THE WORLD FOOD PRIZE Hall of Laureates





"Dr. Borlaug, the World Food Prize that you created is a marvelous institution, so we think it needs to have a marvelous home, just like the Nobel Prize. There needs to be a place where great achievements of the World Food Prize Laureates can be enshrined, where World Food Prize events can take place, where students can visit and learn about the accomplishments of the World Food Prize Laureates as well as great lowans of agriculture, such as Henry Wallace and George Washington Carver.

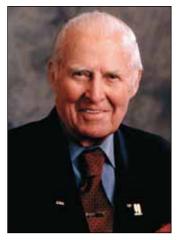
And Norm, most of all, there needs to be a place where everyone who visits will know what Norman Borlaug did; the breakthrough achievements of the Green Revolution that saved one billion lives.

Dr. Borlaug, there will be such a place. My father and I are extremely pleased to be here to announce that, as a special gift to you, the Ruan family is committing \$5 million dollars toward the acquisition and refurbishment of the old Des Moines Public Library building, so that it can become the future home of the World Food Prize."

> -John Ruan III, 2001 World Food Prize Laureate Award Ceremony October 18, 2001

letter from the president «

What began as a dream more than a decade ago is now a reality.





Dr. Norman Borlaug

John Ruan Sr.





John Ruan III

Amb. Kenneth M. Quinn

The renowned Italian architect Renzo Piano said, "Architecture is storytelling."

In opening the magnificently restored World Food Prize Hall of Laureates, here in the center of the United States, we mark a historic milestone for this organization created 25 years ago. Within the walls of this amazing architectural edifice, we pay homage to the great leaders who have gone before us, and endeavor to educate and inspire both global citizens as well as the next generation of humanitarian heroes.

Dr. Norman E. Borlaug, acclaimed throughout the world and one of the world's greatest heroes, created the World Food Prize in 1986 to recognize and inspire exceptional breakthrough achievements in increasing the quality, quantity and availability of food in the world. Having received the Nobel Peace Prize in 1970 for his role as Father of the Green Revolution, Dr. Borlaug was passionate and determined that human endeavors could, in fact, create solutions to the food crises around the world. He believed there should be an award that would encourage Nobel-like achievements in reducing hunger and ensuring adequate food for all—the most basic of human rights.

In 1990, businessman and community leader John Ruan Sr. rescued the World Food Prize when the original sponsor withdrew, offering it a new home in Des Moines. Mr. Ruan's vision was that Iowa could be seen as the food and agricultural capital of the world.

The World Food Prize Foundation took on the \$29.8 million project to transform the former Des Moines Public Library building and give it a new purpose, to carry on these two great men's legacies, and make their dreams a reality. With a lead donation of \$5 million announced by John Ruan III, and contributions from over 100 donors, this magnificent Hall of Laureates is designed to serve as:

- a home for World Food Prize programs;
- a convention and conference center available to the community; and
- an educational facility to bring awareness to all who visit about both our collective history in agriculture and humanitarianism, as well as the challenges that face our planet in feeding the burgeoning global population.

In the restoration of this building, the World Food Prize has endeavored to preserve its historic integrity, and has also strived to make the building incredibly energy-efficient. It is designed to earn LEED Platinum certification, the highest possible level of resource conservation, an achievement almost unheard of for buildings on the National Historic Register.

The World Food Prize Foundation has signed a 100-year lease with the City of Des Moines. The building was designed in the 19th century, served as a library and cultural center throughout the 20th century, and has been revitalized to fill a new purpose in the 21st century. It is our intent that, at the beginning of the 22nd century, it will still be inspiring all who visit to carry forward the legacy of Dr. Borlaug, John Ruan and all the World Food Prize Laureates in the global struggle against hunger—or, just possibly, it will be the place we gather to celebrate our victory in vanquishing hunger from the face of the earth.

—Ambassador Kenneth M. Quinn (ret.) President, The World Food Prize Foundation









rotunda the heart of the building so

As visitors enter the World Food Prize Hall of Laureates, they step into the impressive Rotunda, which contains elements of several stories emphasized throughout the building.

Directly overhead is the original stained glass skylight, which contains 10,000 individual pieces of glass. During the renovation process, the World Food Prize had each piece inspected, cleaned, polished and, if needed, repaired. During renovation, the skylight was the very first artistic aspect of the building to be installed.

