



Adding Value and Raising Visibility: The Durst Organization Centennial Exhibition

MARAC Business Archives Forum

Ryan Donaldson

April 20, 2017





Company Introduction



The Durst
Organization

ONE WORLD
TRADE CENTER



- Owner, builder and manager
- Established 1915
- Privately held family business
- Four generations of experience

Joseph Durst and Sons

(From left): Roy, Joseph, Seymour and David Durst with 200 East 42nd Street (now known as 655 Third Avenue) under construction behind them, ca. 1956.



A long-term view for steady multigenerational growth

- Grow in times of economic stress
- Acquire land in anticipation of future growth
- Pioneer technologies for enhanced building environment and operation
- Continually reinvest in buildings for optimal performance
- Manage portfolio to the highest degree of efficiency including providing in-house leasing, property management, construction, security and cleaning services

(From left): Alexander Durst, Chief Development Officer; Jonathan Durst, President; Helena Durst, Chief Administrative Officer; Douglas Durst, Chairman of the Board; Kristoffer Durst, Chief Information Officer





Durst Properties - Overview



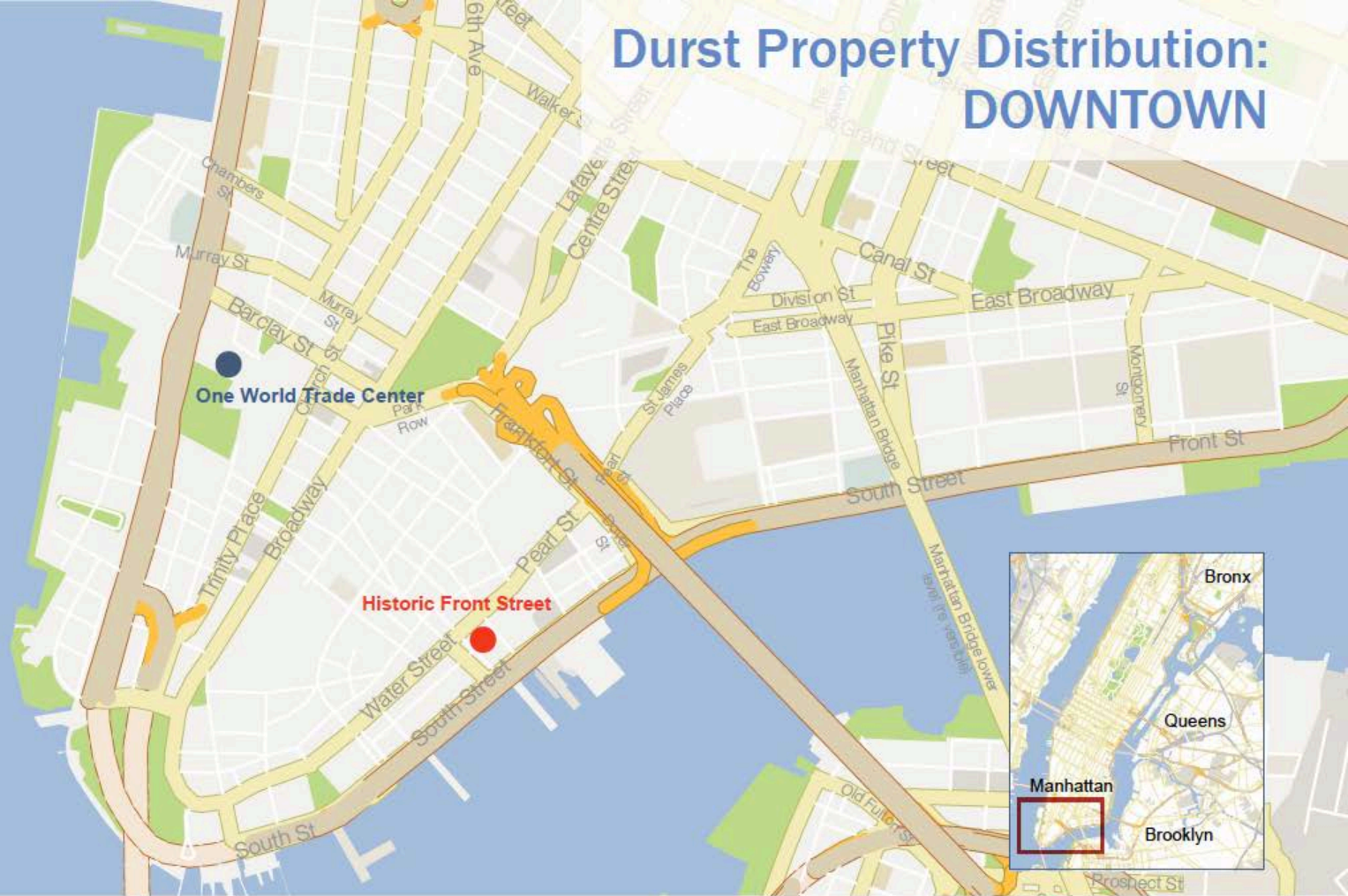
The Durst
Organization

ONE WORLD
TRADE CENTER

Durst Property Distribution: MIDTOWN

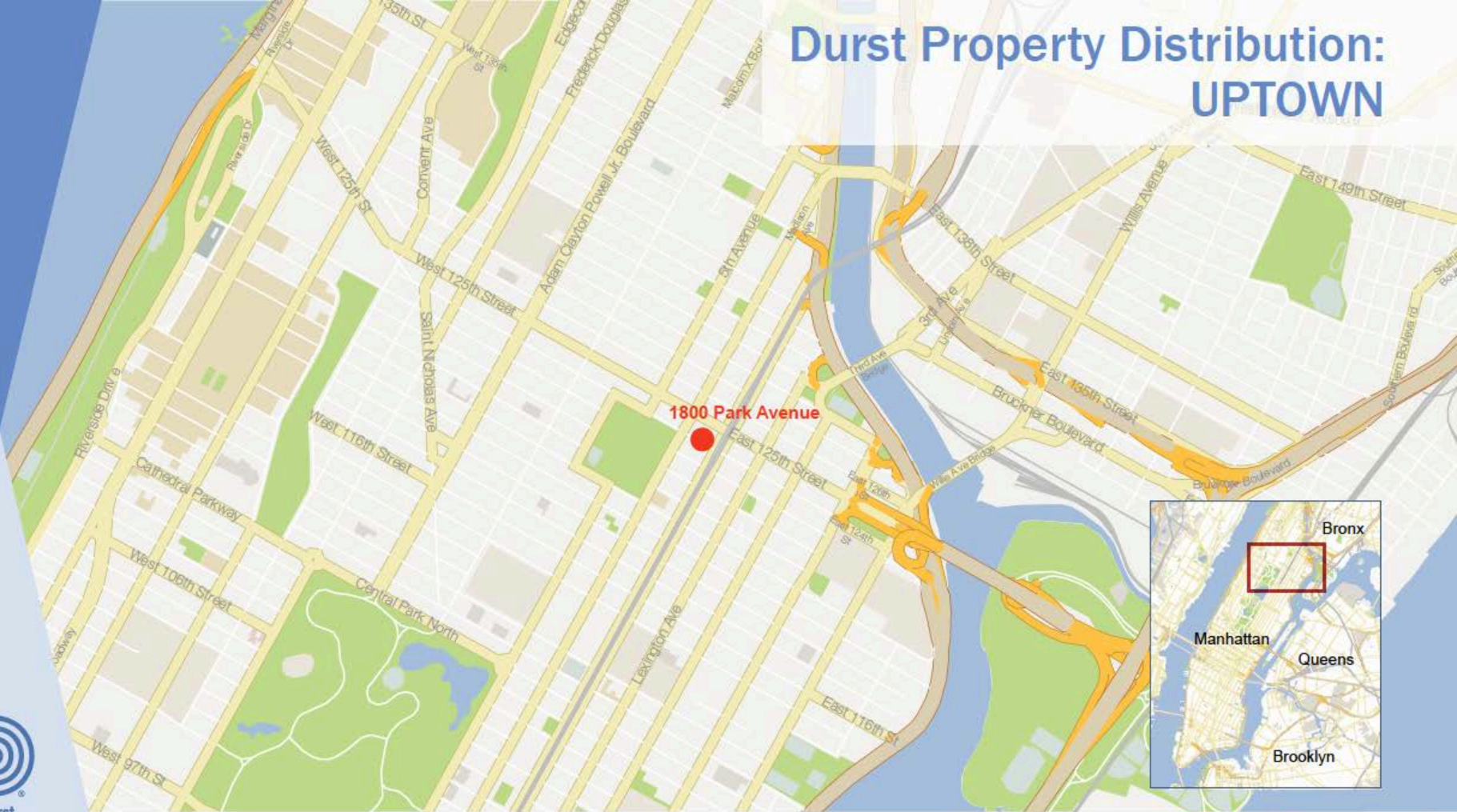


Durst Property Distribution: DOWNTOWN



● Commercial ● Residential

Durst Property Distribution: UPTOWN



Durst Property Distribution: QUEENS

Halletts Point

Queens Park Plaza

Vernon Boulevard



Commercial

Residential





Exhibition Planning

EXHIBITION THEMES

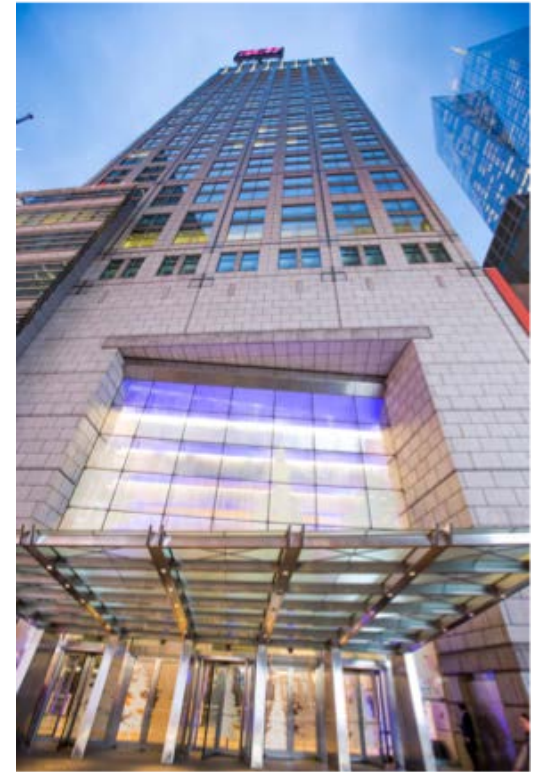


- Raise awareness of company's history and achievements
- Update the company's image
- Leverage as marketing and leasing opportunity

EXHIBITION TEAM

- Editor: Hana Elwell
- Graphic Designers: Mia Beurskens & Robby Pande
- Research & Curation: Durst Heritage and Information Services
- Fabrication: Exhibitology
- Installation: Exhibitology & Durst Staff
- Advisors: Helena Durst (Durst Chief Administrative Officer), Jordan Barowitz (VP Public Affairs), Joy Habian (VP Marketing), Nan Rothschild-Cooper (Durst Family)

EXHIBITION LOCATION – 4 Times Square



CONTENT CURATION



LIBRARIES

EVERY ARCHITECTURAL &
FINE ARTS LIBRARY

NEW YORK WATER TAXI

Established in 2007, New York Water Taxi serves citizens and visitors with water transportation. 200,000+ a year.

McENRGE ORGANIC FARM

Starting more than 1,000 acres in the Hudson Valley, McEnrge Organic Farm is committed to organic and sustainable agriculture.

