

BY MONICA PAQUETTE

THE MUSEUM of Mathematics, also known as MoMath, is counting the days until its opening at 11 E. 26th St., between Fifth and Madison avenues. The museum, designed to educate students by making mathematics enjoyable, has signed an 11-year lease at the 26th Street building located in NoMad, a neighborhood North of Madison Square Park, and expects to open toward the end of the year.

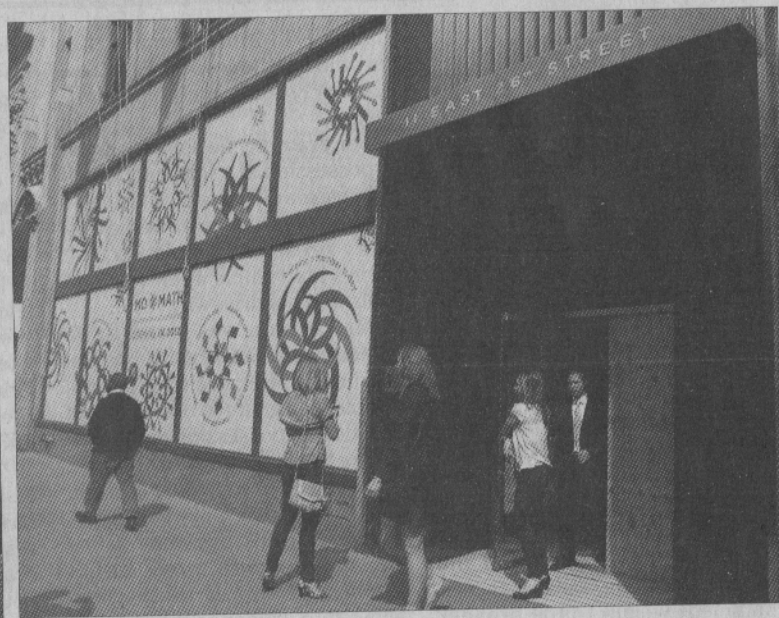
The nonprofit museum will occupy the ground floor, mezzanine and lower level, nearly 18,000 square feet, in the 21-story, 230,000-square foot building owned by East Twenty Six Street Associates.

"We need students to become engaged with mathematics because, having a mathematically literate workforce is vital to the ongoing success of our nation," Cindy Lawrence, an associate director and chief of operations at the museum, said in an e-mail. She added that there is a "cultural problem with math in this country" in the acceptance of a dislike toward mathematics.

MoMath intends to attract students, grades four through eight, using interactive displays, a mathematical gallery and hands-on exhibitions that will make



11 E. 26th St.



NYL/RICK KOPSTEIN (2)

mathematics exciting and fun, Ms. Lawrence said.

MoMath plans to increase its staff of 14.

John Gerhard, a senior attorney in the corporate department at **Cravath, Swaine & Moore**, represented the museum pro bono. Cravath partner **Roger G. Brooks** is on the museum's board of trustees. He did not participate in the lease negotiations. Attorney **Thomas R. Kleinberger**, of

Thomas R. Kleinberger P.C., represented the landlord.

The museum's annual rent is a "blended rate" of \$750,000 because it combines three different areas, said James Buslik, a principal at Adams & Company Real Estate LLC. Mr. Buslik handled the lease on behalf of the landlord.

MoMath is not the first museum dedicated to mathematics, but it will be "the only museum of its kind in the

country," Ms. Lawrence said. It took about a year for the museum to find a location, in a family-friendly area accessible to mass transit. In addition, the Flatiron/23rd Street Partnership Business Improvement District welcomed the opening of a new museum in the neighborhood.

Glen Whitney, the founder and executive director of MoMath, said in a televised interview that he wants to change how young people

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Marketplace

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view mathematics, to see the beauty in mathematics, and to understand the extent of its influence on many areas of life. Mr. Whitney was formerly an algorithms specialist in the financial sector and a university professor.

Museum of Mathematics has received more than \$23 million in donations. Some of the major donors include Google Inc., the Alfred P. Sloan Foundation and The Simons Foundation.

Paul Wolf, a principal at Denham Wolf, acted on behalf of the Museum of Mathematics.