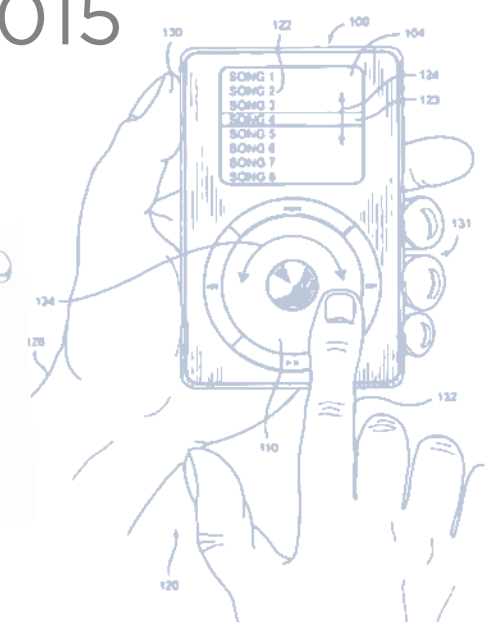
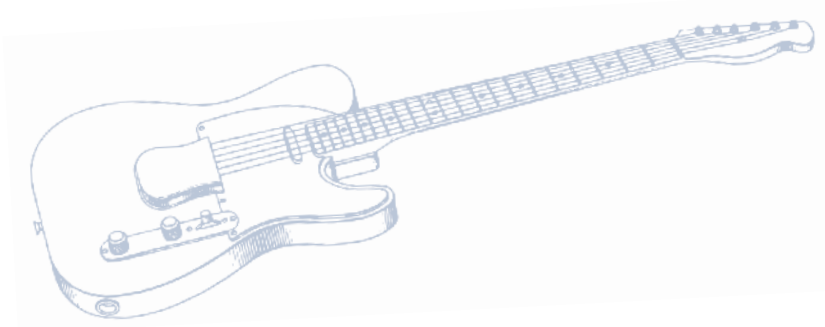


AMERICA INNOVATES

HIGHLIGHTS REPORT 2015

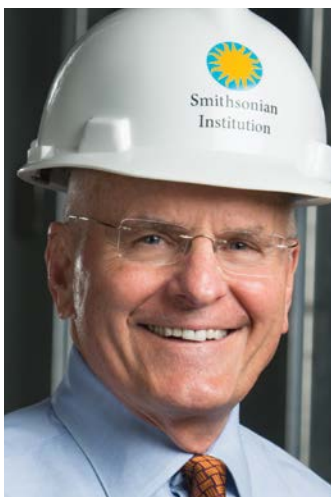
National Museum of American History





MISSION

Through incomparable collections, rigorous research and dynamic public outreach, we explore the infinite richness and complexity of American history. We help people understand the past in order to make sense of the present and shape a more humane future.



John Gray
Elizabeth MacMillan Director



The Honorable Nicholas Taubman
Board Chairman

HISTORY NEVER STOPS INSPIRING US

American innovation is all around us in ways large and small. It is not a recent phenomenon but rather something found throughout our country's history.

We have always been a creative people, striving to reach greater heights by thinking strategically and taking risks. How can a simple wooden cart advance trade in America in the 1800s? How does a turntable in the Bronx revolutionize the sound of music in the 1970s? What does 21st-century advertising say about us as consumers?

In 2015, the National Museum of American History opened its Innovation Wing to explore American innovation and to encourage continued ingenuity. The wing is much more than just a place to look at objects. Exhibitions and learning spaces are created with exceptional design and technology to engage visitors in hands-on activities that help them better understand the artifacts, stories and concepts presented to them. Our curators invested countless hours choosing stories that resonate from generation to generation and objects that have changed our daily lives. In addition, our education team has helped develop dynamic American history-related food, theater and music programs, presented through the lens of innovation during a year themed "America Innovates."

As you review this year's *Highlights* report, you will see the great impact numerous individuals, foundations and corporations have had on this wing and its related programs. Each time we walk through the area and see a child inventing an object in Draper Spark!Lab or a group of visitors competing and cooperating around the colorful Tower of Power in the Wallace H. Coulter Exchange, we are reminded of the donors who believed in our vision.

