We are curious...we love to learn about the world, the people in it and how things work. **We are creative**...we paint, sew, draw, build, silkscreen, solder, and express ourselves through what we make. **We are risk takers**...we test things, try stuff, and toil to turn our ideas into realities. **We are social**...we learn from each other and share what we learn with those we love. **We are dreamers**...we trust our intuition and collaborate with others to create the world we’ve imagined. **We are forever young**...no matter how old we are, we give ourselves permission to play!

These words come to mind when reflecting on all that the Children’s Museum of Pittsburgh was able to accomplish in fiscal year 2012.

Together, we served 250,000 visitors, marking our second straight year of record-breaking attendance. We reached an additional 78,000 people through outreach to schools, libraries, and festivals throughout Western Pennsylvania. Our membership increased to 5,000 families for the first time in our 29-year history. We ramped up our service to underserved families: providing free field trips to 7,600 students and teachers from disadvantaged schools; offering $1 admission to more than 13,000 Green ACCESS/EBT cardholders (a 17% increase); and welcoming more than 5,870 children and families on three free admission days (up from two days last year).

With a focus on learning and growing, we made major investments in our exhibits and programs, our facility, and our neighborhood. We opened the popular new MAKESHOP™ a space for children and families to create do-it-yourself (DIY) projects using digital and physical materials. We also developed an online resource for kid makers called The MAKESHOP Show™. To launch those efforts we threw a big family festival, our first-ever Pittsburgh Mini Maker Faire.

Last year, our online home www.pittsburghkids.org received a major overhaul, now featuring user-friendly responsive web design that allows the site to adapt to the size of the user’s device. We also completed a restoration of the historic Post Office building and its rotunda through our new Building Reserves Fund, established with support from The Kresge Foundation, to address our short-term capital needs.

Our biggest milestone last year: the successful revitalization of Buhl Community Park at Allegheny Square. From a derelict public park to a beautiful urban oasis, the new park would not have been possible without the amazing support of our generous donors, Board of Directors, staff, partners, and volunteers.

Thank you for your unwavering support of our work on behalf of children and families in our community.

Sincerely,

Evan Rosenberg  
President, Board of Directors

Jane Werner  
Executive Director
Play with Real Stuff: Children need a solid foundation of learning activities that are concrete, real, and relevant to their lives. MAKESHOP™ provides interest-driven, do-it-yourself experiences that help children to learn and discover.

MAKESHOP™
Permanent exhibits continue to promote the Museum’s longtime Play with Real Stuff philosophy, which asserts that in our ever-changing, fast-paced technological society, children need a solid foundation of learning activities that are concrete, real, and relevant to their lives.

MAKESHOP, which opened to the public on October 23, 2011, embodies the Real Stuff approach by giving children and families access to real tools, processes, and digital and physical materials supported by expert teaching artists and staff. Founded through a one-of-a-kind partnership with Carnegie Mellon University’s Entertainment Technology Center (ETC) and the Museum’s research partner, University of Pittsburgh Center for Learning in Out of School Environments (UPCLOSE), MAKESHOP’s research-based approach provides the opportunity for the Museum to reach children, especially older youth, with deep, interest-driven, highly engaging experiences.

MAKESHOP activities include woodworking, sewing, weaving, and circuit-building, as well as technology-infused activities such as tangible block computer programming, 3D printing, and stop-motion animation. Taking traditional making a step further, MAKESHOP explores what happens when physical and digital materials meet through projects like sewing with conductive thread and programming with LED lights.

MAKESHOP is at the forefront of a national movement to incorporate maker spaces into informal learning environments and was cited by the American Association of Museums as one of the 2012 Trends to Watch. MAKESHOP was made possible with funding from an anonymous foundation, the Claude Worthington Benedum Foundation, The Grable Foundation, and the John D. and Catherine T. MacArthur Foundation.
The MAKESHOP Show™
Created in 2011 through a Spark grant from The Sprout Fund, The MAKESHOP Show is an online resource hub that engages youth ages 6–10 in maker culture and extends the Museum’s MAKESHOP to new audiences. Produced in partnership with The Schmutz Company, The MAKESHOP Show celebrates the joy of making through originally produced project videos, links to exciting maker content and downloadable resources for kids, parents and teachers. Children vote each week to help the Show develop projects for the videos, such as how to make a leaf blower hovercraft, a drill-powered skateboard, a pegboard Lite Brite, and hardware jewelry. Gaining traction with a national audience, the Show website has been viewed over 15,000 times with a third of those views originating internationally, from 96 countries.

