

THE WORLD FOOD PRIZE



THE NORMAN E. BORLAUG
HALL OF LAUREATES

In Honor of

DR. NORMAN E. BORLAUG



THE MAN WHO HAS SAVED
MORE LIVES THAN ANY OTHER
PERSON WHO HAS EVER LIVED

Celebrating
A UNIQUE PLACE IN HISTORY



Dr. Borlaug is one of only five people in all of history to have received:

- **The Nobel Peace Prize**
- **The Presidential Medal of Freedom**
- **The Congressional Gold Medal**

The other four are Mother Teresa, Nelson Mandela, Elie Wiesel and Dr. Martin Luther King, Jr.

Recognizing

A TRUE GLOBAL HERO



“Ours is a land of hope and promise and compassion. And we see that compassion and promise in the man we honor today—a farm boy, educated in a one-room schoolhouse, who left the golden fields of Iowa to become known as ‘the man who fed the world.’ Dr. Borlaug, I thank you for your vision and dedication. I thank you for leading a life of great purpose and achievement. I thank you for proving to Americans that what we learned as children is true, that one human being can change the world.”

- PRESIDENT GEORGE W. BUSH



“As a young high school student, I got to know the library building very well. Each day, I would sit inside its inviting interiors while waiting for my ride home to Cumming. I remember how awe-inspiring the décor was and how it encouraged me to dream big thoughts about what my future might be... The restoration of this historic building as well as [to install] new elements of inspiration from Dr. Borlaug’s life will mean that future generations... will have the same opportunity that I had to be inspired.”

- SENATOR TOM HARKIN



“[Dr. Borlaug has] spared more people from the sharp hunger pains that strike an empty stomach than any one of us farmers could ever dream of doing. He has saved more lives than any other person in history.”

- SENATOR CHUCK GRASSLEY



THE VISION

The Norman E. Borlaug
HALL OF LAUREATES



Honoring the historic achievements of “the man who has saved one billion lives.”

The permanent home of the World Food Prize - “the Nobel Prize for Food and Agriculture.”

The site of “the Most Significant Observance of World Food Day Anywhere Around the Globe.”

The locus for the “Borlaug Dialogue,” the “Davos” of global food security.

The headquarters of the World Food Prize Global Youth Institute.

EXPANDING DR. BORLAUG'S LEGACY AND VISION

As a special tribute to Dr. Borlaug, to provide an enduring foundation for all of the programs he created, the World Food Prize has embarked on a \$29.8 million capital project to restore the century-old Des Moines Public Library Building as the **Dr. Norman E. Borlaug Hall of Laureates**.

Dr. Norman E. Borlaug is one of the greatest scientists who has ever lived. His extraordinary achievements in wheat production resulted in as many as one billion people being saved from starvation and death, and led to his being called the “Father of the Green Revolution.” Time Magazine named him one of the top twenty scientists of the 20th century.

When he established the World Food Prize in 1986, it was the dream of Dr. Borlaug that this \$250,000 award would one day come to be seen as the “**Nobel Prize for Food and Agriculture**.” To fulfill his vision, the World Food Prize Foundation has endeavored to build the annual week-long series of events in Des Moines into “**the single most significant observance of World Food Day anywhere around the globe**.”

To this end, we now regularly have attendance and participation at our Laureate Award Ceremony, Global Youth Institute and International Symposium (which in 2006 was renamed the Borlaug Dialogue) from over 60 countries and across the United States.

As part of the World Food Prize week, we are endeavoring to **build the Borlaug Dialogue into the “Davos” of global food and agriculture**. Our conference brings together global experts, business leaders, research scientists and government policy makers from China to Africa and across America for a dialogue on the most pressing food security issues facing our planet. The Hall of Laureates will be the new home for this annual gathering to discuss cutting edge issues in global food security.





The 100-year old building will be magnificently restored so that it may also serve as a(n):

- **Convocation center for the Borlaug Dialogue,**
- **Headquarters for the World Food Prize Global Youth Institute,** Dr. Borlaug's favorite part of the annual World Food Prize celebration. Each October, approximately 100 high school students and a similar number of teachers from rural and urban environments in Iowa and the Midwest gather to discuss issues involved in countering worldwide hunger. This program also sends a dozen high school students each summer on eight-week Borlaug-Ruan International Internships to Africa, Asia and Latin America.

