

The original documents are located in Box 11, folder “10/9-10/75 - New York, NY (1)” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE

WASHINGTON

October 8, 1975

MEMORANDUM FOR:

MRS. FORD

VIA:

RED CAVANEY

FROM:

PETER SORUM

SUBJECT:

MRS. FORD'S VISIT TO
NEW YORK CITY
Thursday and Friday
October 9th and 10th, 1975

Attached at TAB A is the Proposed Schedule for your visit to New York City.



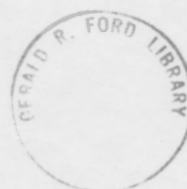
BACKGROUND

You have been elected a Fellow for Life of the National Academy of Design, which is opening its 150th Anniversary Exhibit entitled "A Century and a Half of American Art." While the gala opening will be held Friday evening, October 10th, the Academy is holding a special champagne reception in your honor to present you with their 150th Anniversary Medal and Diploma.

On Friday, October 10th, you will participate in the dedication of the Arts for Living Center of the Henry Street Settlement Urban Life Center, which has been built to provide neighborhood residents with opportunities and exposures to a variety of art forms. This dedication is a part of a week long celebration to highlight the Arts for Living Center, as well as the growing role of the arts in community life throughout our country. The dedication ceremony will be preceded by a presentation by Nancy Hanks to a select audience and will be followed by a Distinguished Guest Luncheon. Due to time constraints, you will participate only in the dedication ceremony.

TAB

A



10/7/75

2:00 pm

MRS. FORD'S VISIT TO
NEW YORK CITY
Thursday and Friday
October 9th and 10th, 1975

Thursday, October 9, 1975

9:00 am Mrs. Ford boards motorcade on South Grounds.

MOTORCADE DEPARTS South Grounds en route
Andrews AFB.

[Driving time; 25 minutes]

9:25 am MOTORCADE ARRIVES Andrews AFB.

Mrs. Ford boards Jetstar.

9:30 am JETSTAR DEPARTS Andrews AFB en route LaGuardia
Airport, New York City.

[Flying time: 50 minutes]

10:20 am JETSTAR ARRIVES LaGuardia Airport,
(Marine Air Terminal).

Mrs. Ford boards motorcade.

10:25 am MOTORCADE DEPARTS LaGuardia Airport en route
Waldorf-Astoria Hotel.

[Driving time: 25 minutes]

10:50 am MOTORCADE ARRIVES Waldorf-Astoria.

Mrs. Ford will be met by:

11:00 am Mrs. Ford arrives Suite.

PERSONAL/STAFF TIME: 7 hours, 40 minutes

NOTE: Mr. Capraro will be in the Suite ready to
begin and will depart at 3:00 pm. Mr. Christie will
arrive at 3:30 pm for his appointment.



6:40 pm Mrs. Ford departs Suite en route motorcade for boarding.

6:45 pm MOTORCADE DEPARTS Waldorf-Astoria en route
National Academy of Design (1083 5th Avenue).

[Driving time: 15 minutes]

7:00 pm MOTORCADE ARRIVES National Academy of Design.

Mrs. Ford will be met by:

Mr. Alfred Poor, Academy President

Mrs. Ford, escorted by Mr. Poor, proceeds to
Huntington Room and takes her place with Mrs. Poor
in the Receiving Line.

7:05 pm Receiving Line begins.

OPEN PRESS COVERAGE
ATTENDANCE: 75

7:15 pm Receiving Line concludes.

Mrs. Ford will informally greet guests.

7:30 pm Mrs. Ford joins Mr. Poor for presentation of 150th
Anniversary Medal and Diploma.

7:37 pm Mrs. Ford responds.

FULL PRESS COVERAGE

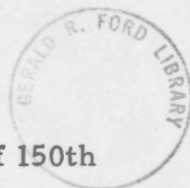
7:40 pm Response concludes.

7:42 pm Mrs. Ford, escorted by Mr. Poor, departs Huntington
Room for informal tour of Galleries. (Painting & Sculpture)

7:55 pm Mrs. Ford bids farewell to Mr. Poor and proceeds to
motorcade for boarding.

8:00 pm MOTORCADE DEPARTS National Academy of Design en
route Waldorf-Astoria.

[Driving time: 15 minutes]



8:15 pm MOTORCADE ARRIVES Waldorf-Astoria.

Mrs. Ford proceeds to Suite.

O V E R N I G H T

Friday, October 10, 1975

10:45 am Mrs. Ford departs Suite en route motorcade for
boarding.

10:50 am MOTORCADE DEPARTS Waldorf-Astoria en route
Arts for Living Center (466 Grand).

[Driving time: 20 minutes]

11:10 am MOTORCADE ARRIVES Arts for Living Center.

