

CARNEGIE MUSEUMS OF PITTSBURGH A CULTURAL TREASURE





The four Carnegie Museums are home to so many priceless treasures: important collections of contemporary art and the works of French impressionists; fantastic artifacts of past civilizations and long-extinct creatures; interactive exhibits that bring science alive to kids and adults alike; and the wonderful and sometimes wacky art and archives of one of Pittsburgh's most famous native sons, Andy Warhol. Our museums also are home to constant exploration—of stars and planets, bugs and birds, the human body and its evolution, and the long and storied history of the Earth and its earliest inhabitants.

But possibly the greatest testament to Carnegie Museums' relevance and staying power is the simple fact that so many people feel at home in our museums, and find so much joy in their galleries and exhibit halls. We are, after all, *their museums*.

All told, more than a million visitors experience the joy of discovery inside Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and The Andy Warhol Museum each year. And more than 300,000 children—throughout the region and beyond—explore with us outside of our museums, in lively programs created and administered by Carnegie Museums' innovative curators and educators.



Possibly the greatest testament to Carnegie Museums' relevance and staying power is the simple fact that so many people feel at home in our museums.

It's really no surprise, then, that Carnegie Museums is cited more often than any other Pittsburgh cultural institution as being a core benefit of visiting and living in the Pittsburgh region. In 2007, *American Style* magazine ranked Pittsburgh one of the country's top arts destinations, in no small way due to the presence of Carnegie Museums. That same year, "Places Rated Almanac" named Pittsburgh "America's Most Livable City," citing Carnegie Museums at the top of the list of organizations that contribute to the city's cultural vitality. And, finally, the travel experts at *Frommer's* ranked Pittsburgh the number-one tourist destination for 2008, recognizing the many goings-on at Carnegie Museums as top attractions for the year.

We are, without a doubt, western Pennsylvania's largest and most far-reaching cultural and educational resource. But we're also—and quite proudly so—Corey Grayson's museums. The Sutton Family's museums. Charles Youngs' museums. And Josh Syra's museums, too.

A handwritten signature in black ink, appearing to read "D. Hillenbrand". The signature is stylized and written in cursive.

David M. Hillenbrand
President

A FAR REACH

1.4 million people of all ages and interests explore with us each year. And their individual stories speak volumes. About kids and learning. About families and quality time. About teenagers and careers. About artists and the issues that inspire them to create. About science, exploration, and making a better world.





1 million+ visit our museums each year.

25% are members

42% come more than once a year

Most visitors come in groups of **four or more**

45% include children

25% are out-of-town visitors

More than **340,000 children participate**
in museum education programs annually.

32,000 in onsite **tours & classes**

300,000+ through **in-school
educational outreach**

24,000 children attend
camps, classes, and overnights
at our museums each year.



14,000 adults attend **classes
and lectures** at our museums each year.

100,000+ guests attend **special events**
held at our museums—weddings and other private
parties, corporate events, community fundraisers.



Every Monday, Corey Grayson and 14 other Youth Explorers meet at Carnegie Science Center to get their assignments for the week. Will they be demonstrating the cool properties of Liquid Nitrogen or wowing their young audiences with live baby chicks? Whatever the topic and whatever the props, they'll be "making science fun," Corey says. "It's in our job description that you have to make it fun—so kids can actually have fun, and learn. That's why most of what we do is hands-on—things they can see and touch."

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A junior at Perry High School, Corey joined the *Science in Your Neighborhood* initiative four years ago. It's a win-win, he says: The Science Center trains teens like him to be paid science mentors, and Corey and company take hands-on science activities out to young kids in after-school and summer programs throughout the city. Now in its ninth year, *Science in Your Neighborhood* is one of a number of outreach programs created by the Science Center staff to deliver the fun and promise of science learning to children and youth in under-served areas of the city. In 2003, those programs garnered national recognition when the Science Center received the country's top honor for community outreach by a museum—the National Museum Service Award from the Institute of Museum and Library Services.

Life as a member of the *Science in Your Neighborhood* team has given Corey a "taste of the real world," he says. "You have to be there on-time, fill out your own time sheets, keep up your grades." But he admits that's not the best part of the experience. "It's the kids," he says, with a huge grin. "I love the kids. And they're always really excited to see us."

