

# 2007-2008 annual report

Welcome

Programs  
In the Museum

Exhibits

Programs  
Special Programs

Programs  
Resident &  
Visiting Artists

Awards

Other  
Collaborators

Board of  
Directors

Partners

children's  
museum  
PITTSBURGH

Donors

Financials

Our Future





# welcome

## DEAR FRIENDS,

Children's Museum of Pittsburgh celebrated its milestone 25th birthday on June 12, 2008, and we had a great time commemorating the occasion all year long with a gala party, a wild return to the 80s, a treasure hunt, robots, cake decorating contests, a carnival of spectacular proportions and last but not never least, lots of cupcakes. Many thanks to everyone who joined in the fun and made the year so special.

But this was not the only milestone achieved this past year. We also experienced record-breaking attendance of 232,098 visitors for the year, noted the best attended month ever (28,107 in August 2007) and enjoyed the best attended day in the Museum's history (3,578 on Saturday, June 28, for Carnival Spectaculaire.)

Children's museums are a young field and at the age of 25, the Children's Museum of Pittsburgh has become a leader in the field. As such, we have a solid foundation of providing creative and engaging experiences for children and families, and of promoting family learning – a mission that all children's museums embrace. We've also taken the lead on issues such as research, design excellence, partnerships and environmentally sensitive business practices.

In the last year, we've also begun to explore new ways to reach children and families beyond our doors - ways of turning our neighborhood into a town square for families, our section of Pittsburgh into a family district, and our region into a nationally known family destination. One way we're achieving this is through a unique effort launched by the Museum called the Charm Bracelet Project. This project strives to link the many cultural assets, or "charms," in our neighborhood and strengthen the Northside through joint programs, art, marketing and physical connections. The Museum is also pursuing a revitalization plan for the park in front of our building, a lost space that has been in disrepair for many years.

Recent times have not been easy and times ahead may get tougher. We hope the Children's Museum is a special place for you and your family, one that represents a retreat for exploring ideas, sparking curiosity and just plain letting loose. We also hope you support our dedication to being an agent of change in our community, and the many positive ways we can impact the future of our region, our city and our children.

Sincerely,



Thomas L. Mole  
President, Board of Directors



# donors

Community support from individuals, foundations, corporations, and government enables the Children's Museum of Pittsburgh to offer quality exhibits and programs to children and families of this region. We wish to extend our sincere thanks to the contributors listed. We have included all gifts received from July 1, 2007, through June 30, 2008.

## PUBLIC FUNDING

Allegheny Regional Asset District  
City of Pittsburgh  
Institute of Museum and  
Library Services  
National Science Foundation  
Pennsylvania Council on the Arts  
Pennsylvania Department of  
Community and  
Economic Development  
Pennsylvania Historical  
and Museum Commission

## ANNUAL FUND

### \$250,000+

The Grable Foundation

### \$100,000 – \$249,999

Richard King Mellon Foundation

### \$50,000 – \$99,999

The Heinz Endowments

### \$25,000 – \$49,999

Anonymous

### \$10,000 – \$24,999

Mr. and Mrs. Henry J. Gailliot  
United States Steel Foundation, Inc.

### \$5,000 – \$9,999

Carol and Myles Berkman  
Renee and Robert Denove  
Giant Eagle, Inc.  
Shelley and Jeff Lipton  
Marshall Elevator Company  
Mr. and Mrs. Thomas L. Mole  
Joan and Bob Peirce  
Pennsylvania Environment Council, Inc.  
Nancy Scarton

### \$1,000 – \$4,999

Gail and David Becker  
Amy and Mark Bozzone  
Jennifer and J. Brooks Broadhurst  
Mr. and Mrs. David A. Brownlee  
Mr. and Mrs. Charles Burke, Sr.  
Chip Burke

Langley and George Cass, Esq.  
George and Ada Davidson Family  
Fund of The Pittsburgh Foundation  
Michael Duckworth and Tracy Howe  
Fair Oaks Foundation, Inc.  
Mr. and Mrs. Richard L. Fischer  
Mr. and Mrs. Edmund D. Foster  
Irving and Aaronel deRoy Gruber  
Charitable Foundation  
Henry L. Hillman Foundation  
Katharine H. Jones  
Laura and Thomas Karet  
Hank Koning and Julie Eizenberg  
Katharine F. and Blaise V. Larkin  
MEDRAD, Inc.  
Mr. and Mrs. David M. Payne  
Mr. and Mrs. Maurice V. Peconi  
Mr. and Mrs. James C. Roddey  
Spang & Co. Charitable Trust  
Mrs. Marty Summerfield  
SYSCO Food Services of Pittsburgh LLC  
Mr. and Mrs. Joshua C. Whetzel, Jr.





