

January 1, 2011

Letter of Recommendation

For: CUBE design + research

NATIONAL
TRUST
FOR
HISTORIC
PRESERVATION®

Modernism +
Recent Past

Dear Sir or Madame,

I would like to convey my full support for CUBE design + research and their work to develop innovative re-integration strategies for target properties.

My experience with Jason Hart and his CUBE consortium began a few years ago when I discovered their ambitious re-imagining of the historically significant Blue Cross/Blue Shield Building in Boston, designed by Paul Rudolph in 1960. On their own, this small architectural firm produced a freely available, ground-breaking demonstration of the many ways that this structure, then in immediate danger of demolition, could be successfully re-utilized on a number of levels and within varying design strata. I was so impressed with this work – and the self-motivation of the team – that I began working with CUBE to address yet another modernist work that lay abandoned and awaiting destruction: the 1961 Richard Neutra designed Cyclorama on the Gettysburg battlefield in Pennsylvania.

For their Gettysburg proposal, CUBE bounded ahead of all expectations and produced a portfolio of work both revealing and remarkable for its original approach towards history and historic architecture. Based on solid research and scholarship, CUBE developed an entirely new set of ideas for the re-use of a building that has flummoxed interested parties for over a decade. With their assistance, we hope to re-engage the public in a constructive discussion to revitalize this notable modernist structure.

Critical evaluation of our existing landscapes and innovative re-use of the buildings of our past is a key element in the future success of our American cities. The work of CUBE will undoubtedly assist in this nationwide effort. It is my honor to support their work.

Best regards,



Christine Madrid French
Director, Modernism + Recent Past Program

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