Youth Explorers (left to right): Jaela Wesley, Marie Faulk, James (Mike) Flemming, and Corey Grayson. ↗

PHOTO: RENEE ROSENSTEEL



COREY GRAYSON'S MUSEUMS

CARNEGIE
SCIENCE
CENTER

AN ACTIVE COMMUNITY

Carnegie Museums is as much a reflection of its diverse community as it is a collection of places and experiences. Through exhibitions, classes, camps, and many eclectic special programs, our museums reach out to just about every sensibility, age group, and interest, often in surprising ways. As a result, more than 110,000 people call themselves Carnegie Museums members.



PHOTO: LISA KYLE



More than **110,000 people** call themselves Carnegie Museums Members, from more than **29,000 member households.**

Of our members:

83% visit the museums three or more times a year

84% have a college degree or better

56% are in the prime 35-54 age group

29% have household incomes of \$50,000-\$99,000, while 34% earn \$100,000 or more

40% attend classes, lectures, and special programs at the museums

89% say they are very satisfied with their member experience



On average, more than **2,000 individuals and organizations** support the Carnegie Museums Annual Fund each year.



More than **6,900 people gave** to Carnegie Museums' *Building the Future* campaign, which ended in

December 2007 with a total of **\$161 million** in pledged gifts, \$11 million above its goal.

Kathy Sutton visited The Andy Warhol Museum in January 2008 to see the much-talked-about Ron Mueck exhibition. She was so “blown away” by what she saw that she returned a day later with her husband and 4-year-old daughter and experienced the fun of family art-making at The Warhol’s Weekend Factory.

“We had one of the most amazing family days at The Warhol.”

“I’ve lived in Pittsburgh for almost 20 years, and I have to tell you that the Weekend Factory at The Warhol is one of the best-kept secrets in town,” Sutton professed in a letter written to Carnegie Museums a week later. “We had one of the most amazing family days at The Warhol. I went home and called a friend who returned there with his two boys the next day. I want to applaud all of the activities that your museums have for children.”

Today, Kathy and her family are enthusiastic Carnegie Museums members.



THE SUTTON FAMILY'S MUSEUMS

AN EVER-CHANGING VIEW OF THE WORLD

Exploring is a way of life at the four Carnegie Museums. Through active research, world-class exhibitions, and diverse educational offerings for children and adults, the museums question, interpret, display, and discuss. And, along the way, they challenge us to see and understand our world from different perspectives.



PHOTO: MINDY MCNAUGHER



Our museums bring more than **60 special exhibitions, films, and theater shows** to Pittsburgh each year.

The four Carnegie Museums offer more than **800 camps and classes** for children and adults every year.

Since 2000, Carnegie Museum of Natural History's prolific scientists have been awarded more than **57 research grants** and published **20 papers in *Nature* and *Science***, two of the world's most prestigious scientific journals.



Carnegie Science Center's Buhl Planetarium-produced shows have been distributed to more than **400 planetariums worldwide**, and translated into **18 languages**.

The Andy Warhol Museum's traveling exhibitions have already been seen by more than **6 million people across the globe**.



Charles Youngs, a teacher of English at Bethel Park High School, speaks fondly about his many friends at Carnegie Museum of Art. “I call the paintings my friends,” he says. “You grow accustomed to seeing them...and wonder where they’ve gone when the curators move them. And it’s exciting to meet new friends. That’s what the *Carnegie International* represents.”