Mrs. Ford will be met by:

Bertram M. Beck, Executive Director, Henry
Street Settlement

Mrs. Ford, escorted by Mr. Beck, proceeds inside
building to greet:

Herbert L. Abrons, Board Chairman, Henry Street
Settlement

Mrs. Robert L. (Dale) Burch, Dedication Chairman

Mrs. Winslow (Margaret) Carlton, Chairman,
Arts for Living Council

George Monroe, Arrangements Chariman

Mrs. George (Eleanor) Monroe

Mrs. Betram (Deborah) Beck

Mark Tilley, Director, Arts Prog

Lo Yi Chen, Building Architect

11:15 am Mrs. Ford, escorted by Mr. Beck, Mr. Tilly and Mr.
Chen proceeds on an informal tour of facitities.



NOTE: Tour will include photo exhibits, pottery room, music room, painting studio and art exhibits. *Handicapped children give banner.*

11:40 am Mrs. Ford concludes tour and proceeds to holding room.

PERSONAL/STAFF TIME: 10 minutes

11:50 am Mrs. Ford departs holding room en route dais assembly area.

11:51 am Mrs. Ford arrives dais assembly area to informally greet guests. *Javits, Beame, Cong. John Murphy, Robert Wagner, Naney Hanks +*

11:59 am Mrs. Ford joins dais processions to platform.

Seated between (L) Beame + Javits (R) OPEN PRESS COVERAGE
ATTENDANCE: 500

12:00 noon Opening remarks by Bertram Beck.

12:02 pm National Anthem.

12:05 pm Introduction of distinguished guests by Herbert Abrons
Master of Ceremonies.

~~12:08 pm Remarks by Senator Jacob Javits (R-N.Y.)~~

~~12:12 pm Remarks by Governor Hugh Carey.~~

12:16 pm Remarks by Mayor Abraham Beame.

12:20 pm Introduction of Mrs. Ford by Herbert Abrons.

Theresa Lopez
NOTE: ~~Carmen Vega~~, a community resident now on the Henry Street Staff will present Mrs. Ford with a sample of artwork from the Arts for Living Center.

12:24 pm Mrs. Ford response.

FULL PRESS COVERAGE

12:26 pm Remarks conclude.



12:26 pm Thank you by Mr. Beck.

12:27 pm Mrs. Ford departs dais en route motorcade for boarding.

12:30 pm MOTORCADE DEPARTS Arts for Living Center en
route Marine Air Terminal, LaGuardia Airport.

[Driving time: 25 minutes]

12:55 pm MOTORCADE ARRIVES Marine Terminal.

Mrs. Ford boards Jetstar.

1:00 pm JETSTAR DEPARTS LaGuardia Airport en route
Andrews AFB.

[Flying time: 50 minutes]

NOTE: Luncheon will be served en route.

1:50 pm JETSTAR ARRIVES Andrews AFB.

Mrs. Ford boards Air Force One.



THE WHITE HOUSE

WASHINGTON

September 29, 1975

MEMORANDUM TO: PETER SORUM
FROM: SUSAN PORTER
SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-town invitations in New York City on Thursday, October 9 and Friday, October 10, 1975:

Thursday, October 9, 1975

EVENT: Reception

GROUP: National Academy of Design

DATE: Thursday, October 9, 1975

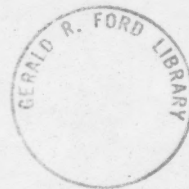
TIME: 6-8:00 p.m. (though this occasion will be dressy, the women will be wearing short dresses)

PLACE: National Academy of Design
1083 5th Avenue
New York, New York 10028

CONTACT: Mr. Alfred Poor, President
(212) 826-8984
Mrs. Sheila Lyne (Mr. Poor's office)
Ms. Alice Melrose, Director
(212) 369-4880

COMMENTS: The National Academy of Design is opening its 150th anniversary exhibit entitled "A Century and a Half of American Art." Their gala opening will be Friday evening, October 10th but because Mrs. Ford cannot attend that evening, they will have a special champagne Reception night in her honor and present to her at that time their 150th Anniversary Medal and Diploma and a certificate for her election by their Board as a Fellow for Life of the Academy.

Prior to Mrs. Ford's attendance at the Reception, she will meet with Mr. Christi and Mr. Albert Capraro for personal appointments. Her departure time will be determined by your decision on the logistics of these appointments. When Mrs. Ford's hotel is determined, would you please



tell Sheila Lyne of Mr. Poor's office as Mr. Poor would like to have flowers in Mrs. Ford's room when she arrives. The file is attached. Thank you.

Friday, October 10, 1975

EVENT: Dedication of the New Arts for Living Center of the Henry Street Settlement Urban Life Center

GROUP: Henry Street Settlement Urban Life Center

DATE: Friday, October 10, 1975

TIME: 10:30 a.m. Festivities begin
12:00 noon Dedication

PLACE: Henry Street Settlement
265 Henry Street
New York, New York 10002

CONTACT: Mr. David Kaufelt
(212) 766-9220
Mr. Bertram Beck, Executive Director
(212) 766-9200

COMMENTS: The new Arts for Living Center of the Henry Street Settlement Urban Life Center has been built to provide residents of this Lower East Side neighborhood and the city as a whole with opportunities in a variety of art forms: dance, drama, music, painting, sculpture, crafts, etc. Henry Street is one of the oldest and most extensive neighborhood centers and offers a compelling testimony, as Mr. Beck's letter states, to the ways in which neighborhood art center programs tap a vital source of creativity in our culture. This Dedication is seen as a celebration of the growing role of the arts in community life throughout our country. The Governor, Mayor and Nancy Hanks and a variety of other distinguished persons will participate in the Dedication.

