



THE TRANSFORMATION PROJECT

A restored physical space

Reimagined programs

A renewed spirit



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www.hungarianlibrary.org

OUR HISTORY

The American Hungarian Library and Historical Society is one of the **oldest Hungarian cultural institutions** in New York City, and one of the owners of the Hungarian House.

Founded in 1955, the American Hungarian Library and Historical Society, an all-volunteer non-profit organization, was created to **spark and satisfy curiosity about Hungarian art, literature, and culture**, as well as to showcase the outstanding contribution made by Hungarians to broader society, especially those living in the United States.

The Library now has set itself **one of its biggest goals** in its history: to **fully transform and renew** its space so it can continue successfully serving the Hungarian community in New York.



“

One can get closer to reality and the facts by using words, questions and answers.

Sándor Márai, *Embers*

”



OUR MISSION

The AHLHS is committed to being **New York City's Hungarian cultural hub** providing programs that promote interest in, and knowledge of Hungary; **gathering and preserving books** and materials with historical value, serving as a **research center** and depository for **historical documents** and **family stories**.

OUR GOALS

We have launched a series of **new programs** and continue to work on **initiatives** as well as dramatically **transforming our premises**.

How do we serve our mission?

We provide **access to literature, arts, science, reference books**, as well as **movies** through our Library located in the Hungarian House in New York, and online on our **new website**.

We offer ongoing **Hungarian language classes** for all levels several times during the year.

We host **talks, readings, and symposia** with leading Hungarians who are making a contribution in arts, science, culture or other fields.

We are dedicated to organizing **programs for children and youth**.





A NEW BEGINNING

Renovating the Library is but the first step towards **ultimately upgrading the entire Hungarian House** so that our premises can become a vibrant cultural hub for the Hungarian-American community in New York City, as well as for those who visit the city from far and close.

We **received a generous donation of \$100,000** that has enabled us to embark on the **complete renovation** of the Library, which is **budgeted at \$200,000**. This means **we need to raise another \$100,000** to realize the entire Transformation Project creating a **new reading room** and lounge, a little **kitchenette**, **updating the bathroom**, creating a state-of-the-art **learning and conference center** in the back of the Library, and to **purchase new furniture** and install the required **technology**.

The next step for us now is to **start a capital fundraising drive** so we are able to complete the full transformation of the Library.



WE NEED YOUR CONTRIBUTION

We are pleased to **offer donors** the opportunity to have specific spaces in the Library **dedicated with plaques**.

Gifts of any amount are appreciated. You can also **sponsor specific items**, or **areas of the Library**, and have them **dedicated** (e.g.: the Main Wall). You can also become the main sponsor for the Library's **new Learning Center**.

Another goal is to **secure funding for a fellowship** that would enable the Library to operate on a continuous and daily basis, thereby meeting the needs of the community.

We are seeking sponsors to fund the cost of an **annual fellowship** that can provide a **\$2,500 monthly stipend** for a fellow who conducts research, acts as the office and library manager, and organizes events.

Ultimately, a permanent endowment for this purpose is necessary to **secure the future of our institution**.



The Transformation Project **preserves the original mission** of the Library by creating a fresh, efficient and **attractive multi-purpose space**. The renovation will **enhance access to**, and display of the **Library's unique collection**. Improved amenities will also support a range of **flexible programming** and uses for the Hungarian community of New York and the tri-state area.

WHAT DOES THE SOCIETY OFFER?

THE LIBRARY

Our extensive book and DVD collection is available to the public for **reading, research** and **borrowing**. Library hours are every Saturday afternoon or by appointment.



HUNGARIAN LANGUAGE COURSES

We offer our community 10-week-long **Hungarian language courses** several times a year at the **beginner, intermediate** and **advanced** levels.

CHILDREN'S CORNER AND YOUTH PROGRAMS

Just before the COVID-19 crisis, we launched a **children's corner** with the help of the Arany János Hungarian School, which we kicked-off with a screening of *Süsü, a Sárkány* in March. We will continue to **host regular events for children**; and create a **dedicated space** and collection.

We are also planning specific programs to **geared towards teenagers**, for example, by **organizing talks** with members of the community **about their professions; film programs and other activities**.



PARTNERSHIPS

We are **forming partnerships** with other organizations to develop further content and attract as many people across all generations as possible. Recent initiatives have included partnering with various organizations and programs, including **Reconnect Hungary, American Hungarian Schools Association, Arany János Magyar Óvoda és Iskola**, as well as **Fortepan** (a Budapest-based free online photography archive).