Completing the Innovation Wing was just one step in the Museum's multi-year effort to transform not only our building, but also the ways in which we tell America's history. Each floor of the west wing will share the country's rich and complex history in new ways that inspire visitors. The next stage involves building major exhibitions opening in 2017 on the second floor, themed "The Nation We Build Together." This space will examine democracy, immigration, migration and religion in a nation we continue to shape together. American democracy began as a radical experiment — an innovative new way to govern a land whose success depends on active and informed citizens. As the country engages in the 2016 presidential campaign season, the Museum will use our national stage to highlight how democracy influences so many aspects of our lives. In fact, our theme for 2016, "America Participates," will encourage every American to embrace an active role in their democracy.

Americans have never been a complacent people — and neither are we here at the Museum. There are more spaces to transform, voices to share and discoveries to be made. Join us as we continue to use history to inspire millions and reveal their power to shape the future.

CELEBRATING A HISTORY OF INNOVATION





Guests celebrate openings



Johnson-Louis Gateway to Innovation



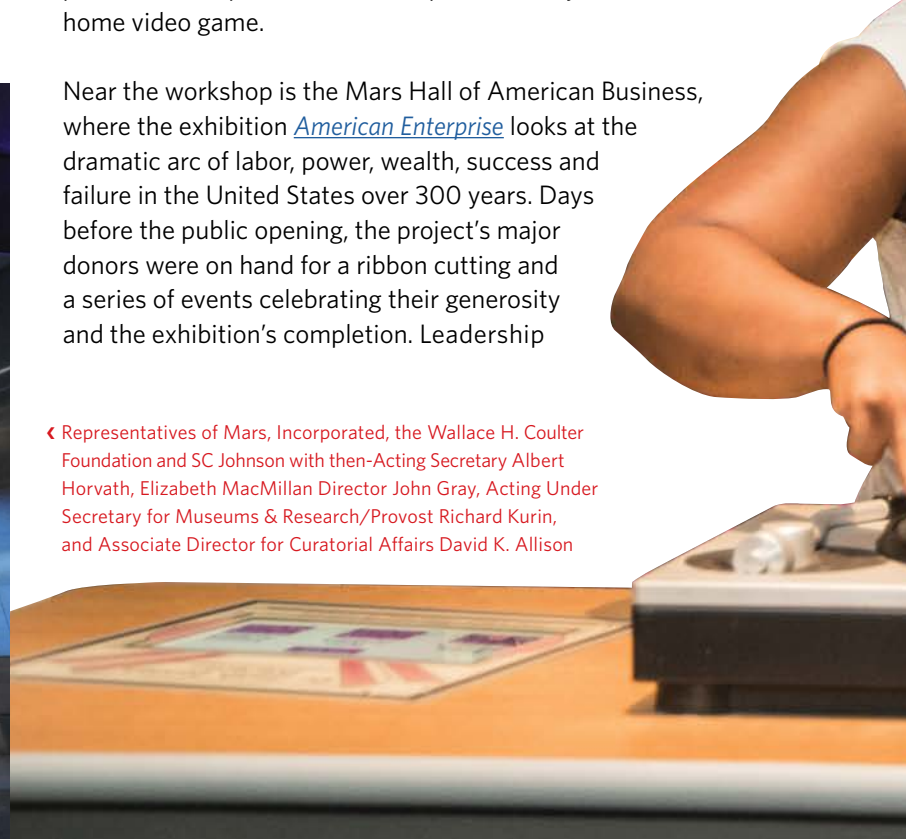
Gallery of Numismatics

Excitement buzzed throughout the Innovation Wing at the National Museum of American History on July 1, 2015, as the public experienced new exhibitions and spaces centered on American innovation.

Thousands of visitors discovered the 45,000-square-foot wing, which features exhibitions that explore the history of American business, showcase hot spots of invention, and spotlight the National Numismatic Collection. Guests entered the area through the Johnson-Louis Gateway to Innovation, where past and present [inventions and innovators are featured](#) through a partnership with the **U.S. Patent and Trademark Office**. Just steps away, visitors peered into Ralph Baer's workshop, donated by the inventor of the home video game.