Below the skylight are four lunette murals. These four agricultural scenes trace Dr. Norman Borlaug's life and work around the globe and are keyed to different times of day as related to the stages of his life:

- Dawn in Iowa at his Iowa boyhood home near Cresco;
- *High-noon in Mexico*, where over the course of two decades, he developed miracle wheat, his most significant breakthrough discovery;
- Afternoon in India and Pakistan, where in the 1960s Dr. Borlaug convinced leaders to adapt his new approach to agriculture, thus saving hundreds of millions of people from possible starvation; and
- *Twilight in Africa*, reflecting his efforts during the last decades of his life to bring the benefits of the Green Revolution to that agricultural frontier.

Moving down, adorning each corner pillar is a metal grain sculpture. Each depicts one of the four main crops involved in feeding the world: wheat, rice, corn and soy. On each sculpture's base, the name of the crop is written in English and in a language associated with the earliest recorded production.

Finally, at the top of the grand staircase is a 20-foot-high stained glass window created by Franz Mayer Architectural Glass and Mosaic Company of Munich, Germany, which has been producing stained glass works since 1847. The stained glass window depicts a family in classical times bringing in the harvest and is based upon original images from a sculpture done by Christian Petersen, the Danish immigrant artist who worked in the 1930s at Iowa State University as part of the Works Progress Administration (WPA) project. Drawn by the late Afghani artist Fazl Maqsoodi, the finished window is meant to relate the central role of the family throughout the history of agriculture and food production.

∽borlaug ballroom

he Borlaug Ballroom celebrates and honors Dr. Norman E. Borlaug, and is the largest and most significantly transformed room in the Hall of Laureates.

For years, this served as the library stacks room, and was a twostory space separated by a glass floor and completely filled with bookcases. Library staff would climb among the stacks to retrieve books for patrons. Today, a balcony shows where the glass floor once was and designs in the new wood floor marks where stacks once stood.

Visitors to this room are greeted by a portrait of Dr. Borlaug, set in a frame that incorporates wheat as well as asterisks that he famously used in his notebooks to evaluate the wheat varieties he cultivated. Surrounding this portrait are representations of the three major awards Dr. Borlaug earned during his lifetime:

- the Nobel Peace Prize
- the U.S. Presidential Medal of Freedom
- the Congressional Gold Medal

Only three American citizens have ever received these three honors: Dr. Martin Luther King, Jr., Elie Wiesel, and Dr. Borlaug.

Also in this room are tapestries depicting the phases of Dr. Borlaug's life and the institutions that shaped him. The tapestries portray New Oregon Township Number Eight, the one-room school he attended as a child; Mexico, where he and his colleagues were the forerunners of one of the first international agricultural research centers ever established; Punjab, which illustrates his impact on agriculture in India and Pakistan; and Africa, which depicts a woman farmer and her daughter bringing in a crop in a remote part of the world, where there is still much work to be done in improving agriculture.



On display in this room are 10 ornamental bowls that highlight the areas of food and agriculture for which the World Food Prize is awarded:

- Animal Science/Aquaculture;
- Soil Science/Water/Conservation; Nutrition/Health;
- Plant Science/Seed Science;
- Plant Pathology/Crop Protection;
- Food Technology/Food Safety;
- Policy/Research/Extension;

- Infrastructure/Emergency Relief; Poverty Alleviation/Hunger; and the tenth bowl is intentionally left blank, without an inscription. It represents that yet unknown category of achievement, which may be discovered in the future and which may lead to even greater advances in feeding the predicted 10 billion people who will inhabit the earth by the end of the 21st century.













n the three separate but connected spaces of this room, visitors are invited to explore the history of agriculture, the notable achievements of World Food Prize Laureates, and the story of John Ruan Sr.

A beautiful stained glass globe in the center of this room traces the origins of agriculture throughout civilization. Artwork from different areas of the world also portrays a wide range of agricultural scenes and symbols, from African sculptures of antelope, the symbol for agricultural productivity in Mali, to a print reproduction of a Diego Rivera harvest mural.

ruan laureate room 🗞

Inscribed in the squinches above the windows are the names of 21 individuals identified as great figures in food and agriculture from cultures around the globe who might have received the World Food Prize, had it existed during the past several thousand years. They range from a Chinese emperor widely credited with developing water control and irrigation systems to an English woman who was a founding member of the global organic farming movement.