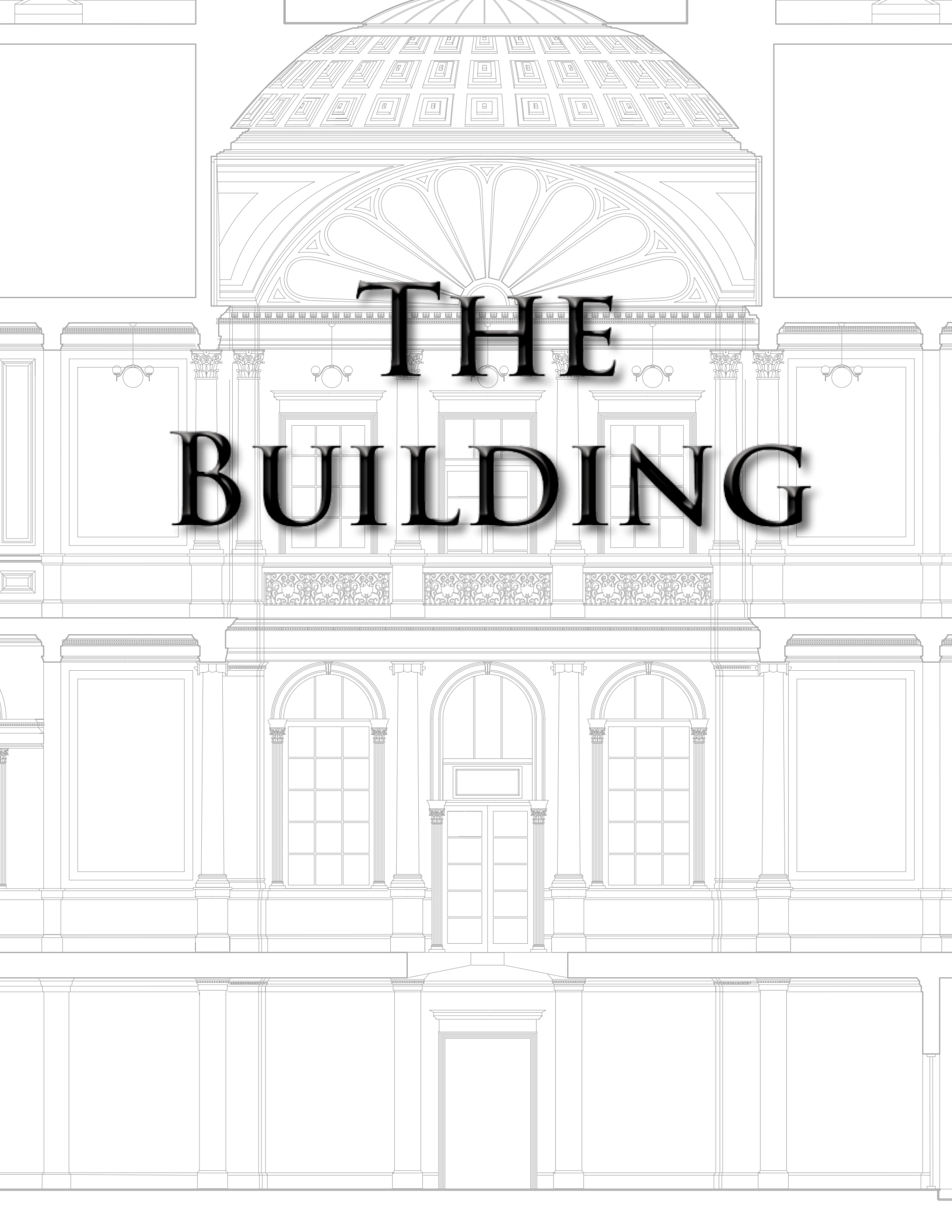
In 2007, the Mathile Institute announced a grant up to \$2 million to expand the Youth Institute into a national program, doubling over the next 10 years the number of participants who will attend from across America;

- **Site of the annual Iowa Hunger Summit,** which drew over 400 individuals to its inaugural session in 2007. Iowa's three former governors serve as honorary co-chairs for this event, which also featured participation by Dr. Borlaug and Iowa Governor Chet Culver;
- **Museum,** open to the public, to recognize the achievements of Americans in feeding the world such as Dr. Borlaug, Iowans Herbert Hoover and Henry Wallace, as well as recipients of the World Food Prize; and
- **Educational Facility** with interactive displays on issues related to global hunger and food production, and videos on the lives of Dr. Borlaug, the World Food Prize Laureates and major figures in Iowa's history related to their agricultural innovations and humanitarian outreach.



