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To: Members of the Executive Board
From: The Acting Secretary
Subject: The IMF Visitors' Center

The attached paper outlining plans for the development of an IMF Visitors' Center is circulated for the information of the Executive Directors as background material in connection with the discussion scheduled for Friday, April 26, 1985 of the administrative budget for FY 1986.

If Executive Directors have technical or factual questions relating to this paper, they should contact Mr. Hartmann, ext. 7066.

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INTERNATIONAL MONETARY FUND

The IMF Visitors' Center

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Approved by Azizali F. Mohammed

March 28, 1985

This paper outlines plans for the development of an IMF Visitors' Center, describes the background of the project, discusses its purposes, the allocation of available space, and proposed furnishings, and exhibits, as well as plans for the inaugural ceremonies. In a final section, one-time and recurring costs are estimated.

1. Background

The Fund's obligation to construct and operate an underground facility at the corner of 19th and H Streets derives from item 13 of the Decision of the D.C. Zoning Commission with respect to Phase IIa of the Fund Building, contained in Zoning Order 310. It states:

The proposed library/reading room shall be constructed as shown on Drawing Z-18 and Z-19 of Exhibit No. 60. Such library/reading room shall include an "outreach program" as outlined in the record of this case to encourage its use by the neighborhood and the Washington Community. Access to the library/reading room by the public shall be allowed during normal working hours of the IMF and at other selected times.

In addition, Finding of Fact No. 11 in the Zoning Order states:

The Commission finds that...One of the most important public amenities will be the reading and exhibit room which will contain information relating to international organizations and economic affairs, reference books, and a wide range of international and financial periodicals. Also, a lecture area will be available for presentations about the IMF and there will be an exhibit area for exhibits on, for example, money and trade. The facility will permit the IMF to make some of its resources available to the public, without compromising the security of the headquarters building. For example, the IMF currently receives over 3,000 newspapers and periodicals, including many foreign language publications, which could be made available through the reading room. At the suggestion of the Commission, the applicant developed an outreach program to encourage use of the facility through distribution of information to schools, colleges and public libraries and tourist information centers.

The Fund has completed construction of the facility and in compliance with the Zoning Order is presently developing plans for its use by the public. Responsibility for the planning, implementation and operation of the underground facility has been placed with the External Relations Department (EXR). The following paragraphs describe in some detail the organization, operation, staffing and estimated costs of the facility.

2. Purpose

As outlined in the Zoning Order, the purposes are to provide under the umbrella of an outreach program:

- (a) a reading and exhibit room,
- (b) information relating to international organizations and economic affairs,
- (c) a wide range of international and financial periodicals and reference books, and
- (d) a lecture area.

In addition to these purposes, the IMF Visitors' Center, as enlarged at the Fund's initiative, provides for sufficient space to mount larger, interchangeable exhibits, which could be Fund-related or otherwise. There is a 72-seat auditorium which can be adapted for the presentation of films, multimedia, and video shows, in addition to its primary use as a lecture hall.

3. Designation

After consideration of various alternatives, it appears that the "IMF Visitors' Center" is the most appropriate designation for the facility. The name "Visitors' Center" will appear in metal on the outside granite wall facing 19th Street, next to a metal version of the Fund's seal. The amenities offered by the Center (auditorium, book store, gallery, reading room) will appear, in somewhat smaller characters, below the name.

4. Use of Space

The IMF Visitors' Center can be reached from 19th Street, just north of the Fund's main entrance via a flight of stairs and is composed of four main elements, the lobby (reading room), the gallery, the Fund's book store, and the auditorium.

(a) Lobby/Reading Area

The lobby is an almost square space with a high ceiling which lends itself to a permanent ceremonial exhibit on the Fund, to convey to visitors the character of the Fund. The setting is also ideal for utilization as a reading area, where visitors can take advantage of

various published material. A receptionist will provide visitors with information and advise them of the services and programs being offered. Reference material, e.g., the Fund's statistical publications, will be available through the receptionist.

(b) IMF Book Store

The IMF Book Store is located to the left of the entrance where Fund publications and free reference material may be obtained by the general public, and by the staff, for personal use.

(c) IMF Gallery

The IMF Gallery is to the right of the entrance, adjacent to the lobby and will have two separate functions. The major part of the area will be for changing exhibits, while a smaller portion will have a permanent exhibit on the Fund and its place in the United Nations system.

(d) IMF Auditorium

An IMF Auditorium is reached through the lobby and the part of the IMF Gallery devoted to the permanent Fund exhibit. The seating is theater-style, with a stage up front and a projection room at rear.

5. Furnishings, Exhibits, and Outreach Program

Before the opening of the Visitors' Center, a number of steps need to be taken. It will be necessary to purchase and install the furniture and equipment needed, and to set up the two permanent Fund exhibits.

(a) Lobby/Reading Area

For the lobby area a track lighting system will be installed to provide appropriate lighting for the reading area and the ceremonial Fund exhibit.

This exhibit will be installed on a wall to be constructed opposite the entrance between the third set of concrete pillars as counted from the entrance. The ceremonial exhibit will feature at its center a version of the IMF seal (in bronze) which will be flanked by the name of Fund members in a way which will allow for additions and changes in names.