One of the most significant pieces standing at the end of this room is a painting of an African marketplace with women farmers bringing produce to sell, painted by a famous Nigerian artist designated a UNESCO Artist for Peace. Also honoring the role of women in agriculture is a sculpture of an early Sumerian female farmer with a digging stick and basket.

World Food Prize Laureates are recognized in the Ruan Laureate Room in several ways. Two large glass mosaics depict Dr. M.S. Swaminathan of India, the first World Food Prize Laureate in 1987, and Dr. Evangelina Villegas of Mexico, the first female Laureate, honored in 2000. Both personally worked with Dr. Borlaug during his career.

The 35 World Food Prize Laureates are further honored in the "Laureate Alcove," in the southeast corner of the room. A set of plaques bears each laureate's picture, name, country, and the year of recognition. Their stories will also be shared in books in this alcove. In the squinches of the Laureate Alcove are scenes from the World Food Prize 10th Anniversary Mural, depicting the Laureates' areas of work up to that point.

Finally, on the other end of the Ruan Laureate Room is a lounge honoring John Ruan Sr. and his role in rescuing the World Food Prize and bringing it to Iowa in 1990.

Plaques on the walls around the room tell the story:

- the founding of the World Food Prize in 1986;
- a 1989 Des Moines Register editorial calling for Iowa to save the prize;
- John Ruan Sr. speaking at the first World Food Prize conference held in Iowa in 1990; and
- the creation of the World Food Prize Global Youth Institute in 1994, which John Ruan Sr. and Norman Borlaug created.

A portrait of John Ruan Sr. graces this room, and his beloved piano sits in the center. John Ruan Sr. is also honored with a statue in the garden.

To fully grasp the meaning of all of the pieces in the Ruan Laureate Room and the other parts of the building, guests are invited to participate in a building tour or ask docents for more details.

he Iowa Gallery, on the second floor, is designed to tell the story of Iowa's extensive and varied agricultural and humanitarian heritage, and Iowa's remarkable role in feeding the world.

Iowa has an amazing pantheon of heroes who have been world leaders in producing food and in delivering it to hungry people, as well as an array of significant events which make Iowa an appropriate setting for the home of the "Nobel Prize for Food and Agriculture."

In order to preserve these stories for future generations, the World Food Prize commissioned a total of 20 new original works of art by Iowa artists to be displayed in the Iowa Gallery. It is quite fitting—as this space was formerly the art gallery of the Des Moines Public Library—that the room has been restored to reflect its original design at the start of the 20th century, with fabric wall covers and enhanced skylights.

The most prominent artwork is the mural on the far wall, which depicts four of Iowa's most illustrious figures in the fight against hunger seated on the front porch of Dr. Norman Borlaug's boyhood home in Saude, near Cresco in northeast Iowa. They are Herbert Hoover, who served as a United States President and led the effort to feed Europe after WWI and WWII; Henry A. Wallace, who founded Pioneer Hi-Bred Corn Company and served as Vice President and U.S. Secretary of Agriculture; George Washington Carver, the first black man allowed to study at Iowa State University who went on to become a great agricultural scientist—even advising Mahatma Gandhi; and Jessie Field Shambaugh, the woman who founded the after-school clubs that would later become the 4-H program.

Paintings depict several of Iowa's humanitarian efforts, such as the Yamanashi Hog Lift and Iowa's role in bringing Southeast Asian refugees to America.

Other key events, such as the Pope's visit in 1979 and Khrushchev's visit to the Garst Farms, are in the gallery. Beautiful landscapes and images showing the importance of roads and infrastructure are also on display.

Other artwork in this room includes charcoal portraits of Iowans who have served as U.S. Secretary of Agriculture and the busts of former Governor Robert D. Ray, John Chrystal and George Washington Carver.