CHASHAMA

Founded in 2008 by Anna Kurat, chashama (which means "to love flavor" in Polish) serves artisan and artisanal New York City's commitment to transforming underutilized properties into affordable work and presentation spaces.

A transparent, multi-disciplinary collaboration for optimizing building quality to improve health, increase productivity, and reduce energy costs. In partnership with The New School and The City University of New York.

Project for Public Spaces
Brooklyn Public Library
GreenNYC
New York Public Library

The Roofabout Theatre
Just Food
The Lower East Side Ecology Center



chashama



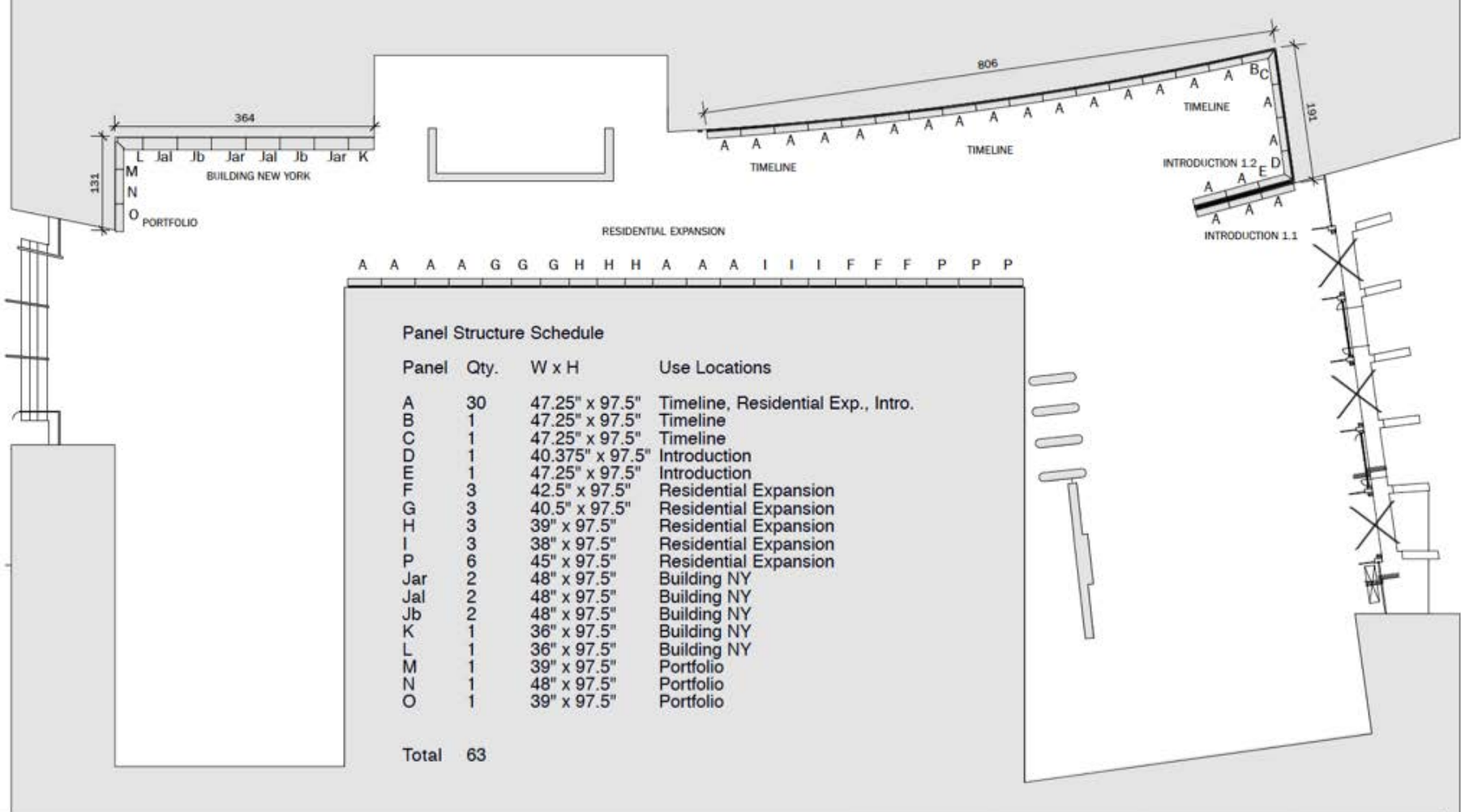
Artist Hedy Pagremanski



Design Process & Installation



ONE WORLD
TRADE CENTER



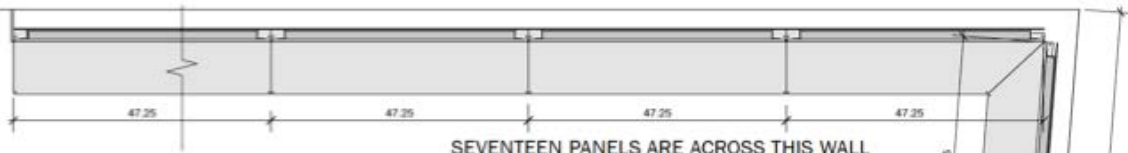
Durst Centennial Exhibit Panel Schedule, 3/16" - 1'

Exhibitology
80 George St.
Paterson, NJ 07503
973-523-0933, fax 973-523-3331

1st Submittal
Drawn by: Rich Rew
Date: 3/1/15

2nd Submittal
Drawn by:
Date:

