

GENOS > > > CENTER

TOLERANCE THROUGH ART AND EDUCATION

THE PROJECT

The Genos Center is a planned multicultural exhibition hall, art gallery, non-denominational chapel, sunken gardens and sustainable reflective water gardens focused on eradicating genocides worldwide.

The Genos Center Foundation is a 501(c)(3) organization.

MISSION

Our mission is to teach tolerance and inspire reflection through the power of art. Visitors will form new ties between their understanding of history and emotional subconscious through curated shows that highlight the overlooked details of genocide sparking curiosity about human conditions and fears.

VISION

TOLERANCE THROUGH ART AND EDUCATION



Genos Center Chapel Interior Rendering

Our vision is for visitors to see the artwork and world from a new perspective expressing emotion, provoking thought and inspiring change.

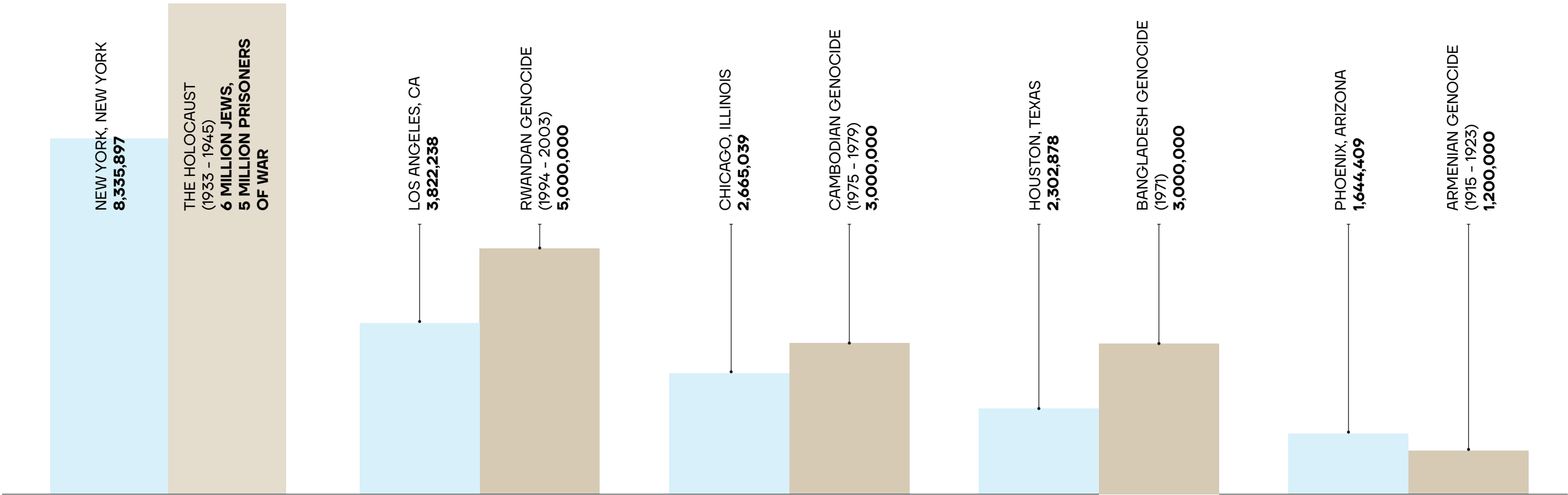
Through art we can raise both awareness and understanding to promote healing as we recognize not only the past but the present.

WHY NOW

Genos Center will serve as a voice for many who are not heard. The death toll of the largest genocides in history outnumbers many of today's largest United States city populations.

