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Program Research Exhibit  
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## **PRECEDENT STUDY**

Several current projects serve as precedents for the Institute for Cultural Perspectives (ICP). They are unique in the way they inform the development of the ICP; instead of representing the ideal architectural typology (museum, school, church), these examples share similar goals and values with the Institute. A precedent project can act as a successful (or unsuccessful) example of what has been built in the past. Presumably, if it worked before, under the right conditions it could work again.

Three projects, the Goethe-Institut, the Carter Center, and MercyCorps, will be investigated to understand who they are, what they do, and why they work. Additionally, in the same vein as most precedent studies, their headquarter facilities will be analyzed to help determine the most appropriate building uses for the ICP. What spaces do they have? How big are they? What are they used for? See Appendix A for a brief description of thesis project.

### **Goethe Institut, Munich, Germany**

Founded in 1951, the Goethe Institut was built on the principles of promoting German language, culture, society, and politics to the world. With 142 institutes in over 80 countries, the Institut offers extensive programs to students and teachers world-wide through on-site classes, publications, and a comprehensive website.

The head office in Munich coordinates all activities and sections of the network. Specifically, it oversees programs in **A)** the Arts, ranging from German architecture to ballet and music, **B)** Society, like contemporary history, philosophy, and sports, and **C)** Knowledge, promoting learning through the use of libraries and the internet, and by offering tips on studying, etc.

Additionally, the Institut has a strong language program. Centers have been established globally to test how much German, if any, students know before they begin; these centers then teach the language at the appropriate level; and finally, they provide a forum for students to practice with other German speakers. The Institut's website claims

they are the world's largest provider of German courses, serving 175,000 learners every year.

Current projects going on through the Goethe Institut include *musikFabrik*, which celebrates modern, classical music and hosts concerts in Europe and South America and *Giving Migrants a Voice*, an audio archive project documenting the stories of Muslim immigrants settling in Germany.

The Goethe-Institut operates on an overall budget of approximately €278 million. Funding comes from a variety of sources, including yearly grants from the German Foreign Office and the German Press Office.

### Carter Center, Atlanta, Georgia

Established by President and Mrs. Jimmy Carter, the Georgia-headquartered Carter Center is devoted to improving the quality of life for people all over the world. The mission statement reads:

*“The Carter Center, in partnership with Emory University, is guided by a fundamental commitment to human rights and the alleviation of human suffering; it seeks to prevent and resolve conflicts, enhance freedom and democracy, and improve health.”*

Several admirable qualities of the Center include its expectation that people *can* successfully foster change in their lives when provided with the necessary skills, knowledge, and access to resources. It also factors in the possibility of failure as an ‘acceptable risk’, yet addresses difficult global problems fully and with little hesitation.

In common with the Institute for Cultural Perspectives, the Center is firmly associated with a long-established university. This relationship allows resident experts and fellows from Emory to collaborate seamlessly with the Center in developing connections with other world leaders and nongovernmental organizations, both locally and abroad. With over 150 employees, the Carter Center has stations in Africa, South America, Eastern Europe, and Central America.

The main facility is located in a 35-acre park approximately two miles from downtown Atlanta. The complex houses offices, a non-denominational chapel, conference facilities, and the Jimmy Carter Library and Museum. The building can

receive visitors by appointment only, however the extensive gardens are open to the public year-round.

Private individual, foundation, and corporate donations, together with multilateral development assistance programs, support the current annual operating budget of \$36 million. The two main programs this funding goes to are the Peace and Health Programs.

The Peace Program covers a broad range of relief endeavors, including human rights, conflict resolution, and sustainable development in third-world countries. Helping establish international election-observation standards, fighting corruption by supporting access to information laws in Latin America, and developing web-based devices to help citizens understand the political influence of media on elections in America are some current initiatives the Center is involved in.

In terms of Global health, the Carter Center is currently focused on offering assistance in some of the world's most impoverished and forgotten communities. The Center recognizes many of the world's most severe afflictions are preventable with proper education and access to the services they need. Improved sanitation and hygiene measures are being taken in Ethiopia, where over 200,000 latrines have been installed since 2004; river blindness, which is affecting people in Latin America and Africa, is being addressed through the issuing of medication; and more than 4 million small-scale farmers in 15 Sub-Saharan African countries have learned improved agriculture techniques, increasing local production, providing more for their families, and jump-starting local economies.

These are examples of tangible, achievable, visible change.

