



Champion More Curiosity

The campaign for Cincinnati Museum Center's future



A museum is not only a collection of the past, it's an inspiration for the future.

John A. Ruthven

Constant curiosity propels us to explore and to understand.

For over 200 years, Cincinnati Museum Center has been a place that ignites imaginations; inspiring epiphanies that bring mysteries to life. Ours is an institution built on the brilliance of John James Audubon, Dr. E. Lucy Braun, Wendell P. Dabney and John A. Ruthven; on the pioneering spirit of Meriwether Lewis, Dr. Jennie D. Porter and Neil Armstrong; on the indomitable will of Maria Longworth Storer, Marian Spencer and William Mallory, Sr. Now, we look to future generations, seeking to encourage their own exploration, to discover their own brilliance and daring them to take the next giant leap.

Cincinnati Museum Center is, as our city has historically been, a place of discovery that sits at the locus of science, art, technology, history and culture. It is a place that encourages guests to think critically, to explore how science informs history and how innovation springs forth from innovation. It's a meeting place of left- and right-brains, igniting neurons through wide-eyed wonderment. It's a place where you can tower over a mini metropolis and stand in the shadow of prehistoric beasts.

Together, we have the once-in-a-generation opportunity to reimagine Cincinnati Museum Center. Together, we will realize a bold museum experience built on the depth of our collections and the innovative spirit that courses through our DNA. Together, we can strengthen our community, transform young minds and launch quests of discovery. Together, we can Champion More Curiosity.

We invite you to join us.



Elizabeth W. Pierce
President & CEO
Cincinnati Museum Center

Your gifts to Cincinnati Museum Center will accomplish the following strategic goals:

Strengthen civic pride by telling Cincinnati's story of leadership in commerce, healthcare and global affairs

Create a new interplay of ideas and knowledge using the depth of our collections and interactive museums

Deepen interest in science among guests of all ages, including STEM interactives and our world-leading fossil and dinosaur collections

Inspire awe and wonder in guests from the moment they enter Union Terminal

Enrich public education by supporting teaching and complementing curricula

The Champion More Curiosity campaign seeks support from our entire community of advocates, supporters, Members and lifelong learners. Every gift, no matter the size, makes an impact that will inspire for generations to come.

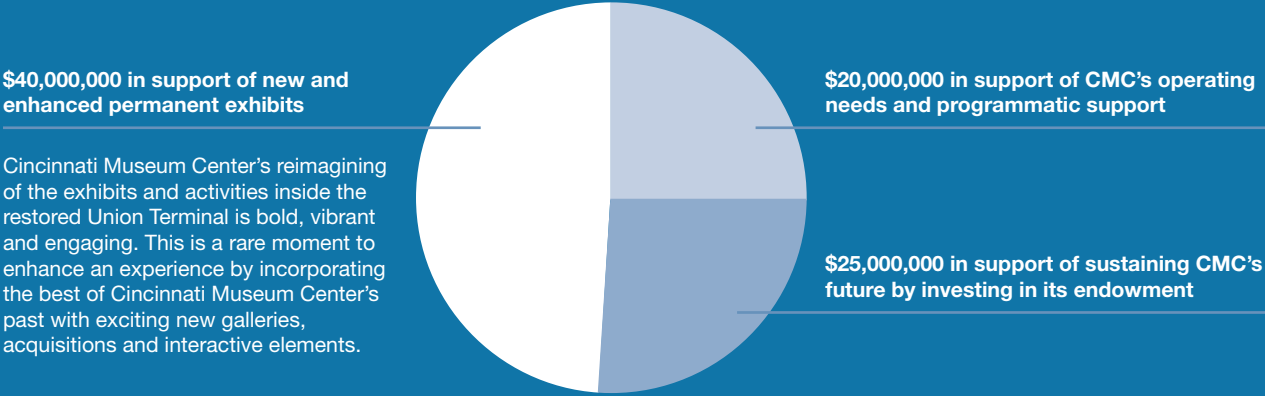
Here are just a few examples of how your support will build more critical thinkers, create lifelong learners and inspire this and future generations to believe in their full potential:

\$1.8M will support the *John A. and Judy Ruthven Get Into Nature Gallery* that will bring the biodiversity of the Edge of Appalachia to Union Terminal.