TOLERANCE THROUGH ART AND EDUCATION

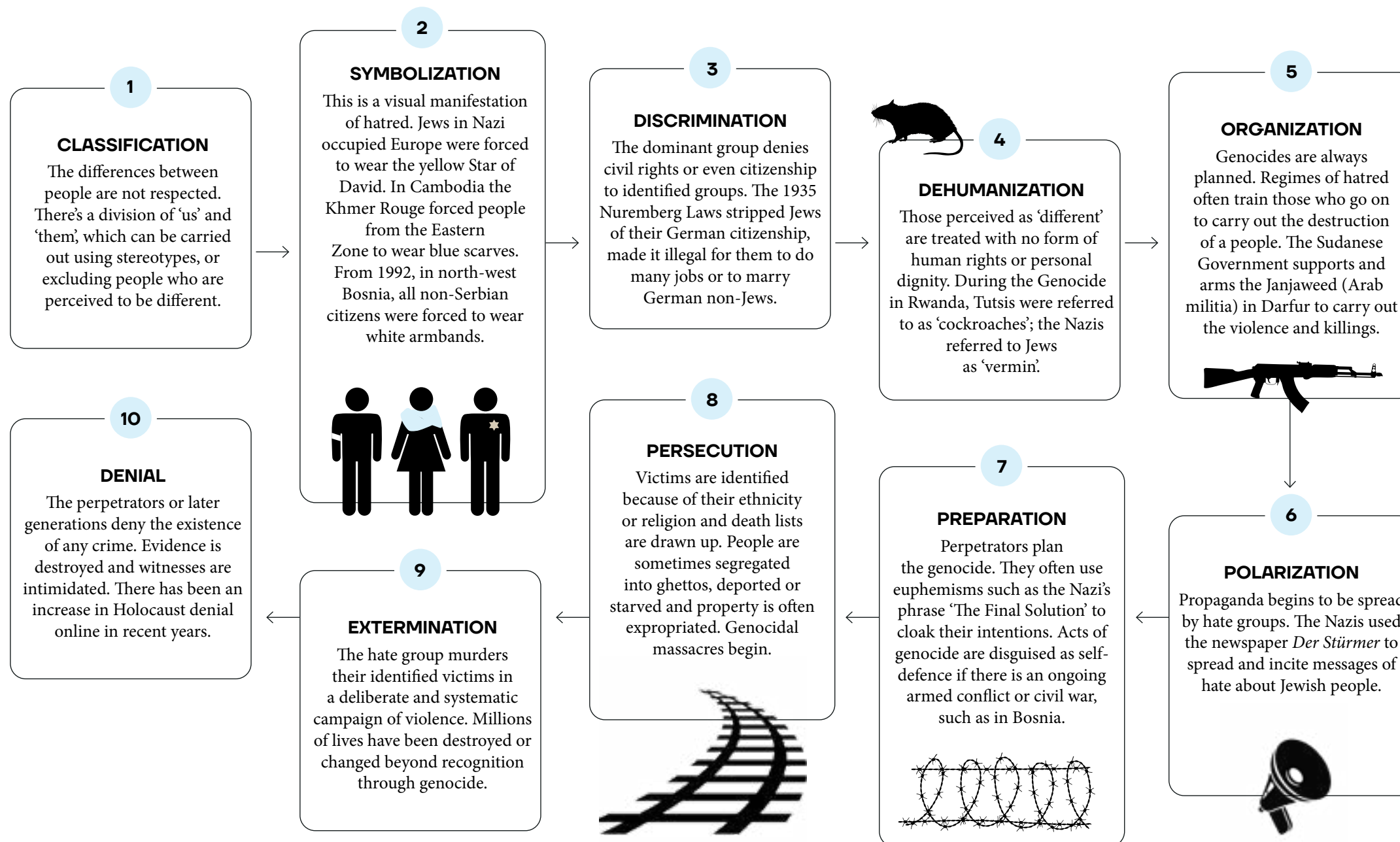
THE IMPACT OF GENOCIDE: 2023 CURRENT US CITY POPULATIONS VS. ESTIMATED GENOCIDE DEATHS IN HISTORY



Top 5 Most Populous Cities on July 1, 2022 based on United States Census Data (census.gov)
Genocide Estimates (in order): World War II Museum, BBC, University of Minnesota Genocide Education, Harvard International Review, United States Holocaust Memorial Museum

THE TEN STAGES OF GENOCIDE

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COUNTRIES CURRENTLY AT RISK OF GENOCIDE:

