



ART

AT PHILIP MORRIS

FOREWORD: A SPECIAL PLACE TO WORK

*by George Weissman, Chairman of the Board
and Chief Executive Officer,
Philip Morris Incorporated*

The new World Headquarters of Philip Morris Incorporated is more than just another pretty facade in the Grand Central neighborhood. It stands tall and proud directly across the street from one of the country's great terminals—a giant marker at the famed crossroads for multitudes who sweep from east and west, north and south in an unending choreography of arrivals and departures.

For this critical mass of human motion, Philip Morris's new facility also serves as an oasis—with the creative offerings of a major museum to refresh the spirit.

We are exactly where we want to be—smack in the heart of New York's metropolis and contributing to the midtown renaissance—because Philip Morris is concerned with the vitality of our nation's central cities.

Within our structure, we have shaped an environment to retain, attract, and build a special kind of staff—a closely knit corps of people who channel their creative energies and enthusiasm into corporate strategy, long-range planning, and day-to-day operations.

In fulfilling our core philosophy of manufacturing and selling quality products, we have become sensitive—during Philip Morris's more than two decades of sustained growth—to the subtle ways in which art and architecture have influenced our way of looking at things and going about our business.

As a corporation and as individuals, we rely upon the creativity and innovative energy that art engenders. The paintings,

textiles, and other works of art—collected and commissioned—that grace our headquarters are not decorative or ornamental afterthoughts. They are integral to the setting that defines the spirit and style of Philip Morris.

Our involvement with the arts is intended to honor the artists and their unique, indispensable function in our free, democratic capitalist system.

Over the years we have developed close ties with the Whitney Museum of American Art, which has played an unusual role in the collective biography of 20th-century American artists and in the specific development of American art.

Now we augment this relationship with the installation of a Whitney Museum branch facility exhibiting 20th-century American sculpture. It is significant that Philip Morris has incorporated a public museum into its building design as a basic component of our structure and operation—creating an exceptional dimension to our business and daily working life.

If architecture reveals personality, achievement, and outlook, then 120 Park Avenue expresses once again—in a new way—our commitment to quality products and services to the community, and our enduring faith in the future.