\$1.1M will support reimagining the fan favorite *Ice Age Gallery* that is set to open in July 2021.

\$2M will support the new gallery *Mission Ordovician: Cincinnati Under the Sea*, showcasing CMC's world-renowned Ordovician fossil collection.

\$85,000,000 Campaign Goal



6-year comprehensive campaign





Neil Armstrong Space Exploration Gallery, presented by the Harold C. Schott Foundation 2019-2020

Science Interactives Gallery, presented by Procter & Gamble 2019

The Cave 2019

Cincinnati in Motion 2019

Shaping Our City 2020

You Are Here 2020

Ice Age Gallery 2021

John A. and Judy Ruthven Get Into Nature Gallery 2022

Made in Cincinnati 2022

Mission Ordovician: Cincinnati Under the Sea 2023

Archaeology and Early Settlement Gallery 2024

Dinosaur Hall 2018

2018

2019

2020

2021

2022

2023

2024

Push the limits
of imagination.

Champion
More Curiosity.



© Samuel James

The 20,000-acre Richard & Lucile Durrell Edge of Appalachia Preserve System stands as testament to the forces of good that humanity can bring to bear to preserve, protect and celebrate the natural world around us.

Chris Bedel, Preserve Director

Celebrating the legacy of John A. and Judy Ruthven



John A. Ruthven was a man of curiosity, an advocate for exploration and an American treasure. At the age of 10 he donated his first specimen to Cincinnati Museum Center. He spent the next 86 years of his life bringing thousands of specimens to our collections, building a rich and robust natural catalog by which scientists and historians continue to learn more about our natural world around the globe. We seek to honor John and his beloved wife Judy by ensuring their legacy lives on at Cincinnati Museum Center.

The **John A. and Judy Ruthven Get Into Nature Gallery** brings the 20,000-acre Richard & Lucile Durrell Edge of Appalachia Preserve System from Adams County to the heart of Cincinnati, where guests will be able to start their own adventures. Sensory-rich pathways will encourage guests to explore the sounds, smells and textures of the natural world. Through regional plant and animal collections, immersive elements and live animal encounters, guests will develop ecological awareness and an appreciation for biodiversity.

By bringing the Edge to Cincinnati, Cincinnati Museum Center is creating stewards of the environment who are encouraged to protect the natural beauty in our wild spaces and our own neighborhoods. As guests exit with an appreciation for the importance of biodiversity, they'll explore the natural world around them in the spirit of legendary artist and naturalist John A. Ruthven.

Our zoology collections are a historical reference library for biodiversity in our region and around the world, showing us how species have changed in distribution and form over time.

Heather Farrington, Ph.D., Curator of Zoology



Surrounded by the extinct Carolina parakeet (1918) and passenger pigeon (1914), the small Kirtland's warbler is a conservation success story. The bird was recently removed from the endangered species list.

John A. and Judy Ruthven DNA Lab

The next breakthrough in genetics could just originate from the **John A. and Judy Ruthven DNA Lab**. The lab showcases science in action, pulling back the curtain on the work of our curators and volunteers. The state-of-the-art facility draws a literal connection between the science happening right in front of guests' eyes and the research presented in the exhibits around them.

John A. and Judy Ruthven Curator of Zoology

Cincinnati Museum Center's zoology collections contain over 250,000 species dating back to the mid-19th century. The broad diversity of species from across the globe and the animal kingdom includes both living and extinct specimens. As we seek to better understand the interconnected web of biodiversity and the way one moment of imbalance can vibrate across it, the **John A. and Judy Ruthven Curator of Zoology** will leverage our collections for future scientific breakthroughs.



Ice Age Gallery

Reimagining a fan favorite

Mastodons and giant bison – drawn to natural salt deposits – thundered across the plains. Saber-toothed cats and dire wolves prowled the forests. The traces of this interconnected web of predator and prey are beneath our feet in Greater Cincinnati. Our beloved ***Ice Age Gallery*** brings it to life.

Drawing on the strength of Cincinnati Museum Center's paleontology collections, Pleistocene Cincinnati is recreated in stunning detail in our updated *Ice Age Gallery*. The impact of manmade climate change is put into historical perspective, using the past to inform the future. Updates to the gallery make it more accessible to guests of all abilities and make better use of the space to tell the story of the Pleistocene Period more thoroughly and to showcase the latest research on climate change.