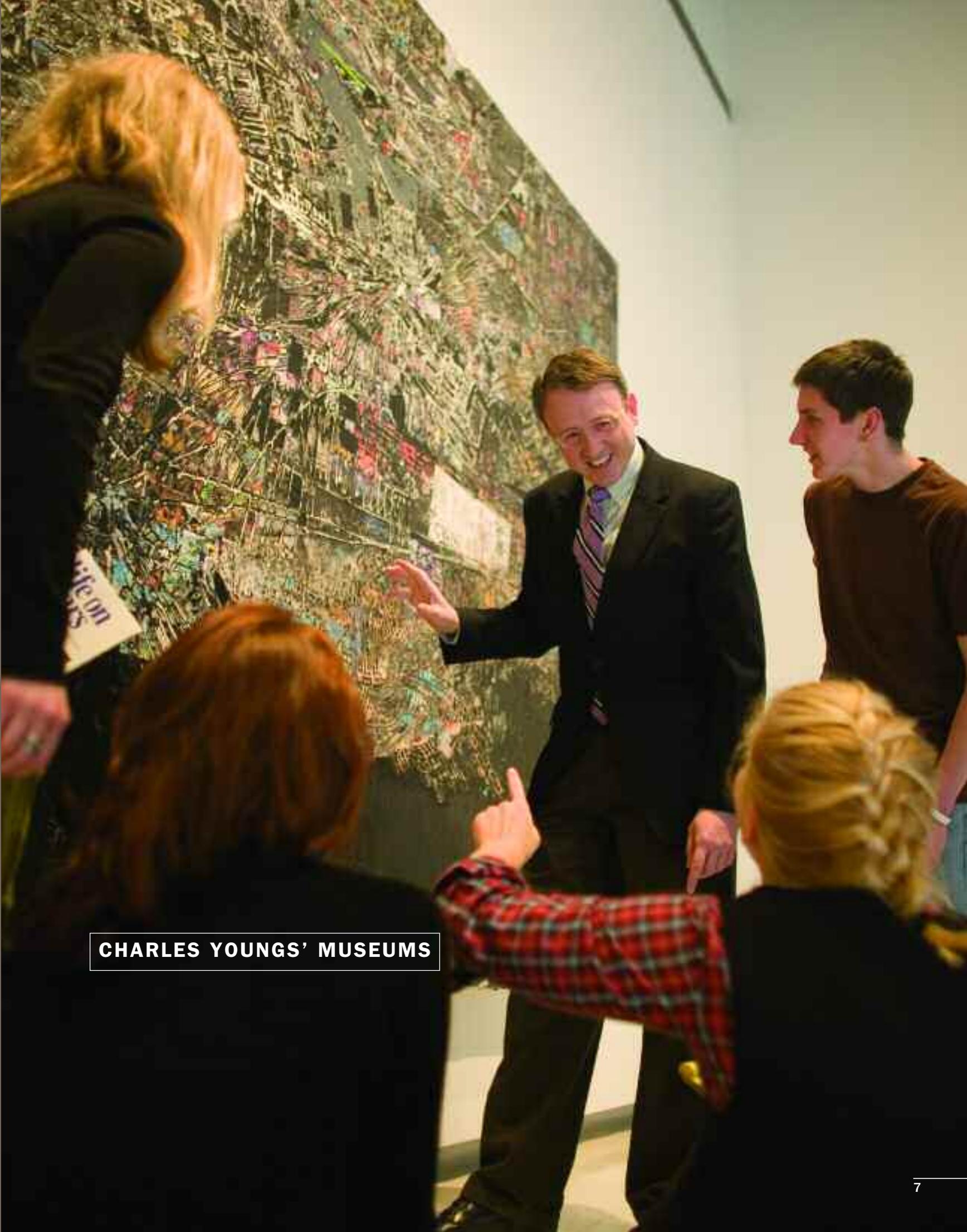
“What excites me just as much as the students’ written pieces that come out of these visits is the lifelong inspiration that art is for them.”

For nearly a decade, Charles has been encouraging his students to make friends of their own at the museum. He and his students regularly participate in a program he helped develop, the museum's *Art & Writing* tour, in which creative writing students visit the galleries to find stories—and inspiration—in art. And when *Life on Mars*, the 2008 *Carnegie International* opened in May 2008, Charles agreed to serve as lead consultant on the museum’s School and Teacher Program’s teacher advisory board as well as provide counsel on “Zero Gravity,” an innovative project that employs dozens of high school interns to learn about the exhibition and offer their own interpretations of the art both online—through blogs—and in person, at gallery information centers during visitor tours.

Charles is so passionate about the importance of the art experience in education that he’s extolled its virtues in numerous professional presentations, including the annual gatherings of the National Council of Teachers of English, where he has co-presented with Carnegie Museum of Art. “What excites me just as much as the students’ written pieces that come out of these visits is the lifelong inspiration that art is for them,” he says. “I know some teens who have been disenfranchised by school—or the wider world—but they’ve come to the *Art & Writing* tour and it’s changed their lives. Recently, one parent called to say that after the museum tour, her son started reading the newspaper for cultural events to attend; suddenly he was excited about school because he was excited about life. Now that’s inspiration for you!”

