



June, 2019

Dallas Holocaust and Human Rights Museum Fact Sheet

The Dallas Holocaust and Human Rights Museum, currently under construction in the West End of Downtown Dallas, will be five times the size of the current Dallas Holocaust Museum and will dramatically expand the Museum's mission to teach the history of the Holocaust and advance human rights to combat prejudice, hatred, and indifference.

The new, state-of-the-art, 55,000-square-foot Museum will open to the public on September 18, 2019.

Under construction at 300 N. Houston St., adjacent to the Museum's current location, the Dallas Holocaust and Human Rights Museum will accommodate more than 200,000 visitors a year, half of whom will be school students. The current Museum hosts 87,000 visitors a year, half of whom are students, but reaches capacity many times during the school year.

The campaign to build the new Museum is \$73.5M, and \$78M has been raised to date. The funding covers the cost of the land, facility and exhibition creation, facility and education endowments, campaign expenses, transition funding, and the new addition of a *Dimensions in Testimony Theater*.

Dimensions in Testimony was created by the USC Shoah Foundation. It uses cutting-edge technology that combines high-definition recording, voice activation, and holographic imagery to create an interactive, 3-D educational experience between visitors and genocide Survivors.

This technology and interactive educational experience will set us apart from other Museums and will ensure that even after our Survivors have passed away, generations to come can interact with a Survivor and ask questions, hear responses, and learn from his or her experiences.

For generations to come, our visitors will be able to have an intimate experience with an eyewitness to the Holocaust or other genocides, which will make the history of these state-sponsored campaigns of hate and murder more real and permanent in the minds of Museum visitors.

The capital campaign will enhance educational programming, allow the Museum to host additional special exhibitions, fund additional teacher training courses, offer more scholarships for economically challenged students, and ensure the Museum's long-term financial stability.

The Dallas Holocaust and Human Rights Museum will be unique among the nation's 21 Holocaust-related Museums by not only expanding its examination of the Holocaust using more than 100 video testimonies from Dallas-area Survivors, but with new, in-depth, technology-enriched exhibitions on other genocides, human rights, and America's own journey for civil rights.

Modern, immersive, and interactive technology will captivate visitors throughout the Museum's three floors, which will include a 250-seat Cinemark NextGen Theater, two classrooms, a temperature-controlled library and archives, named the Helen and Frank Risch Family Library & Archives, and a reflection and memorial area for visitors. A \$10 million gift from Ann and Nate Levine of Dallas will create the Ann and Nate Levine Family Center for Education on the first floor of the new Museum.

The heart of the new Museum will be its three core exhibitions: 1). The Shoah/Holocaust; 2). Human Rights and Genocides; and 3). Pivot to America.

The new Dallas Holocaust and Human Rights Museum will investigate the causes, aftermath, and lessons learned from the Holocaust while exploring modern-day genocides and the evolution of human and civil rights in the United States. It aims to inspire a community to be more sensitized and empowered to respond with positive actions to the moral and ethical issues relevant today.

OMNIPLAN Architects of Dallas designed the new building; the permanent exhibition is the creation of Berenbaum Jacobs Associates, under the stewardship of Michael Berenbaum, the former Project Director of the U.S. Holocaust Memorial Museum on the Washington DC Mall; the General Contractor is Austin Commercial.

CLICK HERE to watch a video about the new Museum:

Video: <https://www.youtube.com/watch?v=1XBW4L-7fA8>

CLICK HERE to view a brochure on the new Museum:

Brochure: <http://dallasholocaustmuseum.org/content/7-new/brochure.pdf>

Current Museum Address: 211 N. Record Street, Suite 100, Dallas, TX 75202-3361

Current Museum will close July 31, 2019

New Museum Name & Address: Dallas Holocaust and Human Rights Museum, 300 N. Houston Street, Dallas, TX 75202-3361

Construction Start: October 2017

New Museum Opening: September 18, 2019

Capital Campaign Goal: \$73.5 million

A \$10 million gift from Ann and Nate Levine of Dallas will create the Ann and Nate Levine Family Center for Education at the new Museum.