Near the workshop is the Mars Hall of American Business, where the exhibition [American Enterprise](#) looks at the dramatic arc of labor, power, wealth, success and failure in the United States over 300 years. Days before the public opening, the project's major donors were on hand for a ribbon cutting and a series of events celebrating their generosity and the exhibition's completion. Leadership

◀ Representatives of Mars, Incorporated, the Wallace H. Coulter Foundation and SC Johnson with then-Acting Secretary Albert Horvath, Elizabeth MacMillan Director John Gray, Acting Under Secretary for Museums & Research/Provost Richard Kurin, and Associate Director for Curatorial Affairs David K. Allison





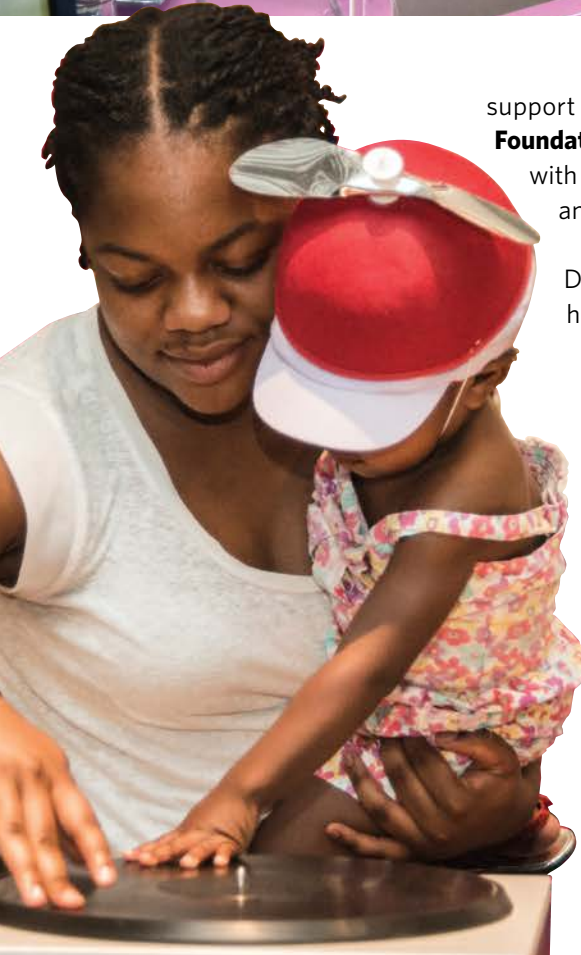
SC Johnson Conference Center



Wallace H. Coulter Performance Plaza



Wegmans Wonderplace



support from **Mars, Incorporated**, the **Wallace H. Coulter Foundation** and **SC Johnson** helped make possible an exhibition with compelling stories, engaging interactive displays and an engrossing wall of American advertising classics.

Down the corridor, an impressive stainless-steel vault door held the attention of individuals who entered [The Value of Money](#). Inside, glistening displays from the Museum's National Numismatic Collection uncover links between American history and global histories of exchange, cultural interaction, political change and innovation. Located in the Gallery of Numismatics, the exhibition is the product of principal gifts from **Bill Gale**, the **Lilly Endowment Inc.**, **Lee and Sandra Minshull**, an **anonymous donor** and contributions from many others in the **numismatic community**.

Between the Gallery of Numismatics and *American Enterprise*, the Archives Center and Smithsonian Libraries Exhibition Gallery boast renovated spaces. The center showcased its display on [Mr. Wizard](#), a former television educator, and the gallery exhibits [Fantastic Worlds: Science and Fiction, 1780-1910](#), highlighting imaginative tales and the scientific discoveries that inspired them.

As visitors passed through the wing during its opening, the Smithsonian Jazz Masterworks Orchestra and a guest DJ provided music from the stage of the Wallace H. Coulter Performance Plaza. The Wallace H. Coulter Foundation was instrumental in creating this space for performances, lectures and demonstrations tied to the wing's innovation theme. **Wegmans Food Markets, Inc.** and **John Deere**, among others, contributed to programming.

Just off the plaza, the new SC Johnson Conference Center facilitates Web conferences where educators can take part in workshops and other distance learning initiatives. SC Johnson, which also contributed to the Johnson-Louis Gateway, lent its support to building this state-of-the-art meeting space.

Everyday objects that changed American life enchanted adults and children alike in the [Patrick F. Taylor Foundation Object Project](#). From a bicycle encrusted with Tiffany jewels to early models of the



Places of Invention



Actors portray characters from *I Love Lucy*



Visitors (above) and an artifact (below) in the Patrick F. Taylor Foundation Object Project



refrigerator, the learning space, supported by the **Patrick F. Taylor Foundation**, holds more than 300 objects. Using interactive mirrors, visitors virtually “tried on” clothing from the 1890s to the 1980s, participated in a special version of *The Price is Right*, and climbed onto a simulated “ordinary” bicycle, with one large front wheel and a small back wheel, to have their pictures taken.

