

FIRST SKYSCRAPER - MUSEUM

TO BE ERECTED IN NEW YORK

Roerich Museum to Build Twenty-four Story Building as Great Center of Art--Also to Contain Other Art Institutions, Libraries, Auditoriums, Studios and Apartments.

For the first time a skyscraper is to house an Art Museum in the new building which is to be erected by the Roerich Museum, 310 Riverside Drive, according to the official announcement made by the Roerich Museum yesterday. America has long expected such an architectural development and vast interest has been aroused in artistic and architectural circles in the realization of this idea.

The new building is to be erected by the Roerich Museum on its present site at the corner of Riverside Drive and 103 Street, where it has had its home since its foundation. It will be twenty-four stories high and will be called the Master Building. In addition to housing the Roerich Museum it will house two other art institutions, the Master Institute of United Arts and Corona Mundi, International Art Center, and will also contain a large and a small auditorium, two art libraries, conference rooms. The major part of the building will be devoted to studios and apartments, thus combining the art center with the modern necessities of daily life.

The American skyscraper has already been utilized in every field of endeavor, and great buildings have become entire units of a single phase of life. This is the first towering, terraced building to be dedicated to art and within its walls this skyscraper-museum will embrace every branch of art life. It is the aim of the Directors to make this a historic building in America, where the first time the skyscraper which is the real American architectural expression and one native to the soil of this country will be utilized as a great art shrine. The architects are Helmle, Corbett & Harrison and Sugarman & Berger.

The Building will ~~primarily~~ house the Roerich Museum, which is devoted to the art of the great contemporary master, Nicholas Roerich.

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In its symbol as well as its architectural execution it is aimed to make the Master Building representative of this purpose. There will be slight recessions in the building up to the fifteenth floor; from there upwards there will be a series of terraces which end in a great tower. As the site lends itself magnificently to harmonious proportions, the building will command one of the most unusual positions on the river.

The Roerich Museum, which will occupy the lower floors, was founded in 1923 by American art institutions as a monument to the art of Nicholas Roerich. Originally containing 330 of his paintings, the Museum now comprises 750 of Roerich's works.

The Master Institute of United Arts which is also to have its home in the building was founded in 1921 as a school uniting the teaching of all arts. Since its beginning it has included the branches of music, painting, sculpture, architecture, opera class, ballet, drama and lectures. In its new home these departments will continue in even broader measure. New facilities will permit greater scope to the work than ever before and possibilities of laboratory work of an intensive kind are provided in every field.

Corona Mundi, International Art Center, since its foundations has had for its aim the widening of art appreciation among all people. It will continue its exhibitions of the arts of all nations. Galleries for exhibitions are planned which will permit extension of its various art activities which are international in their scope.

In cooperation with the work of the Roerich Museum there will be two art libraries which are expected to be among the most important art libraries in the country. Since it opened the Roerich Museum has been enabled to gather wide literature on the arts and many rare books. The library, as other Museum activities will be open to the public.

Another feature of the building will be the auditoriums of the Roerich Museum which are to be used for concerts, lectures, art and scientific conferences, and for all educational purposes so that this will be a center of cultural activities.

The greater part of the Master Building comprising the floors above the institutions will contain studios and apartments so that opportunity will be afforded to the general public to live within this atmosphere of artistic life. Those living here will thus have daily contact with the finest in art. In designing the apartments every thought has been given to the beauty of the inner structure as well as to comfort. Parallel with the art institutions within the Master Building the aim has been to make the apartments examples of fine line and beauty. There will also be a restaurant in the building so that every modern necessity has been thought of.

In combining all aspects of art together with living quarters the Master Building will become a true art community in which it is anticipated art will have opportunity to reflect its highest influence on those who come within its walls.

The Architects, Messrs. Helmle, Corbett & Harrison and Sugarman & Berger, Associates, in announcing the plan of the building stated that above the institutions there will be 390 rooms, mainly of the one room and bath sized apartments, for which it is reported there is unusual demand on Riverside Drive. American Bond & Mortgage Company is financing the Master Building by \$1,925,000.00 6% First Mortgage Bond Certificates secured by this property, which has been appraised at \$2,900,00.00. The issue is for 12 years and by sinking fund operations \$335,500.00 of the certificates will be retired before June 15, 1940.