

projects



forward association

Client: Forward Association

Location: New York, NY

Project Type: Renovation

Opening: 2009

Architect: Amie Gross Architects

Contact: Samuel Norich | The Forward Association | 212.453.9410

AD Scope: Acoustics | Room Design Assistance | Audio | Video

The Forward is a legendary name in American journalism. Founded in 1897, The Jewish Daily Forward became known as a defender of trade unionism and moderate, democratic socialism. By the early 1930s the Forward, published in Yiddish, had become one of America's premier metropolitan dailies, with a nationwide circulation topping 275,000. Along with the Yiddish-language radio station, WEVD, the Forward declined after WWII. In 1990 the Forward Association, the newspaper's non-profit holding company, made the decision to remake the now English-language Forward as an independent, high-profile weekly newspaper. Growth over the past two decades, along with sale of its midtown Manhattan headquarters and radio station, permitted the design of new offices and publishing facilities on the lower Lower East Side.

Working with Amie Gross Architects, Acoustic Dimensions provided design input and technology systems design for recording and internet broadcasting studios, as well as private offices and open plan work areas. A small multipurpose Gallery, along with conference facilities to connect the national and internal Board of Directors, completes the facility.