Charles Youngs engages “Zero Gravity” students at Carnegie Museum of Art. ↵

PHOTO: RENEE ROSENSTEEL



CHARLES YOUNGS' MUSEUMS

SEE HOW WE'VE GROWN

Groundbreaking. Mind-blowing. Few projects ignite the kind of excitement that accompanied the November 2007 opening of *Dinosaurs in Their Time*, Carnegie Museum of Natural History's blockbuster dinosaur exhibit. Starring *T. rex* and *Diplodocus carnegii*, it boasts the third largest collection of mounted dinosaurs in the country and is the only dinosaur exhibit in the world to fully immerse its visitors in scientifically accurate recreations of the world dinosaurs ruled for 150 million years.



PHOTO: JOSH FRANZOS

And *Dinosaurs in Their Time* wasn't the only dramatic new experience brought to Pittsburgh by Carnegie Museums of Pittsburgh over the past six years. Funded through the *Building the Future* campaign, which concluded in December 2007 with a total of \$161 million raised, six additional capital projects have reinvigorated and reinvented Carnegie Museums experiences—and, in doing so, added even more to the region's cultural and educational landscape.



Over the past six years, Carnegie Museums has invested more than **\$100 million** in capital expansions and projects.

Carnegie Museums' *Building the Future* campaign funded **seven major capital expansions** and **new museum experiences**:

- The R.P. Simmons Family Gallery
- Renovation of the Scaife Galleries
- Buhl Digital Dome
- Hillman Hall of Minerals & Gems Expansion
- Powdermill Nature Reserve Expansion
- Dinosaurs in Their Time*
- Center for Museum Education

Carnegie Museums maintains **40 buildings** in the Pittsburgh region, including four museums, numerous research and storage facilities, and Powdermill Nature Reserve in Ligonier, Pa.

Carnegie Museums' many facilities span a total of **1.319 million square feet**.



In a November 2007 editorial about *Dinosaurs in Their Time*, Carnegie Museum of Natural History's popular new dinosaur exhibit, the *Pittsburgh Post-Gazette* said "...the Carnegie has made an excellent investment in a future chock-full of ferocious wonder. Pittsburgh has a lot to be proud of with this permanent addition to its educational landscape."

“It’s really cool to name a dinosaur. I don’t know anybody else who has ever done that.”

Josh Syra, an 11-year-old dinosaur enthusiast from Liberty Boro, Pa., has plenty to be proud of, too. His was the winning entry in a contest to name one of *Dinosaurs in Their Time*'s smallest and most precious dinosaur specimens—the baby *Apatosaurus*, the only one of its kind on display in the world. Josh did his research and came up with the name “Ajax,” which refers to a particular class of *Apatosaurus*. Among his prizes was a private tour of *Dinosaurs in Their Time* and PaleoLab, led by the museum's real-life dinosaur hunter, assistant curator of vertebrate paleontology, Matt Lamanna. Josh and his family spent an afternoon exploring the Age of Dinosaurs with Matt. “I’m happy that a dinosaur fan like Josh won,” says Matt. “I hope he continues a life-long fascination with dinosaurs—and maybe someday he’ll be digging up his own dinosaurs, and naming new species.”

“It’s really cool to name a dinosaur,” says Josh. “I don’t know anybody else who has ever done that.”



JOSH SYRA'S MUSEUMS

THE REGIONAL IMPACT OF PITTSBURGH'S LARGEST CULTURAL TREASURE



PHOTO: RIC EVANS

“Pittsburgh offers up one of the country’s most impressive cultural collections: the Carnegie Museums of Pittsburgh.”