Square Footage & Floors: 55,000 square feet and 3 floors (current size: 11,000 square feet)

About Dallas Holocaust and Human Rights Museum:

The mission of the Dallas Holocaust and Human Rights Museum is to teach the history of the Holocaust and advance human rights to combat prejudice, hatred, and indifference. The Museum's educational and cultural programs have a profound effect on people of all ages. In 2017, over 87,000 visitors toured the current Museum. Thousands of others attended Upstander Speaker events, film screenings, Civil Discourse Panel discussions, and "Lunch and Learn" gatherings. Our exhibitions and programs convey the lessons of the Holocaust, including the horrors brought on by unchecked discrimination and deep-rooted hatred, which led to the attempted annihilation of the Jews and the systematic persecution of others. Construction is underway on a state-of-the-art, 55,000-square-foot permanent home in the historic West End—the Dallas Holocaust and Human Rights Museum. Visitors will experience a deeper immersion into human and civil rights, their centrality to our democracy, and their vital importance in preventing events such as the Holocaust from happening again. The new Museum is one of only 21 Holocaust-related Museums in the nation and the only one serving North Texas, Oklahoma, Arkansas, and Louisiana. More information: DallasHolocaustMuseum.org or call (214) 741-7500.

New Museum Features:

First Floor –

The Ann and Nate Levine Family Center for Education

An Open, Spacious Lobby welcomes student groups and visitors where they may congregate before and after their tour through the Museum.

State-of-the-Art Theater, a 250-seat Cinemark NextGen Theater with a 50-foot screen will provide a space for the Museum's many events, including hosting Upstander speakers, Civil Discourse panels, and film screenings.

The Special Exhibition Gallery will feature rotating exhibits that draw on the Museum's own collections, as well as relevant traveling exhibitions from leading institutions around the world. These special traveling exhibitions are intended to enhance and complement the Museum's permanent exhibitions and artifacts.

The Museum Bookstore will feature thought-provoking, informative, and inspiring books, posters, videos, and other content about the Holocaust and issues related to human rights. The store will also feature many keepsake items for visitors to remember and cherish their Museum experience.

Classrooms will be available to visiting school groups that wish to discuss their experiences at the Museum in greater detail and for expanded educational opportunities, such as the Law Enforcement and Society ("LEAS") training. The classrooms will also be used for special educational seminars for teachers looking to incorporate the Holocaust and human rights into their curriculum.

The Museum Courtyard is an outdoor oasis where guests can pause for personal reflection and groups can gather to discuss their thoughts and

emotions after touring the exhibitions. The courtyard will also provide a much-needed green space of peace and tranquility in an urban setting. When the Museum is closed, this lovely outdoor space will be available for receptions and private functions.

Orientation Theater, where the tour begins, presents a film for students and visitors that asks fundamental questions: “Why should I care about people in faraway places? Why should I get involved? Why should I raise my voice?” Students will then ascend to the third floor to experience the permanent exhibition.

Second Floor – Executive Wing

Staff Offices and conference rooms are housed on this floor.

The temperature-controlled **Helen and Frank Risch Family Library & Archives** will give students and researchers the tools to perform independent research and interact with the Museum’s vast and growing collection of books and artifacts. The archival space will be climate-controlled, ensuring artifacts are preserved for future generations.

The **Outdoor Terrace** will be available for school group meetings, receptions, and private functions. The Outdoor Terrace will also be reserved for future expansion space.

Second floor of the state-of-the-art Cinemark NextGen Theater.

Dimensions in Testimony Theater

Dimensions in Testimony was created by the USC Shoah Foundation. It uses cutting-edge technology that combines high-definition recording, voice activation, and holographic imagery to create an interactive, 3-D educational experience between visitors and Genocide Survivors.

Third Floor – Holocaust/Shoah Wing

The Shoah/Holocaust Wing is the first major exhibition space that visitors will enter. The organizing principle for this exhibition is geographic. Maps and creative installations based on geography and history will proliferate throughout the exhibition. In addition, there is a powerful chronological undercurrent that allows for a seamless narrative to unfold. While this exhibition will be comprised of 17 distinct exhibitions, several of the major exhibitions are described below:

Germany: This area will be a visceral exposé on Hitler’s worldview. A huge sculptural book will graphically highlight quotes from *Mein Kampf* and Hitler’s

other writings. Visitors will see a floor-to-ceiling model of the Brandenburg Gate, replete with German flags, the swastika, and other Nazi paraphernalia. This wing is resplendent with enriched technology and more than 100 testimonies of DFW-area Survivors. The geographic-oriented focus, rather than a strictly linear presentation, makes this gallery unique among U.S. Holocaust-related institutions.

Poland: Visitors will be transported to Poland, home of the largest and most vibrant pre-war Jewish community. Stories of hiding and rescue, partisan and spiritual resistance, life in the Jewish ghettos, and the Warsaw Ghetto Uprising, will be told. The Dallas Holocaust Museum was the first American museum to bring to the United States an authentic railcar used to transport Jews. In the new Poland exhibition, the authentic WW II-era boxcar will be the seminal artifact of the Holocaust/Shoah Wing. To enter the next space, guests must physically enter through the boxcar and listen to testimony from local Holocaust survivors and liberators.