Mrs. Ford's plans for the rest of the weekend are still under discussion. Therefore, I will be in touch when they are clarified. The file is attached. Thank you.

c: BF Staff
Red Cavaney
Warren Rustand
James Connor
William Nicholson
Kathleen Ryan
Rex Scouten
Staircase

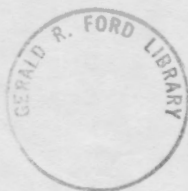


Nancy:

Information from Mary Fisher.
In Detroit, Mrs. Ford will arrive at the suite at 4:00. Personal time will be until 6:30 or 6:40. She has arranged for a hairdresser who will come to the suite around 5:30 or 5:40. for the combout. They will depart for the dinner at about 6:40. Mary suggested short cocktail dinner suit.

F.Y.I. President and Mrs. Ford will share a suite and some personal time will overlap. The stewards will be in an adjoining suite.

Carolyn



DEDICATION - BALCONY

Mr. Herbert Abrons

Mr. Richard Abrons - *brother*

Mayor Abraham Beame

Mr. Bertram Beck

State Senator Carol Bellamy

Mrs. Dale Burch

Mr. Winslow Carlton } *Mary*

Mrs. Winslow Carlton

~~Mr. Evelyn Davidson~~

~~(Representing Borough Pres.~~

~~Davidson)~~

Mrs. Joan Davidson *N.Y.*

Mr. Alfred Eisenpreis *Admin. station N.Y.C. E.O.A.*

Mrs. Gerald Ford

Councilwoman Miriam Friedlander

Miss Helen Hall *Director Emeritus Hum*

Mrs. Nancy Hanks

Miss Helen Harris *Director Emeritus United Hor*

Senator Jacob Javits

Mr. Atkin Preston *Associate Ex. Dir Henry St.*

Mrs. Herbert Lehman *Ex Gov wife*

Miss Florence Lowe *Nancy Hanks sec*

Mr. Cecil Lyon *Director Emeritus Board member*

Hon. Jacob Markowitz *Board member*

Mr. John Morning *Board President*

Mr. George Munroe *Board Chairman*

Congressman John Murphy

Mrs. Janet Murrow *Board member*

Hon. Manfred Ohrenstein (Minority Leader,
N.Y. State Senate)

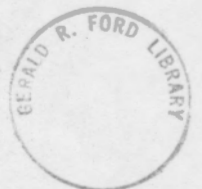
Mrs. Frances Primus *Chairman, Neighborhood Council*

Mr. Martin Segal *Cultural Affairs N.Y.C.*

Councilman Henry Stern

Hon. Robert Wagner, Sr. *former Mayor*

Councilman Robert Wagner, Jr.



For immediate release
Monday, October 6, 1975

nee
Please return

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

First Lady Betty Ford has been elected a Fellow for Life of the National Academy of Design, New York. She will receive her diploma and the National Academy's Sesquicentennial Medal Thursday, October 9 at 7:00 P.M. The Academy is located at 5 East 89th Street.

She will attend a reception in her honor that evening and receive a private preview of the Academy's exhibit, "A Century And A Half Of American Art: 1825-1975." Mrs. Ford was selected because of her interest in the arts, according to Academy President Alfred Easton Poor. She is only the third wife of a President to receive the honor in the 150-year history of the National Academy, the first national organization of professional artists in the U.S. Mrs. Eleanor Roosevelt was named in 1934 and Mrs. Calvin B. Coolidge in 1925.

The exhibit Mrs. Ford will preview is an official New York State Bicentennial event which opens to the public October 11 through November 16. It includes more than 200 paintings, watercolors, graphics, sculpture and architecture.

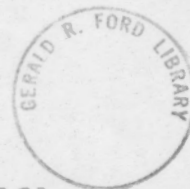
The Academy was created to educate art students and provide facilities to exhibit the works of professional artists.

Academicians and associates of the Academy are elected on the basis of recognized excellence, with the total number of national academicians limited to 125 painters, 50 sculptors, 25 architects, 25 graphic artists, and 25 aquarelists (watercolorists). There are also some 275 associates representing almost every State in the Nation. Over the past 150 years the National Academy's members have included among the painters Audobon, Durand, Rembrandt Peale, Remington, Sargent, and the Wyeths; sculptors Aitken, Fraser, and Saint-Gaudens; and architects John Russell Pope and Frank Lloyd Wright.

Modelled after the Royal Academy of Arts in London, the National Academy was founded in 1825 by 15 artists, including Samuel F. B. Morse, inventor of the telegraph, noted portrait painter, and the Academy's first president.