KÖRÖSI CSOMA SÁNDOR PROGRAM

Through the generosity of the Hungarian government, the Library is among the select privileged institutions in the United States to host a **Körösi Csoma Sándor Program fellow** from Hungary. Now in its 7th year, a qualified, young professional spends **9 months** at our Library **assisting in operations, library services, language instruction and event programming**.

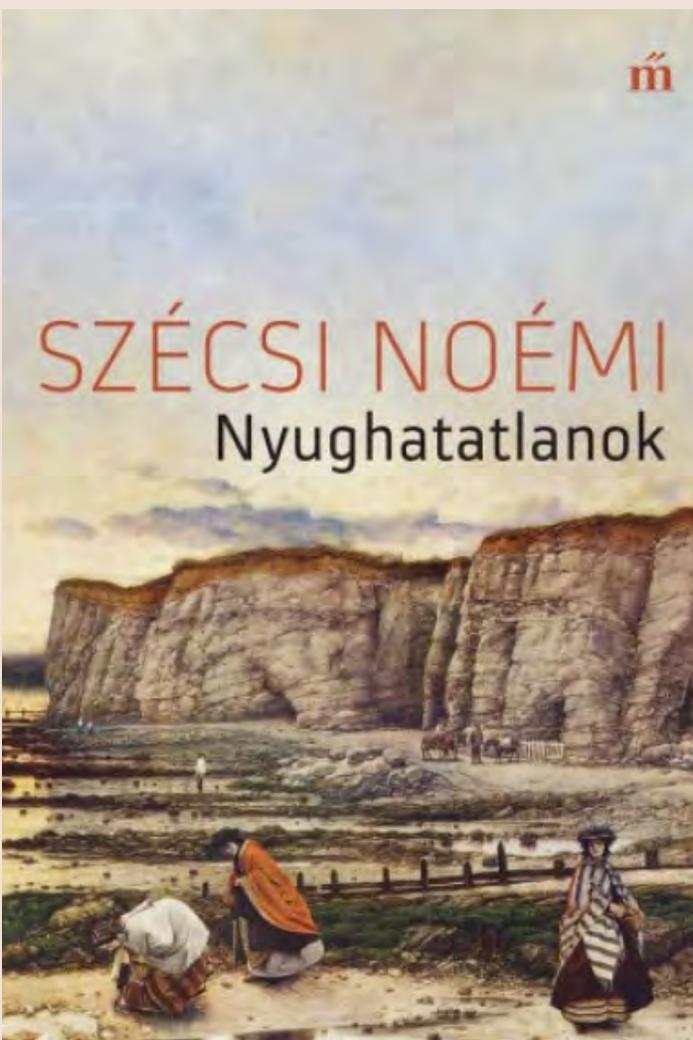
ONLINE RESOURCES

At the onset of the COVID-19 crisis **we compiled a list of online resources** for interested individuals to borrow Hungarian language **e-books**, access **archival materials**, watch **movies for free** while the Library is temporarily closed. This initiative has evolved into the **cornerstone strategy** to **become an online hub** for anything related to Hungarian culture, arts, sciences and history.



BOOK CLUB

In April, we launched our first **online Book Club** that attracted significant interest. We plan to continue this program, in both English and Hungarian, **on- and offline**, on a **regular basis**.



FILM CLUB

On the third Thursday of each month we showcase current **Hungarian blockbuster** movies in Hungarian with English subtitles. On a recent movie club we were lucky to share our **exclusive interview** with Emmy-winning actress **Marina Gera** with our audiences.



REGULAR NEWSLETTER & A NEW WEBSITE

We keep our friends and supporters informed and connected with a **regular newsletter** that informs about our upcoming events and other interesting cultural happenings. We also refreshed our social media communication to reach a wider audience and encourage the younger generation to join our events.

OTHER ACTIVITIES

Meet-the-Author and **book reading events, book fairs**, support and **sponsorship of other cultural programs** at the Hungarian House, including folk dance festivals, concerts and other cultural and literary events.