### MercyCorps, Portland, Oregon

MercyCorp, setting a local example, asks the question “When you look at the world, what do you see?” They see people with the **potential to overcome** natural disasters, conflicts, chronic poverty, and instability. Their numbers are impressive: for over 25 years they have provided \$1 billion in assistance in over 80 countries. Headquartered in Portland, MercyCorps supports 3,200 staff in offices all over the world. Their motto: communities recovering from war or social upheaval must **be the agents of their own transformation** for change to endure. They facilitate this by empowering

people to identify their own goals, raise their own resources, and implement their own programs, building hope, confidence, and a skill base to draw from during continued development. The core values of the agency (taken from the MercyCorps website) are powerful ideals eloquently written:

- 1) We believe in the intrinsic value and dignity of human life.
- 2) We are awed by human resilience, and believe in the ability of all people to thrive, not just exist.
- 3) Our spiritual and humanitarian values compel us to act.
- 4) We believe that all people have the right to live in peaceful communities and participate fully in the decisions that affect their lives.
- 5) We believe that human imagination and energy can inspire innovative solutions to any problem, no matter how intractable.
- 6) We believe that it is our duty to be effective stewards of the financial resources entrusted to us.

Areas around the world MercyCorps is involved in include Africa (Eritrea, Ethiopia, Liberia, Niger, Somalia, Sudan, Uganda, Zimbabwe), Latin America (Colombia, Guatemala, Honduras, Nicaragua), Balkans (Bosnia and Herzegovina, Kosovo, Serbia), Caucasus (Azerbaijan, Georgia), Central Asia (Kyrgyzstan, Tajikistan, Uzbekistan), East Asia (China, East Timor, Indonesia, Kiribati, Mongolia, North Korea), Middle East (Iran, Jordan, Lebanon, West Bank/Gaza), North America (Gulf Coast Response, Mercy Corps Conflict Management Group, Mercy Corps Northwest, Global Envision), and South Asia (Afghanistan, India, Nepal, Pakistan, Sri Lanka).

These are the places of intolerable circumstances. Are the names recognizable? Not always. That's the problem the ICP intends to address: instigate change by announcing silent disasters to the world. I believe more people would act if they knew there was a crisis. By connecting a face with a story, the issues become more tangible. When inexcusable suffering is exposed, the burden can be shared or relieved more quickly.

Others think the same way. Donations for 2005 alone total a record-breaking \$185 million. Contributions stream in from familiar sources: individuals, corporations and foundations, plus government grants and material aid. More than 90% of these funds

go directly to the programs (with the other 10% covering administrative costs). See Appendix B for a complete summary of each precedent.

How can the examples described above inform the Institute for Cultural Perspectives? One aspect they all seem to have in common is the idea of respecting, even celebrating, and empowering the countries they support. The Goethe Institut accomplishes this in a very direct way by teaching German language and culture *exclusively*. Their mission is highly commendable because it opens the line of global communication by offering their behaviors, beliefs, and traditions for *all* to participate in. Additionally, by establishing not one or two but 129 satellite centers around the world, plus an interactive, information-dense website, the German culture is accessible to all *immediately* without ever stepping foot in Germany.

The Carter Center provides a state-of-the-art facility in Atlanta to host meetings and conventions with leaders from all over the world. Following the theory “if you build it, they will come,” the Center acts as a neutral vehicle for nations to come together for peace- and relief-promoting initiatives. By offering an open-door forum where leaders can communicate, the Center provides a framework for countries to instigate their own growth, development, and change.

MercyCorps dives in where relief is needed most, backed by an abundance of funding and solid core principles that all humans can be empowered to thrive with dignity, participate in their own policy-making, and inspire their own innovative solutions. Again, MercyCorps has the humility, insight, and grounding to provide others with enough training and access to resources to derive their own results.

It has not been possible to acquire specific facility details in terms of what spaces these precedents have and how those spaces support their overall missions. Outlined in Appendix C is an initial bubble diagram of what spaces the ICP may have, taking into consideration the limited facility information available and the type of work conducted at each headquarters.