#

Press contact for credentials: Warren Weiner, 215/561-8181



rec
Please return

For immediate release
Monday, October 6, 1975

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Mrs. Ford will join Mayor Beame and Senator Javits in the dedication of the Henry Street Settlement Arts for Living Center in New York Friday, October 10 at 12:00 Noon. The Center is located at 466 Grand Street in Manhattan.

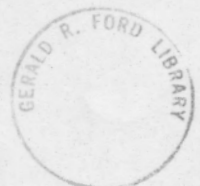
The ceremony will be open to the public. Nancy Hanks, Chairman of the National Endowment for the Arts, Representative John M. Murphy, and other dignitaries in government and the arts will attend.

The dedication of the Henry Street Settlement Center marks the formal opening of what is believed to be the Nation's first arts center designed specifically for a predominantly disadvantaged, multi-cultural, population. Designed by the architect Lo-Wi Chan, the Center provides space, equipment, and programs for community participation in and enjoyment of the performing and fine arts.

Among the participatory programs at the Center are adult drama workshops, music classes for all ages, modern and ethnic dance for preschoolers through teens, young people's drama, art and pottery for all ages, silk screen and video for teens and adults, and in-service training for elementary school teachers.

The center produces its own plays, films, music and dance, and art exhibits, and recruits top name performers for free and low-cost programs in its award-winning Henry Street Playhouse, recital hall, and experimental theatre.

#



revised
10/9/75
5:00PM

THE WHITE HOUSE
WASHINGTON

ATTENDEES KEYMAN RECEPTION

Mr. Jeremiah Milbank
Mr. Buckley M. Byers
Mr. Robert B. Evans (Host)
Mrs. Charles T. Fisher
Mr. & Mrs. John B. Ford III
Mr. & Mrs. John B. Ford Jr.
Mrs. Allan Shelden
Mr. & Mrs. Ralph C. Wilson Jr.
Mr. & Mrs. John S. Bugas
Mr. & Mrs. A.A. Taubman
Mr. Peter H. Burgher
Carol Burgher
Mr. & Mrs. J. Thomas Smith
Mr. & Mrs. L. Montgomery Shepard
Mr. & Mrs. Lester F. Ruwe
Mr. Buckley M. Byers Jr.
Mr. & Mrs. William T. Gossett
Mr. & Mrs. R. Jamison Williams
Mr. & Mrs. Lawrence D. Buhl
Mr. & Mrs. John W. Anderson
Mr. James K. Campbell
Mr. & Mrs. Lynn Townsend
Mr. & Mrs. Frederick Colombo
Mr. Dwight Havens
Mr. Frank S. Hedge
Mr. Harold Karpinski (Photographer)
Mrs. LaVerne Garrard
Mr. & Mrs. Nicholas Ruwe
Mr. & Mrs. Jay Van Andel
Mr. & Mrs. Richard C. Gerstenberg



Mrs. Gerald R. Ford
Reception
9 October 1975
6-8 p.m.
National Academy of Design

Mr. and Mrs. Alfred Easton Poor - host and hostess

Mrs. Gerald R. Ford - Honored Guest

~~Mr. and Mrs. Ansel Adams - Tentative~~

Mr. and Mrs. Louis Auchincloss

Mr. and Mrs. Robert A. Bogdan

Mr. and Mrs. Hugh Bullock

Mr. and Mrs. Walker O. Cain

Mr. and Mrs. Chen Chi

Mr. and Mrs. Mario Cooper

Mr. and Mrs. Stephen Csoka

Mr. Bruce Currie

~~Mr. and Mrs. C. Douglas Dillon~~

Mr. and Mrs. James D. Flexner

Mr. and Mrs. Daniel Greene

Mr. and Mrs. Xavier Gonzales

Mr. Ashton Hawkins

Mr. Huyler Held

Mr. and Mrs. Geoffrey Hellman

Mr. and Mrs. Thomas P.F. Hoving

Mr. and Mrs. Eric Iseburger

Mr. and Mrs. Robert S. Hutchins

Mrs. Kenneth A. Ives

Mr. and Mrs. Hans Jelinek



Mr. Joseph Kiselewski

Mrs. Katherine Kuh

Mr. and Mrs. Michael Lantz

Mr. Richard Larcada (Larcada Gallery)

Ms. Ethel Magafan

Mr. and Mrs. Frank Mason

Miss Alice Melrose

Mr. George Morris

Mr. and Mrs. Malcolm Muir

Mr. and Mrs. Ernest Olson

Ms. Deborah Poor

Mr. Daniel Catton Rich

Mr. and Mrs. Umberto Romano

Mrs. John Barry Ryan

Mr. and Mrs. Daron Shikler

~~Mr. and~~ Mrs. John Jermain Slocum

Mr. and Mrs. William A. Smith

Mr. and Mrs. Albert H. Swanke

Mr. ~~and Mrs.~~ William Turnage ~~tentative~~ & Andrea Rawle

Mr. and Mrs. Bethuel Webster

Mr. and Mrs. John F. White (Pres. of Cooper Union)

Mrs. Thoresen



CATERER:

Deaf - Deaf
36-56 34th St.
Long Island Cider
N.Y. 11106

Contact:

Mr. Richard DAY

212-755-8300

Mr. Warren Wiener

Ms. Sheila Lyne

W.H. Press Rep.