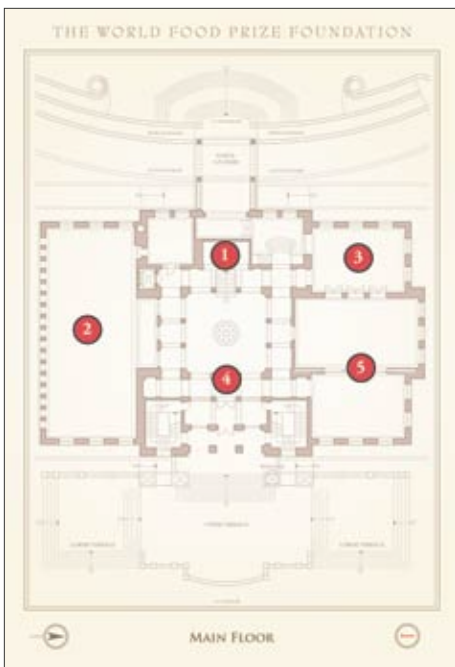
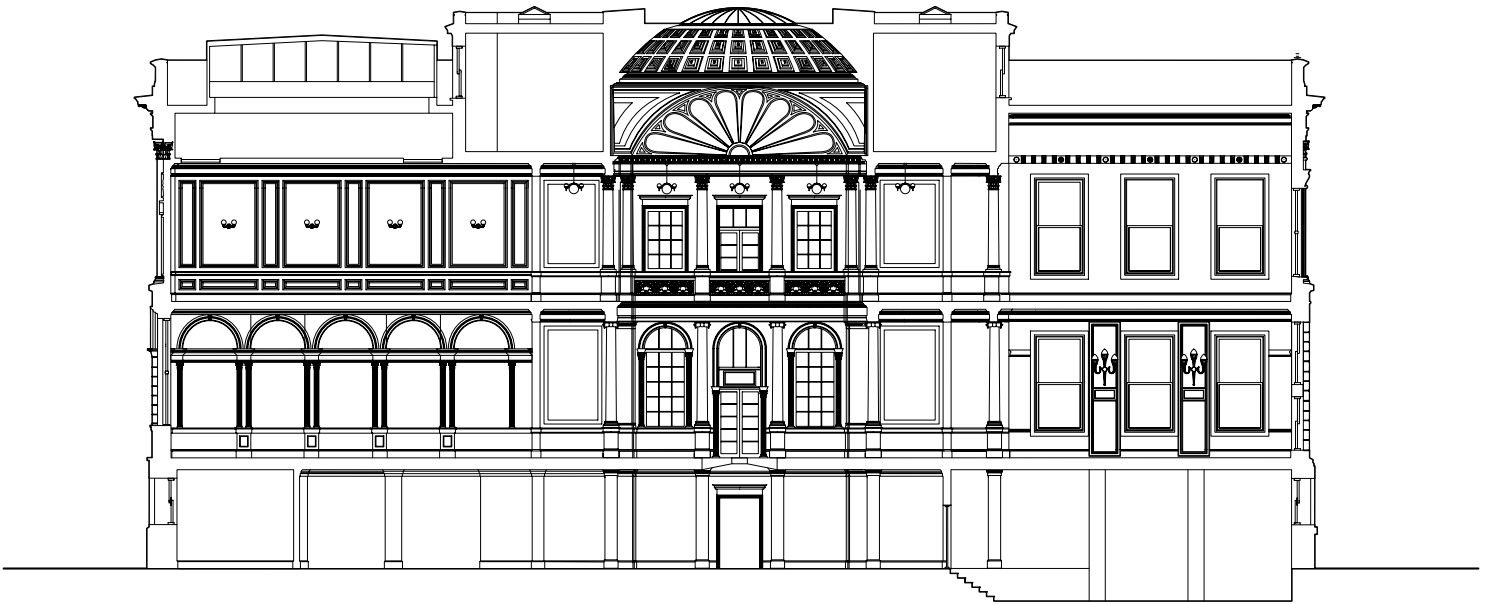
The Hall of Laureates will simultaneously be a museum highlighting Dr. Borlaug’s legacy, a conference center and an interactive educational facility. Dr. Borlaug will be honored and his achievements depicted in several different places in the building, including:

- **The Great Hall** or Borlaug Salon, which may contain artwork, murals, sculpture, and/or stained glass iconography tracing his “60 Years of Fighting Hunger.”
- **The Rotunda** entryway, which may include a sculpture of Dr. Borlaug;
- **The Grand Staircase and Great Window**, which will have a stained glass depiction of the Dr. Norman E. Borlaug Medallion; and
- **The Theater and Educational Activity Area**, which will feature video and interactive displays based on Dr. Borlaug’s life.

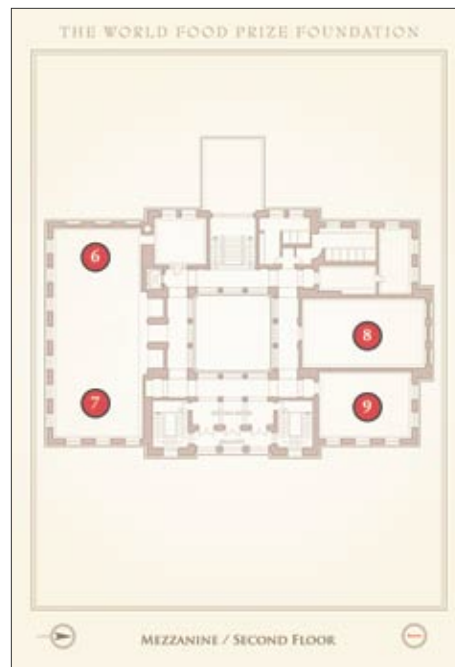
The image is a detailed architectural line drawing of a classical building facade. At the top is a dome with a grid of decorative panels. Below the dome is a large, ornate archway. The main facade features a row of three windows with decorative pediments, supported by columns. Below this is a decorative balustrade. The lower level features a central entrance with a pediment, flanked by two large arched windows, all supported by columns. The entire drawing is rendered in black lines on a white background.

THE BUILDING

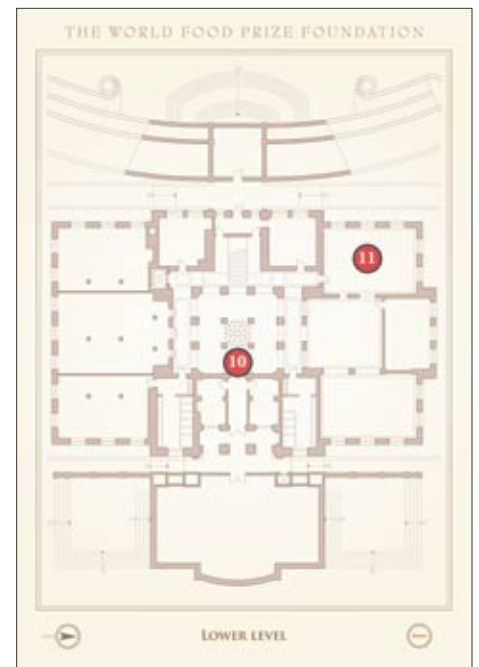
The World Food Prize / Norman E. Borlaug
HALL OF LAUREATES
(Tentative Plan for Building Decor)



Main Floor



Mezzanine/Second Floor



Lower Level

MAIN FLOOR



1) Grand Staircase and Great Window

A large stained glass window to be modeled after the Dr. Norman E. Borlaug World Food Prize Medallion. The medallion was created on the 20th Anniversary of the World Food Prize.

