

New Village Awards Program

An annual Village Awards Program has recently been formed by the Board of Trustees of the Society. The program has been created to honor any person, place, or thing located within Greenwich Village that has, by its vitality, charm, longevity, beauty, or social usefulness, contributed to the quality of Village life.

An Awards Committee, headed by Board Vice-President James Stewart Polshek, is in the process of formation. It includes Board members Richard Barnett, Julie Rinaldini

and Judith Stonehill; former Executive Director Regina M. Kellerman; Kent Barwick, President of the Municipal Art Society; and author Calvin Trillin.

Nominations for the new Awards, which will be presented at the Annual June Meeting, will be invited from all Society members soon. There are no time limits for nominations, and the geographical boundaries of Greenwich Village are defined for this purpose as Houston Street north to West 14th Street and from Broadway west to the Hudson River.

New Elementary School Program Begins

Passersby in the Washington Square neighborhood during the month of February may have noticed groups of eight-year-old children standing in front of the venerable townhouses and identifying features on "The Row": "There are the lintels!"; "Each rowhouse has a stoop"; "There are columns by the doors"; "The houses are three bays wide"; and "They are Greek Revival buildings". These second graders have learned the names of some architectural elements, along with other Village history, through a new program being developed by the Society, in collaboration with the Old Merchant's House.

During the past several months the Society and the Old Merchant's House (the 1832 historic house museum at 29 East 4th Street) have worked together to design a program to teach elementary school children about Greenwich Village history and the importance of preservation and restoration. Six classes from three schools participated: two second grade classes from Grace Church School, a third and fourth grade class from P.S. 3 on Hudson St. and a third and fourth grade class from the Lenox School.

The new program consists of three sessions (one per week). The first session is an introductory slide talk that presents New York City and Greenwich Village history, shows architectural terms from Federal and Greek Revival style rowhouses, and discusses the Old Merchant's House in terms of how people lived in a 19th century house.



A drawing of 8 Grove Street by Julia Stiles, a fourth grader in Lucy Rubin's class at P.S. 3. Each student was assigned an historic neighborhood building as part of the new program.

The second session is a walk-



Tally Blumberg

Scott Marshall, Executive Director of the Society, giving a tour of the Washington Mews to a class of second graders from Grace Church School.

ing tour of the Washington Square neighborhood, including "The Row", Washington Mews, the Arch and other notable features. This session is designed to encourage children to look at the architecture of historic buildings and to develop their visual sensibilities.

The third and final session is a visit to the Old Merchant's House. The children learn about the everyday domestic life of the Tredwell family, highlighted by role-playing docents in period costumes.

The program was developed by Scott Marshall, Executive Director of the Society, Margaret Gardiner, Director of the Old Merchant's House, and Tally Blumberg, its Education Coordinator. Virginia Connor, who is working on a Ph.D. in Education at Columbia University, served as advisor to the program. Ms. Connor is the Director of the Lower School at the Lenox School.

The Greenwich Village Society and the Old Merchant's House plan to offer the program on an expanded basis to schools all over the New York City area.

Long Range Planning Study Completed

A Long Range Planning Study to review the present mission and the future direction of the Society was undertaken by the Board of Trustees during the months of October through January. The study, conducted in consultation with Arthur D. Raybin Associates, included interviews with Board Members, Advisors, and a number of Society members.

With the information obtained in interviews, the study then analyzed the Society's present programs, the needs of its constituents, and its vision for the future. Recommendations were made on types of programming, increasing membership, future funding sources, and in other key areas, in order that the Society may continue to grow and to serve its members more effectively.

The Long Range Planning Committee, headed by Kendyl K.

Waterfront Exhibition Remounted at FORBES Galleries

The Society's new exhibition, "Greenwich Village on the Water's Edge: The Survival of a Neighborhood", was on view for the first time in the Village at the FORBES Galleries, 62 Fifth Avenue, from February 6-28.

The gallery space at FORBES made it possible for the exhibition to be expanded and to include new photographs and other information. The exhibition was first on view in September and October 1990 at the Municipal Art Society's Urban Center Galleries. The Society plans to remount the exhibition again in other Village locations, possibly including the waterfront neighborhood.

On Saturday, February 16 the Society's Executive Director, Scott Marshall, gave an informal talk about the exhibition. On Wednesday evening, February 27, Dr. Regina M. Kell-

Monroe, is now working to implement the many ideas that came out of the final workshop in January and to see that the Society plans for a solid future over the next several years.

The Board of Trustees would like to express its great appreciation to the Society members who participated in this important study, and to Mr. Monroe and Elinor Ratner whose generous contributions made it possible for the Society to undertake the study at this time.

One immediate goal set by the study is to increase the Society's membership. All members can help to accomplish this by inviting their friends and neighbors to join in supporting the Society's work. Membership information may be found on page 3 of this newsletter, or call the office at (212) 924-3895 to ask for a packet of material to be sent to a friend.

erman, former Executive Director of the Society, presented a slide lecture on "The Architecture of the Greenwich Village Waterfront". Dr. Kellerman is the author of the Society's most recent book of the same name, which was published in December 1989 by New York University Press.

The exhibition was made possible by generous grants and contributions from the J.M. Kaplan Fund, the New York State Council on the Arts, the Hudson River Improvement Fund of the Hudson River Foundation, the Milstein Family Foundation, the Daniel and Joanna S. Rose Fund, Rockrose Development Corporation, A.I. Friedman, and FORBES Magazine, among others.