W.H. Photographer

Wiener Press

FLORIST:

B. Swisher

H. CARL HOLPP
9 Co.

823 Lexington
AVE

NYC 10021

TE 8-6977

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 14, 1975

FOR: MARGE WICKLEIN
FROM: Nancy Chirton
SUBJECT: Mrs. Ford's Trip to New York City, October 9-10, 1975
and the President and Mrs. Ford's Trip to Detroit,
October 10, 1975

New York City

and certificate

- Flowers, medallion, ~~book~~ catalogue, presented to Mrs. Ford
by Alfred Poor (National Academy of Design President)
- Gift from the Henry Street Settlement will follow later.

Detroit, Michigan

- Plaque and information package presented to Mrs. Ford
by Ruth Glancy (Detroit Music Hall)



THE WHITE HOUSE
WASHINGTON

10/22/75

NANCY,

Thanks for your Oct. 14 memo re the New York City and Detroit gifts. They have all been carded -- with the exception of the one from the Henry Street Settlement house -- which is to come to us later. I believe you mentioned a wall hanging...

Marge
Marge Wicklein

*May we have a cc of your letters to: Mr. + Mrs. Alfred Poor
Mr. Bertram Beck
Many thanks!*

(a Mrs.)

POOR, Mr. Alfred Easton
President
National Academy of Design
350 Park Avenue
New York, N. Y. 10021

MISC:(certificate) FL
A certificate..." Mrs.
Gerald H. Ford is a fellow
for life of National Academy
of Design.. "unframed, app.
12 1/2" x 15". (medallion)

a large gold colored medallion commemorating the 150th
anniversary of the Academy. BK:(catalog)"A Century and a
Half of American Art". FLOWERS: "an arrangement of
roses" (app. 1974 Gift: U.S.)

REC'D:

BY:

ACK'D:

Memorandum & card

presented per
sonally, N. Y. trip

DISPOSITION:

DATE:

To bring you our warmest

MR. AND MRS. ALFRED EASTON POOR

welcome, & to tell you how
much we are looking forward
to having you with us to-
night.

~~Alfred & Mary Poor~~
Thursday

850 PARK AVENUE

(over)

The ~~poor~~ Poors sent an
arrangement of peach-
colored roses.



Mrs. Gerald Ford

completion of this form,
ward immediately to the
ance Office with a car-
copy.

THANK YOU LETTERS

MRS. FORD

Event New York City

Date October 9-10, 1975

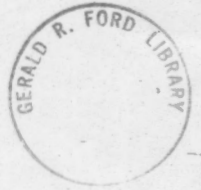
Advanceman Peter Sorum



NAME & ADDRESS	SALUTATION	DESCRIPTION
Mr. Frank Wangeman The Waldorf Astoria New York, N. Y. 10022	Dear Frank:	Welcomed Mrs. Ford to the Waldorf and escorted her to the suite which had recently been redecorated.
Mr. Eugene Scanlan Vice President and Manager The Waldorf Astoria New York, N. Y. 10022	Dear Gene:	Met Mrs. Ford at curbside and joined Mr/ Scanlan in escorting her to the suite. Also sent flowers and the bar set-up to the suite for Mrs. Ford.
Miss Alice Melrose Director National Academy of Design 1083 5th Avenue New York, N. Y. 10028	Dear Alice:	Met Mrs. Ford and welcomed her to the Academy..
Mr. & Mrs. Alfred Poor 850 Park Avenue New York, N. Y.	Dear Alfred and Janet:	Academy President. Met Mrs. Ford and escorted her to reception, introduced her and presented her with medal and diploma. Mrs. Poor sent flowers to the suite which Mrs. Ford thanked her for in person.
Mr. Bertram M. Beck Executive Director Henry Street Settlement 265 Henry Street New York, N. Y. 10002	Dear Bert:	Met Mrs. Ford and escorted her throughout visit to the Arts for Living Center.
Mr. Mark Tilley Director, arts for Living Center 466 Grand New York, N. Y.	Dear Mark:	Director of the Arts for Living Center.. Met Mrs. Ford and escorted her on a tour of the facilities

THE WHITE HOUSE
WASHINGTON

October 8, 1975



MEMORANDUM FOR:

MRS. FORD

VIA:

RED CAVANEY *RC*

FROM:

PETER SORUM *PS*

SUBJECT:

MRS. FORD'S VISIT TO
NEW YORK CITY
Thursday and Friday
October 9th and 10th, 1975

Attached at TAB A is the Proposed Schedule for your visit to New York City.

BACKGROUND

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THE WHITE HOUSE
WASHINGTON

NANCY:

These are the thank you letters we must do for New York. There are others we could do if you or Mrs. Ford feel that they are warranted.

Let me know what you think.

I did not note Albert's flowers.

