“A life is not important except in the impact it has on the lives of others.”

—Jackie Robinson
Dear Friends,

I am pleased and proud to invite you to learn more about the Jackie Robinson Museum project. Decades ago, Jackie Robinson broke the color barrier on the baseball field; today he is honored and revered for his exceptional bravery and its lasting impact on our social and economic landscape.

The Jackie Robinson Museum, to be constructed in downtown Manhattan, will commemorate the life and legacy of a true American hero through an exploration of civil rights history that will educate, challenge and inspire people to pursue a life of achievement and purpose.

A beacon to children, American history scholars, baseball fans, and humanitarians, the Jackie Robinson Museum will feature interactive displays, galleries, exhibits, a resource library and a theatre. The Museum will be a prominent stop on existing cultural routes in New York City, serving as a venue for vibrant dialogue on critical social issues and a destination for innovative educational programming.

The Jackie Robinson Museum is an opportunity to bring an important cultural landmark to NYC – one that challenges visitors to think about the history of social and cultural change and tolerance. The lessons learned from Jackie’s personal journey will touch people of all ages, educational levels and cultural backgrounds.

The need for your support comes at a critical moment. Lead donors already have committed more than $15 million. Now we reach out to you to join us on this important mission. At a time in our nation when the “right action” all too often gives way to political expedience, the need for this Museum has never been greater.

Jackie Robinson’s legacy of leadership inspires me, and I hope you will join me in making this project a reality. With a commitment to the Jackie Robinson Museum, you can help bring forward lessons of equality, public service, and social change.

Sincerely,

Joseph J. Plumeri
Chairman, Jackie Robinson Foundation National Legacy Campaign
GOALS AND OBJECTIVES

The Jackie Robinson Museum will:

• Convey the historical significance of Jackie Robinson’s life within the larger context of African American pioneers and the seminal cultural changes of the 20th century.

• Challenge old assumptions and encourage new ways of thinking about Jackie Robinson and social change.

• Foster dialogue among visitors and lead them to utilize lessons from Robinson’s life.

• Conserve, archive and collect the objects and documents that showcase Jackie Robinson’s singular achievements.

• Highlight the work of the Jackie Robinson Foundation in perpetuating Robinson’s legacy and promote the Foundation’s programs to new and wider audiences.

• Partner with public schools to create programming that enriches regional curriculums.

• Develop an online ‘virtual museum’ to provide a visitor experience to school children and adults throughout the U.S. and the world.

• Create a lively venue for lectures, concerts, symposia and receptions.

• Enhance the cultural landscape of downtown New York and collaborate with local institutions.
The exhibits at the Jackie Robinson Museum will:

- Immerse visitors in the life and history of Jackie Robinson and his family within the framework of 20th century American history.
- Employ a variety of presentation strategies to accommodate different styles of learning.
- Interface with and amplify printed and web-based curricula and programming.
- Reach audiences of all ages, educational levels and cultural backgrounds.
- Showcase objects and artifacts from the Jackie Robinson Foundation and the Robinson family’s personal collection in compelling ways.
- Encourage visitors to participate and interact through innovative museum programming.
- Provide multiple venues to facilitate discussion among visitors.
- Create a flexible space suitable for a variety of functions.
The Jackie Robinson Museum will be located on the ground floor of One Hudson Square at the intersection of Varick and Canal Streets in one of New York City’s most exciting and evolving, multi-use communities. The location is ideal because of its accessibility by mass transit and to the West Side Highway and the Holland Tunnel, attracting international tourists with myriad offerings, including the 9/11 Memorial, Ellis Island and the Statue of Liberty, more than 30 galleries and museums, fine restaurants and unique shopping experiences.

The Jackie Robinson Museum will appeal to sports fans interested in baseball memorabilia; scholars and historians who wish to study the nuances of Jackie Robinson’s experiences in the context of 20th century America; school children of all ages; and all of those seeking inspiration through the extraordinary deeds of Jackie Robinson and the values embodied in his heroic journey.
Artistic rendering of the Jackie Robinson Museum entrance at 75 Varick Street
Exhibit Experience

Conceived of as an iconic museum experience, the Jackie Robinson Museum's permanent exhibition space, the Pantheon, places visitors at the heart of American and civil rights history. The 11,000 square foot exhibition space will be filled with multilayered exhibits, rich with artifacts, cultural history, historical footage and personal anecdotes.

When the exhibits are retracted, the Museum will become an ideal place to host concerts, lectures and receptions honoring innovative leaders. To accommodate these large events, the Decade Panels creating the walls of the Arena will be fully retractable, allowing each Panel and overhead scrim to slide out of sight. Temporary seating and a stage can be installed.
The Pantheon

The Pantheon is defined by nine large-scale graphic panels, hanging scrims and media projections. Arranged chronologically, the panels will encircle visitors with Jackie Robinson’s achievements juxtaposed against the backdrop of United States history from 1919 to the present.

Each Pantheon panel will explore content in multiple layers using image, quotes, graphics and text. A frieze of African American pioneers will run above a chronological presentation of Jackie Robinson’s achievements presented in historical context. Below these, a children’s activity layer will pull the youngest visitors through the exhibits.

Interactive Pillars

Hands-on interactive and multi-media exhibits will pull the visitor more fully into the Museum experience, deepening understanding and challenging creative thinking on subjects including baseball, segregation, citizenship personal integrity and social change. Integrated with the Museum’s website, the Interactive Pillars will amplify the instructional materials provided to student visitors in advance of their visit.
The Theater

In an intimate setting reminiscent of an old-time ball park, a new film, brimming with interviews, historic footage and home movies will introduce Jackie Robinson’s life and illuminate the years 1919 to 1972, in the context of sport, politics, family and the struggle for civil rights and racial equality.

Galleries

Surrounding the exterior of the Pantheon, five distinct alcoves explore Jackie Robinson’s journey from his birthplace in Georgia through his baseball career and finally to his family home in Connecticut. Intimate portraits, personal artifacts and social commentary will give context to each stage of his remarkable life. The Museum also boasts a 600 square foot flexible gallery, through which travelling exhibitions as well as special archival and curatorial presentations will rotate, providing returning visitors with a fresh experience and new perspectives each time. Fully retractable fixtures will permit use of the space as a gathering location as well, where school groups can meet to discuss their experience in the Jackie Robinson Museum, and where public forums and academic symposia can be staged.
Mezzanine

Overlooking the Pantheon, an 800-square-foot mezzanine, will bridge the Museum exhibit space on the ground floor with the Foundation’s Leadership Center and Headquarters on the second floor of the building. The Mezzanine’s unique vantage point provides an extraordinary place for special visitors to relax and view the activities taking place on the Museum floor. Bookshelves, chairs and tables create a comfortable space to meet or peruse material from the Foundation’s extensive Resource Library or to view special collections.
Why I Give

“We are proud to support the Jackie Robinson Museum—a great destination that will foster appreciation for the rich and diverse cultural heritage and traditions of our communities.”

James Healey
President and Trustee
Yawkey Foundation
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The Jackie Robinson Foundation is grateful to the following donors for their leading support of the Jackie Robinson Museum project:

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