The youngest visitors were excited to put their creativity to work. Many participated in building a nearly 10-foot-tall American flag made from Lego bricks, while others demonstrated their inventiveness in [Draper Spark!Lab](#), located in the Jerome and Dorothy Lemelson Hall of Invention and Innovation. As a result of support from **Draper, The Lemelson Foundation** and **Ford Motor Company Fund**, children ages 6–12 can collaborate, experiment and invent through creative activities incorporating science, technology, engineering, art and math.

The Lemelson Hall of Invention and Innovation is also home to [Places of Invention](#). In the exhibition, created with lead support from the **National Science Foundation**, six communities represent what can happen when the right mix of inventive people, resources and inspiring surroundings come together. Visitors were especially fascinated by the “Birth of Hip Hop” section, where they could try their hand at working a turntable like a DJ. In addition, the hall’s [Inventive Minds](#) gallery looks at efforts by the Lemelson Center for the Study of Invention and Innovation.

The neighboring space, [Wegmans Wonderplace](#), opened just a few months later in December. Made possible by Wegmans Food Markets, Inc., this is the first space on the National Mall designed for the learning needs of children ages 6 and under. Parents watched as children pretended to cook in a kitchen inspired by Julia Child’s — on display in the Museum — and took charge as captains of a tugboat based on a model in the Museum’s collection.

The Innovation Wing continues to offer visitors an opportunity to delve into what has made America innovative since its earliest days, but most importantly it serves to inspire others to explore their ideas and creativity. Hands-on activities, interactive displays and a variety of public programs will continue to engage visitors for decades to come.



Dorothy Lemelson and John Gray tour the Jerome and Dorothy Lemelson Hall of Invention and Innovation



Draper Spark!Lab



The National Museum of American History thanks the following major donors for their support of the exhibitions, programs and learning spaces in the newly opened Innovation Wing:

Milestones & Beginnings

A walk through the Jerome and Dorothy Lemelson Hall of Invention and Innovation in the Innovation Wing offers a vivid experience, with hands-on activities and eye-catching displays. Dorothy Lemelson, president, co-founder and board chair of The Lemelson Foundation and one of the Museum’s most prolific supporters, was on hand for the hall’s opening in June. The event marked the culmination of the first 20 years of work by the Museum’s Jerome and Dorothy Lemelson Center for the Study of Invention and Innovation, established by Lemelson and her late husband, Jerome, in 1995. The Center is now a national resource on invention history, and the hall provides a fitting venue for its dynamic exhibitions and a base for its national and international outreach.

The hall’s opening was also the crowning achievement of the Lemelson Center’s founding director, Arthur Molella, who retired in 2015 after building the Center into a vibrant hub of invention research and public engagement. The impact of Molella’s 40 years of Museum service will be felt for generations, and his research will continue as the Center’s director emeritus, with the generous support of The Lemelson Foundation. The foundation also honored him through the endowment of the Arthur Molella Distinguished Fellowship to ensure the Center will benefit from the work and perspectives of visiting scholars, inventors and entrepreneurs in perpetuity.

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|---|-----------------------------------|--|
| Clark Charitable Foundation A. James Clark | John Deere | Robert L. Harwell II and Leslie M. Harwell |
| Wallace H. Coulter Foundation Sue Van | Ford Motor Company Fund | Brian and Barbara Hendelson |
| Draper | Bill Gale | Mr. and Mrs. Larry L. Lee |
| Intel | William T. Kemper Foundation | MultiService Forum |
| SC Johnson | Lilly Endowment Inc. | MWH Global, Inc. |
| The Lemelson Foundation Jerome and Dorothy Lemelson | Lee and Sandra Minshull | The Noxon Family |
| Mars, Incorporated | Motorola Foundation | PMX Industries |
| Monsanto | Numismatic Guaranty Corporation | PricewaterhouseCoopers LLP |
| National Science Foundation | Dr. and Mrs. Andrew A. Shiva | Carole and Gordon Segal |
| Patrick F. Taylor Foundation | Stack’s Bowers Galleries | Mr. and Mrs. Robert H. Strickler |
| United Soybean Board | USPTO | Mary Ann and Anthony Terranova |
| Wegmans Food Markets, Inc. | Altria Group, Inc. | Vault Structures, Inc. |
| 3M | Bill and Dianne Calderazzo | William Youngerman, Inc. |
| A+E Networks | Crane & Co. | Dean S. Edmonds Foundation |
| Charles and Hilda Anderson | Dillon Gage Metals | Ms. Ilene S. Gordon and Mr. Bram Bluestein |
| Joel and Carmen Anderson | Willis H. du Pont | Bill and Joan Porter |
| Anonymous (2) | Florida United Numismatists, Inc. | Zegar Family Foundation |
| Pete and Linda Claussen | Karen and Mike Fuljenz | |
| | Jeff and Mary Lynn Garrett | |



