

# Architectural Archives As Assets: Opportunities and Challenges for Companies

October 21, 2015

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Ryan Donaldson - The Durst Organization

Aliza Leventhal - Sasaki Associates

Tim Reddy - Robert A.M. Stern Architects

# Background

**The Durst Organization** – Real estate development company that builds, owns, and manages 15 million sq. ft. commercial & residential portfolio with 500+ employees based in New York, NY

**Sasaki Associates** 200+ landscape architects, architects, interior designers, planners, urban designers, graphic designers, civil engineers, strategies too developers, and support staff based in Watertown, MA

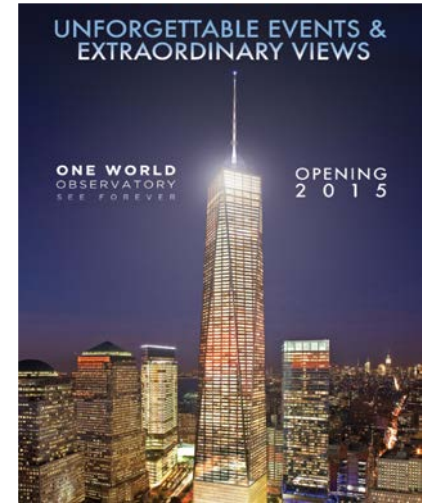
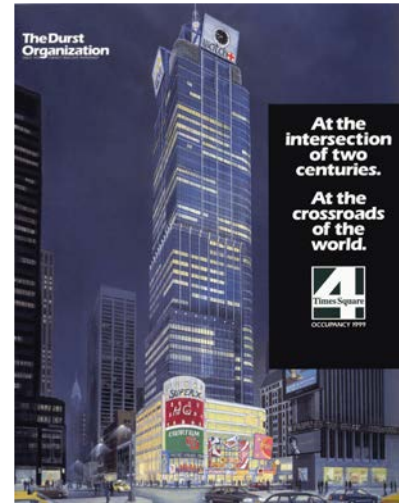
**Robert A.M. Stern Architects (RAMSA)** – 300+ architects, landscape designers, landscape architects, interior designers, product designers, planners, and support based in New York, NY

# Archival Theory and Practices in the Corporate Environment

- Primary objective is to serve business needs
- Everything is a project not a collection!
- Requests based on projects
- And for specific files/items
  - Rarely for browsing/general reference
  - Granular information needs
- Need flexible archival theory and arrangement
  - Digital preferred over physical (a lot more throwing away than you'd think)
  - Physical preservation is low priority - lack time for condition surveys
- Following the need of business determines conservation efforts
  - Research determines the arrangement/description
  - Proactivity is key - but a fine line to toe

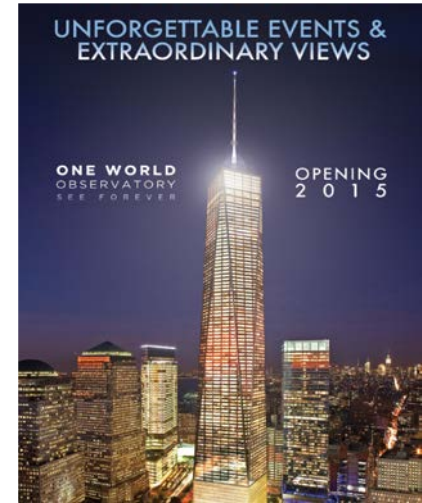
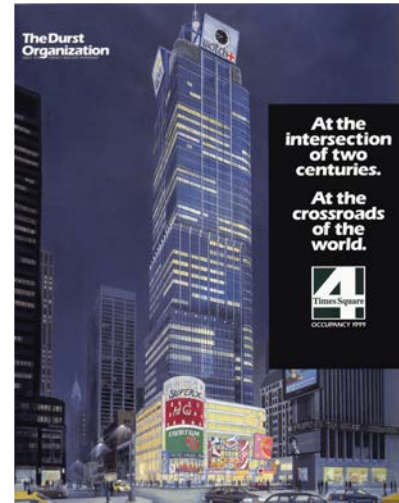


## Collect & Preserve & Make Accessible





## Collaborate & Research & Create



# Technology, Tools, and Resources

- Programs for creating records
- Programs for managing records
- Challenges of AutoCAD/Revit
- Information Technology/Information Services is your best friend/collaborator

# All the programs that create records

Microsoft Suite

Google Docs/Sheets/Slides

Smart Sheets

Adobe Suite

Autodesk AutoCAD

Autodesk 3DsMax

Autodesk Revit

Sketchup

Rhino

Piranesi

FormZ

V-Ray (for various programs)