Through immersive landscapes and soundscapes, legendary fossils and captivating interactives, guests discover what the region felt like 23,000 years ago. A fully-articulated mastodon skeleton and tusks greet guests entering the gallery before they walk through a chilling ice cave and come face-to-face with dire wolves, saber-toothed cats and the beloved Jefferson ground sloth along the trail. Scientific research articulates the impact of humans on our environment and climate change and illustrates how ecosystems, biodiversity and landscapes change over time.



You Are Here

Exploring the heart of our city

Whether you're born and raised, a transplant or just passing through, Cincinnati leaves its mark. **You Are Here** paints a picture of the way life in Cincinnati was, how it is and how it can be. The gallery opened in 2020 to share stories of our region's history and engage guests in dialogue about our future.

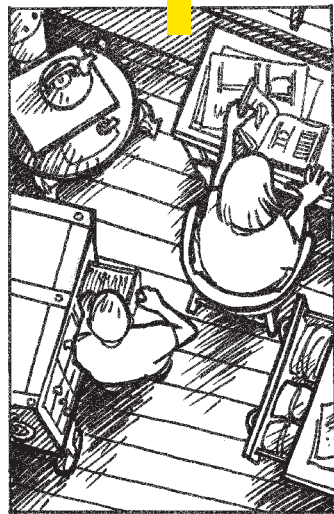
The gallery celebrates the people who Live Here and the way their faiths, backgrounds, similarities and diversity make the region sing. **You Are Here** also rolls up its sleeves to shine a light on how people Work Here, paying homage to the industries and inventions, work ethic and innovation that power the region's economic engine. It also tips its crown to the artists and academics, flavors and fandoms that make our region a vibrant place to Play. Through crowdsourced photos, historic artifacts, interactive quizzes and polls and a guest-centric mural, **You Are Here** shows our community and our guests that *they* are what make Cincinnati so Cincinnati.



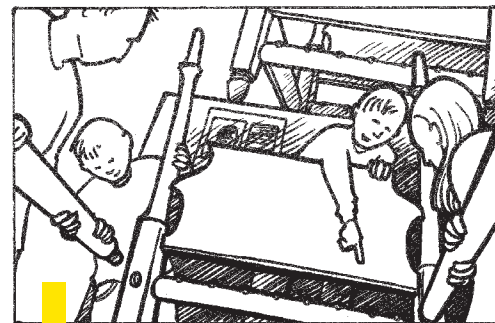
The right place
at the right time.