PETE





EUGENE R. SCANLAN

VICE PRESIDENT AND MANAGER

The Waldorf-Astoria

A HILTON HOTEL

NEW YORK 10022

(212) 355-3000

EUGENE R. SCANLAN

OCTOBER 9, 1975



DEAR MRS. FORD,

IT IS ALWAYS A PLEASURE TO WELCOME
OUR FIRST LADY TO THE WALDORF-ASTORIA.

WITH BEST WISHES, I AM,

SINCERELY,

Eugene R. Scanlan

Pink roses

FRANK G. WANGEMAN

EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER

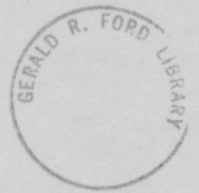
THE WALDORP-ASTORIA CORPORATION
NEW YORK, NEW YORK

Eugene R. Scanlan
The Waldorf-Astoria
New York, N.Y. 10022

Paula [unclear]

MRS. GERALD R. FORD
APARTMENT 30-A

Dear Mr. Scallan,



Dear Mr. Wangeman,

How very thoughtful you were to take time out of your busy schedule to welcome me on my recent visit to the Waldorf Astoria.

The hospitality ~~of the~~ shown me and my staff during our stay in New York City was exceptional and very deeply appreciated. Please convey

Please convey my gratitude to all of those who helped make my visit so successful and enjoyable.

Sincerely,





FROM
THE WHITE HOUSE
WASHINGTON, D.C.



Mr. John J. Fondacaro
Superintendent of Services
Waldorf Astoria
Park Avenue and East 50th
New York, New York 10022

*To John J. Fondacaro
With appreciation and very best wishes,*

Betty Ford

ALBERT CAPRARO

Dear Mrs. Ford,

A happy day in

New York!