Maxwell (for various programs)

Lumion (for various programs)

ESRI ArcScene

ESRI ArcMap

Rhino Grasshopper

Rhino Terrain

Ecotect

+ in-house built tools



smartsheet



esri



form-Z



SketchUp



# All the programs we use to manage them

Deltek Vision (Project Management)  
OpenText (Document Management)  
Newforma (Project Management)  
Smartsheet (Project Management)  
Collective Access (CMS)  
Inmagic DB/Textworks (CMS)  
Koha (OPAC)  
Inmagic Genie (OPAC)  
OpenAsset (DAM)  
Backupify  
In-house built tools



OPENTEXT



*koha*

backupify



INMAGIC®



smartsheet





Random Object



Photographs. One Bryant Park Progress Photos, 12 May 2009.

Recent changes

Changes to **objects** from September 23 - September 24 2015

- ▶ [Quinn Therriault edited "Life Affirming". Q&A with Amanda Kaminsky.](#) September 23 2015 at 16:13:25  
[More Info](#) ↕
- ▶ [Quinn Therriault edited "Life Affirming". Q&A with Amanda Kaminsky.](#) September 23 2015 at 16:13:05  
[More Info](#) ↕
- ▶ [Quinn Therriault edited "Life Affirming". Q&A with Amanda Kaminsky.](#) September 23 2015 at 16:12:37  
[More Info](#) ↕
- ▶ [Quinn Therriault edited "Life Affirming". Q&A with Amanda Kaminsky.](#) September 23 2015 at 16:11:49  
[More Info](#) ↕
- ▶ [Quinn Therriault edited Kings of Queens event publication.](#) September 23 2015 at 12:58:04

Recently created

Showing the last 11 **objects** created

September 23 2015 at 9:56:50

- ▶ [High5Games office space at One World Trade Center](#) - September 22 2015 at 18:02:24
- ▶ [Inside the Opening of the Last Major Parcel Along Bryant Park.](#) - September 22 2015 at 17:33:53
- ▶ [Brookfield Buys Office Condo Next to Manhattan West Project for \\$69.6M.](#) - September 22 2015 at 17:07:03
- ▶ [Manhattan's office market picks up steam.](#) - September 22 2015 at 16:54:19

Recently created

Showing the last 20 **object lots** created

- ▶ ["Mayor Bloomberg Announces Over \\$100 Million to Help Buildings Convert to Clean Heating Fuels" Press Conference Video.](#) [2012.L002] - September 21 2015 at 12:43:02
- ▶ [Historic Front Street Photographs By Cook+Fox Architects.](#) [2013.L031] - September 21 2015 at 10:56:22
- ▶ [Third Annual Battle of the Bees Photographs.](#) [2015.L065] - September 17 2015 at 12:49:51
- ▶ [EOS Skyline View Photographs.](#) [2015.L064] - September 16 2015 at 11:11:33



## One World Trade Center Photographs - SOM Co-Commission.

### PHOTOGRAPH

IDENTIFIER:  
2015.059.025

DATE:  
Oct 26 2014  
:

DATE:  
Oct 25 2014  
:

DATE:  
Oct 27 2014  
:

DATE:  
Oct 21 2014

DESCRIPTION:  
Collection of 19 images depicting One World Trade Center, including day and night views, hero shots, skyline, and interior lobby images.

PROVENANCE:  
Photography by James Ewing, October 2014. Final images uploaded to Durst Sharefile by SOM, 23 February 2015. Files downloaded by Ryan Donaldson, Durst Heritage and Information Services, 24 February 2015.

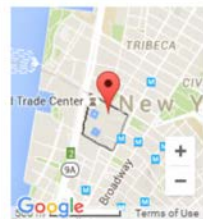
RIGHTS:  
Partial Rights- See NOTE

RIGHTS & RESTRICTIONS NOTE:  
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RELATED PEOPLE  
Skidmore, Owings and Merrill  
James Ewing

RELATED PLACE  
One World Trade Center

RELATED TERMS  
interior views  
exterior views  
skylines  
lobbies



PREV RESULTS (1/1) NEXT

Editing photograph:

Location: Digital → 2015

One World Trade Center Photographs - SOM Co-Commission. (2015.059.025)



Created 6 months 29 days ago by Ryan Donaldson

Last changed 4 months 7 days ago by Ryan Donaldson

Part of lot: 2015.L009

BASIC INFO

ADMINISTRATIVE INFO

ATTRIBUTES

RELATIONSHIPS

MEDIA

GEOREFERENCING

KEYWORDS AND LINKS

SUMMARY

ACCESS

LOG

Current location Edit Photograph Basic info

Save Cancel

Delete

Object identifier

2015.059.025

Object Title

One World Trade Center Photographs - SOM Co-Commission.

