

THE MUSEUM OF MODERN ART ANNOUNCES SELECTION OF DANNY MEYER'S UNION SQUARE HOSPITALITY GROUP FOR CREATION AND MANAGEMENT OF DINING FACILITIES IN RENOVATED AND EXPANDED MUSEUM

Project to Include New Fine Dining Restaurant, Cafes, and Catering Facilities

December 4, 2003 —The Museum of Modern Art announced today the selection of Danny Meyer's Union Square Hospitality Group (USHG) to collaborate with the Museum on the creation, planning, construction, and operation of the dining facilities in the renovated and expanded MoMA, due to reopen to the public in winter 2004/05. USHG includes such highly acclaimed New York City restaurants as Union Square Cafe, Gramercy Tavern, Eleven Madison Park, Tabla, and Blue Smoke, as well as Jazz Standard. The dining facilities will include a fine dining restaurant on the first floor with windows onto the restored Abby Aldrich Rockefeller Sculpture Garden, and visitor cafes on the second and fifth floors. USHG will also provide catering for many of the Museum's special events, as well as food service for MoMA staff.

The new facilities will be inaugurated to coincide with the Museum's reopening. The restaurant, which will have its entrance on 53 Street, will be open seven days a week for lunch and dinner. The restaurant is planned to include a 104-seat dining room, a more casual 122-seat dining room and bar, a 60-seat seasonal outdoor terrace, and two private dining rooms. Cafes on the second and fifth floors will offer both bustling and intimate spaces; the fifth floor cafe will feature an outdoor terrace with a striking view of the Sculpture Garden. A range of offerings will be provided to suit varying budgets and tastes. Bentel & Bentel, based in Locust Valley, New York, has been named architectural firm for the project.

Glenn D. Lowry, MoMA Director, says, "We are delighted to enter into this arrangement with USHG, which is renowned for upholding the highest standards of quality and hospitality in all its restaurants. The new facilities will present our visitors with an array of exceptional and varied dining options and will become a culinary destination for New Yorkers and visitors alike."

Danny Meyer says, "It's an enormous honor to have been selected by The Museum of Modern Art to embark on such an exciting journey. We will devote all of our creative energies toward establishing a restaurant and other dining experiences worthy of this great Museum. As with all of our other fine restaurants, everyone at USHG is committed to providing excellence and hospitality in the very best way possible. Our goal is to create a groundbreaking museum dining experience."

USHG has created a critically acclaimed collection of restaurants over the past 18 years. With the opening of Union Square Cafe in 1985, Meyer established his signature style: imaginative food and wine paired with caring hospitality, comfortable surroundings, and outstanding value. Meyer's second restaurant, Gramercy Tavern, opened in 1994. In 1998, he opened Eleven Madison Park and Tabla and established Union Square Hospitality Group. Blue Smoke and Jazz

Standard debuted in 2002 and are drawing huge crowds of barbecue and jazz aficionados; Blue Smoke also just launched a catering business. Among the many accolades USHG has received, three of the restaurants have earned a three-star rating in *The New York Times*, five are among the top twenty on Zagat Survey's Most Popular list, including Union Square Cafe and Gramercy Tavern, perennially ranked No. 1 and No. 2 on that list. In addition, USHG restaurants and chefs have been the recipients of an unprecedented ten James Beard Awards.

Mr. Meyer and USHG restaurants are all active in community affairs and charitable organizations including Share Our Strength, City Harvest, NYC & Co., the Union Square Partnership, and the Madison Square Park Conservancy.

In addition to Mr. Meyer, the project is being spearheaded for USHG by David Swinghamer, CFO and Director of Business Development, and Ana Marie Mormando, Director of Operations for the MoMA dining facilities.

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