

9/11 MEMORIAL & MUSEUM

BACKGROUNDER

This document serves as an informational tool for members of the media who are interested in the 9/11 Memorial and Museum. Those looking for access to the Memorial and Museum are encouraged to visit the online [media center](#). Please direct specific media inquiries to press@911memorial.org.

ABOUT THE NATIONAL SEPTEMBER 11 MEMORIAL & MUSEUM

The National September 11 Memorial & Museum is the nonprofit organization that oversees operations for the 9/11 Memorial and 9/11 Memorial Museum. Located on eight of the 16 acres of the World Trade Center site, the Memorial and Museum remember and honor the 2,983 people who were killed in the horrific attacks of September 11, 2001 and February 26, 1993. The Memorial plaza design consists of two reflecting pools formed in the footprints of the original twin towers surrounded by swamp white oak trees. The Museum displays more than 900 personal and monumental objects while its collection includes more than 60,000 items that present intimate stories of loss, compassion, reckoning and recovery linked to the events of 9/11 and the aftermath. The Museum also explores the global impact of 9/11 and its continuing significance through education programs, public programs, live talks and film features that cover contemporary topics designed for diverse audiences. For more information or to reserve a ticket to the 9/11 Memorial Museum, please visit 911memorial.org.

The Memorial Mission

Remember and honor the thousands of innocent men, women, and children murdered by terrorists in the horrific attacks of February 26, 1993 and September 11, 2001. Respect this place made sacred through tragic loss. Recognize the endurance of those who survived, the courage of those who risked their lives to save others, and the compassion of all who supported us in our darkest hours.

May the lives remembered, the deeds recognized, and the spirit reawakened be eternal beacons, which reaffirm respect for life, strengthen our resolve to preserve freedom, and inspire an end to hatred, ignorance and intolerance.

The Memorial Museum Mission

The National September 11 Memorial Museum at the World Trade Center bears solemn witness to the terrorist attacks of September 11, 2001 and February 26, 1993. The Museum honors the nearly 3,000 victims of these attacks and all those who risked their lives to save others. It further recognizes the thousands who survived and all who demonstrated extraordinary compassion in the aftermath. Demonstrating the consequences of terrorism on individual lives and its impact on communities at the local, national, and international levels, the Museum attests to the triumph of human dignity over human depravity and affirms an unwavering commitment to the fundamental value of human life.

Leadership

- Michael R. Bloomberg: Chairman of the Board, National September 11 Memorial & Museum
- Alice M. Greenwald: President & CEO, National September 11 Memorial & Museum
- Eleven family members of victims sit on the board of directors for the National September 11 Memorial & Museum

VISITORS

- **Attendance:** Please refer to the media center at 911memorial.org/mediacenter for current visitor statistics.
- **Demographics:** Visitors have come from all 50 U.S. states and from more than 175 countries around the world.
- **Dignitaries:** Heads of state and foreign officials worldwide. Notable visits include Pope Francis and representatives from member states during the General Assembly of the United Nations.
- **U.S. Military:** Members of all branches of the U.S. armed services as well as foreign military installations.



9/11 MEMORIAL



Overview

- The 9/11 Memorial opened on the 10th anniversary of the 9/11 attacks in a dedication ceremony for victims' families. Its public opening date was Sept. 12, 2011.
- The 9/11 Memorial, designed by Michael Arad and Peter Walker, is entitled "Reflecting Absence" and was selected from a design competition that included more than 5,000 entrants from 63 nations.
- The 9/11 Memorial consists of two enormous reflecting pools set in the footprints of the twin towers. Each pool is about an acre in size; 30-foot waterfalls cascade down all sides. Hundreds of swamp white oak trees line the surrounding plaza.
- The Memorial is designed as one of the most sustainable, green plazas ever built. It serves as an 8-acre green roof on top of seven stories of below-grade spaces and a train station. The irrigation and storm water harvesting systems will ensure sustainable treatment of the site and conserve energy, water and material resources.

9/11 MEMORIAL BY THE NUMBERS

- **2,983:** Names listed on the Memorial.
- **200:** Approximate feet in length of each side of the Memorial pools.
- **30:** Feet in height of the Memorial waterfalls.
- **8,151:** Tons of structural steel used in the Memorial and Museum, more than what was used to build the Eiffel Tower in Paris.
- **49,900:** Cubic yards of concrete used, enough to pave more than 200 miles of New York City sidewalks.
- **3,968:** Granite panels that line the interior of each Memorial pool.
- **420:** Pounds of each 2.5-foot-by-5-foot granite panel that lines the interior of the Memorial pools.

