

FACT SHEET

FED CENTER – EXPLORING OUR NATION’S CENTRAL BANK

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MISSION: The Fed Center is an interactive exhibit and museum designed to teach diverse audiences about the role the Federal Reserve plays in the national and regional economies.

We hope visitors coming to the Fed will gain an appreciation for how the U.S. central bank participates in the financial system to help ensure a stable economy, and also understand how the actions of the Federal Reserve affect their day-to-day financial transactions and decisions.

BACKGROUND: The Fed Center opens to advance reservation tours on April 1. It replaces the former World of Economics exhibit with interactive, up-to-date modules on basic economics and personal finance. Visitors ranging from high school students to life-long learners will appreciate the gallery of tactile and eye-popping iconic structures designed to provide a unique experience while explaining concepts such as monetary policy and banking risk management.

Planning for the new exhibit began in 2002, and fabrication and installation was completed late February 2004. The cost for the design, infrastructure, fabrication, and installation of the Fed Center was \$1.5 million.

BUILDING: The Fed Center is located in the west corner of the Bank’s lobby, which was renovated and reconfigured in 2003, providing enhanced security measures and additional conference space for the Bank. A decorative security perimeter is being installed in front of the Bank.

The Federal Reserve Bank building at 101 Market Street was designed by Skidmore, Owings and Merrill and completed in March 1983. [The former Federal Reserve Bank building is located at 400 Sansome Street and has become part of the Embarcadero Center buildings.]

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DESIGN: The Fed Center was designed by West Office Exhibition Design – an Oakland-based design firm specializing in interactive museums, cultural exhibits, and corporate exhibitions. Other West Office designs include Copia: The American Center for Wine, Food & the Arts, the National Cowgirl Museum, and the Robert Mondavi Winery Tour and Exhibit. Contact for West Office Exhibition Design is Andy Kramer, president of WOED, (510) 251-9633 or andy@woed.com.

The exhibition modules were fabricated by Superior Exhibits and Design, Inc., of Elk Grove Village, Illinois.

AUDIENCE: The SF Fed’s educational programs reach thousands of students and teachers in the Fed’s Twelfth District – the nine western states – while also coordinating on a national level with the Federal Reserve System. More than 12,000 people a year are expected to tour the Fed Center over its projected life span, including students who come as part of their economics, history or civics curriculum.

TOURS: The Bank offers a 90-minute tour which consists of a guided visit to the lobby exhibit as well as short visits to the checks and cash departments. Tours are offered by advance reservation only, Monday through Thursday at 9:30 a.m. and 1:30 p.m. Tours are available to high school and college classes, community groups, banker groups, or other groups who wish to learn more about the Federal Reserve, money, banking, and economics. Tour groups will include a minimum of 10 and maximum of 30. Individuals who are interested may be assigned to groups when space is available. The Fed Center will also be open by 24-hour advance reservation to the public on Fridays from 12 – 1:00 p.m. Space is limited to the first 30 people who call to reserve space.

To request a tour reservation, call Public Information’s tour line at (415) 974-3252 and leave a request on voicemail, or log on at <http://www.frbsf.org/federalreserve/visit/tours.html> and click on “request a tour.”

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