JOY IN DISCOVERY
“At Carnegie Museums, it is our great joy to engage the public in the process of discovery and revelation that is a core component of our heritage as well as a way of life for our scientists, curators, and educators.”
Museums are places of the extraordinary. They are home to paintings and sculptures, artifacts and fossils, and interactive displays that bring science to life. They are places where the public can see the variety and richness of nature and the culture that humanity has constructed for itself. And they are portals through which visitors can travel the world and be touched by treasures of cultures that they might otherwise only read about.

Museums are also keepers of the real and the authentic. In a world where people are ever more connected—through the Internet and other media—there is an inherent demand to understand more about different cultures and the histories of our own lives on this planet. So the opportunity to discover the original at a museum is something irreplaceable. Especially for young people, a visit to a museum can light a spark in their desire to learn that is unreachable by books and classroom lectures.

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We know that what our museums do really matters—to individuals, to schools, to southwestern Pennsylvania, and to the many organizations and professionals from around the world who partner with us each year on our journeys of discovery. We can talk about that impact through numbers, but we can also talk about it through the stories of the people we reach. It is our pleasure to do both in this report.

John Wetenhall
President & CEO
“We have folks who have visited their entire lives. The Miniature Railroad is about their stories.”
- Patty Rogers, curator of historic exhibits at Carnegie Science Center

“The beautiful part of this program is that nobody mentions the word dementia. It’s all about the art.”
- Kara Benigner, art therapist, on Carnegie Museum of Art’s In the Moment tours
“Pittsburgh is the center of dinosaur history.”
- Jack Horner, famed dinosaur hunter, at the 2010 meeting of the Society of Vertebrate Paleontologists, hosted by Carnegie Museum of Natural History

“Warhol loved people. And all of his films and videos, with one or two exceptions, are about people.”
- Geralyn Huxley, Warhol curator of film and video, at the launch of I Just Want to Watch

2010 AT CARNEGIE MUSEUMS OF PITTSBURGH

From the wonders of regenerative medicine to insights into the effects of human populations on the environment. From rare photographs of Marilyn Monroe to the spectacular sights captured by the Hubble Telescope. In 2010, Carnegie Museums took more than 1.29 million people on fascinating journeys of discovery. And those adventures took many forms: museum tours, camps and classes, lectures, musical performances, research studies, and outreach programs.

Barry Le Va. Courtesy of Mary Boone Gallery, New York. Photo: Tom Little


Marcel Duchamp, Fountain, 1917 © 2010 Artists Rights Society (ARS), New York / ADAGP, Paris / Succession Marcel Duchamp; Photo: Moderna Museet/Stockholm

Fisch necklace, Pittsburgh Adorned: Classic to Contemporary, photo by Tom Little

Geolins Tapestry Manufactory, Winter (detail), late 17th century, gift of Hearst Foundation.

Andy Warhol, Playboy Bunny, 1965, © AWF
There’s a special freedom that comes with exploration. At Carnegie Museums, we celebrate that freedom in everything we do—from our exhibitions and educational programming to our scientific research. And we advocate for the kind of learning and understanding that only comes when individuals are challenged to see the world from many different perspectives.