Pittsburgh Mini Maker Faire
To celebrate the launch of MAKESHOP and connect with local maker culture in a festival-like environment, on October 23, 2011, the Museum co-hosted the first Pittsburgh Mini Maker Faire with HackPittsburgh. Featuring do-it-yourself robots, mobiles, instruments, electronics, 3D printing, soldering, wool spinning, alternative energy, and much more, the Faire celebrated the best of DIY creativity through demonstrations, performances, and hands-on workshops by over 70 makers. The first of its kind in the region, the Pittsburgh Mini Maker Faire joins more than 65 Maker Faires around the world!
CHANGING EXHIBITS, PROGRAMS, AND EDUCATION

Our own How People Make Things (HPMT) exhibit returned to the Museum from October 2011 through February 2012. Created by the Children’s Museum of Pittsburgh in 2007, HPMT has been traveling the country ever since. Based on the popular factory visit segments from the Mister Rogers’ Neighborhood TV series, HPMT links familiar childhood objects to their manufacturing processes. Sponsored by the PPG Industries Foundation, 57,000 visitors saw the exhibit for the first time.

From February through May 2012 our Wheels exhibit, also created in-house, delighted visitors with wheel building activities, real Harley Davidson Motorcycles, and a vehicle test track featuring a bevy of vehicles for racing. Sponsored by Erie Insurance, Chip Ganassi Racing Teams, and NuGo Nutrition, with support from Dominion, several Wheels components, including Giant Tires, a sculptural collection of industrial tires, and Magnetic Car Park, a 37-foot bow-shaped test course for child-built vehicles, continue to engage visitors in our Garage.

Presented by Equitable Gas with support from Pepsi, The Wizard of Oz: Children’s Educational Exhibit, featured from May through September 2012, gave visitors the chance to travel from the Gale Farm to the colorful Land of Oz to explore Munchkinland, The Witch’s Castle, and The Emerald City. To add to the fun, the Museum displayed The Witch by Andy Warhol from its fine art collection and hosted Oz Rocks! an action packed live musical performance featuring a toe-tapping, hand-clapping repertoire of Oz songs.

We are proud to have been the home of the Mister Rogers’ Neighborhood exhibit for more than 13 years. Fred Rogers is not only a beloved icon for Pittsburgh, he was a bedrock to the Children’s Museum from its inception. We believe it’s important to not simply memorialize Fred’s work, but help today’s children and families better relate to his invaluable messages. To that end, in FY12 we integrated our Mister Rogers’ exhibit components throughout
the Museum. These iconic pieces are now in exhibits that complement the type of play they inspire. For example, King Friday’s Castle is now in the Theater, the Trolley is in the Garage, and X the Owl’s tree and a set of the original puppets from the Neighborhood of Make-Believe are on display in the Nursery.

The Learning Impact
Working with our in-house research partner, UPCLOSE, we found that our hands-on, Real Stuff approach makes a difference in visitor learning. In fact, evaluations of our renovated Nursery revealed that visitors spend 30% more time in the new exhibit. In MAKESHOP, 64% of families reported spending between 30 minutes and 2 hours. In previous studies, the average length of time visitors spent in exhibits was between 6 and 20 minutes. These increases directly correlate to deeper visitor engagement, a powerful sign of learning for children and families.

Working With Artists
TOUGH ART: Five artists—Felipe Castelblanco, Jennifer Myers, Daniel Luchman, Zach Dorn, and Christina Zaris—were commissioned to design, test, and fabricate original, interactive art that was tough enough to withstand the enthusiasm of children. Open from September 2011 through February 2012, Tough Art installations included the Giant Interactive Kaleidoscope and The Invisible Wall, a piece that connected the Children’s Museum with a similar installation at the Maloka Children’s Museum in Bogotá, Colombia.

F.I.N.E. ARTIST RESIDENCY: Eight talented artists worked to introduce Museum visitors to new art techniques through workshops, demonstrations, and exploration. Made possible by The Fine Foundation, this year featured whimsical papercut puppetry by Kathryn Carr, painting with bicycles across 20’ canvases with Bob Ziller, and activating origami with robotic sensors with Deren Guler.

PITTSBURGH PERFORMS: Each year the Museum introduces young visitors to the arts through live cultural performances. This year, audiences delighted in a diverse blend of cultures from all over the world including Japanese taiko drumming, the Tibetan Monks of Gaden Jangtse Monastery, the August Wilson Dance Ensemble, Afrika Yetu, Zany Umbrella Circus, Hip Hop on L.O.C.K, and Broadway actor Tim Hartman.