P1



Timeline
19 panels 47.25" wide

SEVENTEEN PANELS ARE ACROSS THIS WALL

Timeline begins here

None Timeline panel

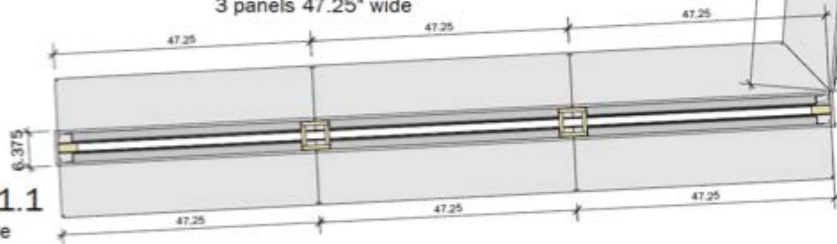
None Timeline panel

801"
FOUR PANELS ARE ACROSS THIS WALL

3 SE Plan View
Scale: 3/4" = 1'

Introduction 1.2
3 panels 47.25" wide

Introduction 1.1
3 panels 47.25" wide



Detail Plan View of the South Entrance Displays

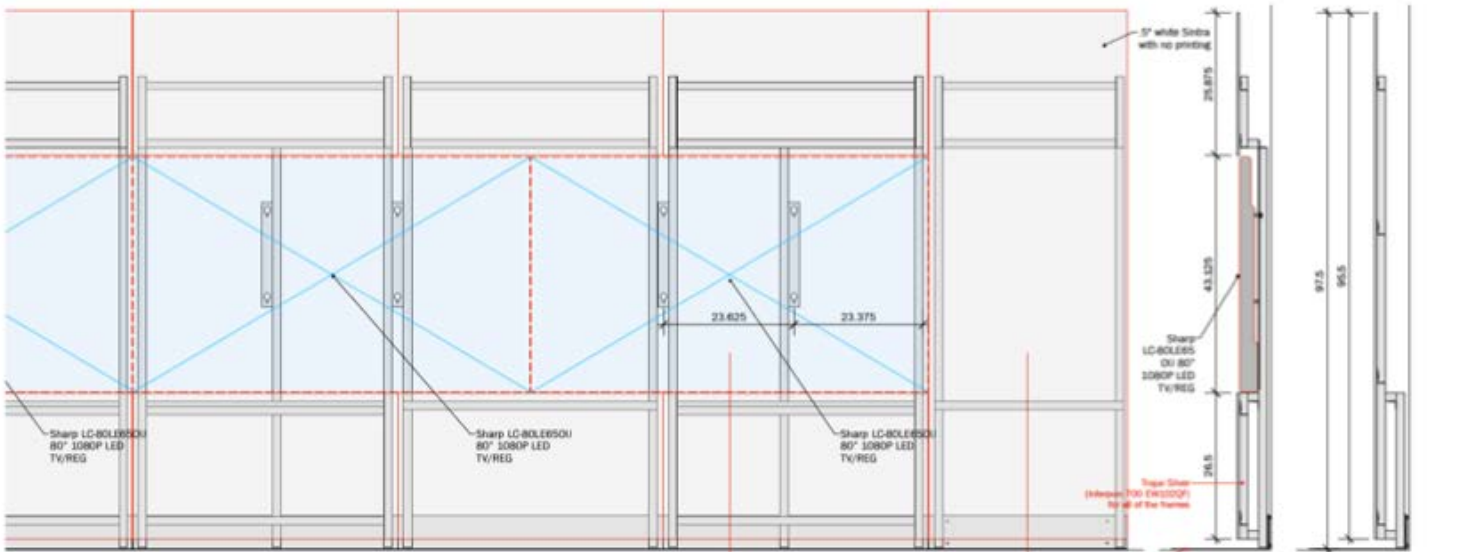
Client:
Durst
Location:
Times Square

Consulting:
20 Irving St.
Palmon, NJ 07658
974-252-0000
974-252-0000

3rd Submittal
Drawn by: AS
Date: 4/26/18

2nd Submittal
Drawn by:
Date:

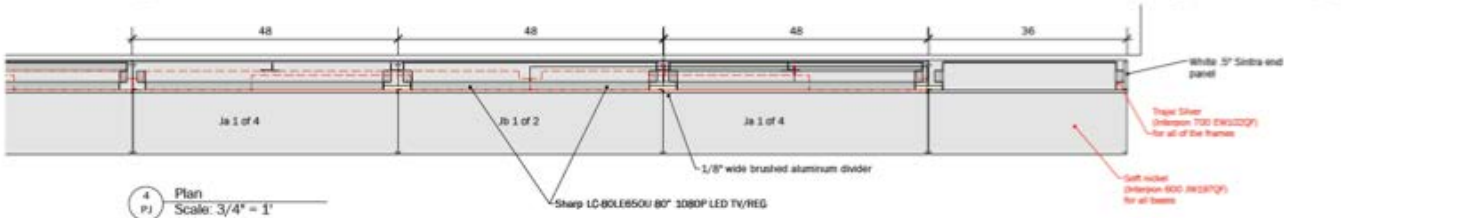
SE



1 Front Elevation
Scale: 3/4" = 1'

2 Section
Scale: 3/4" = 1'

3 Section
Scale: 3/4" = 1'



4 Plan
Scale: 3/4" = 1'

Client: Durst Location: Times Square	Structural Details for Building New York Monitor Frames	Engineering: RC George, Jr., Paterson, NJ 07652	2nd Submittal Drawn by: Rick Rose Date: 5/20/18	2nd Submittal Drawn by: RB Date:	PJ
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Early Professional Life

DECEMBER 11, 1961

1961

1962

1963

1964

1965

1966

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2015

2016

2017

2018

2019

2020

2021

2022

2023

2024

2025

T SKYSCRAPERS

1930s

1940s

1950s

1960s

1970s

1980s

1990s

2000s

2010s

2020s

2030s

2040s

2050s

2060s

2070s

2080s

2090s

2100s

2110s

2120s

2130s

2140s

2150s

2160s

2170s

2180s

2190s

2200s

2210s

2220s

2230s

2240s

2250s

2260s

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2280s

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2370s

2380s

2390s

2400s

2410s

2420s

2430s

2440s

2450s

2460s

2470s

2480s

2490s

2500s

Installation view –
Frames & panels



Installation view –
Frames & panels



675 Third Avenue

First office tower for the northeast corner of
King Street and Third Avenue east of the Burdell and
redevelopment of Wall Street.