Sincerely, Albert

Flower arrangement
Spider Mums + white



415 EAST 51ST STREET
NEW YORK, NEW YORK 10022

The First Lady
~~~~~

HENRY STREET SETTLEMENT ARTS FOR LIVING CENTER



FROM: ARTS FOR LIVING CENTER
HENRY STREET SETTLEMENT
466 Grand Street
New York, New York 10002

Howard J. Rubenstein Associates, Inc.
Public Relations - Tel: 212/489-6900
Contact: Harry Zlokower

FOR RELEASE

Friday, October 10, 1975, 12:00 noon

The nation's First Lady, Betty Ford, today (Friday, October 10) toured and dedicated the \$2.5-million Henry Street Settlement Arts for Living Center, the country's first arts center designed specifically for a neighborhood-based, multiethnic population.

The festive event took place outdoors in front of the new Center and was witnessed by hundreds of Lower East Side residents and children. Mayor Beame, Nancy Hanks, Chairman, National Endowment for the Arts, and a host of dignitaries in the government and the arts attended the ceremony.

Mrs. Ford's appearance climaxed two days of festivities which included a Community Festival of the Arts on Grand Street, Thursday night, and a presentation by Nancy Hanks Friday morning on "Arts and the Community."

The First Lady arrived at the Center, 466 Grand Street at 11 A.M. where she was met by a group of Henry Street officials headed by Herbert L. Abrons, chairman of the board, and Bertram Beck, executive director.

(more)

Following a brief orientation, Mrs. Ford toured the facility with Mr. Beck, Mark Tilley, director of the Center, and Lo-Yi Chan, the architect. The First Lady viewed photos taken by Henry Street students and observed children in pottery-making and painting activities. She ended her tour at the amphitheatre in front of the Center.

The dedication began with the national anthem sung by Maria Tyree, a Henry Street staff member. Mr. Abrons addressed the gathering and introduced a number of guests including Mayor Beame and Mrs. Ford.

Theresa Lopez, a Lower East Side resident, who studied and subsequently became a staff member at Henry Street, presented the First Lady with a ceramic collage made by Arts for Living Center children. The collage depicts scenes from the Lower East Side.

The ceremony was followed by a luncheon and then an open-house that spotlighted the many activities that take place at the Center: dancing, drama, music, film-making, videotape, art, pottery-making, and silkscreen.

"We are honored that the First Lady has chosen to be with us on this momentous occasion," said Mr. Beck. "Her support of this exciting, new community center for the arts will hopefully inspire similar projects in other cities throughout the country."

Opened in 1974, the Arts for Living Center houses Henry Street Settlement's long-established cultural programs. Among the programs are adult drama workshops, music classes for all ages, modern and ethnic dance for pre-schoolers through teens, young people's drama, art and pottery for all ages, silkscreen and video for teens and adults, and in-service training for elementary school teachers.

The Center produces its own plays, films, music and dance, and art exhibits, and recruits top-name performers for free and low-cost ~~programs~~ in the award-winning Henry Street Playhouse, recital hall, and experimental theatre.

Among the Center's features are:

- * Participation rather than observation, in both planning and activities.
- * Family memberships with activities for all ages.
- * Architecture.
- * Flexible performing spaces.
- * Unusual blend of non-professional and professional activities.

"We think of the Arts for Living Center as a gathering place for the underprivileged and the more privileged, of newcomers and long-time residents, of the very young and of the elderly, of artists and students," said Mr. Tilley. "It is the means through which these and varied and diverse neighborhood groups can participate in the use of the arts for communication and creative self-expression."

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75/10/9/mc



FROM: ARTS FOR LIVING CENTER
HENRY STREET SETTLEMENT
466 Grand Street
New York, New York 10002

Howard J. Rubenstein Associates, Inc.
Public Relations - Tel: 212/489-6900
Contact: Harry Zlokower

NEW ARTS FOR LIVING CENTER DEDICATED: The nation's First Lady, Betty Ford, today (Friday, October 10) toured and dedicated the \$2.5-million Henry Street Settlement Arts for Living Center, the country's first arts center designed specifically for a neighborhood-based, multiethnic population. Designed by architect Lo-Yi Chan, the Center provides space, equipment, and programs for community participation in and enjoyment of the performing and fine arts. Modern center connects to historic Henry Street Playhouse.

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ARCHITECTURE VIEW

ADA LOUISE HUXTABLE

Henry Street's New Building— An Urban Triumph

The arts for living Center—the new building of the Henry Street Settlement on Grand Street on the lower East Side—sums up in its name everything that urban architecture should be. It is a building meant to serve and expand the life of a community, and no better definition of architecture exists than that.

The fact that it is a good building, not only in the fulfillment of this basic objective but also in terms of the more esthetic qualitative criteria in which architecture deals, makes it doubly satisfying. The successful integration of the two requirements—one very much tied to the life of society and the other a timeless requirement of the art of architecture—is a complex and rewarding achievement.

Henry Street is a name both familiar and revered in the annals of social reform. The Settlement has served its neighborhood since 1893, and its activities, from assisting the adjustment of immigrant families to the dramatic successes of the Playhouse, are legendary. As a pioneer in the use of the arts for socially-oriented services, Henry Street has become a part of New York and national history.

Like almost everything else, this institution has been in troubled transition in recent years. The once predominantly Jewish area has become largely black and Puerto Rican with a mix of Jewish, Italian and Chinese; the neighborhood has exchanged stability for a state of flux symptomatic of the times; the urge for upward mobility within accepted middle class standards has been replaced by rebellion against those standards. Only poverty and underprivilege remain the same.

There has been a matching upheaval at Henry Street as to how its programs, within the framework of its aims and values, could best serve this new kind of disadvantaged, multi-cultural community. The

objective remains the same as it has for the last 80-odd years—a kind of triumph of its own when it is fashionable to turn all values upside down—to improve the quality of life in an area of urban poverty. The resolution of the dilemma has led to significant changes in approach and style. Under the leadership of the Settlement's executive director, Bertram M. Beck, all this is reflected in the form and use of this exemplary building.

The Arts for Living Center has been designed by Lo-Yi Chan of the architectural firm of Prentice, Chan, Ohlhausen to house an extensive performing and visual arts program of highly professional standards that serves all elements of the community from children to the elderly. There are facilities for painting, sculpture, silkscreen printing, pottery and crafts, dance, drama and music from chamber to rock, with such refinements as individual piano rooms for practice.

Nurturing talent is as much a part of the agenda as the primary purpose of helping people. A new emphasis is placed on the cultural heritage of minorities, and on film and television. The most recent Playhouse success was Ed Bullins's "The Taking of Miss Janie."

But you don't have to know anything of this to see and respond to the building's obvious role in the community, for this is a design that states its purpose immediately, in visual, three-dimensional, urban terms. The structure opens to the street in a very special way to ask people in, to say that it is part of the neighborhood, to invite everyone to use it.