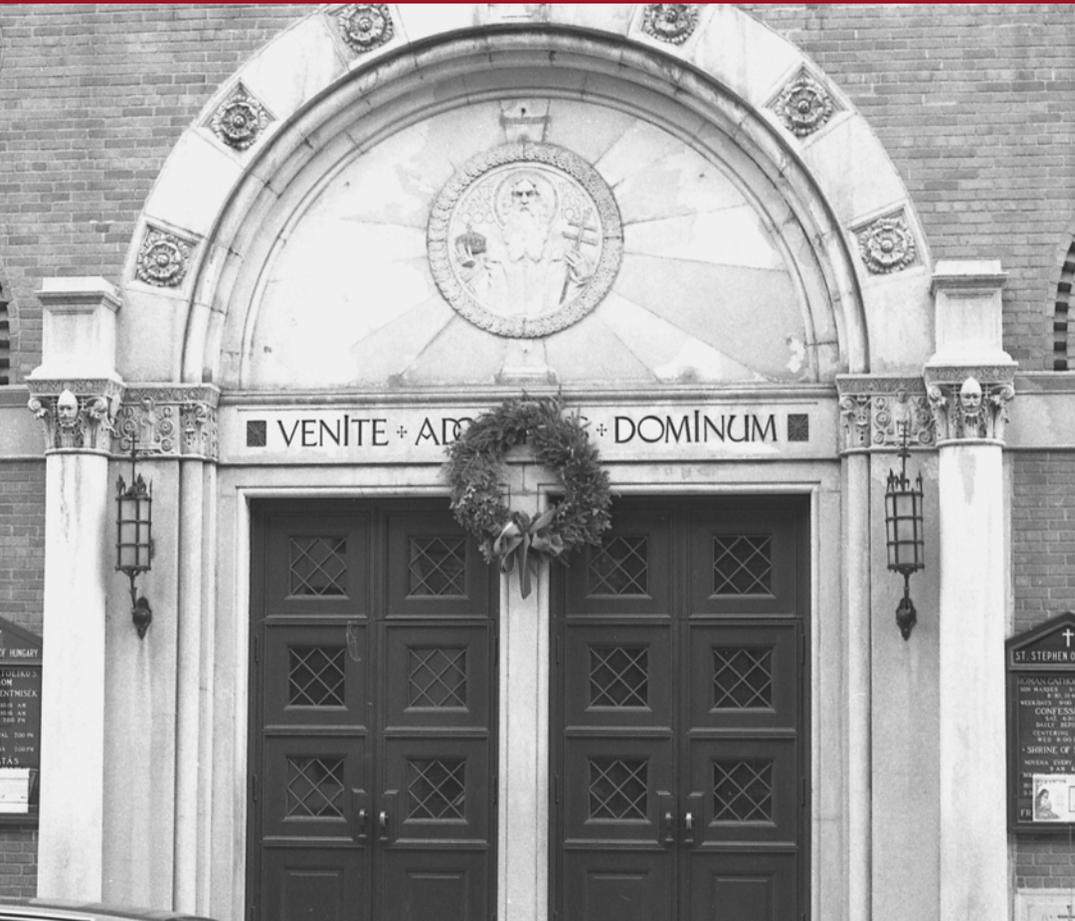
THE HUNGARIAN ARCHIVES

Partnering with the Hungary-based free online photo archive **Fortepan** we created an online **digital archive**, called *The Hungarian Archives*, consisting of **photos** and **documents of families** and individuals living in the US (and all over the world) with **Hungarian roots**. The archive is currently available to anyone who is interested in sharing their family stories.



HAL TALK

A **series of conversations** with accomplished Hungarians who have outstanding achievements in **science, arts, literature** and other fields, as well as conversations with **accomplished researchers, academics** and professionals in their respective fields. We so far have hosted events with professionals such as Hungarian author Pál Závada, NASA engineer György Madzsar, or art historian Gergely Barki. And more is coming in the spring!



A NEW SPACE IN OLD QUARTERS

MORE COMFORT

Contemporary and welcoming ambience with new lighting and furniture in a more open space.

Ambient and direct lighting throughout, creating a **well-lit environment**.

An **open and flexible space**, in which to socialize in comfort.

Design elements that **reflect our identity** and speak to all, especially younger generations.

MORE PRESENCE

New embellishments for **greater visibility** at the entrance, such as decorative treatment to strengthen a **sense of cultural identity**.

A **welcoming presence** through a new, glazed entrance door.

Greater connection to the Hungarian House via a new entrance door and access to the adjacent stairwell leading to activities on the upper level.