In November 2010, Carnegie Museum of Natural History affirmed its role as a leader in exploration when it launched the first of five new interdisciplinary centers, marking not only a reorganization but a new way of thinking about the role of the natural history museum. “In the past, we described what we have,” says Sam Taylor, the museum’s director. “This new structure focuses on what we do and where we’re going.” The Centers for Lifelong Science Learning and Biodiversity and Ecosystems were the first to launch. Next in line: the Centers for World Cultures and Diversity, Evolutionary Studies, and Scientific Visualization and Computation. “It’s an intelligent, careful exploration of the next generation of the natural history museum,” says Mac West, founder of Informal Learning Experiences in Washington, D.C. “Carnegie Museum is looking at the world in a more holistic way, which is the reality of 21st-century science, where research occurs across disciplines.”
“The minute you stick a drain in the wall, it turns the whole room upside down,” says Dan Byers, associate curator of contemporary art for Carnegie Museum of Art and curator of Ordinary Madness, about the Robert Gober sculpture, Drain. Turning everyday life on its head was exactly the point of Byers’ quirky assembly of 120 works culled from the museum’s contemporary art collection. Named the top art exhibition of 2010 by the Pittsburgh Post-Gazette, Ordinary Madness was a nod to the museum’s heightened emphasis on contemporary art. Byers thinks exhibitions like Ordinary Madness challenge visitors to think, have some fun, and squirm just a little. “On the one hand, I would say make contemporary art more accessible,” Byers says. “But on the other hand, I want people to be comfortable with the feeling of uncomfortableness.”
When is the right time to get kids interested in science? As early as possible. That’s what Carnegie Science Center, a leader in STEM (Science, Technology, Engineering, and Math) programming, is doing with Grow Up Great With Science, a program funded by PNC and the PNC Foundation that provides lessons and fun-filled science tool kits to the parents and educators of preschoolers in Head Start classrooms. “The Science Center really taught us the potential of what this program could mean to young children, particularly disadvantaged young children,” says Eva Blum, president of the PNC Foundation. Already it has reached more than 2,600 preschoolers, including Ryan Shaw, who, according to his mom, Angela, has become a lot more curious about the world. “He’s so interested in learning new things,” she says, noting that Ryan can’t help picking up bugs and leaves on their walks to school. “He’ll say, ‘Look at this leaf, it has a hole in it. I wonder what was eating it?’”
Learning is a lifelong activity, and the four Carnegie Museums are proud to provide people of all ages the kinds of experiences that encourage them to think, to feel, and—often, when they don’t even realize it—to learn.

Last year, Population Impact, a new exhibition created by Carnegie Museum of Natural History, invited visitors to share their thoughts on what they learned about the footprint left by humans on the world’s ecosystems. Hundreds responded, including this parent: “Thank you for the ability you grant us to do something provocative and intelligent on our days off with teenage children. Finally, something we can debate without anger.” Bernie Bileck, a science teacher at Providence Heights Alpha School in the North Hills, had an equally positive response when he attended special teacher training for the Science Center exhibition, If a Starfish Can Grow a New Arm, Why Can’t I?, a fascinating look at the wonders of regenerative medicine, created by the Science Center in partnership with the Pittsburgh Tissue Engineering Institute, the McGowan Institute, ASSET Inc., and the University of Pittsburgh Learning Research and Development Center. “This experience was enlightening for me in regards to how far medicine has come,” says Bileck, who also brought his class to the exhibition. “And I cannot even put into words the impact this whole experience had on the children.”

**LAST YEAR:**

**100,000+ children** visited our museums on field trips.

**28,500 kids** attended camps, classes, and overnighters.

**8,500 adults** participated in classes and lectures.

**300,000 children** experienced our in-school educational programs.
The Carnegie Museum’s community is big and diverse, and our museums reach out to that community through a host of special programs—from in-school education programs to a custom curriculum for visitors with special needs.

Opal Campbell-McNamee and her family are among the 34,000-plus people who received reduced admissions to the four museums in 2010 by presenting their ACCESS cards. The Carnegie Museums program grants all ACCESS-card users—seniors, at-risk children, low-income families, and people with disabilities—$1 admission for up to four people per visit. With two autistic children and medical bills that sometimes exceed $300,000 a year, Campbell-McNamee says the program has literally opened up the museums to her family. “Raising kids with autism is really expensive. The only reason we can visit at all is because of the ACCESS program,” she says, adding that they now come at least once a week. For the residents of Presbyterian SeniorCare’s Woodside Place, cost wasn’t the issue; it was creating positive experiences for people with Alzheimer’s disease. Carnegie Museum of Art responded by tailoring docent-led tours for Woodside residents and their caregivers. “With a program like this, we have the opportunity to make someone’s life better for moments at a time,” says Mary Ann Perkins, who coordinates student and adult tours at the museum. “We can help them cope. And what better place to do it?”