CURATOR'S PERSPECTIVE

Making Business History Relevant — and Personal

A few years ago, when our curatorial team was challenged to create an exhibition about business and innovation for the first floor, we knew we had a strong foundation. Our national collections include treasures such as Thomas Edison's light bulbs, Alexander Graham Bell's telephones, Eli Whitney's cotton gin and many recent technologies. Moreover, we knew the story was a key part of our national history.

The challenge was how to make the story interesting and relevant to our visitors. If we focused on traditional subjects in business history — corporations, business cycles, the rise and fall of the stock market, product development, the evolution of accounting practices — we would quickly lose our audiences. So we chose a different strategy: Instead of just displaying business leaders and products in the new exhibition *American Enterprise*, we focused equally on consumers, how they choose what to buy, and what impact it has on their lives. After all, everyone who came to the exhibition would be a consumer. This meant we should also include marketing and advertising and led to a bright idea: Use the history of advertising

as a fun way to attract visitors. Our team was enthusiastic about our approach. Furthermore, our partners gave us opportunities to collect relevant objects, graphics and media.

Our goal was interweaving the national history of American business enterprise with individual stories of its effects on consumers' everyday lives. Thus, near stories of mass production and labor negotiations, visitors find accounts of home refrigerators and personal computers. Close to Google's chronicle of development, they see how their cell phones now replace a wide array of earlier technologies.

Equally important was including many stories of people. We carefully ensured that these ranged from landmark business leaders such as J.P. Morgan and Warren Buffett to family farmers, taxi drivers and recent immigrants who had realized their own American dreams. We wanted everyone to see their own stories reflected in the broad national narrative. Our strategy worked. Our visitors have been surprised that their nation's business history can be so personal and significant to them.



David K. Allison
Associate Director for Curatorial Affairs



America Innovates Spotlights New Citizens, Technology and Creativity

The Museum marked a year of innovation with *America Innovates*, a series of events celebrating the ingenuity of the American spirit. As part of the June festivities, a stirring naturalization ceremony was held for 15 citizenship candidates. The occasion included a musical performance by indie pop band HAERTS and the presentation of the James Smithson Bicentennial Medal to American business innovator Sebastian Thrun. Thrun, a naturalized citizen, was recognized for his achievements at Stanford University, Google and Udacity. The medal is awarded to persons who have made distinguished contributions to the advancement of the Smithsonian's areas of interest.

In addition, visitors joined an international summit, *The Internet Age: Founders to Future*, featuring Vint Cerf, who is widely known as one of "the fathers of the Internet." Furthermore, they participated in an afternoon of hands-on activities and enjoyed the music of the United States Air Force Strolling Strings. On the Museum's Mall terrace, local go-go band Team Familiar performed for visitors of all ages who defied a steamy summer day to enjoy uniquely D.C. sounds. These events were also part of the *America Now* festival, a collaboration between the National Portrait Gallery, National Museum of American History and Smithsonian American Art Museum, supported by the Robert and Arlene Kogod Family Foundation.



Counterclockwise from top: A family member of a new American citizen proudly waves a flag; children and a band member dance to the music of Team Familiar





PHILANTHROPY INITIATIVE LAUNCH

Warren Buffett, Bill and Melinda Gates, Nicholas Kristof, David Rockefeller Jr., David M. Rubenstein and other philanthropists, social innovators and thought leaders convened at the National Museum of American History on December 1, 2015, to celebrate the launch of the Smithsonian's Philanthropy Initiative. Through this long-term project, the Museum is collecting, researching, documenting and exhibiting materials relating to the history of American giving. The Philanthropy Initiative supports an annual symposium, public activities, an endowed curatorship, and a changing exhibit on the collaborative power of giving in all forms and at all levels across a wide spectrum of issues and movements.