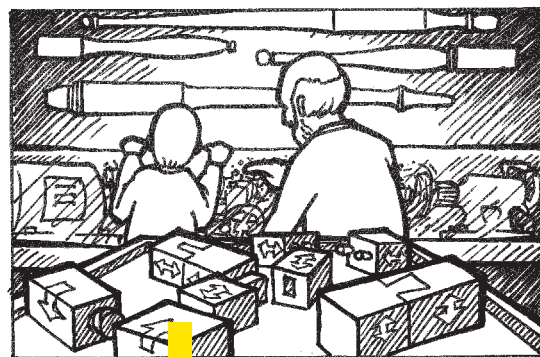
SNOOP IN HENRY BOYD'S OFFICE



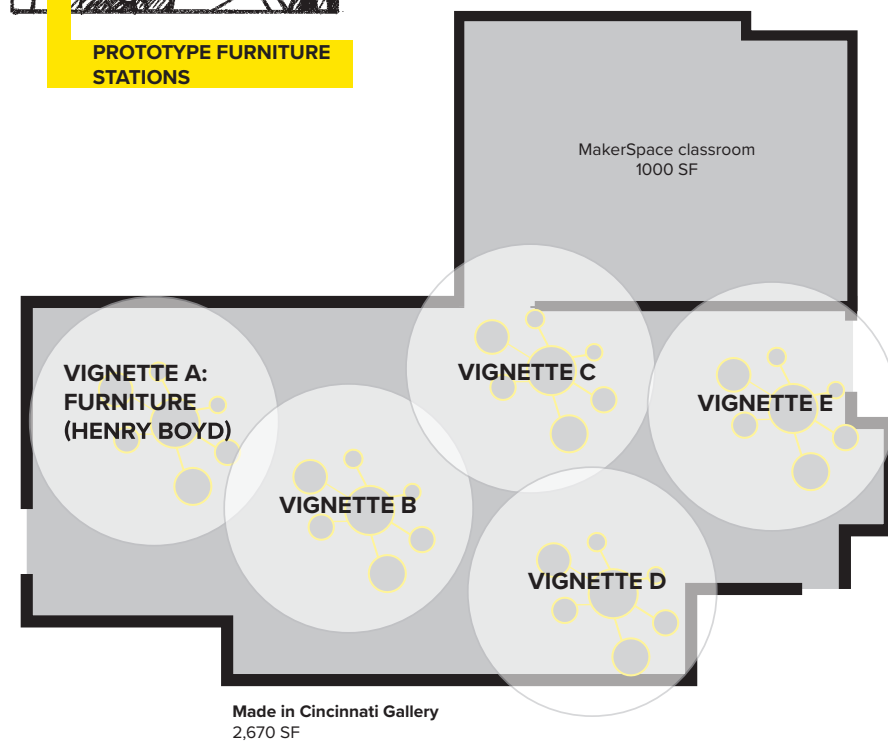
PROTOTYPE FURNITURE STATIONS



ASSEMBLE A BED



IN THE WOODSHOP



Made in Cincinnati

Building better through history

Innovation is in our civic DNA and Cincinnati Museum Center is highlighting the manufacturers, tinkerers, makers and industry leaders who power Porkopolis, the Queen of the West and the modern tech hub. From the Industrial Revolution to wartime industry to the tech startup scene, *Made in Cincinnati* lets guests literally make history.

Among interactive object displays, detailed environments and personal narratives guests can prototype new inventions and assemble iconic pieces of the city's manufacturing triumphs. Experiment with machine tools, chart a river course from factory to market or plant the seeds for our region's next great innovation as the past inspires the future.



Our library of fossils provides a window into ancient communities, helps us understand our current biota and informs the future of life on our planet.

Brenda Hunda, Ph.D., Curator of Invertebrate Paleontology



Mission Ordovician:

Cincinnati Under the Sea

Today, life flourishes on the banks of the Ohio River, but 450 million years ago, Cincinnati was at the bottom of a tropical sea teeming with life.

The Ordovician Period will shimmer to life through the strength of Cincinnati Museum Center's world-renowned Ordovician collection and an immersive new gallery. Whether they're peering through the first fully-evolved eyes, learning how to become a fossil themselves or investigating the connections between extinct and modern species, guests will become amateur paleontologists in this new gallery.

Your support through the Champion More Curiosity campaign will inspire guests to look in their own backyards for our region's abundance of fossils.



Archaeology and Early Settlement Gallery

Standing on native land

Cincinnati, as we know it today, was founded in 1788 but humans have long inhabited the region's riverbanks and hills. For more than 8,000 years, humans have called southwest Ohio home, leaving behind traces of their civilizations that Cincinnati Museum Center's archaeologists have been working to piece together. The new **Archaeology and Early Settlement Gallery** unites history and science, using technology, historic research and dogged investigation to explore our region's earliest inhabitants.

In the gallery, guests will meet Cincinnati residents who came before them – the Adena (800 BCE-100 CE), Hopewell (200 BCE-500 CE) and Fort Ancient (1000-1650 CE) tribes, the frontier soldiers of Fort Washington and the pioneers who blazed a trail to Losantiville. Scenic recreations, archaeological tools, an outdoor garden and artifacts – ranging from spear points and the prehistoric Cincinnati Tablet to the Revolutionary-era Fort Washington flag and documents signed by Thomas Jefferson – help guests explore Cincinnati's long history of human habitation and how those cultures influenced each other over time.



An early rendering of the **Archaeology and Early Settlement Gallery** provides an immersive history of the region and the archaeological processes that reveal it to us.

Our archaeology collections are the history of this city and the land – all who came before us, and all to whom we will leave this legacy.

