

PRESIDENT'S MESSAGE

by Andrew E. Masich
President & CEO



Maybe it's the historian in me, but as we turn the page on 2019 and move forward into a new decade, I can't help but look back.

The Heinz History Center is coming off one of the most successful runs in our 140-year history, thanks in part to blockbuster exhibitions like the Smithsonian's epic *Destination Moon: The Apollo 11 Mission* and the powerful *The Vietnam War: 1945-1975*.

Just last year, more than 300,000 visitors saw those important exhibits and participated in the museum's public programs, including the Vintage Pittsburgh vendor fair and the Hometown-Homegrown food festival.

History Center visitors came from all corners of the globe. Indeed, the "Smithsonian's home in Pittsburgh" has established itself as a

marquee destination for regional, national, and international tourists alike.

The media has taken notice. Last year, the United Kingdom's *National Geographic Traveller* magazine called the History Center a must-see attraction in Pittsburgh—one of the top three international "Cool List" destinations of 2019. *Forbes.com* and London's *The Independent* have each named the History Center one of Pittsburgh's best museums for tourists to visit.

Even pop star and noted Heinz ketchup aficionado Ed Sheeran visited the "ketchup museum" (as he called it), adding to a long list of notable international visitors to 1212 Smallman Street in the historic Strip District.

The museum continues to work closely with partners at VisitPITTSBURGH as an Official Pittsburgh Welcome Center to serve out-of-town guests as a "first-day" attraction. We're looking

forward to another groundbreaking year in 2020, when the History Center will be commemorating the 100th anniversary of the 19th Amendment, which gave American women the right to vote. Beginning on March 21, the History Center will host *The Smithsonian's Portraits of Pittsburgh: Works from the National Portrait Gallery* exhibition, which will showcase more than 100 people with Pittsburgh connections whose portraits are found at the Smithsonian.

With the continued support of our members, community leaders, and friends, the Heinz History Center and its museums—Meadowcroft and Fort Pitt—are positioned to educate and inspire for many years to come.



Visitors lined up around the block for *Destination Moon*.



THE
COOL
LIST
2019