## **Appendix A: Brief introduction to my architectural thesis topic**

The Institute for Cultural Perspectives is an international cultural center where social communities world-wide can present their history, traditions, and values in the interest of public knowledge and cultural preservation. Headquartered in Las Vegas, Nevada on the UNLV campus, the ICP seeks to foster understanding between cultures through:

- a) Education:** Teaching with exhibited artifacts, interactive displays, performances, lectures, etc;
  
- b) Research:** Providing the infrastructure and funding for anthropologists from all over the world to develop, document, and share their cultural interests and travel observations; and
  
- c) Outreach:** Promoting local and global endeavors in the humanities

**Appendix B: Comparison Matrix of Precedents**

	<b>Goethe Institut</b>	<b>Carter Center</b>	<b>MercyCorps</b>
<b>FOUNDED</b>	1951	1982	1979
<b>HEADQUARTER LOCATION</b>	Munich, Germany	Atlanta, Georgia	Portland, Oregon
<b>HEADQUARTER SIZE</b>	Information unavailable	Information unavailable	(+/-) 57,000 SQFT
<b>HEADQUARTER SPACES</b>	Information unavailable	Administrative & event/function	Administrative & learning/training
<b>PARTNERSHIPS</b>	N/A	Emory University	N/A
<b>ANNUAL BUDGET</b>	\$370,490,807	\$36,000,000	\$185,149,618
<b>VALUES/OBJECTIVES</b>	<p><b>a)</b> Promotes the study of the German language abroad; <b>b)</b> Encourages international cultural cooperation;</p> <p><b>c)</b> Conveys an all-round image of Germany by providing information on its culture, society and politics</p>	<p><b>a)</b> Emphasizes action and results, prepared to take timely action on important and pressing issues;</p> <p><b>b)</b> Does not duplicate the effective efforts of others;</p> <p><b>c)</b> Addresses difficult problems and recognizes the possibility of failure as an acceptable risk;</p> <p><b>d)</b> Is nonpartisan and acts as a neutral in dispute resolution activities;</p> <p><b>e)</b> Believes that people can improve their lives when provided with the necessary skills, knowledge, and access to resources</p>	<p><b>a)</b> We believe in the intrinsic value and dignity of human life; <b>b)</b> We are awed by human resilience, and believe in the ability of all people to thrive, not just exist; <b>c)</b> Our spiritual and humanitarian values compel us to act; <b>d)</b> We believe that all people have the right to live in peaceful communities and participate fully in the decisions that affect their lives; <b>e)</b> We believe that human imagination and energy can inspire innovative solutions to any problem, no matter how intractable; <b>f)</b> We believe that it is our duty to be effective stewards of the financial resources entrusted to us</p>
<b>PROGRAMS</b>	<p>Provides the opportunity for others to <b>a)</b> Learn German language; <b>b)</b> Teach German language; <b>c)</b> Learn about German culture (arts, society, knowledge)</p>	<p>Is dedicated to <b>a)</b> preventing and resolving conflicts; <b>b)</b> enhancing freedom and democracy; <b>c)</b> improving health</p>	<p><b>a)</b> Emergency relief services that assist people afflicted by conflict or disaster; <b>b)</b> Sustainable economic development that integrates agriculture, health, housing and infrastructure, economic development, education and environment, and local management; <b>c)</b> Civil society initiatives that promote citizen participation, accountability, conflict management and the rule of law</p>
<b>LOCATION OF PROGRAMS</b>	<p><b>a)</b> <u>129 institutes abroad</u> provide information on the culture, language and other general aspects of Germany;</p> <p><b>b)</b> <u>13 institutes in Germany</u> to attend language courses and sit exams;</p> <p><b>c)</b> <u>Goethe Forum in Germany</u> brings world culture to Germany, thus encouraging the international cultural debate;</p> <p><b>d)</b> <u>Head office in Munich</u> coordinates all activities and sections of the network</p>	<p><b>a)</b> Africa; <b>b)</b> South America; <b>c)</b> Eastern Europe; <b>d)</b> Central America</p>	<p><b>a)</b> Africa; <b>b)</b> Latin America; <b>c)</b> Balkans; <b>d)</b> Caucasus; <b>e)</b> Central Asia; <b>f)</b> East Asia; <b>g)</b> Middle East; <b>h)</b> North America; <b>i)</b> South Asia</p>
<b>METHODS OF OUTREACH</b>	<p>Education - in class settings, on-line, and through send-home publications</p>	<p>Working "in the field" where aid is needed and hosting world leaders for international conferences (in Atlanta)</p>	<p>Working "in the field" where aid is needed most</p>

## APPENDIX C: Schematic Headquarter Facility Spaces

### Education

- Exhibit/flex space for artifacts and social functions
- Large performance hall & theater
- Lecture Hall
- Outdoor amphitheater