**LAST YEAR, WE PROVIDED:**

- $1 admission to 34,000+ ACCESS-card holders—valued at $369,400.
- Free admission to 45,000 people—valued at $520,000.
- 2,000 education scholarships valued at $25,000.
- Free admission for more than 23,000 university students (paid for by the universities at deep discounts).
“What people keep with them when they go to a new country tells us what’s important to them,” says Abby Franzen-Sheehan, The Warhol’s associate curator of education. To explore the complex issue of immigration, The Warhol is drawing inspiration from its collection of Andy Warhol Time Capsules to create a series of Community Time Capsules, each of them filled with photographs of objects that tell the stories of local immigrants. The Warhol hopes to put these virtual Time Capsules on its website so schools can use them for cross-disciplinary learning. When that happens, students will learn about 89-year-old Moshe Baran, whose “tefillin” (a black wooden plaque connected by a long ribbon, which Baran wears every morning during Jewish prayers) is among those items photographed as part of the Jewish-American Time Capsule. Baran journeyed to western Pennsylvania after escaping the Nazis and joining the local resistance in what was then Poland. He helped save his brother, sister, and mother, but couldn’t save his father and other sister. “There were hundreds of thousands who would have been doing this had they been alive, but they were deprived of doing it by the Holocaust,” Baran says. “I feel that I do it for them. If I survived, I didn’t survive just for my own sake.”
In October 2010, more than 1,200 of the world’s top paleontologists converged on Pittsburgh for a meeting of the Society of Vertebrate Paleontologists, hosted by Carnegie Museum of Natural History. They came in record numbers to visit a city that continues to land on numerous “Best of” lists and a museum recognized for being among the best places in the world to see and learn about dinosaurs. *Dinosaurs in Their Time* was a particular draw for the visiting paleontologists. “When I was a kid growing up in Japan, I was reading books about the Carnegie dinosaurs,” said Ryosuki Motani, a paleontologist at the University of California-Davis, to the *Pittsburgh Post-Gazette*. Added Utah-based paleontologist Jack Horner, world famous for his own discoveries: “With the Smithsonian and the American Museum of Natural History, the Carnegie is one of the three top dinosaur museums in the country.”
LEAVING A LARGE ECONOMIC FOOTPRINT

Carnegie Museums of Pittsburgh is the region’s largest and most far-reaching cultural organization. We maintain no less than 40 buildings in the Pittsburgh region, including four museums, numerous research and storage facilities, and Powdermill Nature Reserve in Ligonier, Pa. And our world-renowned museums have been integral in establishing the region’s growing reputation as a center for cultural excellence and diversity, not to mention one of the country’s best places to live.

Last year, for the third time in four years, Forbes magazine named Pittsburgh “America’s Most Livable City” based on five data points applied to the country’s 200 largest Metropolitan Statistical Areas: unemployment, crime, income growth, cost of living, and artistic and cultural opportunities. The magazine’s editors said, “We considered a thriving local culture crucial to livability, so we gave higher rankings to cities that scored highly on the Arts & Leisure index created by Sperling’s Best Places. Indeed, Pittsburgh’s art scene, job prospects, safety and affordability make it the most livable city in the country, according to measures studied.” CNBC conducted a similar assessment when looking for the best place in the country to relocate. “In yet another affirmation that Pittsburgh is a great place to live, CNBC has named the city the No. 1 city in America for people to relocate,” the news broadcaster announced in a press release. Among the factors that figured strongly in the results: education, health care, and the arts.

LAST YEAR, WE:

Spent $53.6 million on operations.

Employed 1,000 people, at a cost of $21.3 million in salaries and benefits.

Spent $20 million on products and services in the 5-county region.

Welcomed 260,000 out-of-town visitors, who in turn spent between $108-$400 a day in the region.
CARNEGIE MUSEUM OF ART
Lynn Zelevansky
The Henry J. Heinz II Director

CARNEGIE MUSEUM OF NATURAL HISTORY
Samuel McElroy Taylor
Director

CARNEGIE SCIENCE CENTER
Ron J. Baillie and Ann M. Metzger
Henry Buhl, Jr., Co-Directors

THE ANDY WARHOL MUSEUM
Eric C. Shiner
Director