Instead of hugging the building line, it takes the shape of an open arc, with shallow, curving steps creating an informal entrance space that is used actively for sitting and socializing. Doors and studios,

wrapped around the plaza, are visible and welcoming. This public area carved out of the building site and flowing in from the street, yet part of the building itself, demonstrates architecture as a social and urban art in the very best sense.

The aim is equally clear in the plan. The Center is actually a basic shell for people and their products. The shell holds many multi-purpose rooms adaptable to changing needs. Arranged in five levels around the entrance arc, all of these performance, meeting and instructional areas are related constantly to it, either through large areas of glass on the ground floor, or smaller, sometimes eccentrically positioned windows above.

This gives immediate orientation and visibility. To state a basic fact simply, nothing in a building like this can be closed or hidden. Part of its function is to turn energies commonly directed to vandalism to other interests and pursuits. Trashing and attack are today's societal norms, with complex motivational roots. A too-high concealing wall outdoors, next to the adjoining Bialystoker Synagogue, for example, meant merely as a back to benches, has become a place to



The Arts for Living Center

Art

hide and jump emerging elderly worshipers. The wall will be lowered. Design becomes a kind of behavioral or architectural fencing to the end of making the building something more than an adversary environment.

Even with a budget of close to \$2.5 million, there are no frills. The creative work—exuberant banners, stained glass, surprisingly skilled prints—is the building's only adornment. Construction is the most reasonable kind of cast-in-place concrete; facing is brick to blend with the connecting Playhouse.

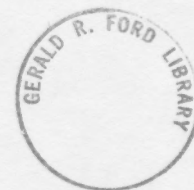
The costs include renovation of the Playhouse, built in the 1920's in a tentative Federal style, which is now a designated landmark. Its stylistic gaucheries, colored by its creative and community roles, are endearing and non-expendable after 50 years, and it is a further credit to the architects that the new and old buildings sit together with comfort and style. Both use red brick, but it is more a delicate adjustment of planes and proportions that does the job. The Bialystoker Synagogue flanking the center on the other side is another designated landmark, with a required 30-foot separation well handled as a supplementary outdoor space.

After visiting the new Center, it is a good idea to go back to the original Henry Street buildings, a few blocks away, for a fine demonstration of cultural continuity. These are also landmarks—small, brick row houses of the early 19th century with delicate columns and carved entrances and a Georgian street scale that are a precious link to New York's past.

Their museum-quality interiors, used actively and sympathetically for administration and living, are beautifully proportioned, flooded with daylight from large double-hung windows, rich in moldings and mantels, linked in the manner of old houses by steps at changing levels. Informal staff lunch is in one of the handsomest dining rooms in the city. These buildings are full of architectural grace. The past and the future are in good hands.

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HENRY STREET SETTLEMENT ARTS FOR LIVING CENTER

Background

Since 1893, the Henry Street Settlement has been serving the cultural, educational, and social needs of New York's Lower East Side. Today, the agency still operates from its original headquarters at 265 Henry Street and the emphasis is still on service but for a new multiethnic population that is seeking to adjust to the tremors of urban living.

Culture and the arts have always played an important role in Henry Street Settlement programs. Since 1905 the landmark Henry Street Playhouse has developed promising actors, directors, and playwrights and provided fine theatre for thousands. In addition, Henry Street has operated highly-respected schools in music, dance, drama, and art in many different locations.

Through the Arts for Living Center, all of these programs are being brought together under one roof and molded to meet the needs of the new Henry Street people.

(more...)

Architecture And Design

The Arts for Living Center was designed by Lo-Yi Chan of the New York firm of Prentice & Chan, Ohlhausen at a cost of about \$2.5-million.

The Center is organized around an open, public space. This space is both part of the street and part of the building, drawing them together, and it is intended to be a place in an otherwise amorphous urban landscape.

This open, public space focuses on the entrance, so that all persons pass through "stage center" as they come and go. The balcony provides for performances of music, film, and theatre, but these activities are secondary to the space's social and architectural goals.

From the interior, the space, with its special shape, is a constant reference point for an extended plan. Activities are visible looking across the space, reinforcing the idea of density and diversity.

The studios, because of the experimental nature of their many uses, are mostly simple containers provided with light and utilities. Some are double height, others divisible. All are arranged on a direct circulation system. Connections are maintained with the existing playhouse which has been renovated.

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Ingredients

The new center is linked to the Henry Street Playhouse structurally as well as programmatically. There is a single entry and lobby to the Center and the Playhouse. The Center's west wall opens into the Playhouse and permits the enlargement of the stage, the addition of dressing rooms.

Garden Level: A recital hall accommodating 120 persons, pottery workshop, rehearsal room

Street Level: Entrance and lobby to the Center and the Playhouse, box office

First Floor: Balcony, art gallery, lounge, administration offices, experimental theatre for 175 persons

Second Floor: Seven small music studios, large studio, two large visual arts studios

Third Floor: Eight music studios for individual instruction, piano laboratory, large music workshop studio, video workshop, studio space, graphic arts workshop, large drama studio

Lo-Yi Chan, Architect

The Arts for Living Center marks an important achievement in the career of Lo-Yi Chan, Chinese-born, Dartmouth and Harvard-educated architect. The 42-year old architect worked five years with I.M. Pei before organizing his own firm, Prentice & Chan, Ohlhausen in 1965.

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His work on the Arts for Living Center received high praise from New York Times critic, Ada Louise Huxtable, who wrote that the Center "sums up in its name everything that urban architecture should be." Mr. Chan has been named this year as a Design Fellow by the National Endowment for the Arts.

Bertram M. Beck - Executive Director,
Henry Street Settlement

The Arts for Living Center and its emphasis on participation is an important part of the philosophy of Bertram M. Beck, the third executive director in the long history of Henry Street Settlement. Mr. Beck's predecessors were Helen Hall, who retired in 1967 after 34 years as director, and Lillian D. Wald, founder of the Settlement.

A graduate of Antioch College and the University of Chicago (M.A. in Social Work), Mr. Beck served as director of the Special Juvenile Delinquency Project, U.S. Children's Bureau; Associate Executive Director of the National Association of Social Workers; and Executive Director of Mobilization for Youth, Inc. before accepting the directorship of Henry Street Settlement.

Mr. Beck also serves as an author and government consultant. His most recent assignment was as co-chairman of Governor Carey's Task Force on Human Services. As is the custom for directors, Mr. Beck resides at the settlement house with his family.