Bob Genheimer, George Rieveschl Curator of Archaeology

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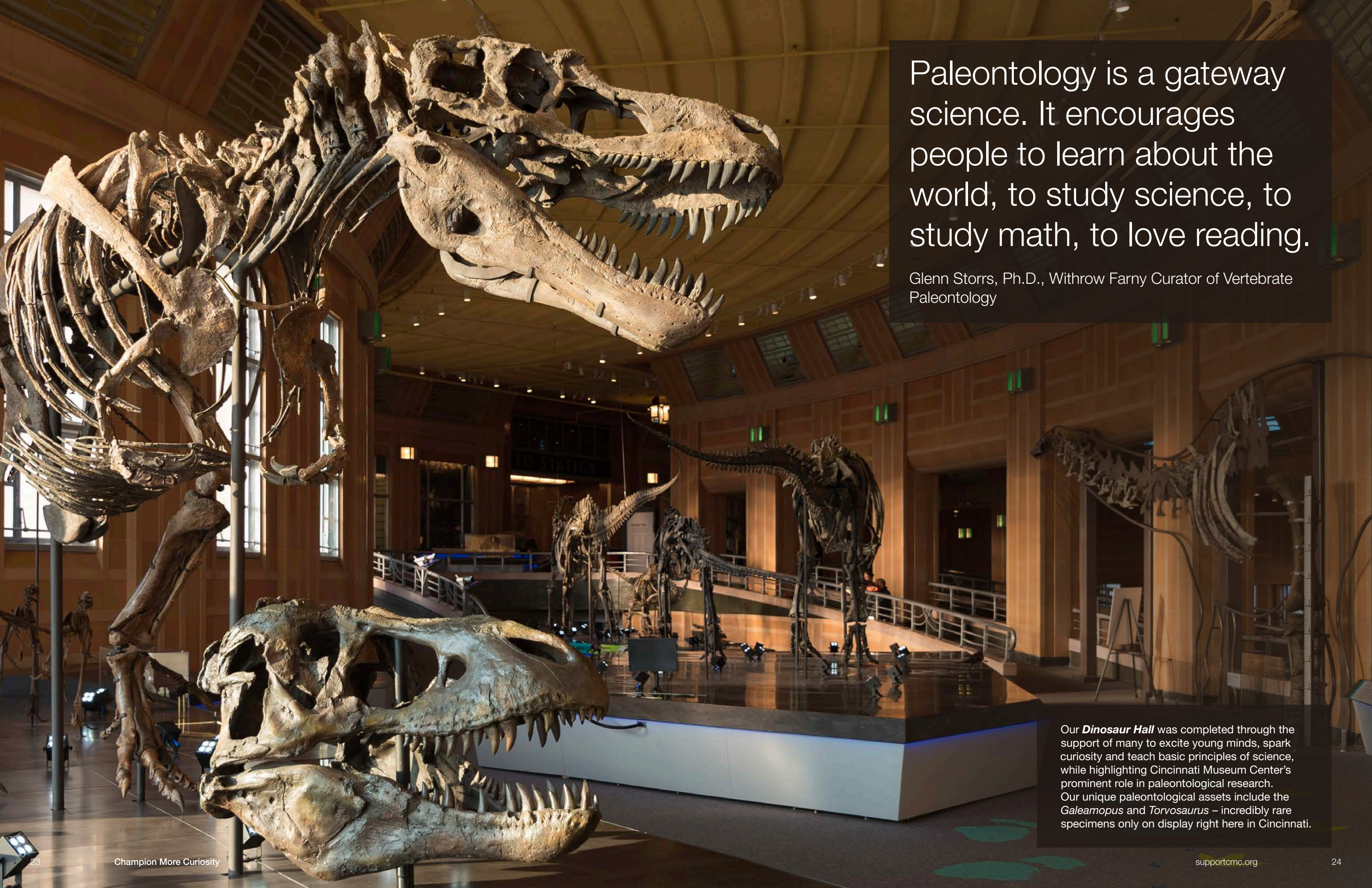
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Paleontology is a gateway science. It encourages people to learn about the world, to study science, to study math, to love reading.

Glenn Storrs, Ph.D., Withrow Farny Curator of Vertebrate Paleontology

Our **Dinosaur Hall** was completed through the support of many to excite young minds, spark curiosity and teach basic principles of science, while highlighting Cincinnati Museum Center's prominent role in paleontological research. Our unique paleontological assets include the *Galeamopus* and *Torvosaurus* – incredibly rare specimens only on display right here in Cincinnati.

