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Tisch Family Gives \$30 Million to N.Y.U.

By KATHLEEN TELTSCH

Laurence A. and Preston Robert Tisch and their families have given \$30 million to New York University and its Medical Center. In gratitude, the university said it was changing the name of the 26-year-old University Hospital on First Avenue to Tisch Hospital.

The name change will be formalized today when a temporary violet-and-white banner is draped across a canopy at the building's entrance near 32d Street.

The Tisch family has contributed more than \$45 million over the years to New York University, which already has a Tisch School of the Arts at the Washington Square campus and a Tisch Hall at the College of

Business and Administration, named for the late patriarch, Al, who taught his sons to be generous to their community, the brothers frequently say.

"We are so proud of how the university has emerged as one of the great institutions in this country," said Laurence Tisch, 65, who is president and chief executive officer of CBS Inc. and chairman of the Loews Corporation. He graduated cum laude from New York University at 18, and is chairman of the university's board of trustees. His brother, three years younger, known as Bob, is president and co-chief executive officer of the Loews Corporation, and is a former Postmaster General.

The latest Tisch gift will be used mainly for biomolecular medical research, or more

precisely, to improve salaries so the university can compete for top scientific and research talent that has tended to move to California and Texas, said Dr. Saul J. Farber, dean of the N.Y.U. School of Medicine.

The Tischs' \$30 million gift equaled the record pledged gift last September from Leonard N. Stern, chairman of the Hartz Group. His gift was to strengthen the university's school of business, which was renamed for him, and will enable the school to move to a new building at Washington Square.

These multimillion-dollar gifts have been made since John Brademas became the university's president in 1981 and brought its

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arks Panel

man was already familiar with tant initiatives like the poten- designation of the Ladies' Mile- ous District in Manhattan and- development of uniform guide- for window replacement in land- s. They had feared that the ap- nent of an outsider would set- matters back while the new- r took time to become ac- ted with the issues. e're very hopeful that Commis- r Todd, as chairman, will be able- ve quickly to designate the long- ue Ladies' Mile Historic Dis- ' said Anthony C. Wood, chair- of the Historic Districts Council. ave disagreed with him on spe- issues, but we believe he truly- s. He's obviously committed. I- he's earned the respect of- one in preservation because of- gor with which he's taken on his- nsibilities."

Born in Ohio

vid Fenton Michie Todd was on Feb. 22, 1915, in Middletown, He attended Phillips Exeter, mouth and the University of gan, from which he received his tectural degree in 1940. y career in architecture started an interest in housing prob- " he recalled. He came to New City after World War II and d the architectural firm of Har- Ballard & Allen, which evolved David Todd & Associates. That was active through the 1970's. odd is now a consultant.

haps his best known project the Manhattan Plaza housing lex, between Ninth and Tenth- ues, and 42d and 43d Streets. Jan. Pokorny, Mr. Todd's firm designed the Lehman College rming Arts Center, on Bedford Boulevard in the Bronx. Mr. was president of the New York ter of the American Institute of itects in 1969-70.

1942, he married Suzanne Wil- s. She is a social worker who has ed most recently with the Citi- Committee for Children. Their Gregory F. W. Todd, is a lawyer e firm of Sullivan & Cromwell. e Todds live in a town house on pper East Side, where he in- s a fondness for gardening. "I'm y a housebody," he said yester- "I love tinkering. I love putter- one thing that concerns me now o is going to keep up the house?"



The New York Times/Don Hogan Charles

Preston Robert Tisch, left, and his brother, Laurence A. Tisch, right, who contributed \$30 million to the New York University Medical Center. Univer-

sity Hospital is to be renamed Tisch Hospital in their honor. With them was Dr. John Brademas, the university's president.

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fund raising to \$95 million last year, from \$29 million in 1980. The university already is moving ahead with ambitious plans for a \$200 million, 18-story building at the Medical Center that will house expanded research laboratories and a nurses' residence.

Supporting hospitals is a longtime Tisch custom, Bob Tisch said. Together, the brothers made one of their first sizable gifts to Paul Kimball Hospital, a small, 70-bed center in Lakewood, N.J., where Bob Tisch's daughter, Laurie, and a son, Steven, were born.

Gifts to Other Hospitals

It was in Lakewood that the brothers began their careers when they bought a resort hotel, Laurel-in-the Pines, with money from their parents.

As they prospered, they contributed to other hospitals in Atlantic City and Miami but the brothers, born in Brooklyn, were especially generous about giving in New York City, and not just to hospitals and universities. They have been major supporters of the Metro-

The gift will aid biomolecular medical research.

politan Museum of Art, where Laurence Tisch is a trustee, and to the New York Public Library and the Children's Museum. Both have been substantial supporters of the Federation of Jewish Philanthropies.

Wilma S. Tisch, who is Laurence Tisch's wife, was the first woman to serve as president of the Federation of Jewish Philanthropies and is now board chairwoman of the WNYC Foundation. Joan Hyman Tisch, Bob Tisch's wife, has been a board member of the 92d Street "Y" since 1976 and was recently elected to the executive committee of the Gay Men's Health Crisis.

A generation of seven younger Tisch family members is following the parents' lead. Bob Tisch's daughter, Laurie Tisch Sussman, is board chair-

will move this fall to an expanded center at 212 West 83d Street. The Tisch family contributed \$1 million to help finance the expansion, and the building will be named for them.

Her two brothers, Steven, a movie producer, and Jonathan, president of Loews Hotels, together gave \$1 million to Tufts University in Boston to create the Tisch Family Gallery, as a showplace for modern art. Jonathan Tisch and his mother are also planning a concert at Radio City Music Hall on June 8 to benefit the Gay Men's Health Crisis.

The four sons of Laurence and Wilma Tisch, Andrew, Daniel, James and Thomas, have been supporters of charities and schools. Andrew, president of the Bulova Watch Company, was chairman of major gifts for the combined United Jewish Appeal/Federation campaign last year. James, an executive vice president of Loews Corporation, is president of Federation Employment and Guidance Service, a job-training organization for the disadvantaged. Thomas is on the board of N.Y.U. Medical Center, and Daniel is a board member at Montefiore Medical Center in the Bronx.

A Last Call for Dr. Funk: End Nears at Trader Vic's