CHARM BRACELET PROJECT: Working to strengthen our North Side neighborhood, funding from the National Endowment for the Arts supported bird music workshops and a public performance art piece called BEBOP/KIDBOP by Michael Pestel in partnership with the National Aviary and The Mattress Factory; the installation of Dick Esterle’s 10’ x 92’ digital print entitled THREE *** distant memory at the Federal Street UNDERPASS gallery; and the creation of the Lantern, a neighborhood-based public art installation by Sandy Kessler Kaminski and Jill Joyce, in partnership with the Pittsburgh Project, honoring African American history in the United States.

Sustainability Education
We believe that a healthy, sustainable environment plays a big role in helping children to grow and develop strong lifestyle habits, from eating well to being physically active. In keeping with this commitment, last year we opened our first Outdoor Classroom, featuring an organic herb garden, fruit trees, a rainwater barrel, and open, green space. With support from Alcoa Foundation, we also launched the Food City Fellows youth program, employing 10 underserved North Side high school students in an 8-week summer project about community sustainability, environmental issues, and agriculture.
The revitalization of Buhl Community Park at Allegheny Square marked the realization of the Museum’s longtime goal to redevelop the historic public park located outside its front doors. In partnership with the City of Pittsburgh, and with the leadership support of the many generous funders (page 13), the Children’s Museum led a $6.1 million effort to transform this once desolate concrete plaza into a vibrant community space for its visitors, the North Side, the city, and the region. Featuring thousands of native plants and more than 100 trees, a grassy meadow, environmentally friendly water gardens, and a central plaza, the park is now a beautiful urban oasis.

Cloud Arbor, an interactive sculpture by the celebrated artist and MacArthur “genius” awardee Ned Kahn, uses mist to create an ever-evolving cloud-like sphere. Made up of 64 stainless steel poles reaching 32 feet into the sky, Cloud Arbor’s center poles are embedded with high pressure nozzles that spray an ultra-fine mist of water. When wind conditions are calm, the fog that emerges creates a spherical cloud shape; as the wind picks up, the spherical shape is distorted and the mist flows in various directions throughout the park. Since its opening in June 2012, Cloud Arbor, which was made possible through a generous gift from the Charity Randall Foundation, has become a must-see public art work for the city.

The new Buhl Community Park would not be possible without the dedication and support of the Park Campaign Committee led by Anne Lewis, Emeritus Board Member and Honorary Park Campaign Chair, and Campaign Co-Chairs Jennifer Broadhurst and Michael Duckworth. With their efforts and the great work of the Campaign Committee, including Adam F. Kelson, Karen L. Larrimer, Richard I. Lerach, Evan Rosenberg, William T. Valenta, and Penny E. Zacharias, the Museum surpassed its fundraising goal for the project.
Party in the Park
Presented by First National Bank
On June 8, 2012, more than 300 of the Museum’s closest friends and supporters got a first look at the new Buhl Community Park at the Party in the Park gala. Chaired by Emeritus Board Member and Honorary Park Campaign Chair Anne Lewis, along with Park Campaign Co-Chairs Jennifer Broadhurst and Michael Duckworth, the Party in the Park celebrated the successful completion of the $6.1 million fundraising campaign to revitalize the park. Party Chairs Sherry Jo Matt, Matt Meade, and Maria Ringeisen, along with event producer Bob Sendall of All in Good Taste Productions, dazzled guests with music, contemporary dance, and a dramatic unveiling of the transformed park and Cloud Arbor. Party in the Park raised more than $255,000 for the Museum’s mission.

Park Opening and Public Dedication
Sponsored by the Jack Buncher Foundation
The culmination of six years of dedication and hard work, the Museum celebrated the opening of the new park on June 23, 2012, with a special free admission community day. The Children’s Museum welcomed 2,310 children, families, and neighbors to a bustling, fun-filled day featuring activities and performances including the aerial delights of Cirque-tacular, a New York City-based acrobatic troupe. City and County officials were also on hand for a public dedication ceremony for the new Buhl Community Park.

Our Future
Much like our young visitors, we never stop moving at the Children’s Museum. In the year ahead, the Children’s Museum will celebrate its 30th anniversary, develop and launch a new water exhibit, and host the Association of Children’s Museums Conference. Thank you for your steadfast support of our mission to provide innovative museum experiences that inspire joy, creativity, and curiosity.

Special thanks to
The Party in the Park Committee: Susan Baierl, Adam F. Kelson, Richard I. Lerach, Sherry Jo Matt, Heather McBrier, Matt Meade, Georgette Pascale, Maria Ringeisen, Penny E. Zacharias

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Support from individuals, corporations, foundations, and government agencies allows the Children’s Museum of Pittsburgh to provide quality exhibits and programs for children and families. We sincerely thank the contributors listed who supported the Museum through gifts made from July 1, 2011 through June 30, 2012.

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