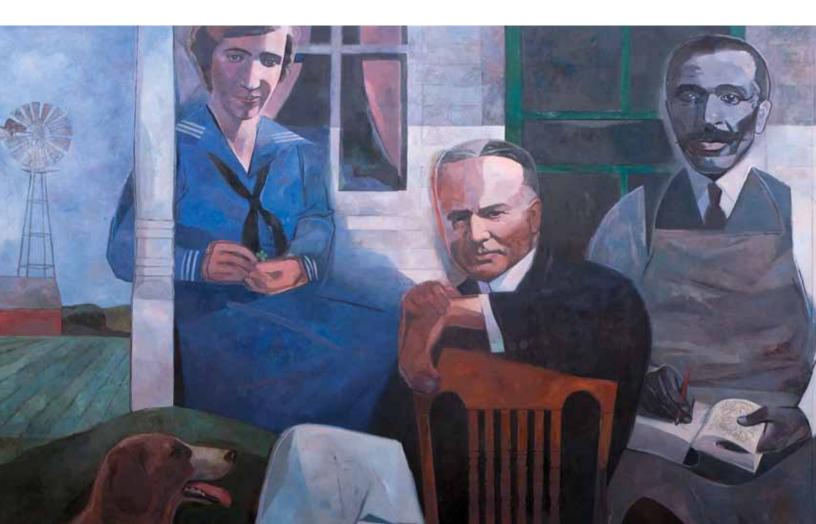




Photo above is a drawing of George Washington Carver and Henry A. Wallace.



second floor s

he second floor of the Hall of Laureates features the Founders' Boardroom, a state-of-the-art conference room. Plaques of the people most influential in founding the World Food Prize adorn the walls, honoring their roles.

The Exhibition Hall, which was once a theater, will be available for traveling exhibits or use as a meeting space for larger tourist and educational groups.

The second floor will also house some of the World Food Prize offices.

On the upper-most floor of the building is the space that was historically the Cumming School of Art during the first decades of the 20th century. This space will now be used primarily for storage and office space as well as an archive for the World Food Prize.

Photo left is an original painting by Charles Cumming, who operated the art studio and school on the fourth floor during the first quarter of the 20th century.

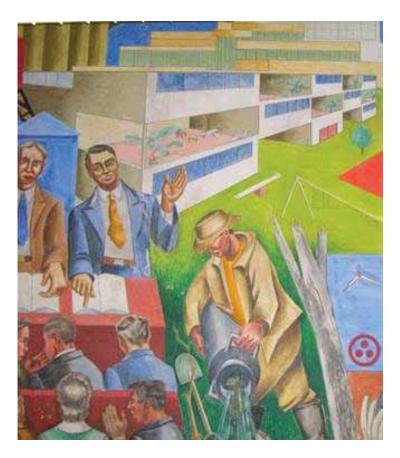


∽the mural room

he Mural Room on the lower, garden level is home to a 360-degree, 1,091-square-foot, vibrantly colored mural entitled, *A Social History of Des Moines*, which was created from 1937 to 1941. It has been beautifully restored by the World Food Prize Foundation, after decades of deterioration.

The mural traces the history of Des Moines from prehistoric times through the mid-1930s. Designed by artist Harry Donald Jones and a team of 21 researchers, artists and artisans, the mural was created as part of the New Deal Works Progress Administration (WPA). The project was supervised by Iowa native Grant Wood who was then the Iowa Director of Mural Projects for the WPA. Grant Wood was one of the greatest American artists during of the first-half of the 20th century and the creator of the iconic *American Gothic* painting.

The former Boys' and Girls' Department of the library will serve as the home of the World Food Prize Global Youth Institute and house a part of the museum's multimedia educational wing.





educational exhibits 🗞



Touchscreen exhibits will allow visitors to explore various stories.

n Summer 2012, the garden level of the World Food Prize Hall of Laureates will become home to state-of-the-art interactive educational exhibits. These displays will guide visitors through the topics illustrated throughout the rest of the building, and help people explore them in-depth.

This area will also have a significant focus on current global challenges, real-life stories, the efforts going on today, and what is ahead for the next generation.

Exhibits will feature:

- a Laureates database that tells the story of World Food Prize honorees;
- an interactive timeline that allows visitors to explore the history of agriculture around the world;
- interactive maps and stories that explain our global challenges;
- the World Food Prize programs;
- Dr. Norman Borlaug;
- John Ruan Sr.;
- Iowa's agricultural heritage; and
- the building's history and renovation.

This area will be open to the public and available for school groups and other organizations to tour.

An interactive timeline will illustrate the history of agriculture.



∽the gardens

A significant addition to the Hall of Laureates renovation project was the creation of a beautiful, lush garden on the west side of the building. Turning what had been a parking lot into a peaceful oasis of green plays an important role in the urban renaissance of downtown Des Moines.