Date

Access

Status

Source

Contractor

Rights & Restrictions

Partial Rights-See NOTE

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Description

Collection of 19 images depicting One World Trade Center, including day and night views, hero shots, skyline, and interior lobby images.

# Durst Document Management System (DMS)



## **DMS**

- Objective: Centralize and organize company documents
- Benefits: OpenText software compatible with Windows file systems; full-text indexing; reduce information silos
- Challenges: Quality assurance for legacy content; achieving zone of adoption with all users; ensuring Durst standards are met with vendors and third-parties

# Engagement and Intervention

- Wearing many hats
- Collaboration
- Selling records management to all levels of the organization
- Standards implemented at the beginning of projects
  - Folder organization and file naming
- End of projects
  - Consistent checklist, punchlist, or close-out documents

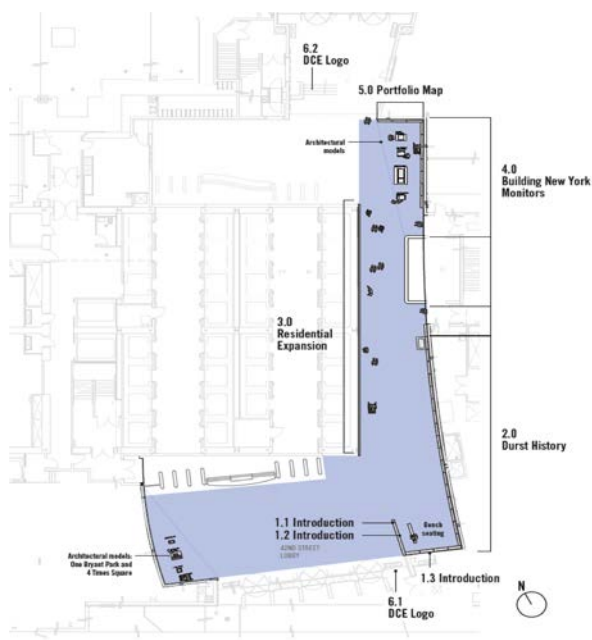
# Outreach Opportunities

- Internal
- External
- Task Forces
- Conferences



## **Durst Centennial Project**

- Goals: Raise awareness of company's heritage & achievements; marketing collateral & leasing tool; update the company image by promoting residential expansion
- Products: Centennial brand, Centennial book publication, exhibition curation, employee engagement events
- Collaboration with Exhibitology, Columbia University, Bjarke Ingels Group (BIG), New York Public Library, Shubert Archives, NYC Municipal Archives, New-York Historical Society, Museum of the City of New York



2.2\_gp01  
DS-1

2.1\_gp01  
DS-1

2.1\_gp01a  
DS-1

2.1\_gp01b  
DS-1

### ONE WORLD TRADE CENTER

Having 136 stories, One World Trade Center sets the standard for 21st century commercial design, construction, and strategy.

LEARN MORE: [one-world-trade-center.com](#)

7/15/2014  
10/15/2014  
12/15/2014

MAY 10, 2013  
The Durst Organization is proud to announce the completion of One World Trade Center, a landmark achievement for the company and the city of New York.

### RESIDENTIAL EXPANSION

“A CITY SHOULD PROVIDE A PLACE TO LIVE, A CHANCE TO WORK AND MEANS OF GETTING BACK AND FORTH.”

SEYMOUR DURST  
Chelsea Clinton News, March 27, 1986

In 2008, Joseph Durst acquired his first residential property at 7th Avenue and 85th Street. Over the decades, that initial acquisition has grown to a portfolio that will soon include over 3,400 residences on New York City apartment houses ranging from classic brownstones to historic landmarks to state-of-the-art high-rises.

Throughout the Company's residential portfolio, The Durst Organization has been a pioneer in sustainable design, construction, and management. The Durst Organization remains committed to developing the beautiful and fulfilling environments in which its tenants can live and grow. Joseph and Rose Durst began their real estate business with one simple idea: "Leave each place better than you found it" — a principle that remains to this day.

URBAN PROPERTIES

### SUSTAINABILITY

HENRY MILLER'S THEATRE RESTORATION

GREEN ROOFS INITIATIVE

BUILDING-WIDE ECO-SYSTEMS

RESIDENTIAL AND COMMERCIAL COMPOSTING

1973

1989





# S A S A K I

# RETRO- SPECTIVE DINUP



A BALANCE WITH...