- Pakistan
- Yemen
- Burma/Myanmar
- Chad
- Ethiopia
- Nigeria
- Afghanistan
- India
- Sudan
- Somalia
- Syria
- Iraq
- Guinea
- Zimbabwe
- Republic of the Congo

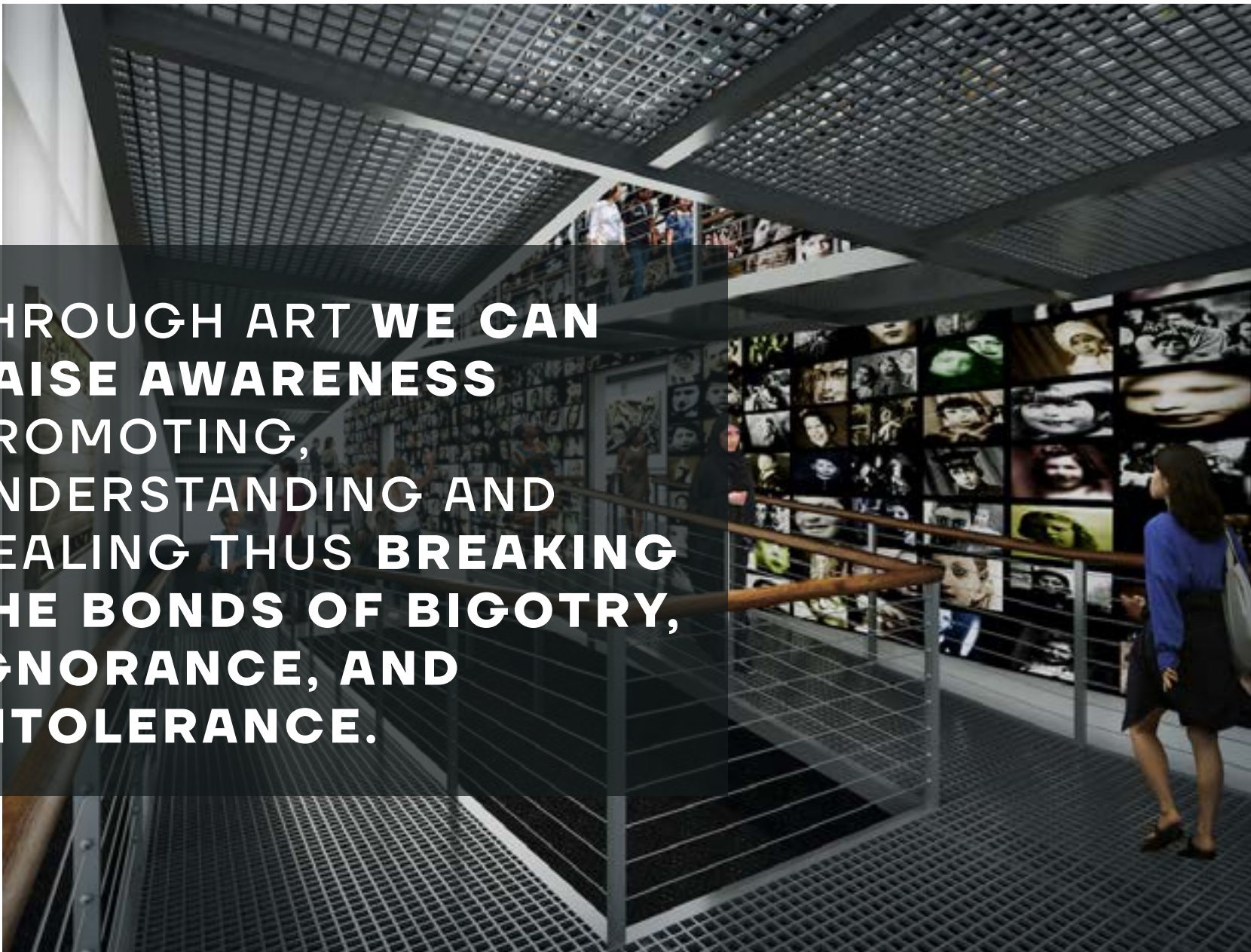
Stages of Genocide via Genocide Watch (genocidewatch.com)

Countries at Risk of Genocide based on Early Warning Project Risk Assessment (United States Holocaust Memorial Museum)

THE TRANSFORMATIVE POWER OF ART

Art has the extraordinary ability to evoke emotions, provoke introspection, and ignite conversations that transcend cultural boundaries.