I have developed a respect and love for science now. You were able to put the spark back into me and get me interested, and it trickles down to my students and their level of enjoyment.

Preschool educator



The Austin E. Knowlton Foundation
Science Stage

APOLLO 11 ONE GIANT LEAP

*"We had hundreds of thousands of people
all dedicated to doing the perfect job."
-Neil Armstrong*



**JULY 20
1969**

Humans Walk on the Moon!

The National Aeronautics and Space Administration (NASA) sent Neil Armstrong, Buzz Aldrin and Michael Collins to the moon on the Apollo 11 mission. NASA had created the Apollo program to put the first people on the moon. When Ohio-born Armstrong stepped onto the moon and said, "That's one small step for man, one giant leap for mankind," the world celebrated!

To make that giant leap, it took a team of more than 400,000 engineers, scientists, mathematicians, makers and designers.



This is Buzz Aldrin.

This is Neil Armstrong.

Michael Collins is not in pictures taken on the moon because his mission was to stay in orbit.

More than 100 million people came to events, such as parades and talks, to cheer for Apollo 11's astronauts during their 45-day world tour.



ELIJAH ARMSTRONG

**BOOK
THE
ROCK**

WHAT DOES
THE MOON
FEEL LIKE?



BOOK YOUR TICKETS

Neil Armstrong presented his moon rock to CMHC in 2006. In this photo, Armstrong handed the rock to a CMHC representative. Here are excerpts from Armstrong's life.

ARMSTRONG IN CINCINNATI

**WE HAVE
AL**

We seek to understand where
we have been in order to know
better where we are going.

Neil Armstrong, first man on the Moon,
Cincinnati Museum Center emeritus trustee



Inspiring the next generation

Cincinnati Museum Center is committed to equity in opportunity, helping individuals realize the extent of their talents and the boundless opportunities before them. Our **Youth Programs** has brought together over 1,000 students from different backgrounds, neighborhoods and socioeconomic levels since its inception in 1989 and boasts a staggering 100% graduation rate among participants.

Through **STEM Girls** we work to close the gender gap in STEM fields by connecting students ages 8-14 with women scientists, chemists, engineers, doctors and more. The program provides these young STEM enthusiasts with mentors who pull back the curtain on STEM career possibilities and inspire them to leave their own mark in the field.

Cincinnati Museum Center recognizes the important ways a museum experience complements classroom curriculum. Field trips have built the cornerstone of many childhoods but Cincinnati Museum Center isn't afraid to take the museum on the road for those schools who can't visit us. With **Programs-on-Wheels** our museum educators travel up to 36,000 miles each year to schools throughout the region, making the lesson they're learning in the classroom leap off the page.



Our history collections predate the modern founding of our city itself. They tell the story of our region, showing who we were, who we are and who we may yet become.

Christine Engels, Archivist

5
I have now my hands at the City of Wash
on the 9th day of December A. D. one thousand
eight hundred and sixtythree, and of the million
people of the United States of America
the eightieth.
Abraham Lincoln

Fuel the next great discovery.

Cincinnati Museum Center is a vital contributor to the vibrancy of our region and enhances economic impact for the good of all. The Champion More Curiosity campaign will shape Cincinnati Museum Center's future while creating generations of critical thinkers to power the prosperity and innovation of our region.

By powering a range of captivating new exhibits, you help us unite history, STEM and early childhood education, inspiring more young minds and developing engaged citizens of our local and global community.

By Championing More Curiosity, you can fuel the economic prosperity of our region. Today's wide-eyed explorers will be tomorrow's innovators.

As we open up our treasures to the world and bring the world to Cincinnati, we work shoulder-to-shoulder to engage our community in monumental moments of epiphany, wonder and connection. As we inspire all generations to learn, grow and thrive at Cincinnati Museum Center, we Champion More Curiosity.

Thank you for your generosity and your support of this once-in-a-generation opportunity to make a lifelong impact.

Champion More Curiosity Campaign Chairs

James M. Zimmerman
Cincinnati Partner in Charge, Taft Law

Edward D. Diller
Senior Counsel, Taft Law

Ready to fuel the next great discovery? To learn more about how you can Champion More Curiosity and how you can help build a dynamic, bold museum experience, please contact

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Thank you

Special thanks

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**Cincinnati
Museum Center**

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