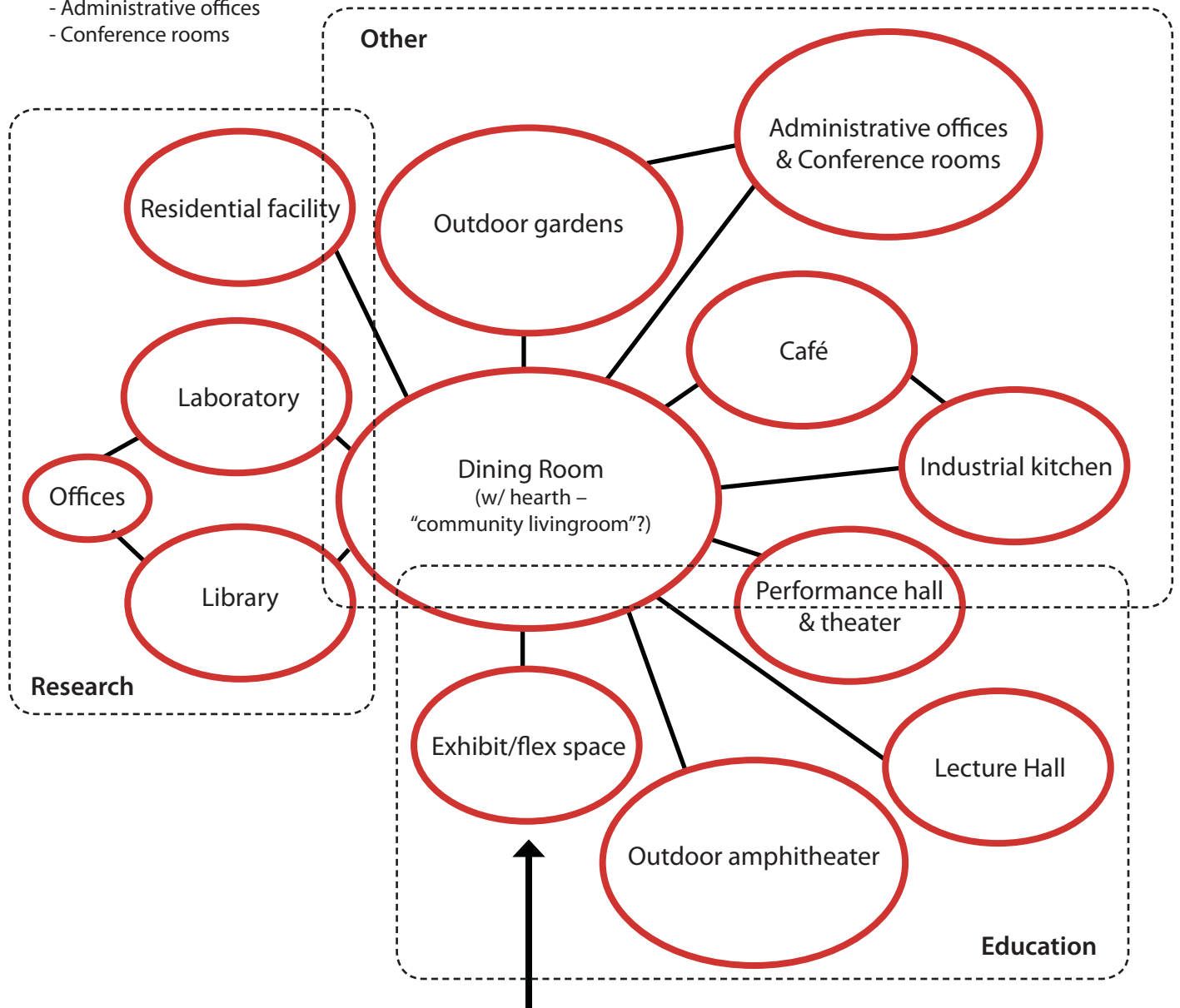
### Research (scholar component)

- Laboratory
- Library
- Offices
- Residential facility for visiting anthropologists

### Other

- Café
- Dining Room (w/ hearth – community living room?)
- Industrial kitchen
- Outdoor fruit, vegetable, and dessert landscape gardens
- Administrative offices
- Conference rooms

***Food is one major thing we all have in common.  
We invite people over for meals, offer food as gifts,  
and prepare traditional recipes together.  
Food unites us.***





## **Works Cited**

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