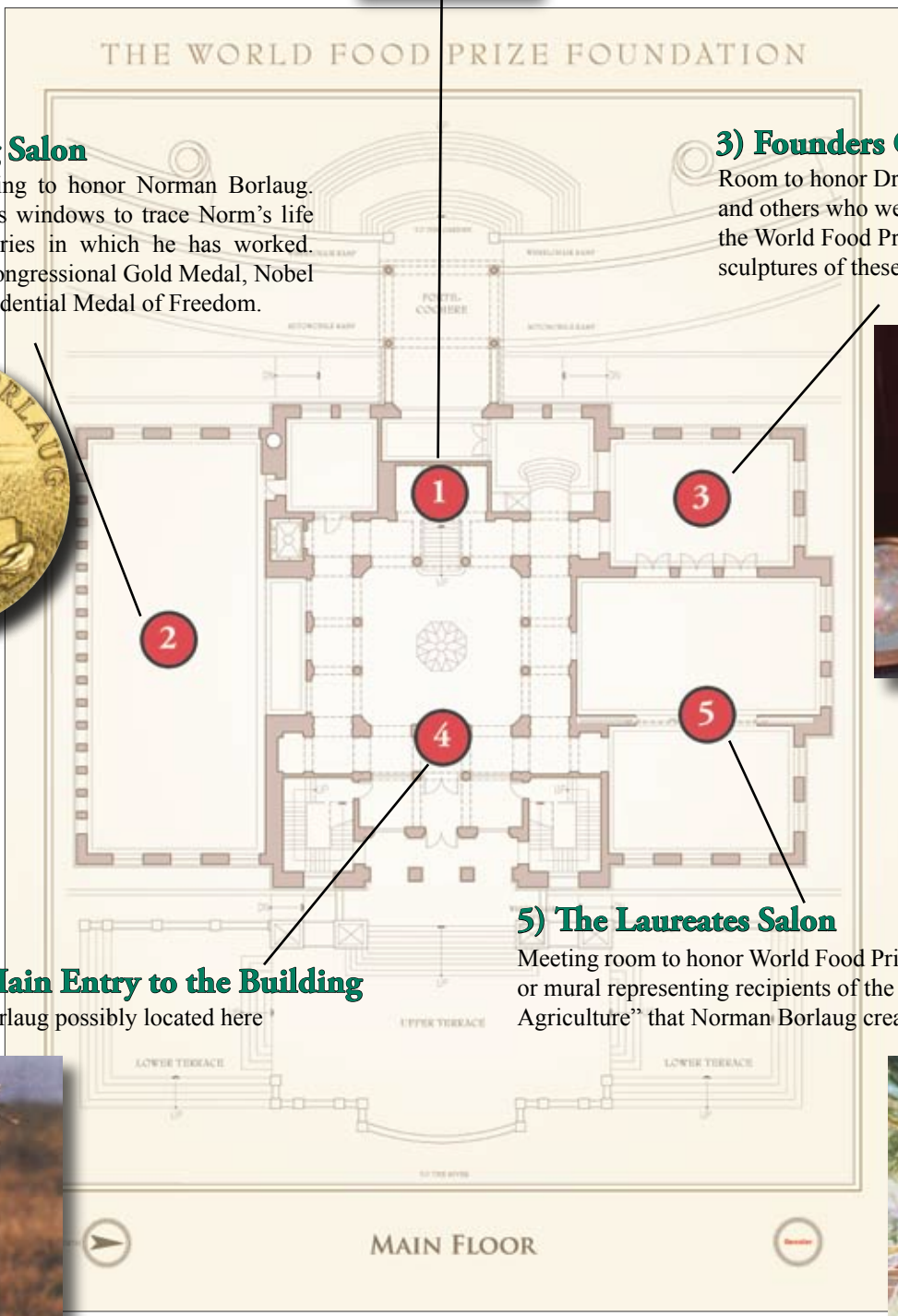
2) The Borlaug Salon

Main room in building to honor Norman Borlaug. Possible stained glass windows to trace Norm's life and recognize countries in which he has worked. Large backdrop of Congressional Gold Medal, Nobel Peace Prize and Presidential Medal of Freedom.



3) Founders Conference Room

Room to honor Dr. Borlaug, John Ruan Sr. and others who were instrumental in creating the World Food Prize via portraits and/or sculptures of these individuals.



4) Rotunda - Main Entry to the Building

Statue of Norman Borlaug possibly located here



5) The Laureates Salon

Meeting room to honor World Food Prize Laureates. Stained glass or mural representing recipients of the "Nobel Prize for Food and Agriculture" that Norman Borlaug created.