# exhibits

## PERMANENT EXHIBITS

The Studio saw a major change this past year when the Climber was taken down. Its removal made way for an innovative piece of art, *More Light* by Dick Esterle, made up of 800 lengths of orange and pink flagging tape and 9,800 paper clips. We are designing a new climbing structure for the Garage that will reach into the dome of the former Buhl Planetarium.

The Theater was equipped with more lighting and Youthology, a gallery for youth art debuted its first exhibit, *Patient No. 1*, with artwork in glass, ceramics, acrylic, and video media by teen Hunter Blackwell.

The Lookout, an interactive club house, and the Sand Box were added to the Backyard in October 2007.

## TEMPORARY EXHIBITS

The latest traveling exhibit created by the Museum, *How People Make Things*, debuted here in June 2007 with fun activities based on the processes of real manufacturing, inspired by the popular factory

visit video segments from the Mister Rogers' Neighborhood television series. *HPMT* traveled to venues in Omaha, Chicago and Sarasota this year and is booked into 2011.

The Museum is dedicated to developing and promoting locally created work. ToonSeum Gallery opened in the Museum in October 2007. Founded by our partner and cartoonist Joe Wos of Once Upon a Toon, this independently run exhibit gallery features exhibits of original art and related material from comic strips, animation, editorial cartoons and books. The *Tough Art* series launched its second year with interactive art works by local artists who got the chance to make their



art "tough" enough to withstand kid handling during a three month residency at the Museum.

The Museum also offered:  
[Circus for Social Change, A Project of The Zany Umbrella Circus](#)  
[Stories of Children](#)

We welcomed the following traveling exhibits last year:  
[Clifford the Big Red Dog](#)  
[Fairy Tales of the World](#)  
[Secrets of Circles](#)  
[Lemurtron](#)

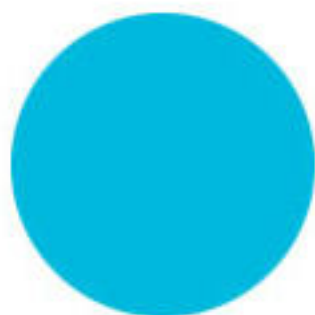


# programs

## IN THE MUSEUM

The Museum offered educational and fun drop-in classes for visitors of all ages this past year, including ceramics, paper marbling, printmaking, cardboard construction, mosaic making, woodworking, taking apart small appliances, inventor's workshops and electricity.

Weekly *Tot Time* classes continue to engage toddlers and their caregivers, while the *Giant Eagle Child Development Series* allows the Museum to present informal sessions for caregivers with local experts in areas such as infant sign language, nutrition, storytelling and the nowU PA College Savings Plan.



The *Meet the Makers Series* complemented our *How People Make Things* exhibit in Summer 2008 with over 100 hours of live demonstrations by 17 artisans and craftsmen from Western Pennsylvania. Our ongoing *Real Stuff Series* continues this theme with local artists, tradespeople and specialists demonstrating their work in areas such as gemstone cutting, kaleidoscope building, special-effects design, plumbing, carousel carving and robotics.



The Museum has taken part in the national *WE CAN! (Ways to Enhance Children's Activity and Nutrition)* Series since Winter 2007 to present activities that help children maintain a healthy weight such as dancing, competitive jump rope and fencing.

Through our *Green Programming*, we introduce ways to learn about sustainability, including our outdoor worm composting, Tot Hikes that guide children in outdoor exploration and art projects using recycled material.

## YOUTH PROGRAMS

The Museum's *YouthALIVE!* program has served local youth

participants chose to focus on last year included anti-smoking, greening the neighborhood and robotics. Summer VolunTEENs devoted more than 1,707 hours helping visitors at the Museum and local festivals, and the Youth ArtWorks Puppet Troupe continued to create and perform puppet shows.





# programs

## SPECIAL PROGRAMS

The third annual *Kindergarten!... Here I Come!* offered 278 children and their caregivers a day of celebrating a child's entrance to kindergarten with services, education and entertainment from more than 17 child and family oriented organizations and community partners.

*See You, See Me Day* enjoyed its fourth year of free vision screenings at the Museum, in collaboration with the UPMC Eye Center and Eye and Ear Institute and the Blind and Vision Rehabilitation Services of Pittsburgh. More than 83 pre-K and Head Start children benefited from the program.

*Healthy Smile Days*, in its sixth year, provided 453 children

from local schools as well as visitors with free dental screenings by professional dentists and hygienists from the Dental Society of Western Pennsylvania.



## EDUCATOR TRAINING

The Museum continued to offer *Teacher Education Courses* for credit and Act 48 hours through the Allegheny and Midwestern Intermediate Units, and added the IUs of Beaver, Fayette and

Greene Counties. Classes included Creative Teachers Nurture Creative Students, Puppetry in the Classroom, and Green Building as a Teaching Tool.