The Killing Center: Visitors will enter the killing center exhibition upon exiting the railcar. A collection of suitcases will be suspended from the ceiling, representing the chaos of the deportation process. Along the wall will be a section devoted to each of the six killing centers, or “death camps,” with maps and explanations.

Liberation is the final section of the Shoah/Holocaust Wing and will juxtapose the joy of the victorious Allies with the bittersweet experience of Survivors.

The Human Rights Wing

The Human Rights Wing is the second of the three main exhibition spaces and will highlight the need for documenting and defining what happened during the Holocaust and the steps taken toward preventing anything like the Holocaust from ever happening again.

The Nuremburg Trials Gallery will illustrate the world’s desire to build the scaffolding of universal justice as Nazi war criminals were put on trial instead of being immediately declared guilty and executed.

The Human Rights Gallery will feature a Greek portico, which inspired René Cassin to give the Universal Declaration of Human Rights its structure. Together with Eleanor Roosevelt, they based the Declaration on four foundations: dignity, liberty, equality, and brotherhood.

The Genocide Gallery will introduce Dr. Gregory Stanton’s “Ten Stages of Genocide” model. Used by Holocaust organizations across the world, the model not only educates audiences on how genocide begins, but it also emphasizes prevention. This exhibition will present 10 distinct genocidal events, giving visitors a deeper understanding of the progression of genocide and how one can identify its early warning signs.

Pivot to America Wing

American Ideals, Reality, and Repair Gallery is the final main exhibition space. It will examine the greatest experiment in freedom, equality, and human rights that civilization has yet produced—the United States of America. Visitors will pass through a gateway called “Pivot to America,” which will showcase documents produced at the nation’s founding. Four immersive, interactive, and technology-enriched media stations on major events in American history, from slavery to the Native American experience to civil rights to LGBT rights, will present the ongoing struggles of American citizens throughout time. Visitors will explore our own nation’s inspirational ideals and our citizens’ responsibility to participate actively in the ongoing process of living up to these ideals, thus creating a more humane society. Throughout this exhibition, visitors will learn about Upstanders, people who have stood up against injustice and made a difference in the world.

The Beyond Tolerance Theater will provide visitors the opportunity to explore their own attitudes and biases through touchscreen interactive technology. Visitors will be inspired to acknowledge their own biases and confront bigotry in all its forms by standing up against injustice and speaking out against intolerance in their own lives.

The Call to Action Gallery will encourage visitors to become Upstanders by providing channels to make an initial commitment to getting involved in an altruistic activity through one or more organizations that have made a difference and whose missions visitors may choose to embrace.

The Reflection and Remembrance Gallery will cap off a powerful tour through the exhibition by providing a quiet, cathartic space for silence and discussion, where students, teachers, and other visitors can talk about the impact that the exhibition had on them and how each of us can take steps to becoming Upstanders. This room will also house the original memorial items created by the Museum’s founders.

Annual Visitors:

Projected overall total of 200,000
Projected student visitor total of 100,000

Design & Construction Team:

Architect, OMNIPLAN
Exhibition Design, Berenbaum Jacobs Associates
Fabricators, Pacific Studios
General Contractor, Austin Commercial
Media Design, Cortina Productions

Timeline of Major Milestones – Dallas Holocaust Museum

- 1977** First meeting of Holocaust Survivors in Dallas. The goal of the organization was to provide support for their experiences during the Holocaust. A remembrance monument and education program was proposed.
- 1984** The Dallas Memorial Center for Holocaust Studies opened in the basement of the Jewish Community Center.
- 2005** The Dallas Holocaust Museum/Center for Education and Tolerance opened at 211 Record Street to broaden its message and make it more accessible to the greater community.
- 2013** A \$1M gift from Candy and Ike Brown launched the **Silent Phase of “Building a Foundation of Hope” Capital Campaign.**
- 2015** Mission expanded: To teach the history of the Holocaust and advance human rights to combat prejudice, hatred, and indifference.
- 2016** **Capital Campaign** began its Public Phase in October 2016 with gifts totaling \$41 million, including a \$10 million gift from Ann and Nate Levine of Dallas.
- 2017** **Groundbreaking and Survivors Dedication Ceremony** on October 10th initiates construction.
- 2018** **Topping Out Ceremony** for the Dallas Holocaust and Human Rights Museum on June 13th features Survivors of the Holocaust and the Cambodian, Burundian, and Rwandan genocides.
- 2019** **September 18, 2019**, the Dallas Holocaust and Human Rights Museum will open to the public.