Carefully curated exhibitions, thought-provoking installations, and engaging educational programs will create an immersive and enlightening experience that encourages viewers to see art in a new way showcasing its ability to challenge perceptions inspiring both compassion and understanding.



**THROUGH ART WE CAN
RAISE AWARENESS
PROMOTING,
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IGNORANCE, AND
INTOLERANCE.**

TOLERANCE THROUGH ART & EDUCATION



Genos Center Chapel Interior Rendering

Along with being a space for healing, the exhibits at the Genos Center will offer a new perspective which will educate society today so that we may impact the future.

NEVER AGAIN

To prevent genocide we must first acknowledge and understand it. By showcasing a diverse range of artwork from world renowned curators and artists across the globe, we aim to foster a deep appreciation for different cultures, traditions, and perspectives breaking the bonds of past ignorance and inspiring visitors to embrace diversity with open hearts and open minds.

PLANS UPON COMPLETION

The Genos Center Foundation will donate the complete project upon completion to an institution, foundation, or city at an agreed time along with an endowment that will maintain the buildings, staff it, cover other expenses where it can be sited in perpetuity, to maintain evolving exhibitions and offer a public park destination via the gardens.

This plan allows the exhibit space to be continually changing and evolving. A community will gain an eco-sustainable destination while connecting people to understand genocide, its causes, and working to prevent these tragedies from happening again ensuring that history and art remain on display.



Genos Center Exhibition Hall Rendering

MAJOR PROJECT BENEFITS

The Genos Center aims to be a place of healing and remembrance that will honor those affected by genocide in meaningful ways. The center will provide a safe space for learning, reflection, and social change. By spreading the message of peace and understanding, the Genos Center will be a platform for positive transformation in our society.

The first-of-its-kind concept will ensure that history is not erased and the memory of those impacted forever remains. The Genos Center is a vision of hope that allows us to remember those who have suffered from genocide, while also providing healing and education to prevent it from occurring again in the future. It will be an inspiring place for all who visit, and its impact will be felt far beyond its walls.

EDUCATIONAL DESTINATION FOR SCHOOLS

Genos Center will provide students the opportunity to learn more about genocide awareness and prevention with special educational discounts for schools and an overall focus on teaching tolerance through art.

Programming includes educational services such as artist lectures, workshops, and seminars for visitors along with internship opportunities for students.



INTERNATIONAL NOTORIETY AND RECOGNITION



The Genos Center will be a unique destination for international press and media coverage bringing attention to the center's mission and overall awareness about genocide education.

A comprehensive marketing plan will ensure local community members understand the importance of the Genos Center and are aware of upcoming events and happenings.

MULTIPLE TOURISM REVENUE STREAMS

Through the variety of services and activities offered the Genos Center will become a destination for international tourism generating multiple revenue streams for both the facility and local community.



PROJECT IMPLEMENTATION



*Cattle Car Transport - Lost Wax Bronze 11” x 9”
Artwork by Douglas Isaac Busch*

Genos Center international curators will initiate the first art show installation and rotate new exhibitions in the Exhibition Hall along with the Entrance Gallery working with local and global art curators to ensure that the facility remains a premier destination for art lovers, artists and educators throughout the world.



*Genocide One - Acrylic on Canvas 82” x 139”
Artwork by Douglas Isaac Busch*

IMPLEMENTATION PLAN



Secure \$30 Million Construction Funding Genos Center Foundation will cover all expenses involved in construction obtaining various forms of financial support such as major gifts, construction loans, donor campaigns, equity investments and endowments to ensure that the project is fully financed from beginning to end.