At the Benefit Preview for the Society's waterfront exhibition last September at the Urban Center Galleries: (from l-r) Board members Kendyl Monroe, James Stewart Polshek, Executive Director Regina M. Kellerman and Richard Barnett, President of the Board of Trustees. Mr. Monroe is Chairman of the Society's Long Range Planning Committee and Mr. Polshek is Chairman of the Waterfront Exhibition Committee. At the Benefit Preview, playwright John Guare, author of the acclaimed new play, Six Degrees of Separation, read selections from the writings of Herman Melville about the Hudson River to a large audience of Society members and their friends.



Julie Rinaldini

Welcome to New Members

The Greenwich Village Society welcomes the following as its most recent new members:

Dorothy Ferenbaugh, Theresa Fritsch, Dr. Gil Horowitz, Belden R. Merims, Judge and Mrs. Millard L. Midonick, Glen O'Dwyer, Elizabeth Pomada, Jane and Robert Rosenblum, Jimmy Sanz/Tio Pepe Restaurant, Faline Schneiderman-Fox, Willard B. Taylor

Salmagundi Club Tours in March

No. 47 Fifth Avenue, the last survivor of the imposing residences that once lined lower Fifth Avenue, will be the subject of two special tours for Society members on March 21 and March 25. Built in 1852-53 for Irad Hawley, President of the Pennsylvania Coal Company, this outstanding Italianate brownstone has been the home of the Salmagundi Club since 1917. The Salmagundi Club is America's oldest professional arts club dedicated to the fine arts.

From 5:30 - 6:30 pm on March 21 and again on March 25, participants will tour the building and will also meet with the President of the Club, Kenneth W. Fitch, and its Curator, Ruth Reininghaus. They will discuss the history of the Salmagundi Club, its art collection, and the shows that it sponsors.

April Lecture on Founding of Whitney Museum

In 1914 Gertrude Vanderbilt Whitney and her former secretary Juliana Force founded the Whitney Studio on West Eighth Street between Fifth and Sixth Avenues, later expanding it into a club for artists and eventually into the Whitney Museum of American Art. Both women were enterprising and farsighted in their encouragement of American art -- and each complimented the other: Whitney supplying money and Force energy.

The story of their unique collaboration and the beginning of the Whitney Museum in Greenwich Village will be the subject of a slide lecture sponsored by the Society on Thursday, April 18 at 6:30 pm entitled "Distilling the American Flavor: Juliana Force, Gertrude Whitney and the Making of the Whitney Museum". The speaker will be Avis Berman, author of the recent book, *Rebels on Eighth Street*, an acclaimed work that examines the lives and careers of these two women and the new museum they created.

Invite Your Friends and Neighbors to Join the Society

Supporter

- \$35 Individual
- \$60 Family/Dual
- \$100 Contributing
- \$250 Sustaining
- \$500 Sponsoring
- \$1,000 Patron

Business Supporter

- \$50 Contributing
- \$100 Sustaining
- \$500 Patron

Following the tours, Society members will have the option to have dinner in the Club's Dining Room, a privilege usually reserved only for club members. Space is very limited and reservations are required for these two tours. Please see the enclosed flyer for the reservation form/more information.



Courtesy of the Salmagundi Club

No. 47 Fifth Avenue, home of the Salmagundi Club since 1917, will be the subject of two special tours for Society members on March 21 and 25.

Ms. Berman's lecture will focus on the relationships between Whitney and Force and the artists who were part of the extraordinary contemporary art scene in this Village neighborhood between 1907, when Whitney first rented a studio on MacDougal Alley, and 1954, when the Whitney Museum moved uptown.

Today the former museum at 8 West 8th Street is the home of the New York Studio School, whose students carry on the traditions established by Whitney and Force. By special arrangement with the School, Society members will be able to enjoy Ms. Berman's lecture in Gertrude Whitney's former studio, which was originally constructed as a carriage house on MacDougal Alley. A reception will follow the talk.

Space is limited and reservations are required. Please see the enclosed flyer for reservation form/more information.

Make check payable to:

Greenwich Village Society for Historic Preservation

Membership contributions are tax deductible. Please remember to inquire at your place of business about matching corporate gifts.

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The anthemion was a standard architectural ornament of the 1830-1850 Greek Revival period in the United States. It abounds in Greenwich Village, especially as a cast-iron cresting atop fences and basement window grilles, and in modified wooden form over doorways.

1991 Calendar of Events

FEBRUARY

Wed., Feb. 6 -
Thurs. Feb. 28

“Greenwich Village on the Water’s Edge: The Survival of a Neighborhood”

Remounting of the Society’s exhibition at The FORBES Galleries, 62 Fifth Avenue.

MARCH

Thurs., Mar. 21 5:30 pm

Tour of the Salmagundi Club - its history and its art collection, with the President and the Curator of the Club. 47 Fifth Avenue (see enclosure for more information)

Mon., Mar. 25 5:30 pm

Repeat of March 21 Tour (see enclosure for more information)

APRIL

Thurs., Apr. 18 6:30 pm

“Distilling the American Flavor: Juliana Force, Gertrude Vanderbilt Whitney, and the Making of the Whitney Museum”, slide lecture by Avis Berman. New York Studio School, 8 West 8th Street (see enclosure for more information).



Courtesy of the New York Studio School

Gertrude Vanderbilt Whitney at her MacDougal Alley Studio with her sculpture assistant. c.1937-38 (April lecture - see article on page 3)

IN THE FALL:

Date and time
to be announced

Walking Tour: "Old Churches
of Greenwich Village"

Date and location
to be announced

Lecture: “A History of Colonnade Row” by Dr. Regina M. Kellermanto to be announced

JUNE

Date and location
to be announced

Annual June Meeting



The Greenwich Village Society
for Historic Preservation
47 Fifth Avenue
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