The inspiration for the garden, which will be an integral part and key feature of the Principal Riverwalk, came from Janis and John Ruan III, and is an extension of their previous leadership in bringing landscaping and flowers to the public spaces along Fleur Drive and downtown Des Moines.

Garden statues will honor both Dr. Norman Borlaug and John Ruan Sr. Of special note is a large fountain in the heart of the garden, along with an expansive stone map of the world.

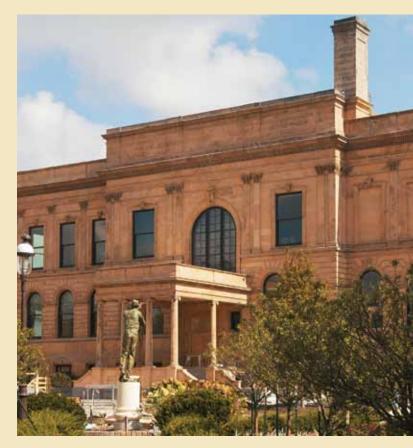
Many features of the Hall of Laureates that advanced the efforts to attain LEED Platinum certification are located in the garden. One hundred and two geothermal wells drilled more than 200 feet deep underneath the garden use the earth's energy to heat and cool the building. Other features in the garden that contributed to the effort to reach the highest possible LEED certification include:

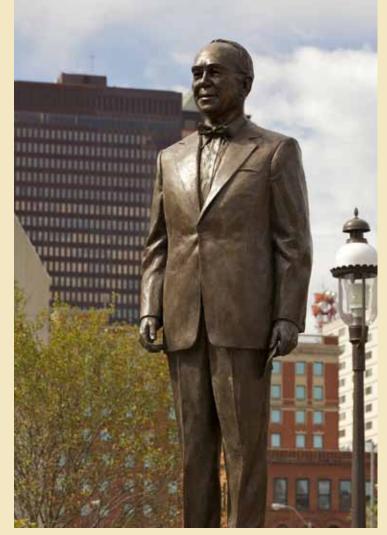
- the metal fence made of recycled steel;
- concrete paving with a very high SRI light reflectivity index;
- curbing around the statues and planting circles made from recycled granite harvested regionally in Minnesota; and
- an irrigation system that makes use of the building's rainwater run-off, which is captured in the 8,000-gallon cistern under the new east grand staircase.



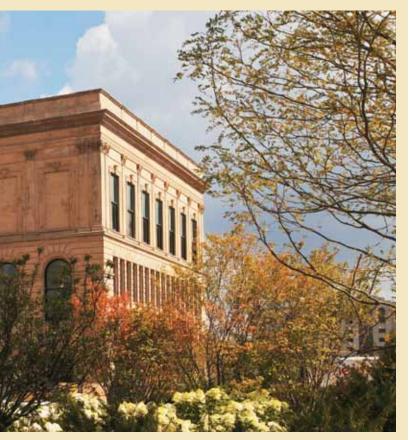


Dr. Borlaug's statue was designed and sculpted by John Collier, and shows him turned toward his birthplace in Cresco, Iowa.





John Ruan's statue was done by Chas Fagan, and shows Des Moines behind him, reflecting his leadership in shaping the city's development.



LEED certification <>>

very effort has been made to make this beautiful, historic building into a landmark in energy efficiency.

Fewer than 10 historic buildings anywhere in America have achieved LEED Platinum certification, the highest possible level of energy and resource conservation which this building is designed to attain. Achieving LEED Platinum certification is extremely difficult even for new construction and almost impossible for century-old buildings on the National Historic Register. Only one 19th-century building in Iowa has attained LEED Silver certification–Morrill Hall at Iowa State University–and none in Iowa are at the LEED Gold or LEED Platinum levels.

Architects were challenged to combine a historic building, which must be kept true to its original appearance and purpose, with the new, green technologies. Key green features in the World Food Prize Hall of Laureates include:

- 90 of the highest efficiency solar panels available anywhere in the world and made in America, which are placed on the roof in a way that cannot be seen, so they do not detract from the overall historic appearance of the building;
- an 8,000-gallon cistern that collects storm water run-off and provides a gray-water system to irrigate the gardens; and
- the procurement of almost all construction and renovation materials from within 500 miles of the project, including many recycled or reused materials.

It is estimated that by implementing all of the energysaving techniques designed for the Hall of Laureates, the newly rehabilitated headquarters for the World Food Prize Foundation will reduce the amount of energy used by 35 percent.