-Frommer’s Travel Guide

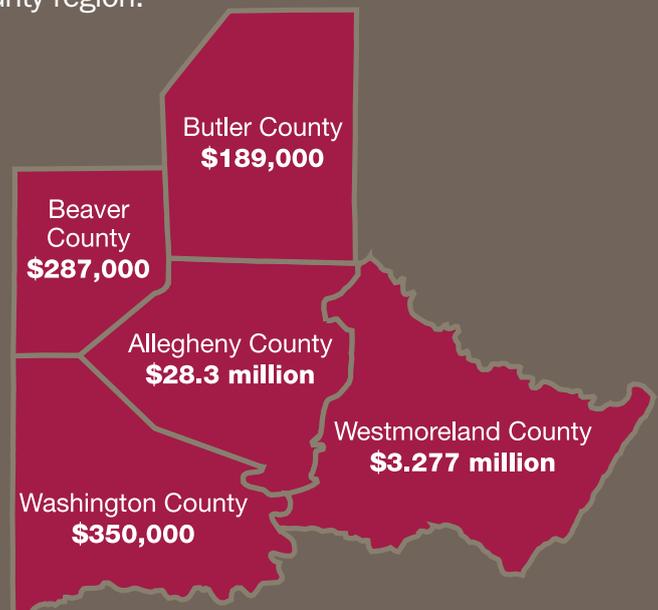


INVESTING IN COMMUNITY

Carnegie Museums **spends more than \$55 million** annually on operations.

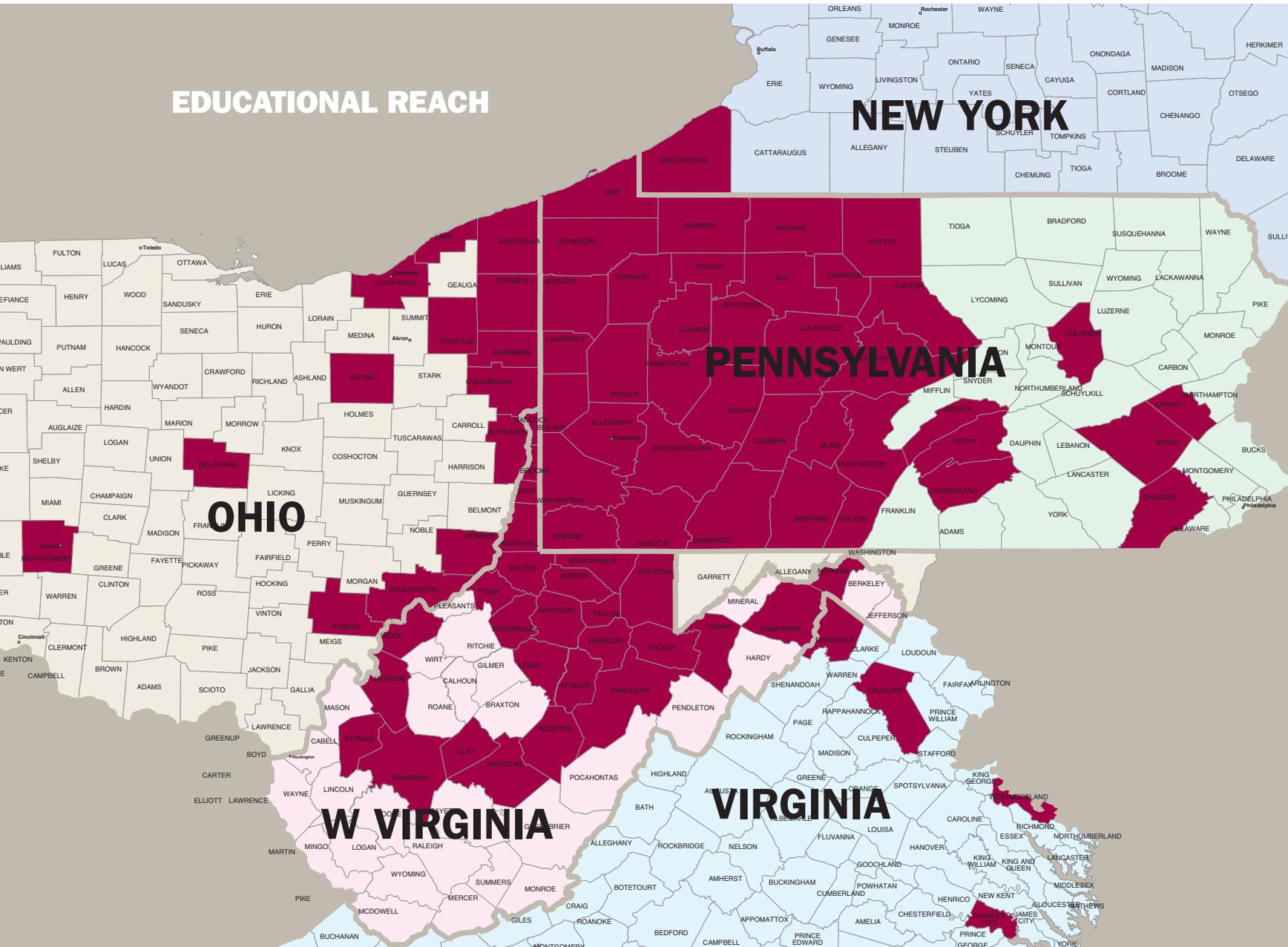
Carnegie Museums **employs more than 1,200 people** and directs more than **\$29 million** to the region's economy in salaries and benefits.