Mezzanine/Second Floor

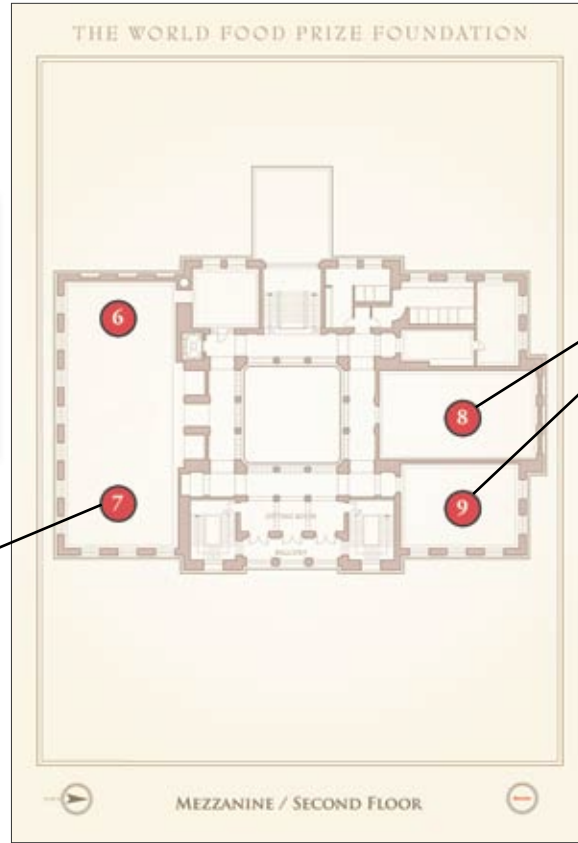
6) Ballroom

To serve as the home of the annual “Borlaug Dialogue.”



7) Memorabilia Room

A room to house the awards and honors presented to Dr. Borlaug.



8-9) Meeting Rooms

Meeting Rooms honoring other individuals who have made significant contributions to feeding the world, such as George Washington Carver.

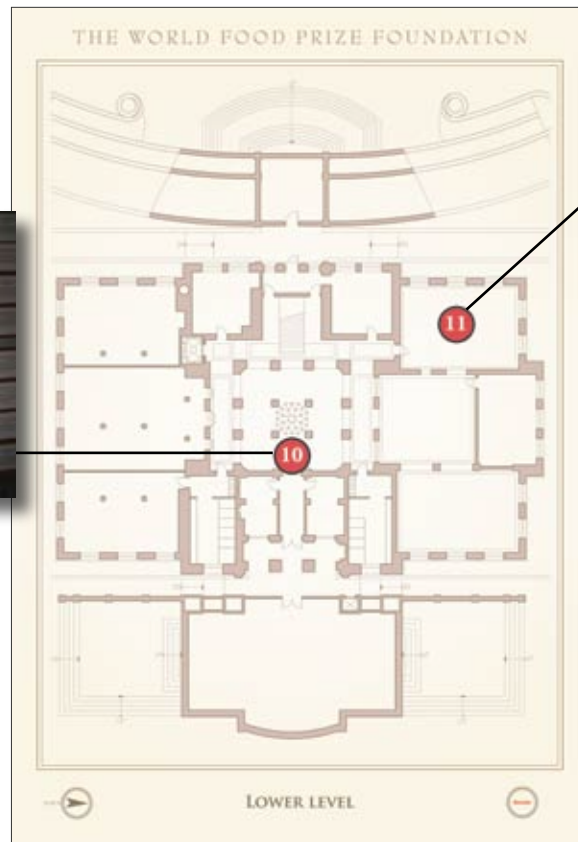


Lower Level



10) Interactive Displays

Interactive educational displays presenting the facts of global food security and international efforts to reduce world hunger.



11) Small Theater

Which could show films and video of Dr. Borlaug’s life and accomplishments, as well as those of the World Food Prize Laureates.





The renovation of the Library will be done in strict accordance with the Secretary of the Interior's guidelines for historic restoration. The World Food Prize Foundation has negotiated a set of standards with the City of Des Moines and has worked with the State Historic Preservation Office in this regard. In addition to preserving the traditional floor plan of the building, our Foundation is committed to enhancing those architectural features which give the building its historic character. New artistic elements including stained glass, murals, floor and wall designs, statues, sculptures, paintings and plaques will be created and installed reflecting Dr. Borlaug's legacy and that of other individuals being honored.

To facilitate the building serving as a conference center and meeting place, the rooms on the main floor and mezzanine will include state-of-the-art communication and presentation technology. One day, visitors can tour these beautifully restored and detailed rooms and view art depicting the great achievements of the Laureates, and the next day government officials, businesses or other organizations can hold an annual meeting for 300 attendees, who would, we hope, be inspired by their magnificent surroundings.

The lower level of the building will be the educational center with interactive and electronic displays about hunger in the world, agricultural innovation, biotechnology, nutrition and biofuels, to name but a few topics. Also to be located in the building will be a small theater in which films and videos depicting the lives and work of Dr. Borlaug and the World Food Prize Laureates can be viewed.



The image is a detailed architectural site plan of a building complex. At the top, there is a long, narrow, light blue rectangular feature, possibly a pool or a central courtyard. Below this, the plan shows a large, symmetrical building footprint with a central square courtyard containing a circular feature. The building is surrounded by a grid of walkways and various garden areas, some of which are shaded in light green. At the bottom of the plan, there is a 'RIVER TERRACE' and a 'RIVER WALK' area, with a series of overlapping circles representing a garden or walkway design. The overall layout is symmetrical and formal.