The Museum also hosted *Master Arts Workshops* by visiting artists in partnership with the Arts Education Collaborative; *Preschool and Day Care Classes* through the Pennsylvania Pathways program of the YMCA of Pittsburgh; and a *Teacher Residency Program* where certified educators spent a week in the Museum developing an interdisciplinary unit for classroom implementation.

The fourth annual *Fall Festival of Children's Books* offered educators a day of talks, demonstrations and workshops by three featured children's book authors and artists.

## OUTREACH PROGRAMS

Over the past 18 years, the Children's Museum has reached over one million people outside the Museum, this year traveling into 15 counties in Pennsylvania as well as five other states with more than 100 programs for families, schools and community groups. Programs in storytelling, music, circus arts, cartooning, history and various art media reached almost 107,000 people over the last fiscal year in schools, organizations and community festivals.

# programs

## RESIDENT AND VISITING ARTISTS

A fantastic lineup of children's performances was offered at the Museum, supported in part by the *Isaly's Performance Series*, ranging from ballet, opera and theater to puppetry, storytelling and hip hop dancing. Our diverse art programs included live pottery wheel demonstrations and bowl-making workshops during *Cera[M!x] Pittsburgh*, sound poetry with Eden McNutt and an animation workshop with Pittsburgh Center for the Arts.



The Museum also offered visitors many opportunities to experience culture from other countries and unique art programs, including a concert by the Arab/Israeli group *Atzilut: Concerts for Peace* during World Children's Weekend; the dance traditions of Ireland, Brazil, Lebanon, China and India; being one of four museums worldwide to participate in the Centre Pompidou's Fi'Art Family Art Festival; and celebrating the Pittsburgh Cultural Trust's Down Under Day.





# awards

The Children's Museum received the following awards last year:

## GOLD MEDAL RUDY BRUNER AWARD

The Children's Museum won the prestigious *Gold Medal Rudy Bruner Award* for Urban Excellence in July 2007 as an urban place distinguished by quality design and its social, economic and contextual contributions to the urban environment. The Museum was chosen among more than 100 nationwide entries and lauded for combining historic preservation, innovative architecture and a unique collaboration among local agencies and organizations in its expansion completed in November 2004. It is the first children's museum and the first site



in Pittsburgh ever to receive this award.

## ASSOCIATION OF SCIENCE AND TECHNOLOGY CENTERS

Children's Museum Executive Director Jane Werner received the *Leading Edge Award* for Leadership in the Field — Award for Experienced Leadership. Jane was commended for making the Museum a "go-to" place for advice on community partnerships by linking educational and cultural organizations throughout Pittsburgh,

and "creating a model of institutional citizenship from which all museums can benefit."

## PENNSYLVANIA ENVIRONMENTAL COUNCIL

The Museum received the *Western Pennsylvania Environmental Award* for carrying its green status beyond its Silver LEED certified building and into educational programs and staff practices.

## AMERICAN ASSOCIATION OF MUSEUMS

The Museum's 2006-07 annual report, designed by Brady Communications, received second place from among hundreds of entries in the *28th Annual Museum Publications Design Competition*. This is the

only national, juried competition involving museum publications produced by institutions of all kinds and sizes.





# our future

*The Children's Museum's mission to provide innovative museum experiences that inspire joy, creativity and curiosity is beginning to extend beyond the walls of the building and into the community. For Pittsburgh's Northside, the Children's Museum seeks to be a driving force for creating services and places in the community where families can gather and explore, and where every child's potential and future is nurtured.*



To this end, the Museum has begun to plan the revitalization of Allegheny Square Park (the concrete plaza across from the Museum), as well as exhibit updates and new parking options. This past year, the park project advanced to the final stage of a juried design competition and a period of community input, leading to the selection of

Andrea Cochran Landscape Architecture of San Francisco, Calif., as the park designer. The winning design will create a multi-use park with open space for events and other activities, terraced seating and a green design sensibility. The designers recently completed the schematic design phase with community input and coordination with several city agencies.

We are excited by our plans for the future, and will move forward prudently to ensure that the Children's Museum of Pittsburgh provides fun, learning experiences for children and families as we move into our next 25 years.



Despite what may be tough times in the future, the Museum is committed to maintaining these experiences for our visitors and remaining the strong community asset we've grown to be.



# partners

## PARTNERS

The Children's Museum maintains partnerships with six child-based organizations that rent space in the Museum, allowing us to share not only space but ideas and resources. Here's how we collaborated:

The Museum provided staff to distribute books and snacks and organize crafts for children in [Child Watch of Pittsburgh's](#) Juvenile Court waiting room.

The 34 children in the two [pre-K/Head Start](#) programs operated by the Pittsburgh Public Schools within the Museum visit Museum exhibits daily and take part in special programs.