MEANINGFUL ADJACENCIES



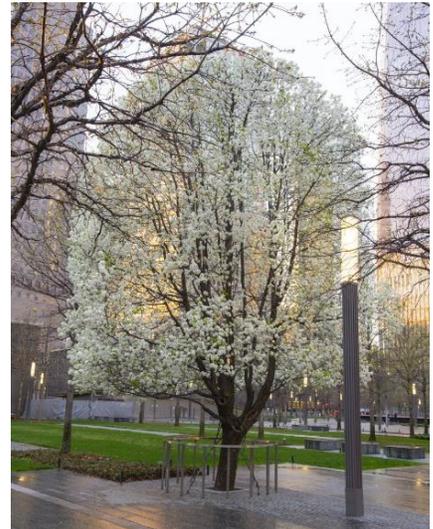
As part of the 9/11 Memorial's names verification process, victims' next of kin made specific requests for names to appear adjacent to their loved one's name on the Memorial pools. This arrangement is known as meaningful adjacencies. Some of these requests were for relatives, friends, and colleagues; others were for loved ones to be listed with people they may have barely known or just met, but with whom intense bonds were quickly formed as a result of shared response. More than 1,200 of these requests were honored and all are reflected on the Memorial. This design allows names of family, friends, and colleagues to be together, as they

lived and died. To learn more about how the names are arranged, visit the 9/11 Memorial Guide at 911memorial.org/names or download the app for Apple, Android and Windows.

THE SURVIVOR TREE

A callery pear tree became known as the Survivor Tree after enduring the September 11, 2001 terror attacks at the World Trade Center. In October 2001, the tree was discovered at ground zero severely damaged, with snapped roots and burned and broken branches. The tree was removed from the rubble and placed in the care of the New York City Department of Parks and Recreation. After its recovery and rehabilitation, the tree was returned to the Memorial in 2010. New, smooth limbs extended from the gnarled stumps, creating a visible demarcation between the tree's past and present. The tree stands as a living reminder of resilience, survival and rebirth.

The 9/11 Memorial began a tree seedling program on Sept. 11, 2013, in partnership with Stamford, Conn.-based Bartlett Tree Expert Company and John Bowne High School in the Flushing neighborhood of Queens, N.Y. John Bowne High School cares for the seedlings as part of the school's agriculture curriculum.



Seedlings have been shared with communities around the world that have endured tragedy. Recipient communities have committed to nurturing these trees to serve as landmarks symbolizing resiliency and hope. The 2016 recipients include:

- San Bernardino, Calif., where 14 people were killed in a shooting on Dec. 2, 2015.
- Orlando, Fla., where 49 lives were claimed in a nightclub shooting on June 12, 2016.
- France, where more than 200 people died in two unrelated mass killings months apart. In Paris, 130 died in coordinated terror shootings and bombings on Nov. 13, 2015 and 86 were killed in Nice on July 14, 2016 when a man used a truck to mow down revelers celebrating the national holiday of Bastille Day.

Past recipient communities include Newtown, Conn., Joplin, Mo., Madrid, Spain, Far Rockaways in Queens, N.Y., Prescott, Ariz. and Boston, Mass.

9/11 MEMORIAL MUSEUM

Overview

- The 9/11 Memorial Museum is the global focal point for preserving the history of the events of 9/11 documenting the impact of the attacks and exploring the continuing significance of 9/11.
- The Museum tells the story of the events of 9/11 through authentic artifacts that range in scale from the monumental to the intimate, as well as through first-person accounts and multimedia displays.
- The Museum's 110,000 square feet of exhibition space are located within the heart of the World Trade Center site. The Museum is the steward of the site's archaeological assets, which are protected under federal preservation law.

INSIDE THE 9/11 MEMORIAL MUSEUM

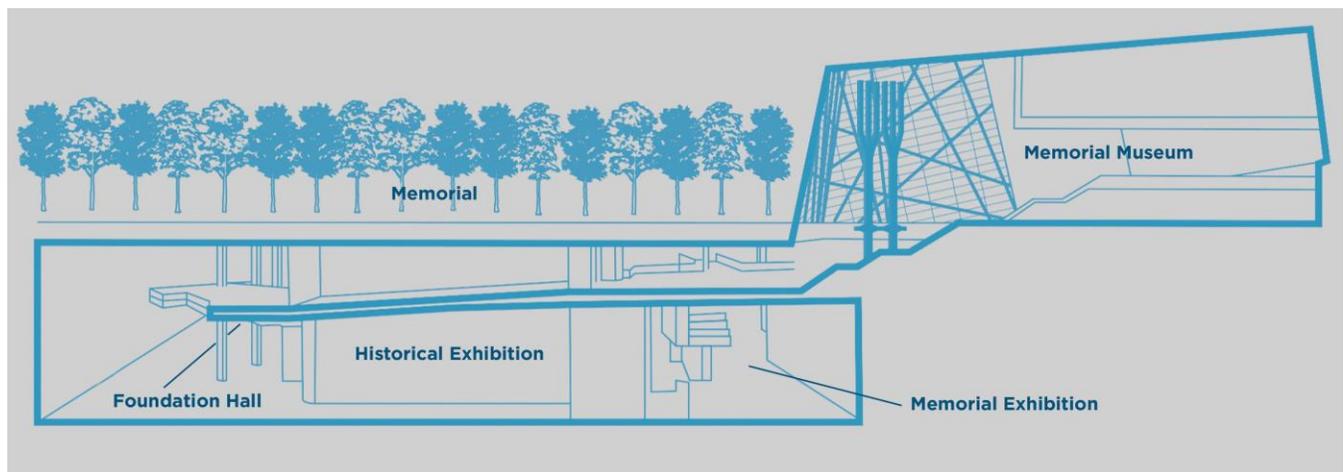
Museum Pavilion

- Visitors enter the Museum through a pavilion located between the two Memorial reflecting pools, which includes a private space for 9/11 families. The pavilion is a graceful steel and glass building designed by Norwegian architecture firm Snøhetta. Installed within the building's glass atrium are two massive steel tridents, which were part of the twin towers' façade.