In 2007, Carnegie Museums spent more than **\$32.4 million** on products and services in the 5-county region:



Carnegie Museums welcomes more than **270,000 out-of-town visitors annually**, who in turn spend between \$108-\$400 a day in the region.

THE REGIONAL IMPACT OF PITTSBURGH'S LARGEST CULTURAL TREASURE



EDUCATIONAL REACH

Carnegie Museums reaches more than 300,000 children in Pennsylvania through onsite programs and offsite educational outreach, and another 40,000 in the outlying states.



GIVING BACK

Our museums award **education scholarships** valued at more than **\$25,000** to **1,900+ children and adults** each year.

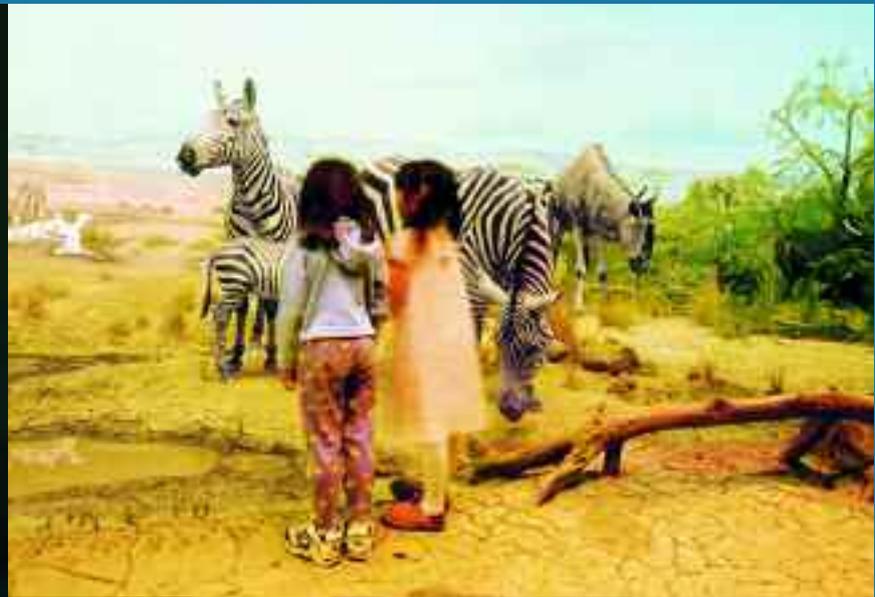
On average, more than **35,000 people receive free admission** to our museums each year through the distribution of free passes to individuals, community groups, and businesses—at a cost of **\$490,000** to Carnegie Museums.

More than **6,500 people** visit our museums **at no cost** during the annual RADical Days, a celebration of the regional assets supported through funds raised by the Allegheny Regional Asset District, and **another 3,000 people** visit the Science Center for free during its annual Freezin' Hot Summer celebration on June 21—**free admissions** valued at more than **\$95,000**.

Through its *Museum on the Move* program, Carnegie Museums' longest-running community outreach program, Carnegie Museum of Natural History educators visit more than **6,500 special-needs children a year**.

For more than five years, Carnegie Museums has collaborated with Pittsburgh's Hill House Association on *Mission Discovery*, an after-school and summer program that has served more than **300 students** in Pittsburgh's Hill District.

More than **7,000 University of Pittsburgh and Carnegie Mellon students** visit our Oakland museums each year thanks to a collaboration between the universities and Carnegie Museums. Students visit free by showing their student IDs, and the universities reimburse Carnegie Museums annually at a deeply discounted rate.





**The Andy
Warhol
Museum**

CARNEGIE | MUSEUMS
OF PITTSBURGH

Four distinctive museums

4400 Forbes Avenue, Pittsburgh, PA 15213

www.carnegiemuseums.org