An interactive touchscreen exhibit in the garden level of the building allows visitors to explore all of these systems and view real-time data on energy use in the building—serving as one more educational tool for the community to view.



shistoric preservation

his building has welcomed thousands of people through its doors, from its very earliest days in 1903 to the present. It is a gem to be preserved, and the World Food Prize has done its best to bring it back to its original architectural splendor.

The building originally was home to the Des Moines Public Library. It was designed at the end of the 19th century when urban planning came into vogue and the "City Beautiful" movement began, which stressed the incorporation of civic buildings, parks, and statuary in the heart of American cities. In Des Moines, an elaborate plan was developed to beautify both sides of the Des Moines River with classical municipal buildings and elegant statues.

The cornerstone for the library was laid in 1900 and the building opened to the public in 1903. It served as a central library and cultural center with its theater, art gallery, and the Charles Cumming School of Art.

During the restoration of the building, the most significant historic endeavor was the rebuilding of the grand staircase on the riverfront. When it originally opened, the library faced the river; an alley and additional buildings backed up to the west side of the building. But the east staircase and fountain deteriorated over the years, and library leaders demolished them in 1955, reorienting the building to a new west entrance.

The World Food Prize Foundation has rebuilt the historic grand staircase on the east. The quarry from which the original stone came closed decades ago and architects were challenged to find a new source of matching stone. Architects were able to search and find old projects in Minnesota, such as abandoned railroad bridges, and harvest the stone for this new project.



Original East Entrance



about the world food prize programs 🗞

he World Food Prize is the foremost international award recognizing—without regard to race, religion, nationality, or political beliefs—the achievements of individuals who have advanced human development by improving the quality, quantity, or availability of food in the world.

The Prize recognizes contributions from any industry involved in world food supply—food and agriculture, science and technology, manufacturing, marketing, nutrition, economics, poverty alleviation, political leadership and the social sciences.

The World Food Prize emphasizes the importance of a nutritious and sustainable food supply for all people. By honoring those who have worked successfully toward this goal, the World Food Prize calls attention to what has been done to improve global food security and what can be accomplished in the future.

The World Food Prize is awarded each year at a ceremony in the majestic Iowa State Capitol. The event takes place in conjunction with the Norman E. Borlaug International Symposium, also known as the "Borlaug Dialogue." The Borlaug Dialogue brings together international experts and policy leaders to address cutting-edge issues in food security and nutrition. It is held annually in mid-October in conjunction with United Nations World Food Day and Norman Borlaug/World Food Prize Day. The World Food Prize Foundation also hosts the annual Iowa Hunger Summit during its week of events. The Iowa Hunger Summit is a free, grassroots event that gathers leaders from across Iowa. The leaders represent community organizations, business and industry, state and local government, social agencies, churches and religious communities, schools and universities, and other groups that lead or participate in projects to confront hunger.

Finally, the World Food Prize Foundation has built an exceptional youth program that reaches across the country. Each year, more than 100 exceptional high school students from across the United States and other countries are selected to participate in the three-day World Food Prize Global Youth Institute. They interact with World Food Prize Laureates, present their own topical essays on food security, and discuss current agricultural issues with international experts. They also tour industrial and research facilities, and take part in a food packaging event and a hunger banquet. The top students can then apply for one of 20 Borlaug-Ruan International Internships at research centers around the globe. Students also have the opportunity to participate in a USDA Carver-Wallace Internship.







To learn more about the World Food Prize, visit www.worldfoodprize.org.

9~25th anniversary timeline

"I pledge my own energies and resources to these real-life heroes of our day whose work not only touches the soil but also touches the hearts of all mankind. By assuming sponsorship of the World Food Prize, we can create a most appropriate nurturing environment for it right here in what is often called 'the nation's breadbasket.""

— John Ruan Sr., at the 1990 World Food Prize press conference.

25th anniversary timeline 🖘

"Because of Dr. Borlaug's vision and tireless work, upwards of one billion lives have been saved. Not bad for a farm boy from Cresco, lowa."

— Senator Tom Harkin

"The ideas that came out of the World Food Prize International Symposium helped shape the US response to bioterrorism immediately after the events of 9/11."

