

For immediate release

November 11, 2011

4274 Design Workshop, Inc. is pleased to announce the recent opening in New York City of two projects: the Lower East Side Jewish Conservancy Kling & Niman Family Visitor Center and *Mechanical Wonders: The Sandoz Collection* at the gallery A La Vieille Russie.

For the Conservancy, 4274 transformed a raw storefront space on Grand Street into a welcoming space that is both meeting place for tours and exhibition space. 4274 services included interior architectural and exhibition design and fabrication. The history of Jewish migration to lower New York, as well as the diaspora story of a Jewish family with Lithuanian roots are presented in the exhibitry and media programs. Opened May 2011.



See http://4274design.com/interpret/LESJVC_intro.html
http://www.lesjc.org/aboutUs_visitorCenter.htm

For A La Vieille Russie (a gallery that was established in 1851 in Kiev, later opening its New York space in 1941), 4274 designed an exhibition of over 75 mechanized objects and works of art that were created in the seventeenth, eighteenth, and nineteenth centuries in Europe. High-security cases and custom mounts were required to show the varied objects, these ranging from a mechanized painting attributed to Antoine Watteau to early nineteenth-century gold and enamel automaton snuff boxes, watches, magicians, and animals. Three-D digital frames show visitors how the objects move and sound. The spectacular Imperial Swan Egg of 1906 and the Imperial Peacock Egg of 1908 by Fabergé are also on display. Opened October 2011; closes December 10, 2011.



See http://4274design.com/interpret/ALVR_intro.html
www.alvr.com

4274 Design Workshop, Inc. specializes in interpretive master planning and design for museums, galleries, visitor centers, and historic properties; mobile multimedia development, and design of unique trade stands and retail experiences that utilize interpretive techniques.

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