The left-hand side (when viewed from the entrance) of the ceremonial wall will display "The Purposes of the Fund," as defined in Article I of the Articles of Agreement in three languages: English, French, and Spanish, along with a replica of the original Articles of Agreement and replicas of the First and Second Amendments. The exhibits will be displayed under glass in a dignified setting with brief explanatory texts, again in English, French, and Spanish mounted next to them.

The right-hand side of the wall will be devoted to the work of the Fund--again in English, French, and Spanish--with the theme of "The

Functions of the Fund; Surveillance, Adjustment, Financing, and the SDR." Within the section on the SDR, through an electronic display, daily SDR rates in the five component currencies will also be shown.

There will be a receptionist desk, racks for periodicals and other reference material, and approximately 20 functional chairs, placed next to the windows both in the Lobby and the IMF Gallery to be used by visitors who want to read material provided in the Center.

(b) IMF Gallery

To enable the IMF Gallery to perform its dual function as an area for the permanent Fund exhibit as well as an area for changing exhibits, approximately six movable display panels will be needed. At times when they are not in use, they will be stored in the storage room which will be constructed at the south end of the Gallery. As with the Lobby area, it will be necessary to install track lighting throughout. The permanent Fund exhibit will be placed on the wall on the east side of the Gallery from a line determined by a theoretical extension of the ceremonial exhibit wall northwards to the dividing wall which will be constructed to screen the door to the Auditorium projection room. The permanent exhibit will principally provide a short history of the Fund under the theme "Evolution of International Monetary Cooperation." This exhibit will use photographs, charts and simple text to illustrate key events in the Fund's history. It will conclude with the place of the Fund in the United Nations system. Reference to the UN system including date of establishment and headquarters' city of various specialized agencies will form an integral part of that display.

(c) IMF Book Store

The IMF Book Store is located in space adjacent to the Center. Through this facility, Fund publications will be distributed and sold to the general public, and for the personal use of staff.

(d) IMF Auditorium

The IMF Auditorium will serve as a lecture hall as well as a place for audiovisual presentations. There will be a professional granulated theater screen perforated for sound, a wall-to-wall curtain, which will cover the screen when not in use, a movable podium, lectern and equipment for 16mm film, video, and slide projections.

(e) Inaugural Exhibit

For the inaugural exhibit in the IMF Gallery, an exhibition on the theme "Art in Money" will be commissioned. Throughout history, it has been common for coinmakers to draw on works of art in designing coins and, not infrequently, coinmakers have produced coins which themselves are considered works of art. The aim of the exhibit is to provide highlights of the interchangeability and adaptability of the art of coinmaking from the beginning through, say, the 19th century. High-quality photographs

along with actual coins and currency and explanatory text will be used to illustrate the cross-fertilization between art and money.

It would be possible to make such an exhibit available after its initial showing in the IMF Visitors' Center (for a period of, say, six months) to museums, banks, monetary authorities, and other interested institutions. Thus, wherever the exhibition is shown, it would be known as the "IMF Exhibition on Art in Money" and would make it possible to offer printed material on the Fund through the exhibiting institutions.

Following after the opening exhibit would be others including those sponsored by e.g., the IMF Art Society, the IMF Camera Club, Embassies of member countries, and other groups and institutions. These exhibits could stand on their own or could be supplemented by lectures and/or film or slide presentations in the IMF Auditorium.

(f) Outreach Program

A wide-ranging program is envisaged for the IMF Auditorium apart from its regular use as a meeting room and lecture hall for groups visiting the Fund. In addition to showing the planned film on the Fund, it would be possible to show documentaries on economic subjects obtained from member countries, including films or slide shows on printing and use of different monies. The Auditorium could also be leased on a temporary basis to outside groups for conferences, musical recitals, film shows, etc. It is planned to publicize events in the IMF Visitors' Center that are open to the public through listings appearing regularly in area magazines and newspapers. The IMF Auditorium can also be used by the IMF Institute, the Administration and other departments for seminars, lectures, etc.

A brochure is planned describing the purposes and functions of the IMF Visitors' Center as well as the outreach program. The brochure will be distributed to interested groups and institutions, including colleges, high schools and tour groups, likely to have an interest in the services of the IMF Visitors' Center in the Washington Metropolitan area.

6. Inaugural Ceremonies

The Center is expected to be inaugurated at ceremonies hosted by the Managing Director and in the presence of members of the Executive Board and senior staff. Prominent local figures, representatives of other international organizations and area tourism agencies will be invited. The ceremonies will be conducted in such a way as to attract attention of the local media to underline the contribution of the Center to the life of the community at large.

7. Staffing and Costs

The FY 1985 Budget includes a provision of \$240,000 for bringing the IMF Visitors' Center into operation which has been carried over into FY 1986.

The planning and management of the IMF Visitors' Center will be undertaken by existing staff in EXR, in conjunction with consultants where appropriate, and it will be necessary to provide a receptionist on a contract basis for the Center to perform daily routine duties. It will be possible to operate the audio-visual equipment with existing staff and the new receptionist. Annual recurrent costs can only be estimated with some precision after the Center has been operating for a few months as it is not possible to gauge the public use of its services. In particular, the issue of whether the Center should be open outside Fund business hours can only be settled after determining whether there is a genuine public demand for such a facility, especially on week-ends. However, preliminary estimates indicate that the operating costs will be in the region of \$60,000 a year.