1960

1967-1968

1980



733 Third Avenue

A residence for the First Family construction and
designer the site has several 10-story towers
to be built on a 10-acre site.



655 Third Avenue

At the intersection of
King Street and Third Avenue
the site is a 10-acre site.



205 East 43rd Street

At the intersection of
East 43rd Street and Third Avenue
the site is a 10-acre site.



Alifan

At the intersection of
East 43rd Street and Third Avenue
the site is a 10-acre site.



Corporate Responsibility

At the intersection of
East 43rd Street and Third Avenue
the site is a 10-acre site.



Department of Justice

At the intersection of
East 43rd Street and Third Avenue
the site is a 10-acre site.



Alifan

At the intersection of
East 43rd Street and Third Avenue
the site is a 10-acre site.



Putting Down Roots

At the intersection of
East 43rd Street and Third Avenue
the site is a 10-acre site.



Beginnings

At the intersection of
East 43rd Street and Third Avenue
the site is a 10-acre site.



The Durst Organization
EST. 1922

The Durst Organization is a leading
commercial real estate developer
and owner of a portfolio of
properties in New York City.

View facing northeast



Corporate Responsibility

Through the generations, the Durst Organization actively participates in the life of the City, supporting the arts and non-profit organizations.

BUILDING PRODUCT ECOSYSTEMS

Providing and building infrastructure and building products to support the growth of the city and its residents.

COMMUNITY SUPPORT

Supporting the growth of the city and its residents through various programs and initiatives.

Generations of Builders

From the early days of construction to the modern era, the Durst Organization has been a part of the city's growth.

Putting Down Roots

The Durst Organization's commitment to the city and its residents is a testament to its long history of service.



Beginnings

The Durst Organization's roots are in the early days of construction and development in the city.



The Durst Organization's commitment to the city and its residents is a testament to its long history of service.

YORK RARY

View facing north



View facing north

FLOORS 24-26



View facing southwest showing residential projects panels



Residential Expansion

Illustration depicting various stages in the history of New York City's residential expansion. See the text on the right for more information on the city's growth and development.

In 1898, the City of New York expanded its boundaries to include the five boroughs. This expansion led to a period of rapid growth, with the city's population increasing from 1.5 million to 3.5 million. The city's residential expansion was driven by a combination of factors, including the availability of land, the need for housing, and the desire for better living conditions.

Throughout the 20th century, the city's residential expansion continued, with the development of new housing projects and the construction of high-rise buildings. The city's residential expansion was also driven by the need for better living conditions, as the city's population continued to grow. The city's residential expansion was a result of a combination of factors, including the availability of land, the need for housing, and the desire for better living conditions.

View facing northeast



View facing east with models and video screens



View facing northwest with models



**CENTENNIAL EXHIBITION
NOW ON VIEW**

4 Times Square lobby
42nd Street and Broadway
New York City

Open daily from 9am-5pm
through November 18, 2015

Please note the exhibit is closed on:
Labor Day (Monday, September 7)
Rosh Hashanah (Monday, September 14)
Columbus Day (Monday, October 12)

www.durst.org



Exhibition
announcement



Centennial Celebration Event



The Durst
Organization

ONE WORLD
TRADE CENTER

 The Durst
Organization
1915-2015
CELEBRATING 100 YEARS

THE DURST BUILDING

Grand Floor

PLEASE
DO NOT
SMOKE
OR DRINK
ALCOHOL

Event attendees



Wendy Durst Kreeger
and Laura Kreeger



Architect David Rush



Douglas Durst -
opening remarks

LESSONS LEARNED

- Challenge to reuse exhibition materials
- Need for flexibility with evolving priorities
- Improve project planning to best determine all resources required



THANK YOU.