In 1998, Harvard Grad retrospective exhibit...

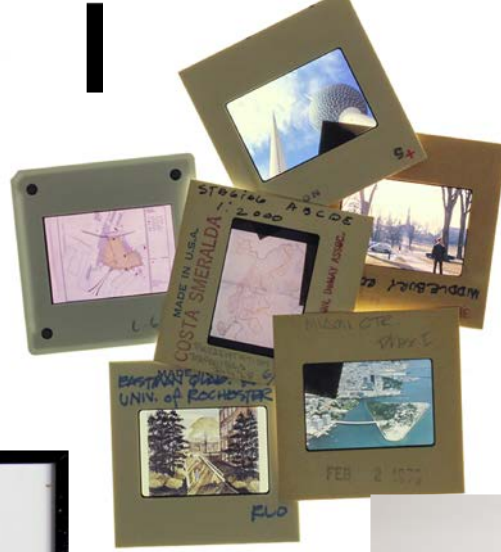
Among the featured projects, many have been successful. Some have been altered, for changing uses and needs, and others have their only traces remaining in our culture — and our memories. But none of these projects are obsolete. These have multiplied for...

Happy archives month

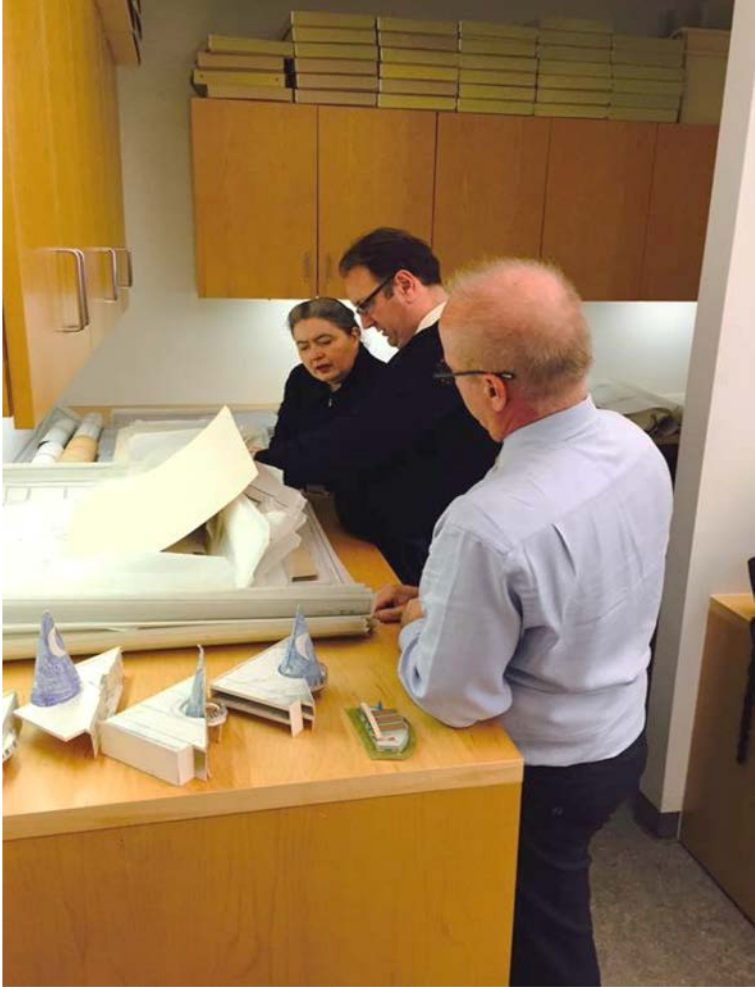


# S A S A K I

Blog posts



# RAMSA Office Viewings



## Concept Sketches from the RAMSA Archive

Andreea Cojocaru | Kaveri Singh

1/11/2013 00:54

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In 2005, RAMSA signed an agreement with Yale University to transfer the Robert A.M. Stern Archives to Yale. Since then, thousands of RAMSA drawings have made their way through the Archive Department for sorting. Prompted by an interest in our office's legacy of hand drawing, we took advantage of their temporary presence in our office to curate a collection of drawings we found compelling in their beauty as well as in their relevance to our creative process.

*How do we explore an idea in the early phases of a project?*

*What are the objectives that guide these investigations?*

*Where do our strategies come from?*



# RAMSA @ Academy of Arts and Letters



RAMSA

S A S A K I