— Dr. Bernard A. Schwetz, Acting Commissioner, U.S. Food and Drug Administration

| 2000 | The first female Laureate is honored: Dr. Evangelina Villegas, named along with Dr. Surinder Vasal, for their work in Quality Protein Maize. Amb. Kenneth M. Quinn assumes leadership of the World Food Prize. |
|------|---|
| 2002 | The first Borlaug Day in Iowa is proclaimed by the Iowa Governor and Legislature and continues through three governors to present day. Grammy-winner Ray Charles performs at the Laureate Award Ceremony. The Laureate Lecture Series begins with 10 presentations across Iowa. |
| 2004 | The Laureate Award Ceremony is televised across Iowa for the first time on Iowa Public Television. The first out-of-state youth program is held in Ohio at The Ohio State University. |
| 2005 | The Borlaug Dialogue symposium is extended to three days. |
| 2007 | The first ever Iowa Hunger Summit is held. Norman Borlaug receives the Congressional Gold Medal. He becomes one of only three Americans to have received this award, the presidential Medal of Freedom, and a Nobel Peace Prize. The others are Dr. Martin Luther King Jr. and Elie Wiesel. |
| 2008 | Clay Mathile helps fulfill Dr. Borlaug's last wish–that students in every high school in America have the opportunity to explore global food security issues–by funding the national expansion of the World Food Prize youth programs. |
| 2009 | Norman Borlaug passes away at the age of 95. The Borlaug Dialogue symposium attracts Bill Gates, who gives his first speech on agriculture at the event. |
| 2010 | John Ruan passes away at the age of 96. His son, John Ruan III, continues his legacy as chairman of the World Food Prize. |
| 2011 | Paul and Claudia Schickler fund the continued expansion of the World Food Prize educational initiatives in creating a model statewide program to provide every high school in Iowa the opportunity to involve their students in the Foundation's youth programs. |
| 2011 | The Norman E. Borlaug World Food Prize Hall of Laureates is completed and opened to the public, during the 25 th Anniversary Celebration of the World Food Prize. The Borlaug Dialogue International Symposium now draws over 1,000 people per year from 65 countries and has been called "the premier conference in the world on global agriculture." |

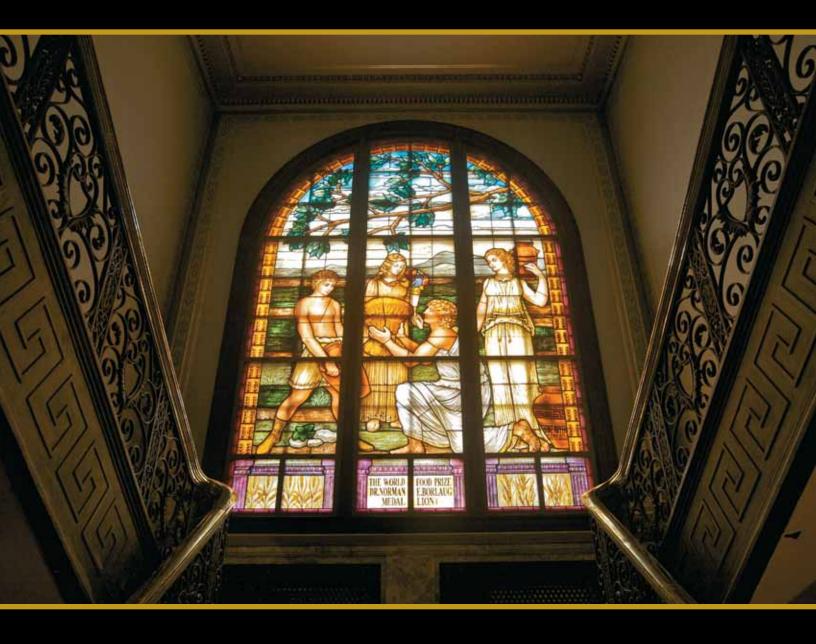
అ**join us at the building**

he World Food Prize Hall of Laureates will be the headquarters for the World Food Prize Foundation. It was also created as a gathering place and an educational facility.

Community members, school groups, and others are invited to contact the World Food Prize Foundation to schedule a tour. This landmark is meant to be enjoyed by all and to educate global citizens.

The World Food Prize Hall of Laureates is also available for conferences, meetings, social events, and wedding rental.

Please contact: The World Food Prize Foundation 515-245-3783 events@worldfoodprize.org



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