

# SPARK! TRANSFORMATION

## Expanding space and expanding reach.



*SPARK! A Campaign for Carnegie Science Center seeks to extend the reach of a museum beloved by generations of Pittsburghers; strengthen informal STEM education and career awareness across the region; attract more local and out-of-town visitors to the North Shore; and enhance regional quality of life.*

The result of a rigorous research and development process, the *SPARK! Campaign* is the culmination of the Science Center's long-range strategic plan, *Vision: 2020*. A key component of the \$34.5-million campaign is a three-floor Science Pavilion, with 37,000 square feet of space, which will house nine STEM Learning Labs and a Special Exhibitions Gallery. The expansion project will also incorporate sustainable design elements with a goal of achieving LEED status.

### BLOCKBUSTER POWER RESTORED

In 2007 and 2008, Carnegie Science Center presented *BODIES: The Exhibition* and *Titanic: The Artifact Exhibition* in its former Miller building, on property that is now occupied by the city's light-rail North Shore Connector. These exhibitions broke all previous attendance records, attracting more than 355,000 additional visitors over a 10-month period and generating significant economic benefit for the Science Center, and the city. A robust schedule of special traveling exhibitions—made possible by a new Special Exhibitions Gallery—has the potential to increase annual attendance by 50 percent or more and attract new audiences to the Science Center and the region.

### SCIENCE PAVILION

Nine new STEM Learning Labs and a Special Exhibitions Gallery will be part of the Science Center's new Science Pavilion along the Ohio River. The beautiful addition is designed to complement other North Shore riverfront developments, while offering a one-of-a-kind destination for public exploration in science and technology.

### STEM LEARNING LABS - GROUND FLOOR

5,800 square feet of classroom and lab space will effectively double the space currently available for classes, workshops, summer camps, professional development, and STEM education events.

- **Specialized classrooms** will be equipped to support inquiry-based instruction and project-based learning, giving students the freedom and the space to investigate problems similar to those encountered in real-world situations. Three of the classrooms will have flex-space capabilities to accommodate larger groups or activities; one of the classrooms will be specially designed for early learners.
- **Multipurpose space** will accommodate the Science Center's Teaching Excellence Academy and allow for educator professional development programs.

### SPECIAL EXHIBITIONS GALLERY - FIRST AND SECOND FLOORS

14,000 square feet dedicated to a Special Exhibitions Gallery will herald the return of blockbuster shows to the city and Carnegie Museums. The new space can be used not only by the Science Center but also by its sister museums—Carnegie Museum of Art, Carnegie Museum of Natural History, and The Andy Warhol Museum—to showcase art and science exhibitions that are too large for existing facilities.

Between exhibitions, the gallery will be the vehicle for STEM programming that requires abundant space, as well as lectures, forums, and community discussions.

**“Carnegie Science Center sparks the future of this region; it's a critical asset.”**

—MORGAN O'BRIEN

President and CEO, Peoples Natural Gas; Chair, Allegheny Conference on Community Development

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THE CAMPAIGN ISN'T JUST ABOUT OUR KIDS AND SCIENCE; IT'S ALSO ABOUT OPPORTUNITIES FOR THE REGION.



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## REVATHI ADVAITHI

President, Eaton,  
Americas Region-Electrical Sector

A mechanical engineer at heart, Revathi Advaiti's favorite part of the Science Center is the SpacePlace exhibition, mostly because "It's so real-life." But if you ask her two kids, Highmark SportsWorks® and *roboworld™* are way better. Dissention aside, for Revathi there's more to the Science Center than just great family experiences, which is why she's so passionate about the *SPARK! Campaign*.

"Our whole enterprise revolves around having amazing engineers. We need brilliant minds that can help us be creative and take us forward to the 2020s and 2030s.

"Many scientists have said before that you have to fail many times to get one success in science. The Science Center is a hands-on place for children to experience that spark of the imagination so they can do something great with it.

"It is pretty clear that the Science Center is at the heart of promoting STEM education in Pittsburgh. Every great enterprise has to evolve. This planned expansion helps the Science Center to be even better."

**SPARK!**

A Campaign for Carnegie Science Center

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