

National Veterans Memorial and Museum Designed by Allied Works Opens October 27, 2018

First Nationally Designated Institution Dedicated to Honoring Veterans, NVMM Celebrates and Reflects upon Concept of Service through Its Architecture, Landscape, Exhibitions, and Programs



National Veterans Memorial and Museum. Photo by Jeremy Bittermann.

New York, NY – October 24, 2018 – The first national institution dedicated to honoring U.S. veterans and celebrating their service opens the doors to its home, designed by Allied Works Architecture, on October 27, 2018. Neither a war memorial nor military museum, the National Veterans Memorial and Museum (NVMM) is a civic and cultural institution that seeks to interweave the role of veterans and the act of service within a broader national context. Located in downtown Columbus, Ohio, the new 53,000-square-foot building unites architecture and landscape in one gesture as it creates an iconic, new civic space to tell the story of veterans on an individual and collective level.

“It has been an immense privilege to help realize the vision of late Senator John Glenn in the creation of our country’s first museum dedicated to service,” said Brad Cloepfil, founding principal of Allied Works. “Our design for the museum and memorial helps to articulate the intention of this new institution through its very form, transforming the land itself into a monument to service and into a community gathering place fostering conversation and commemoration.”

Sited on seven acres of land along the banks of the Scioto River, the design of NVMM integrates and lifts the landscape into a sculpted ceremonial space, forming a processional that culminates in a rooftop sanctuary and amphitheater. Intersecting bands of structural concrete, arranged in three concentric rings, give form to the museum and bind the building to the site, holding the exhibitions. Interactive installations inside the museum convey the shared and individual experience of veterans and offer a glimpse of American military service around the world.

“The National Veterans Memorial and Museum will be a crucial touchpoint for the nation through its mission to honor, connect, inspire, and educate visitors about the service and sacrifice of Veterans,” said Lieutenant General Michael Ferriter, U.S. Army (retired), who serves as President and CEO of the NVMM. “When Veterans return home, they join communities as innovative leaders and team players who want to accomplish the next mission. In its design and program, the NVMM seeks to inspire reflection and remembrance, catalyze nostalgia into action, and amplify civic participation.”

The NVMM is designed as a gathering space for commemorative and civic events as well as a home to a full program of installations and exhibitions. Visitors approach the main entry plaza through a forecourt and pass between two structural concrete arches as they enter the building. Within, the lobby connects to a Great Hall, providing views to the river and downtown, as well as a space for gathering and orientation.

A series of light-filled galleries organized along the building’s perimeter bring visitors on a narrative journey that explores core moments of the veteran experience. Designed by Ralph Applebaum Associates, the exhibits provide a thematic look at the experience of transitioning from a civilian, to a member of the armed services, to a veteran reentering civilian life, as they carve a chronological and thematic path of key historic moments in American history. The galleries lead to a double-height Service and Citizenship Gallery, which reflects one of the foundational pillars of the institution “to inspire visitors to serve their community and nation.”

At the upper level, the Remembrance Gallery and Rooftop Sanctuary reconnect visitors to the exterior and the Columbus skyline. Defined and held by the circular form of the building’s green roof, the Sanctuary provides a place for quiet contemplation as well as ceremonial events for the community. Throughout the museum, views of the Scioto River and of the surrounding Memorial Grove, designed by landscape architect OLIN, encourage moments of pause and reflection.

“The National Veterans Memorial and Museum will be a premier destination, featuring an iconic design with meaningful exhibition programs,” said Guy V. Worley, president and CEO of the Columbus Downtown Development Corporation (CDDC), the organization responsible for managing the NVMM project. “With almost 21 million Veterans alive today, the NVMM will serve as a civic landmark to honor, connect, inspire, and educate visitors and Americans about the service and sacrifice of the country’s Veterans and their families.”

About Allied Works

Allied Works is a 40-person practice led by Brad Cloepfil from offices in Portland, Oregon, and New York City. Guided by principles of craft and innovation, Allied Works creates designs that resonate with their specificity of place and purpose. The firm’s practice is grounded in the belief that architecture provides meaningful new insight into its surrounding physical and ideological landscapes. Using a research-based approach, Allied Works distills the elemental principles that drive each of their projects and transforms these into material, shape, and structure—architectural designs that engage public imagination and amplify a city’s cultural legacy.

Founded in 1994, Allied Works is widely recognized for its cultural projects, among them the Museum of Arts and Design in New York; the Clyfford Still Museum in Denver, Colorado; the Contemporary Art Museum St. Louis; Seattle Art Museum; the University of Michigan Museum of Art; Booker T. Washington High School for the Performing and Visual Arts in the Dallas Arts District; and the Schnitzer Center for Art and Design at the Pacific Northwest College of Art in Portland, Oregon. Allied Works has also designed and completed private residences, offices, commercial projects and creative workspaces, such as: the design of Wieden + Kennedy Agency, which radically transformed a historic warehouse in Portland's Pearl District into a world headquarters that has become a benchmark for adaptive reuse and workplace architecture; the Dutchess County Estate in Stanfordville, New York; and Pixar Animation Studios in Emeryville, California.

The studio recently marked the completion of Eleven Madison Park, the iconic three Michelin starred restaurant in New York, NY; Uniqlo City, the international headquarters and flagship creative studios of Fast Retailing in Tokyo, Japan; and Studio Bell, home of the National Music Centre of Canada, in Calgary, Alberta. Major current projects include the expansion of Providence Park Soccer Stadium, home to the Portland Timbers (MLS) and Thorns (NWSL) in Portland, Oregon, a new School of Art building for Pratt Institute in Brooklyn, NY, and the U.S. Embassy compound in Maputo, Mozambique.

About the National Veterans Memorial and Museum

With nearly 21 million living veterans in the United States, from the Greatest Generation to recent heroes coming home from Afghanistan and Iraq and all who served in peace and war, the time for America to remember and to honor its veterans is now. Opening October 27, 2018, in Columbus, Ohio, the National Veterans Memorial and Museum (NVMM) celebrates and pays tribute their service and sacrifices by telling individual stories and shared experiences of veterans throughout history. History will be presented in dynamic, participatory installations, with photos, letters and personal effects, multi-media presentations, and interactive exhibits. Together, these elements will link our national story to the larger context of world events since our country's earliest days, and will demonstrate the importance of individuals in shaping our history.

On June 21, 2018, The National Veterans Memorial and Museum Act, which designates the Veterans Memorial and Museum in Columbus, Ohio, as the National Veterans Memorial and Museum, was signed into law by President Donald J. Trump. The bipartisan bill was initiated by Congressman Steve Stivers (U.S. House Ohio 15) and Congresswoman Joyce Beatty (U.S. House Ohio 3) and unanimously passed the House of Representatives in November 2017. Senators Rob Portman (U.S. Senate Ohio) and Sherrod Brown (U.S. Senate Ohio) cosponsored the legislation in the Senate, which passed it on June 6, 2018.

The Columbus Downtown Development Corporation has served as project manager for NVMM, raising the funds, leading the design, construction, and opening efforts. While the opening of the museum is the first step, future plans for an educational online curriculum and an interactive, virtual tour experience will be key priorities moving forward. For more information, please visit www.nationalvmm.org.

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