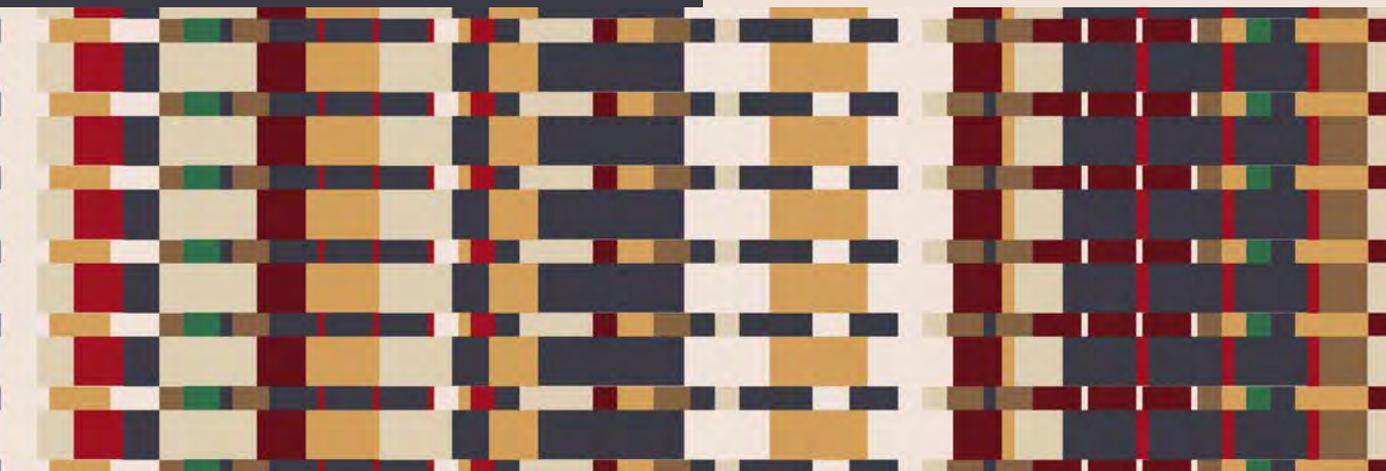


MORE TECHNOLOGY

Built-in large flat screen TV suitable for screenings and videoconferencing – in the main room.

Plans for a **mobile smart board** for greater flexibility and teaching opportunity in the meeting/study room in the back of the Library.

Enhanced ambient and task **lighting** throughout.



MORE COLLABORATION

Dedicated **meeting and learning center** with the capacity to host the latest technology such as smart boards and video conferencing.

Flexible furniture systems to create formal and informal layouts for classes, lectures, discussions and socializing.

A main space which can host **events of up to 50 people.**



MORE SPACE

Expanded kitchenette to facilitate opportunities to host events with food and drink service.

Flexible **work stations** and **meeting arrangements.**

Enhanced **display** and **shelving systems** to create greater access to existing collections and archival material.

Dedicated exhibition area with bespoke display cases.

Flexible slat wall system to accommodate a range of media for display.

Flexible lounge space, children's 'cozy' corner.

Dedicated and secure **storage areas** available for guests.



MORE CAPACITY

Variety of **efficient new shelving systems** to allow for different display opportunities for collections, exhibitions and storage.

The ceiling is opened to reveal the floor joists above, creating a feeling of **greater height and comfort** in the space.

Improving existing inefficiencies to **leverage space for programs and events.**

Creating capacity for the space to **host multiple activities** simultaneously.

MORE FLEXIBILITY

Reading, learning, working and socializing.

Small events, such as **readings, symposia, talks, presentations** and other events with a capacity of up to 30 people.

More opportunities to host **receptions** and a wide variety of **social gatherings**.

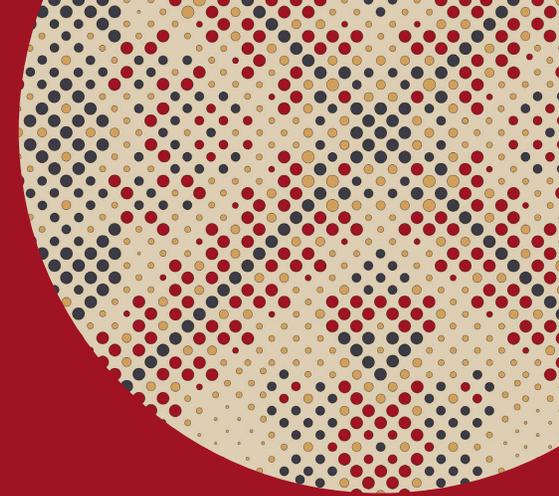
Will be able to provide more support for **small businesses, entrepreneurs** and **job seekers**.

Increased opportunities for organizing classes, extracurricular groups and clubs.

Regular **exhibitions, film screenings and projections**.

A small **conference room/classroom** for language classes and other educational programs or meetings for 15-20 people.