THE GARDENS SETTING

RIVER
TERRACE

RIVER WALK

THE CENTERPIECE OF THE DES MOINES RIVERWALK

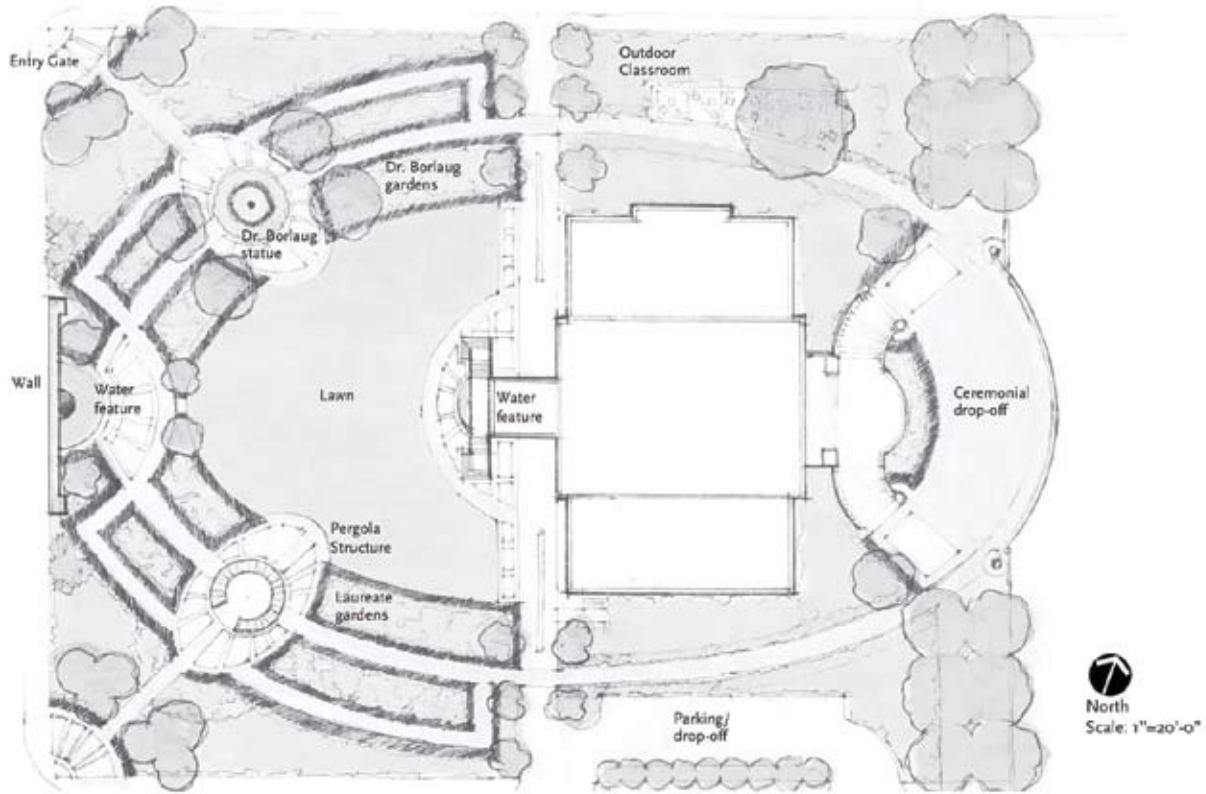


The Dr. Norman E. Borlaug Hall of Laureates is situated on the banks of the Des Moines River and will be a centerpiece of the new Principal Riverwalk, adding greatly to this reclamation of the riverfront. As a first step in linking it to the Riverwalk, architectural consultants were asked to reorient the building and develop plans for restoring the historic front entrance on the east side, which was the original ceremonial entryway.

In addition, consideration began about how the Riverwalk design could be adjusted in front of the library to create a small civic plaza at the base of this new entrance. A design for special period lighting for the front of the building was begun, as was a plan for new formal gardens on the west side of the building, which would include access from the Riverwalk.



A MAGNIFICENT PUBLIC GARDEN



WORLD FOOD PRIZE: Formal Garden Plan A
December 2007




The west side of the Hall of Laureates, which faces the core of downtown Des Moines, will offer a magnificent public garden for the community.



WORLD FOOD PRIZE: Dr. Borlaug Garden - Perspective
December 2007



WORLD FOOD PRIZE: Laureate Garden - Perspective
December 2007



THE PROGRAMS

THE WORLD FOOD PRIZE



The World Food Prize sculpture

The World Food Prize is the foremost international award recognizing the achievements of individuals who have advanced human development by improving the quality, quantity or availability of food in the world.

Since being established by Dr. Borlaug in 1986, The World Food Prize has honored outstanding individuals who have made vital contributions to enhancing food security throughout the world. Previous laureates have been recognized around the world, including from Bangladesh, Brazil, China, Cuba, Denmark, India, Mexico, Sierra Leone, Switzerland, the United Kingdom, the United Nations and the United States.

The \$250,000 World Food Prize is presented each October in the beautiful Iowa State Capitol building. While the Capitol, located just east of the Hall of Laureates on Locust Street, will continue to be the location of the annual Laureate Award Ceremony, the Hall of Laureates will be the permanent place of recognition for recipients of “The Prize.”



Dr. Borlaug created the World Food Prize to recognize and inspire exceptional breakthroughs in global food and agriculture.

