

# FOR IMMEDIATE RELEASE **Sept. 11, 2025**

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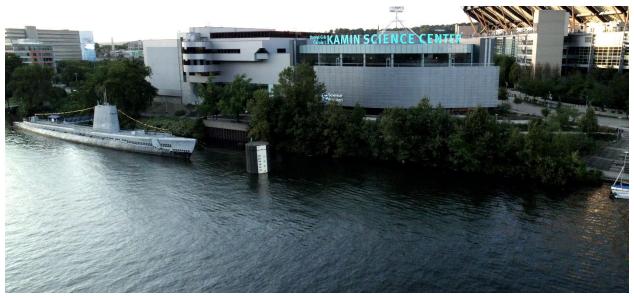
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# Kamin Science Center Unveils New Identity and Future Experiences that will Ignite Your Curiosity

Pittsburgh's most visited museum launches a new era thanks to a transformational \$65 million gift from Daniel G. and Carole L. Kamin



High-resolution images and video available for download here.

PITTSBURGH, Sept. 11, 2025 — Carnegie Science Center, Pittsburgh's most visited museum and one of the four Carnegie Museums, is now officially the **Daniel G. and Carole L. Kamin Science Center**. A key part of this transformation is the announcement of a dynamic lineup of nine upcoming exhibits and experiences that will transform the visitor experience at the Science Center for decades to come.

A historic \$65 million gift from Daniel G. and Carole L. Kamin – the largest in Carnegie Museums' 130-year history – is fueling this multi-year reinvention of the newlynamed Kamin Science Center.

"This is much more than a name change — it's a reimagining of what a museum can be," said Dr. Steven Knapp, president and CEO of Carnegie Museums. "Thanks to Dan and Carole Kamin's extraordinary generosity, the Science Center is dramatically enlarging its capacity to connect communities and inspire future generations of innovators."

# A New Era of Experiences

Beginning Saturday, Sept. 13, visitors will see the first wave of changes: a **redesigned Main Lobby with a 25-foot digital media wall**, a pollinator-friendly entrance garden, vibrant new exterior signage, and a comprehensive wayfinding system that will make navigating the five-floor museum easier than ever.

At the heart of the transformation are two groundbreaking exhibitions set to open in the coming months:

- Sports360 exhibition Opening December 2025
   This 9,500-square-foot experience, which will soon be the largest exhibition at the Science Center, will combine the thrill of sports with the science behind play. Nearly 25 interactive activities will take visitors through all levels of competition from warming up to going pro with hands-on challenges and cutting-edge technology that explores reaction time, biomechanics, balance, and technique.
- Science of Speed experience Opening Summer 2026

  The former SportsWorks building will reopen this summer as an all-new experience devoted to the physics, engineering, and adrenaline behind the world's fastest race cars. The centerpiece will be a two-story electric kart track, paired with interactive exhibits, modern and vintage high-performance vehicles, and a racing-inspired lounge and restaurant. Visitors can get a sneak peek of the new exhibit with the addition of a Chip Ganassi Racing IndyCar currently on display in the Science Center's Main Lobby.

#### More Transformations on the Horizon

These new exhibitions are just the beginning. Additional upcoming projects over the next two years will positively upgrade more than 75% of the Science Center's exhibit spaces, including:

- Peirce Atrium: An interactive exhibition that will fill the museum's four-story atrium with light, movement, and imagination
- Building Futures exhibition: A groundbreaking new exhibition spotlighting skilled trades and the science behind some of today's most in-demand careers
- Responsive Science display: A dynamic new experience exploring the local impacts of climate change in Southwestern Pennsylvania through immersive storytelling and innovative design
- North Lot beautification project: A community-focused installation in the museum's north parking lot with expanded green space and interpretative science displays
- 1st Floor gallery refresh: A completely new space designed to energize visitors with interactive and engaging experiences
- **Early Learners space**: A new 4<sup>th</sup> Floor exhibition designed specifically for young explorers to foster curiosity and discovery through age-appropriate science play

# A Gift Rooted in Curiosity

Daniel Kamin's connection to the Science Center began as a young boy visiting the Buhl Planetarium & Institute of Popular Science. Fascinated by astronomy, he built his own telescope at the Buhl at the young age of 13, which helped to encourage a passion for science and discovery that has endured throughout his life.