Archaeological Assets

- The bedrock level of the Museum contains the remnant foundations of the original World Trade Center. To the greatest extent possible, the original steel column bases and concrete footings that supported the twin towers are exposed, and they define a clear outline of where the towers once stood.
- Visitors descend to bedrock alongside the Vesey Street stair remnant known as the Survivors' Stairs, which were used by hundreds to escape to safety on 9/11.
- A preserved portion of the original World Trade Center slurry wall, the original retaining wall that was built to keep water from the Hudson River out of the site and withstood the collapse of the towers, stands as a testament to survival.



Historical Exhibition, “September 11, 2001”

- The beginning segment of the historical exhibition presents the events of the day as they unfolded on September 11, 2001. Visitors learn how the normalcy of a beautiful day was overtaken by a sense of shock, disbelief, and increasing horror as America came under attack.
- After learning about the day of the attacks, visitors enter a gallery chronicling the events leading up to 9/11, including the 1993 World Trade Center bombing.
- The culminating chapter of the historical exhibition guides visitors from the immediate aftermath of 9/11 to the present moment, exploring the character and challenges of the post-9/11 world.

Memorial Exhibition, “In Memoriam”

- The memorial exhibition commemorates the lives of those who perished as a result of the terrorist attacks on September 11, 2001 and February 26, 1993.
- Visitors enter a gallery where portraits of the nearly 3,000 victims line all four walls. Rotating selections of personal artifacts and touchscreen tables allow visitors to discover additional information about each person, and an inner chamber presents profiles of individual victims through photographs, biographical information, and audio remembrances provided by family members and friends.



Foundation Hall

•The Museum’s culminating space is Foundation Hall, which houses the slurry wall. Its sheer scale conveys a sense of the enormity of the site and reinforces an awareness of the absence of what was once here. In this contemplative space, visitors have the opportunity to reflect on the past, as well as the continuing impacts of 9/11, view dynamic media displays, and share their own 9/11 stories in the adjacent recording studio.

•Installed here is the 36-foot high “Last Column” that is covered with mementoes, memorial

inscriptions, and missing posters affixed by ironworkers, rescue personnel and others. It was ceremonially removed from the site on May 30, 2002, marking the official end of the nine-month ground zero recovery effort.

Education Center

- The Museum’s education center has four classrooms, situated in the south footprint. It is designed as a hub for school groups to communicate around the world and a space for welcoming visiting school groups, teacher training and seminars. The center is technologically equipped and provides access to Museum databases, archives and digital exhibitions.

Auditorium

- As part of its mission to explore the global impact of 9/11 and its continuing significance, the Museum regularly hosts public programs in its auditorium that cover a wide array of contemporary topics.
- The Museum's public programs invite experts from diverse backgrounds to offer insights and discuss their work on themes relating to national security, foreign policy, public safety and journalism, as well as culture, literature and the arts.
- The auditorium also hosts lectures, film screenings, panel discussions and performances.



9/11 MEMORIAL MUSEUM ARCHITECTS AND DESIGNERS

Architects

- Davis Brody Bond: Museum
- Snøhetta AS, LLC: Museum pavilion

Exhibition Designers

- Thinc Design with Local Projects, LLC: Lead Exhibition Design for the Memorial Museum
- Thinc Design: Introductory Exhibits, Memorial Exhibition, and Exhibition Level Design
- Local Projects, LLC: Media Production
- Layman Design: Historical Exhibition Design

SOCIAL MEDIA PLATFORMS AND STYLE GUIDE

The institution has active social media platforms – Facebook, Twitter, Instagram, Pinterest and Tumblr. High-resolution photos and high-definition video footage are available for download at 911memorial.org/digitalassets.

Social Properties

Facebook: facebook.com/911memorial

Twitter: twitter.com/Sept11Memorial or @sept11memorial

Instagram: instagram.com/911memorial or @911memorial

Pinterest: pinterest.com/911memorial

Tumblr: 911memorialmuseum.tumblr.com

Official Hashtags

#911Museum (Museum)

#911Memorial (Memorial)

#Honor911

#NeverForget

References to the institution

The National September 11 Memorial & Museum (Organization)

9/11 Memorial (Memorial)

9/11 Memorial Museum (Museum)

9/11 Memorial and Museum (Both physical properties)

Website

911memorial.org

911memorial.org/blog (The MEMO Blog)