THE BORLAUG DIALOGUE



Dr. Borlaug has dedicated his life to achieving scientific breakthroughs that can increase the quality, quantity and availability of food in the world. He continues to dream of concurring great challenges, such as

- Bringing the Green Revolution to Africa; and
- Using biotechnology to implant disease-resistant genes into plants such as wheat and soybeans.

Each October, to address these issues and other cutting-edge topics in global food security, the World Food Prize invites leading government officials, agribusiness leaders, research scientists, hunger advocates, and students from around the globe to attend the World Food Prize International Symposium, now known as the Borlaug Dialogue.

In recent years, more than 700 participants from over 60 countries have traveled to Des Moines on or around World Food Day to take part in this conference. It is the goal of our Foundation that this event can become the “Davos” of world agriculture, bringing together global leaders in the magnificently restored Norman E. Borlaug Hall of Laureates where they will be inspired by Dr. Borlaug’s legacy to develop new ways to counter hunger in the world.



The annual Norman E. Borlaug International Symposium attracts experts from around the world to discuss cutting-edge topics of global food security.

GLOBAL YOUTH INSTITUTE



Students at the Youth Institute interact with each other and with Nobel and World Food Prize Laureates.

As a young man, Norman Borlaug's first dream was to become a high school science teacher. While his life took a different path, his desire to motivate young people to study science and become interested in the issues of world hunger never left him. In 1994, together with John Ruan, he established the World Food Prize Global Youth Institute to bring high school students and teachers together with World Food Prize Laureates each October as part of the World Food Prize celebration.

That program has now grown to where approximately 100 students and a similar number of teachers now participate in the Youth Institute and Borlaug Dialogue. A grant from the Ohio-based Mathile Institute is designed to double the size of this program.

The Norman E. Borlaug Hall of Laureates will be the home for this unique educational endeavor, permitting all of the students and teachers the opportunity to be inspired by Dr. Borlaug's legacy.



Graduates of the Global Youth Institute are eligible for eight-week, all-expenses-paid internships in Asia, Africa and Latin America as Borlaug-Ruan Interns.



THE ARCHITECTS

THE ARCHITECTS

The World Food Prize Foundation is pleased to announce that Gensler Architecture, Design and Planning, RDG Planning & Design and Douglas Hoerr Landscape Architecture have been chosen to transform the historic Des Moines Public Library into the new Norman E. Borlaug Hall of Laureates.

Gensler

Gensler Architecture is a global architecture, design, planning, and strategic consulting firm with expertise in the design of a wide range of buildings and facilities. Gensler is committed to the preservation and adaptive reuse of historic districts, buildings, sites and landmarks, such as the American Conservatory Theatre in San Francisco and the historic Main Street Station in Richmond, Virginia.

RDg...
PLANNING • DESIGN

RDG Planning & Design in Des Moines will work closely with Gensler throughout the planning, design and implementation phases. RDG's experience in historic restoration can be seen throughout the magnificent Iowa State Capitol Building.



DOUGLAS HOERR
landscape architecture, inc.

Douglas Hoerr Landscape Architecture has designed award-winning landscapes and green spaces throughout the country, including the beautification of Michigan Avenue in Chicago and the Fleur Drive and Ingersoll streetscapes in Des Moines.

THE ARTISTS

The World Food Prize Foundation has contacted several renowned artists about their possible participation in the furnishing of the Norman E. Borlaug Hall of Laureates with original works of art.



CHAS FAGAN

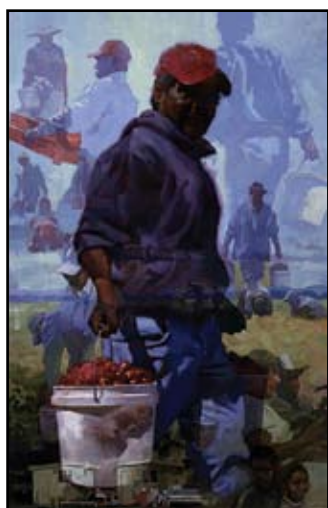
Portrait artist, landscape painter and sculptor Chas Fagan has been creating nationally recognized works of art for almost twenty years. Recent portrait works include a life-size portrait of Mrs. Barbara Bush for the White House in Washington, DC.

Sculpture is a more recent component of Chas' career. In 2004, Chas created an 8-foot bronze of President George H. W. Bush as the centerpiece of a monument to the former president in Sesquicentennial Park.



FRANZ MAYER OF MUNICH

Founded in 1847, Franz Mayer of Munich maintains its reputation of working with only the highest quality standards to continuously develop new artistic and architectonic expressions in the field of stained glass and mosaic. After 158 years, this family business is still dedicated to restoring the historic while creating new unique contemporary projects for artists and architects worldwide.



GREGORY MANCHESS

Gregory Manchess began a freelance illustration career in 1979 in Waterloo, Iowa. His illustrations have since appeared on the covers of various magazines and programs, including the February 2008 issue of National Geographic. He has also illustrated movie posters for Paramount and Disney and was commissioned by The History Channel to create portraits of the Russian Tsars to promote a documentary. He has most recently worked on the Abraham Lincoln Library and Museum.



AN INVITATION

AN INVITATION TO JOIN IN A PROJECT CONNECTING FOUR CENTURIES

What began in the 19th century and served in 20th century as a great educational and cultural edifice can now, at the start of the 21st century, be magnificently restored and dedicated to a new purpose so that, 100 years from now, at the beginning of the 22nd century, it will still be inspiring Borlaug-like achievements in feeding the world.

