



**Address at Grand Opening of FIU's College of Architecture + the Arts'
Miami Beach Location**

**Given by Mark B. Rosenberg
on September 20, 2011**



The following speech was presented on September 20, 2011 at the Grand Opening of FIU's College of Architecture + the Arts' Miami Beach Location.

Good afternoon. On behalf of FIU, I am proud to welcome you to the College of Architecture + The Arts' Miami Beach Urban Studios. We are thrilled to have you with us today as we celebrate a watershed moment in FIU's history. FIU is growing to meet the needs of our community. Just a few days ago, we inaugurated FIU Downtown on Brickell, a location that will serve the many people in the downtown area who are seeking to further their education. Today, we gather in our community's artistic and architectural hub to inaugurate a new chapter in the history of FIU; and what better place to do so than on Lincoln Road, a place that embodies innovation, energy and growth. The history of Lincoln Road begins with Carl Fisher, the founding father of Miami Beach. In 1912, Fisher envisioned Lincoln Road as the "Fifth Avenue of the South." Lincoln Road thrived as World-class stores flocked to South Florida.

In 1957, Architect Morris Lapidus was hired to revitalize Lincoln Road while keeping Fisher's vision alive. It was Lapidus who turned the bustling street into the pedestrian mall we know today. It is this shared tradition of entrepreneurship and turning the impossible into the inevitable that makes this partnership between Miami Beach and FIU so fitting. Passion, creativity and foresight has guided Lincoln Road through the good times and the tough times. Today, this promenade and this wonderful 1940s Art Deco building stand as a tribute to what architecture, history, the arts and a sense of community can accomplish. This is the legacy that FIU students will inherit as they perfect their art here on Lincoln Road. By studying at Miami Beach Urban Studios, our students will be surrounded by the talented artists that have made South Beach their home, as well as the many exhibits, performances, and other cultural activities that define the arts scene on Miami Beach and in South Florida. Miami Beach Urban Studios also will give us the opportunity to break new ground in our Worlds Ahead engagement, under the leadership of Dean Brian Schriener.

Through the Office of Engaged Teaching, Scholarship and Creative Activities, spearheaded by renowned artist Xavier Cortada, the CARTA faculty will establish relationships with local businesses, artists, designers, cultural institutions, and governmental agencies. The arts are vital: They are air conditioning for the mind.

They uplift us as a community, contribute to our culture, and are a vehicle for engagement and exchanges on a global scale. By working together, we will take the arts in South Florida and arts education at FIU to a new level. We will make sure that

Miami Beach fulfills its destiny as an international arts destination that is Worlds Ahead. We are here today thanks to the support of our community, particularly many of the people gathered here today. At this time I would like to introduce one of our biggest supporters and a key person in this groundbreaking partnership we have formed. Please join me in welcoming Miami Beach Mayor Matti Herrera Bower.