Attractive facilities **available for community rental**, for example, special events, parties, small conferences, business meetings, etc.



A STRONGER IDENTITY

It is our aim to continue to serve as a **cultural center** for people of Hungarian origins and for **anybody who is fascinated by Hungarian** culture, literature, history or takes up the challenge of learning one of the most intriguing languages. To be able to do this, we think it is **essential to transform our premises**.

The physical transformation of the Library will not only provide **more possibilities for innovation**, enable us to enhance our programs, but it will also contribute to the **creation of a stronger sense of cultural identity**.

OUR FUNDRAISING CAMPAIGN



As of December 2020, we have **started the renovation project** and taken the first steps by **removing all the books and relics** from the Library, moving them into a safe storage. As the first bricks are split, we are also **starting our capital fundraising campaign** so that we can complete the entire project as envisaged—completion is **estimated in March 2021**.



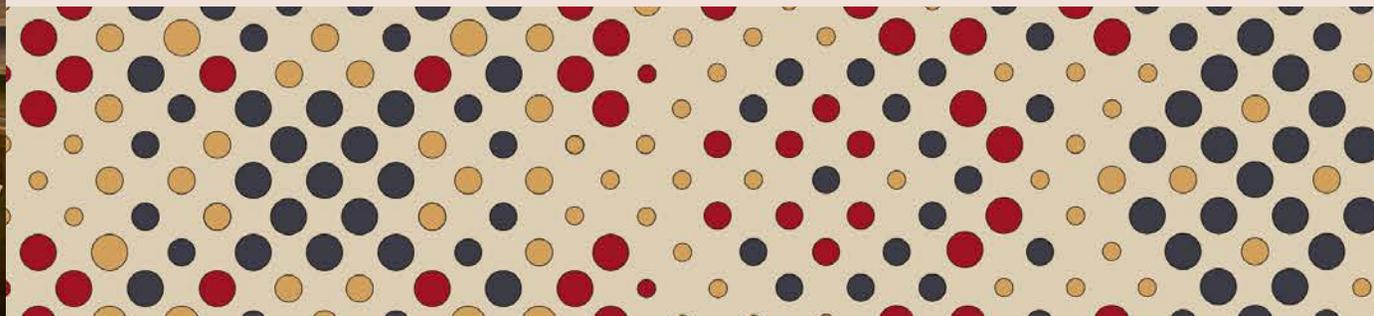
The **most important for us** now is to **secure funding for the backroom renovation** and **repair the AC system** so we will not have to touch areas again that have already been repaired.

While **we have enough capital for the completion of the first stage**, as a priority, we **need to raise at least 25K before the end of the year** to make sure we can include these areas in the first phase of the construction project.

We are also seeking to raise an **additional 75K in total** that will help us **refurnish** the whole Library, **upgrade the AC system**, and install **state-of-the-art equipment**.



Let some of our members tell you what the new space would mean for our community! Check out our interviews [HERE](#).





HOW CAN **YOU** HELP?



We offer naming rights...

LEARNING CENTER
\$25,000

CHILDREN'S LIBRARY
\$10,000

THE MAIN LIBRARY WALL
\$10,000

...sponsorship opportunities...

THE MOHOLY-NAGY CAFÉ
\$10,000

FELLOWSHIP PROGRAM
\$100,000

...or you can dedicate specific items:

Sponsor a major item that will have a plaque with your name or dedication:

- Reception area: **\$2,500**
- Couches (3x): **\$1,500** each
- Chairs with imprints (20): **\$500** each

We also offer gifts for **individual donations**:

- **\$50** coffee mug
- **\$100** reusable water bottle



FULL TRANSPARENCY

We're asking for your help, because we can't do this without you. Your donations make it possible for us to achieve **one of our greatest challenges of the past 65 years.**

Every dollar you donate will **go towards the renovation** (we have no administrative expenses) and your donations are **fully tax-deductible!** We will also provide all of our donors with **detailed financial annual accounts.**

In addition, it is also our policy to **list all donations** over \$1,000 on our website. Check out who has already donated [HERE](#).

If you would like to donate, please click on the link below:

[Yes, I want to help!](#)

*The American Hungarian Library and Historical Society is a registered 501(C)(3) non-profit organization.



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STAY IN TOUCH

For **updates** on the Transformation Project and our events, please **follow us** on social media or **sign up** for our newsletter by clicking on one of the icons below.



If you have any questions or would just like to chat, contact us at:
info@americanhungarianlibrary.org.