Develop Comprehensive Construction & Operations Plan Oversee all areas of development including planning, engineering, and architectural work needed to secure permits as well as local residential and commercial zoning regulations and any applicable city or state regulations. This includes coordinating with utility providers for project power needs stormwater discharge, grading and erosion control plans.



Oversee Full Construction of Project From hiring sub-contractors to full construction of the endeavor, Genos Center Foundation will provide the necessary team of designers, builders, and architects to design and construct the project including budgeting, scheduling, materials procurement, and quality assurance along with security guards, and docents to manage the property.

THE POWER OF ART



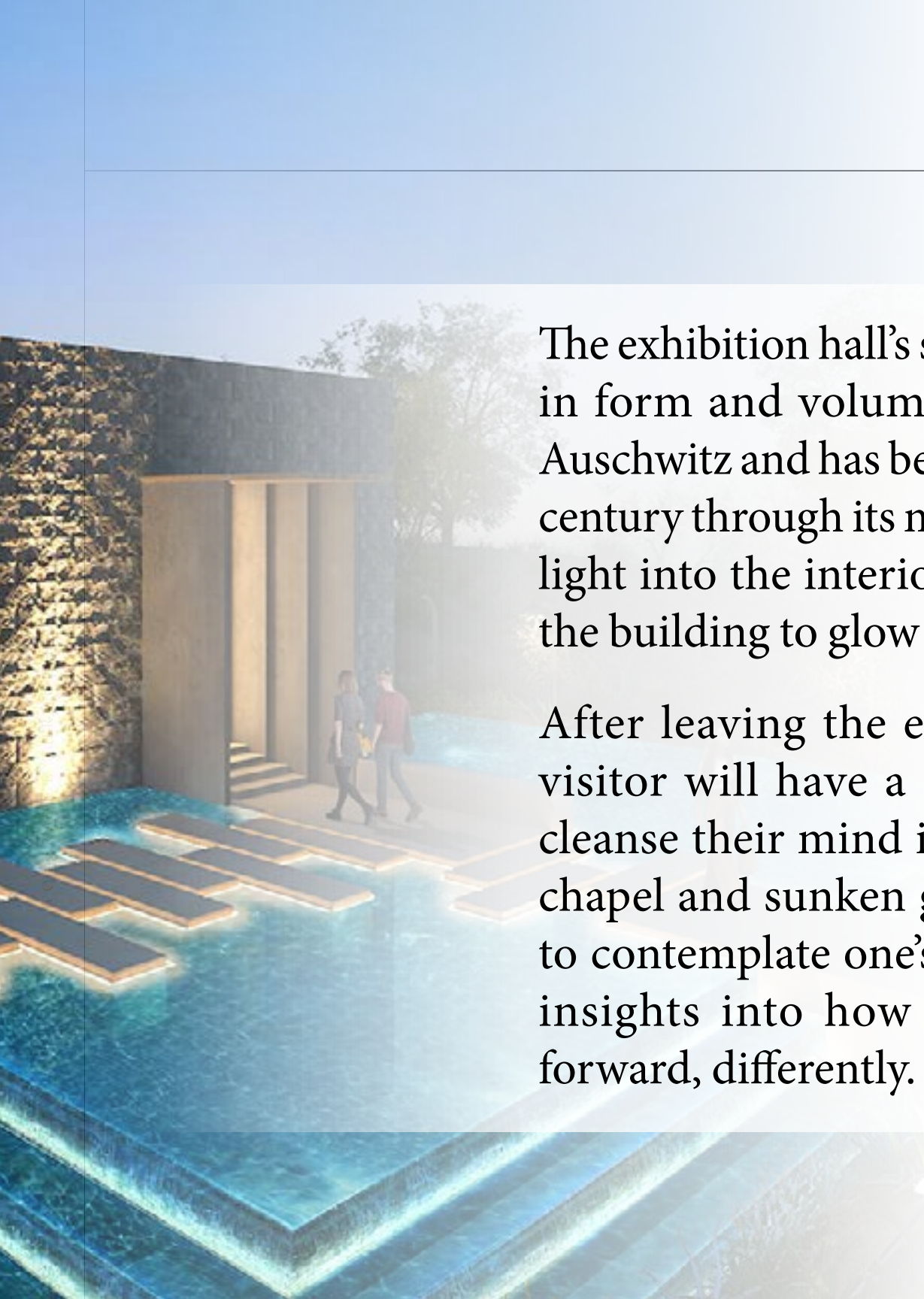
Genocide Two - Acrylic on Canvas 82" x 139"
Artwork by Douglas Isaac Busch