This past year [Reading Is FUNdamental](#) - Pittsburgh (RIF) hosted fun reading events at the Museum such as *Read Across America*, a day honoring Dr. Seuss's birthday; *Breakfast with Clifford*; and *Theme Reads*. They also collaborated on our annual *Kindergarten!... Here I Come!* and *Fall Festival of Children's Books* events.



We congratulate partner [The Saturday Light Brigade](#) (SLB) on its 30th anniversary last year! The program recorded audio cards for holiday gifts; offered special field trips, afterschool workshops and festival activities through the Museum's Outreach program; and provided audio expertise for Museum programs.

This past year, [ToonSeum](#) and the Children's Museum co-presented *Inside Peanuts: The Life and Art of Charles Schulz*. ToonSeum also featured the work of cartoonist Morrie Turner and the themes of kids in cartoons, plot lines in popular comic strips and books transformed by animation. For National Cartoonist Day, ToonSeum also brought 12 visiting



cartoonists to the Museum for lots of fun activities.

The Museum and the [University of Pittsburgh Center for Learning in Out-of-School Environments](#) (UPCLOSE) continued their award-winning partnership through ongoing study of the *How People Make Things* exhibit during its run at the Museum and subsequent rental venues.





# other collaborators

To help the Children's Museum provide stronger and more wide-ranging programs that benefit our visitors and the community, we collaborate with a variety of organizations each year:

## CHARM BRACELET PROJECT

Three exciting activities are underway in collaboration with our Northside neighbors:

- the creation of an art installation in the underpasses leading into the Northside from downtown
- a cell phone-based scavenger hunt, launched this summer, which highlights the unique features and secret treasures of the Northside's Allegheny City.
- Northside Microgrants awarded to eight innovative joint [projects](#) that enhance and beautify the Northside.

## CARNEGIE LIBRARIES OF PITTSBURGH

CLP offered hundreds of books for loan in the Museum's exhibit areas for the *Take a Book Home* program, and librarians provided advice on children's literature for our monthly *Child Development Series*. The *Bringing Libraries and Schools Together* (BLAST) teachers also created rich task activities and provided book links for the Museum website.

## MISTER ROGERS' NEIGHBORHOOD SWEATER DRIVE

For the eighth year, this campaign collected more than 2,000 sweaters for [people in need](#). Sweaters were distributed by the United Way of Allegheny County and the Presbyterian Churches of the Tri State Area.

## WON'T YOU BE MY NEIGHBOR DAYS

The Museum offered free admission on March 20, joining over 30 organizations in a week-long celebration of Fred Rogers' 80th birthday presented by Family Communications, Inc.

## POINT PARK UNIVERSITY

[The Summer in the City summer camp program](#) offered week-long camps to middle school children, taught by Museum educators, partners and performers.

## OTHER PROGRAMS

The following organizations and groups collaborated with the Museum to entertain, educate and provide services for children last year: Allegheny County Department



of Health and Human Services, Beginning with Books, Constructors' Association of Western Pennsylvania, Family Support Alliance, Friends of the Urban Forest, Golden Triangle Council on the Blind, Golden Triangle Obedience Training Club, Heart Stories, Pittsburgh Association for the Education of Young Children, Robotics Institute of Carnegie Mellon University, Silk Screen, Tickets for Kids Foundation, University of Pittsburgh Medical Center, University of Pittsburgh School of Information Science, Venture Outdoors and The Wonders Unicycle Club.



# 2007-2008 board of directors

## OFFICERS

Thomas L. Mole – President  
Evan Rosenberg – Vice President  
Gratia H. Maley – Secretary  
Robert Denave – Treasurer

## BOARD EMERITI

Carol E. Berkman  
Henry J. Gailliot, Ph.D.  
Anne V. Lewis

## MEMBERS

David J. Becker  
Amy N. Bozzone  
John J. Brady  
Jennifer F. Broadhurst  
George L. Cass, Esq.  
The Honorable Frank Dermody  
Michael Duckworth  
Laurie Ann Foster  
Derek Gaskins  
Julia Gleason\*  
Kimberley J. Hammer, Esq.  
Katharine H. Jones

Thomas A. Karet  
Blaise V. Larkin  
Richard I. Lerach  
Shelley Lipton, Ph.D.  
Albert H. Madison  
Darlene Gambill Motley, Ph.D.  
Ruth Anne Papa  
David M. Payne  
Maurice V. Peconi  
Elin Roddey  
Arthur J. Rooney II  
Roberta L. Schomburg, Ph.D.

## ADVISORY MEMBERS

Judith T. Horgan  
The Honorable Tim Murphy  
Susan J. Perelman  
Crystal McCormick Ware

## EXECUTIVE DIRECTOR

Jane Werner

\* Junior League Member

