



MEDIA CONTACTS:

Kristin Friedrich, NHM
kfriedri@nhm.org; (213) 763-3532; Cell: (323) 449-7370

Rachel Bauch, Ruder Finn
bauchr@ruderfinn.com; (310) 882-4013; Cell: (323) 841-4139

THE NATURAL HISTORY MUSEUM OF LOS ANGELES COUNTY LAUNCHES PUBLIC PHASE OF \$135 MILLION *NHM NEXT* CAMPAIGN



An aerial view of the Natural History Museum's master plan.
Image© CO Architects.

60 Percent of Goal Raised Halfway Through Campaign and Nearly All Hard Construction Complete, Remaining Work Includes Exhibit Design and Creation of New Green Space

LOS ANGELES, CA, November 14, 2010 – The Natural History Museum of Los Angeles County today launched the public phase of its \$135 million campaign to transform the Museum. As part of NHM Next, the Museum is re-imagining more than half of its public spaces and creating new permanent exhibitions to inspire wonder, discovery and responsibility for the natural and cultural worlds. To date, the campaign has raised over \$80 million through a public-private partnership, with \$38 million from the County of Los Angeles and State of California and \$42 million in private gifts. With one of the most diverse audiences of any cultural institution in the nation, and a slate of new exhibitions and experiences opening over the next three years, the Museum is poised to serve more than 1 million visitors annually by 2013.

“NHM Next is creating dramatic new ways for the people of Los Angeles and visitors from around the world to learn about the story of life on Earth. Support from the County of Los Angeles and the State of California, along with significant individual gifts, has helped make essential structural improvements possible,” said Dr. Jane Pisano, NHM President and Director. “As the campaign progresses, we are asking our Trustees, members, and community-minded corporations to convert their affection for the Museum into support. With their help, the Museum will transform into a unique indoor and outdoor experience where visitors can explore the science behind both our collections and our new urban wilderness environments.”

Launched in 2007, the NHM Next Campaign includes renovation of public spaces, remodeled galleries, and five new permanent exhibitions and experiences: the new *Age of Mammals* and Haaga Family Rotunda galleries opened in July 2010; a new large-scale permanent dinosaur exhibition will open in July 2011; an exhibition about the natural and cultural history of Los Angeles will open in late 2012; three and a-half acres of urban nature experiences and exhibits serving as a new front yard for the Museum, along with a pedestrian bridge and car park open in 2011 and 2012; and the Nature Lab, a hands-on science environment that serves as the indoor component to the new outdoor space, opens in 2012. By 2013, the year of the Museum’s centennial anniversary, a total of 258,000 square feet, inside and out, will have been redesigned or renovated.

“The Natural History Museum is a cultural treasure for all the residents of Los Angeles County—regardless of age,” said Los Angeles County Supervisor Mark Ridley-Thomas. “By embarking upon this NHM Next Campaign, the Museum is truly becoming a museum for the 21st century and is investing in the education and delight of future generations. The County of Los Angeles’ investments in the Museum and this visionary project have been invaluable, and I look forward to the next big opening of the new dinosaur galleries this July.”

To date, NHM Next has received generous support from Los Angeles County, the State of California, the Museum’s entire Board of Trustees, and a range of civic minded donors. The lead gifts to date include \$5 million from NHM Board President and Vice Chairman, Capital Research and Management Company, Paul Haaga and wife Heather for the Haaga Family Rotunda, and \$5 million from Kevin Sharer, Chairman of NHM Board and Chairman and CEO, Amgen Inc., to name the hall that will house the upcoming exhibition about Southern California, opening in 2012.

Additionally, significant private support has come from foundations throughout California for gifts of \$1 million or more, including The Ahmanson Foundation, the Annenberg Foundation, The James Irvine Foundation, The Rose Hills Foundation, and the William Randolph Hearst Foundation.

“After years of thoughtful planning, our NHM Next vision for transforming the Museum and reimagining the role of a natural history museum is becoming a reality,” stated Paul Haaga, President of the Board of Trustees. “We are excited to see Angelenos, from the County Supervisors’ offices to corporate boardrooms, from individuals to foundations, inspired to

support our journey to create a premiere natural history museum not just for Los Angeles, but for the world.”

NHM Next

Physically, the transformation includes five new exhibitions, new visitor amenities, and a brand new outdoor component opening each year over the next three years. Philosophically, there is a new approach to exhibits and programs—one which reveals the thrill of discovery, the processes of science, and the ongoing, evolving endeavor that is scientific investigation. It is a thoughtful reconsideration of what science and the story of life on Earth mean to our visitors. For more information on the campaign and donor opportunities visit www.nhm.org/NHMNext

- **2010:** Permanent exhibition ***Age of Mammals***, and a restored 1913 Building and **Haaga Family Rotunda**, opened.
- **2011:** The **Ralph M. Parsons Discovery Center**, the Museum’s beloved interactive experience, moves to a light filled space overlooking the outdoor pavilions and Expo Park’s South Lawn.
- **July 2011:** The highly anticipated **new dinosaur exhibition** opens in two new contemporary galleries
- **2011/2012:** The **North Campus** opens, providing new front entrance, pedestrian bridge, car park, and 3.5 acres of green space filled with nature experiences, community science projects, and programming space.
- **2012:** The **Nature Lab**, the inside component to the North Campus, debuts and a new permanent exhibition exploring the natural and cultural history of Los Angeles and Southern California, opens.
- **2013:** More gallery spaces are unveiled leading to the celebration of **NHM’s centennial**. By the time of this 100-year anniversary, the transformation is complete: The Museum is an inside/outside experience with improved visitor amenities (new stores, café, restrooms and elevators), and in all, 12 new galleries and five new exhibits have been opened.

About the Museum

The Natural History Museum of Los Angeles County is located at 900 Exposition Blvd., Los Angeles, near downtown. It is open daily from 9:30 am to 5 pm. The Museum was the first dedicated museum building in Los Angeles, opening its doors in 1913. It has amassed one of the world’s most extensive and valuable collections of natural and cultural history—with more than 35 million objects, some as old as 4.5 billion years. The Natural History Family of Museums includes the NHM, the Page Museum at the La Brea Tar Pits (Hancock Park/Mid-Wilshire), and the William S. Hart Park and Museum (Newhall, California).