When completed, the Norman E. Borlaug Hall of Laureates will be restored as one of the most magnificent buildings in the state of Iowa. The former Des Moines Public Library Building will become a stunning edifice honoring the great accomplishments of the Father of the Green Revolution and serving as a beacon drawing people from around the globe each October for a dialogue on the most important issues facing global agriculture.

Our goal is to ensure that Dr. Borlaug's inspiration will still be available for all those engaged in what will be the monumental struggle of the 21st century to provide adequate food and nutrition for the burgeoning population of the Earth. As the epicenter of this global struggle, the building will draw senior officials and leaders as well as young students to participate in the World Food Prize events and take part in what will be the most significant observance of World Food Day anywhere.

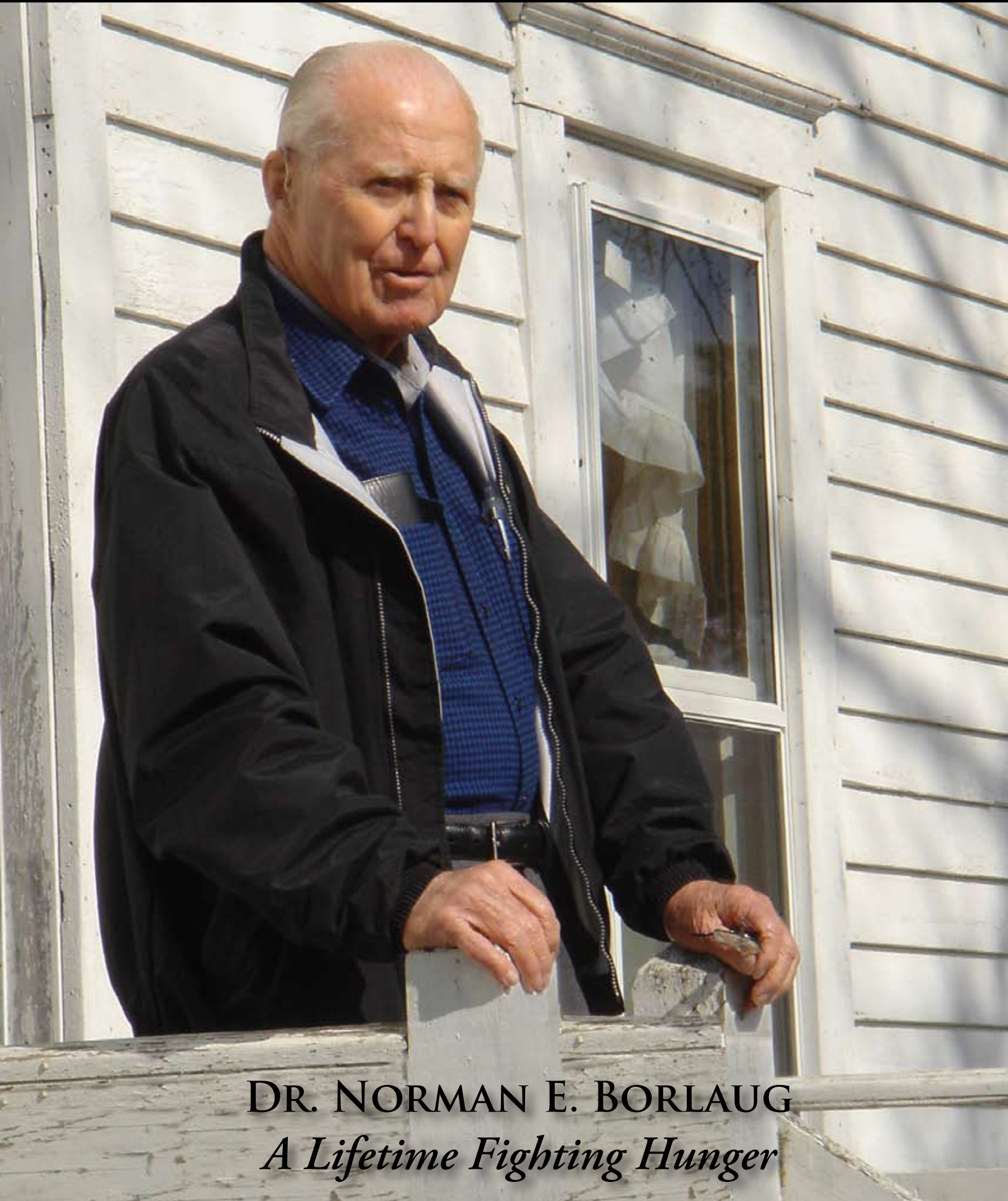
We have already raised approximately two-thirds of the \$29.8 million needed to restore and operate the building. I invite you to join with us in this great enterprise here in the American Heartland. In doing this, you will be:

- Preserving the Legacy of the Man Who Saved One Billion Lives;
- Fulfilling the Dreams of the Father of the Green Revolution;
- Sustaining the Institutions and Programs Created by the Founder of the World Food Prize; and
- Inspiring Future Exceptional Achievements in the Global Struggle Against Hunger.



A handwritten signature in black ink, appearing to read 'K. Quinn'. The signature is fluid and cursive.

- AMBASSADOR KENNETH M. QUINN
PRESIDENT, WORLD FOOD PRIZE FOUNDATION



DR. NORMAN E. BORLAUG
A Lifetime Fighting Hunger