Anchoring the day was *The Power of Giving: Philanthropy's Impact on American Life*, the first in a series of annual #GivingTuesday programs designed to spark conversation, foster new ideas, and make connections between historic and contemporary philanthropy.

The program explored the past, present and future of American giving and its connection to the nation's ideas and ideals. Sessions included an interview by Rubenstein with Buffett, Rockefeller and scholar Olivier Zunz, who offered insight into American and European giving. Buffett and Rockefeller discussed philanthropic family legacies and the Giving Pledge's evolution.

"It's already exceeded where I thought it would be in five years," said Buffett. Together with Bill and Melinda Gates, Buffett helped shape the effort which encourages the world's wealthiest individuals and families to dedicate the majority of their wealth to philanthropy. Other sessions featured Henry Timms, founder of #GivingTuesday, on lessons learned from the movement; Premal Shah, president of Kiva.org, on unlocking citizen giving via technology; and members of Baltimore's nonprofit community on responding to opportunity and crisis.

The Museum also unveiled a preview of the [Giving in America](#) exhibit, opening in November 2016. Artifacts include a register book listing 1,600 libraries financed by Andrew Carnegie and selected Giving Pledge letters.

The Smithsonian's Philanthropy Initiative is made possible through a grant from the Bill & Melinda Gates Foundation and a gift from David M. Rubenstein, co-founder and co-CEO of the Carlyle Group, and a Smithsonian Regent.



Clockwise from top: Olivier Zunz, David Rockefeller Jr., Warren Buffett and David M. Rubenstein; Bill Gates; Nina Easton, Melinda Gates and Nicholas Kristof; John Gray next to a 1778 suit belonging to Benjamin Franklin, who is often described as the "Father of American Philanthropy"



HONORING A CULINARY LEGEND

Few people have had such a powerful and enduring impact on American cuisine as Jacques Pépin, who received the inaugural Julia Child Award at a gala hosted by the National Museum of American History in October. Upon announcing the award's recipient earlier in the year, Eric W. Spivey, chairman of The Julia Child Foundation for Gastronomy and the Culinary Arts, noted that Pépin's influence on the American food world embodies "the significant contributions in gastronomy and the culinary arts that this award was created to showcase."

The elegant, star-studded evening was filled with humor, most notably lent by emcee Alton Brown. The accomplished Food Network star was joined by distinguished chefs Marcus Samuelsson and Sara Moulton, who both honored Pépin, as well as Julia Child's legacy.

French chef Daniel Boulud presented the award to Pépin. Boulud, owner of several award-winning restaurants, also created three courses inspired by Child, and guests received a copy of the menu elaborately illustrated by Pépin. Food was paired with a selection of wines generously donated by Margerum Wine Company, Alma Rosa Winery & Vineyards, and Lafond Winery & Vineyards. Accompanying beer pairings were provided by New Belgium Brewing Company. Cocktails earlier in the evening were prepared by writer, spirits judge and bar owner Derek Brown.



Daniel Boulud, Eric W. Spivey, Jacques Pépin and John Gray



Julia Child Award, designed by Ashley Howell of Avid Creative; menu illustrated by Jacques Pépin



Marcus Samuelsson



Alton Brown, Sara Moulton and Jacques Pépin



Pépin’s friendship with Child brought the two together for television cooking specials and a PBS series. While successful on their own merit, together they formed a charming duo that captivated audiences. Pépin, a native of France, developed a passion for cooking as a child in his parents’ restaurant. Since then, he has served as personal chef to three heads of state in France, written numerous books, hosted many television cooking series, and written national columns, among other accomplishments.

“I’m just a kid coming out of the kitchen, and now I’m in the Smithsonian,” remarked Pépin during his acceptance speech before a sold-out audience of more than 350 guests.



“Julia Child’s legacy inspires all of us to see food as a great connector of peoples and our shared cultures,” said John Gray, the Elizabeth MacMillan director of the Museum, where Child’s Cambridge kitchen can be found on display. “Food is an ideal lens through which to explore diverse aspects of American history, including innovation, creativity and invention, and serves as an entry point to our past, present and future for our millions of visitors.”