Unlike traditional museums that focus on a single genocide, the Genos Center adopts a broader and more inclusive approach seeking to illuminate lesser-known instances of genocide and provide recognition to communities affected by these tragedies.

By welcoming artists from diverse backgrounds worldwide and hosting exhibits that span multiple genocides, the Genos Center fosters comparative study and understanding of these historical events.

This approach encourages visitors to explore the connections and complexities inherent in different genocides, promoting empathy and dialogue among diverse communities.

ARCHITECTURAL DESIGN

An architectural rendering of a modern building at night. The building features a dark, textured facade and a prominent entrance with a large glass door. In the foreground, there is a water garden with several rectangular, illuminated platforms. Two people are walking on a path near the building. The scene is lit with warm, ambient light, creating a serene atmosphere.

The exhibition hall's structural form mimics in form and volume the crematorium at Auschwitz and has been brought into the 21st century through its materiality bringing soft light into the interior by day and allowing the building to glow by night.

After leaving the exhibition gallery, the visitor will have a chance to reflect and cleanse their mind in the water garden. A chapel and sunken gardens provide space to contemplate one's own beliefs and gain insights into how humanity can move forward, differently.

The experience enables each visitor to look into the mirror of the past, learn, reflect, and hopefully be inspired or changed to participate in preventing the cyclical madness of extreme bigotry.

The chapel is based on the divine proportion using organic materials to ground the visitor and allow the meditative permanent glass installation to glow and transmit tranquillity and reflection.

There will be an outdoor amphitheater for lectures, talks, and discussions as well.

LANDSCAPING & SUSTAINABILITY

TOLEANCE THROUGH ART AND EDUCATION



Carbon Neutral



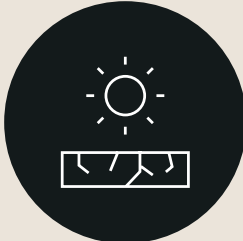
Grey Water Drought Tolerant Landscaping



Sustainable Production and Building Materials



Solar Powered



Zero Carbon HVAC System



Organic Self Sustaining Maintenance with Zero VOC and No Toxins

Designed by ecoTech Design Studio, all buildings will have water capture and batteries for energy storage produced by the on site solar voltaic system.

The Genos Center will meet all health standards specified by pHLiving.us for the MCS community.

DOUGLAS ISAAC BUSCH

GENOS CENTER FOUNDER
& ARCHITECTURAL DESIGNER



Douglas Isaac Busch
Watercolor Painting by Stephen W. Douglas

Douglas Isaac Busch is a world-renowned photographer, artist, architectural designer, inventor, teacher, gemologist and philanthropist.

Busch designs award-winning sustainable architectural structures and landscapes that blend function and form to create inspired spaces. He brings his vast knowledge and experience of green architecture, healthy housing, and sustainable landscape design to the project.

Busch will oversee the project, including renderings, architectural/structural drawings, and construction documentation. A team of leading artists working in architecture, landscape design, painting, sculpture, mixed media, and video art will collaborate with Busch to create the inaugural exhibits with each artist drawing on their unique background and viewpoint.

As an artist Mr. Busch has seen the power of art and is eager to share his expertise with the Genos Center as we work together to bring awareness, tolerance and compassion to communities through the arts.

A consummate professional who studied under Morley Baer, Al Weber, and Ansel Adams, Mr. Busch knows first hand that art can be globally loved, regardless of any notions that may have once separated people.

THANK YOU!

CONTACT US TODAY TO LEARN MORE ABOUT
THE GENOS CENTER FOUNDATION

View and Download this document online at
GenosCenter.org/Info



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