"Science sparked my curiosity as a child, and it continues to inspire me today," said Dan Kamin. "Carole and I hope this gift will provide families with a similar sense of possibility and wonder that I felt during my many visits to the Buhl Planetarium."

"Pittsburgh has given so much to our family, and we are thrilled to support the Science Center's amazing vision for the future," added Carole Kamin. "Through inspiration, innovation, and an unwavering commitment to education, these plans will inspire curiosity for generations to come."

### New Name. Same Incredible Mission.

"At the Science Center, our mission is to connect people and science, igniting curiosity that endures for a lifetime," said Jason Brown, Henry Buhl, Jr., director of Kamin Science Center and vice president of Carnegie Museums. "From a preschooler launching a model rocket to an adult seeing Saturn's rings for the first time, curiosity drives every experience at the Science Center. The launch of our new brand, along with our nine new exhibits and experiences, marks the beginning of a transformational period in our organization's history."



Logo for Kamin Science Center, formerly Carnegie Science Center

In addition to its vision for future projects, the Science Center also unveiled its new "starfield" logo and "Ignite Your Curiosity" branding campaign, developed in partnership with Pittsburgh-based agency Rebel Fox.

"Our new brand connects our past, present, and most importantly, our future," said Ned Schano, senior director of marketing & communications at Kamin Science Center. "It reflects the legacy of the Buhl Planetarium, honors the amazing story of Dan Kamin's first telescope, and points toward the limitless possibilities of curiosity."

Schano noted that the stars of the new Kamin Science Center logo represent exploration, while the arm of the "K" signifies a telescope looking toward the future.

The museums' new "Ignite Your Curiosity" campaign will be displayed across billboards, television, digital ads, and social media, and includes a new TV

commercial voiced by Pittsburgh native Jeff Goldblum. The Academy Awardnominated actor helps to bring the Science Center's spirit of curiosity and wonder to life.

## Carnegie Science Center is now Kamin Science Center.

# New name, same incredible mission: to Ignite Your Curiosity.

#### About the Daniel G. and Carole L. Kamin Science Center

Kamin Science Center is dedicated to inspiring learning and curiosity by connecting science and technology with everyday life. By making science both relevant and fun, the Science Center's goal is to increase science literacy in the region and motivate young people to seek careers in science and technology. One of the four Carnegie Museums, the Science Center is Pittsburgh's premier science exploration destination and the region's most visited museum, attracting more than 500,000 visitors each year through its hands-on exhibits, camps, classes, and education programs.

#### **Accessibility: Features for All**

Kamin Science Center welcomes all visitors. We work to assist visitors with disabilities in obtaining reasonable and appropriate accommodations, and in supporting equal access to services, programs, and activities. We welcome visitors in wheelchairs on the deck of our USS Requin (SS 481) submarine. Below-deck visits require full mobility. Hearing assistance devices are available for The Rangos Giant Cinema. Please ask when you buy your ticket.

Please note that requests for accommodations should be made at least two weeks prior to your visit. For specific questions about wheelchairs, strollers, or other programmatic or equipment needs, see the ticket counter located on the first floor of the main building or contact the Operations Department at 412.237.3400 or Accessibility@KaminScienceCenter.org.

### **About Carnegie Museums**

Founded by Andrew Carnegie in 1895, <u>Carnegie Museums</u> is a family of four dynamic, distinctive museums: Carnegie Museum of Art, Carnegie Museum of Natural History, Kamin Science Center, and The Andy Warhol Museum. The museums reach 1.5 million people a year through exhibitions, educational programs, outreach activities, and special events.