooth on the inside, provide calm sources for streams of water, which flow down the face of the wall. The streams join to form a cascading wall between levels. Water gushes over textured surfaces and runs shimmering across polished slates of granite, etched with quotes chosen to recount the major struggles of King's life. The sound and movement of water bring to life the "crescendo effect" of King's sermons and speeches.



Memorial Site Model

The stone wells are located in twenty-four semicircular niches that line the arcing processional path at the top of the berm, imparting a sense of rhythm, a cadence of light and shadow created by alternating trees. Each niche is intended to provide a contemplative environment for reflection. Stone is used to illustrate the struggle and sacrifice endured by members of the civil rights movement in their search for democratic ideals. Two large pieces of stone are prominently placed at the center of the arcing

berm, creating an entry portal for the memorial plaza. The two stones stand separate, while a third piece is pushed out, on the lower level, toward the edge of the Potomac. The three together appear to have once been one boulder. Each portal stone has a smooth and polished side, which contrasts with the rough surfaces of the solitary, standing stone. From the "I Have A Dream" speech "With this faith, we will be able to hew out of the mountain of despair a stone of hope." Thus, the pair of stones are designated the "Mountain of Despair" and the third piece is the "Stone of Hope."

A sculptural representation of King is positioned on the side of the solitary stone facing the Jefferson Memorial. As visitors approach the monolithic stone on their procession to the edge of the Tidal Basin, its roughly hewn edges begin to take on a certain contour, unrecognizable but vaguely familiar. King's image is sculpted as an integral part of the "Stone of Hope," gradually emerging from the stone as one progresses through the space toward the Tidal Basin. Upon entering the lower plaza, the stone appears to be a natural boulder. Only when looking back to the water wall across the lower plaza does the image of King become fully revealed. The gradual unveiling of the Memorial's focus is meant to engage the emotions and imaginations of visitors. The design allows visitors to develop a private vision of the man, the message, and the movement that was Dr. King. The design of the Washington, DC Martin Luther King, Jr. National Memorial emulates the peaceful but emotionally evocative spirit of King's message to society. The themes of "the man, the movement, the message" combine to create a place that speaks to all the senses without overpowering the natural qualities of the site. The design becomes more than a Memorial to one man, concentrating instead on his ideas, which live on in today's society.

(Excerpts from "Voices of a Movement" by Heather Hammatt, featured in the 12/2000 issue of *Landscape Architecture*)

YES...I will help keep Dr. King's dream alive!

My contribution to speed the building of the **Washington, DC Martin Luther King, Jr. National Memorial** is enclosed for:

\$25 \$50 \$75 \$100 Other _____

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CITY _____

STATE _____

ZIP _____

TELEPHONE _____

E-MAIL ADDRESS _____

ORGANIZATION _____

Please charge my credit card:

Visa MasterCard AmericanExpress

EXPIRATION DATE _____

CARD NUMBER _____

Please make your tax-deductible donation payable to the **MLK National Memorial Foundation**, and mail to:

The Washington, DC Martin Luther King, Jr.
National Memorial Project Foundation, Inc.
Department 211
Washington, DC 20055

HELP BUILD THE DREAM!