The *Innovation on Your Plate* gala supported the Museum’s food and wine history programming and kicked off the inaugural Smithsonian Food History Weekend. For information on next year’s gala, visit americanhistory.si.edu/topics/food.

◀ Julia Child-inspired creation by Daniel Boulud

INNOVATION WING

45,000

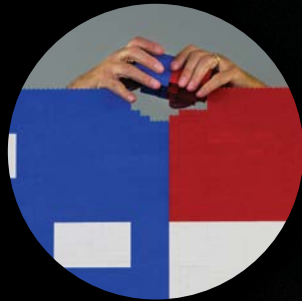
square feet dedicated to
American innovation

\$63 million

public and private funds
invested in the wing's creation

1,775

objects on display



300,000

visitors expected to attend
public programs annually

109,200

Lego bricks used to create
an American flag
celebrating innovation



3 million

American treasures

MUSEUM



600+

volunteers



11 million+

total onsite and online visitors

3,500

new objects

149,000+

likes on Facebook

EXHIBITION, DISPLAY & SPACE OPENINGS

Lincoln Carriage Display

In recognition of the 150th anniversary of President Abraham Lincoln's assassination, the Museum displayed the **carriage that, on April 14, 1865, transported the president to Ford's Theatre**. The open barouche model carriage was built by Wood Brothers in 1864 and was presented to Lincoln by a group of New York merchants shortly before the president's second inauguration. It was loaned by the Studebaker National Museum.



Making Science Fun

A selection of personal papers, files and other items belonging to the late Don Herbert — aka **Mr. Wizard** — was displayed in the Archives Center. Herbert used ordinary household items to explain scientific principles on his popular television program from the 1950s–1980s.



- **Fantastic Worlds: Science and Fiction, 1780–1910**, opened as the first exhibition in the newly renovated Smithsonian Libraries Exhibition Gallery.
- **EV₁**, the first modern electric car designed for a mass market, was displayed.
- **Giving in America** exhibition preview opened.

Stars, Stripes ... and Legos

During the public opening of the Innovation Wing on July 1, visitors helped Lego Master Builders create the **largest American flag constructed of Lego bricks**, measuring 9 feet 10 inches in height and 12 feet 8 inches in width.



The following new exhibitions and spaces opened in the Innovation Wing:

- Jerome and Dorothy Lemelson Hall of Invention and Innovation
 - *Places of Invention*
 - *Inventive Minds*
 - Draper Spark!Lab
- SC Johnson Conference Center
- Patrick F. Taylor Foundation Object Project
- Mars Hall of American Business
 - *American Enterprise*
- Wallace H. Coulter Performance Plaza
- Wegmans Wonderplace
- Gallery of Numismatics
 - *The Value of Money*
- Ralph Baer's workshop
- Johnson-Louis Gateway to Innovation
 - *Inventing in America*

New displays included:

- *"Hear My Voice": Alexander Graham Bell and the Origins of Recorded Sound*
- *Science Under Glass* history highlights case
- *Art Pottery and Glass in America, 1880s–1920s*, history highlights case
- *Hart-Celler Act* display
- Wolverine and C-3PO costumes
- *Americans with Disabilities Act, 1990–2015*, artifact wall
- *Frank Sinatra at 100* artifact wall

PROGRAMS & OUTREACH

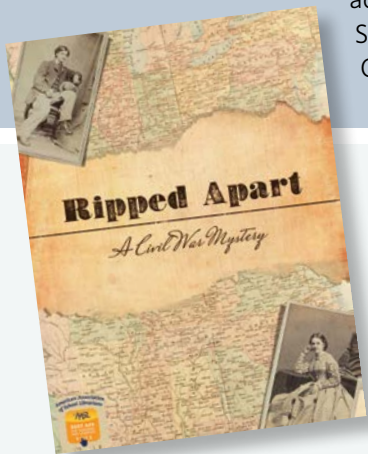


American Innovator

The Smithsonian recognized innovation in the global marketplace with the presentation of the **James Smithson Bicentennial Medal** to American business innovator **Sebastian Thrun** (right). Thrun has demonstrated how new ideas can revolutionize the world through his achievements at Stanford University, Google and Udacity.



- The Museum launched its **first educational game app for an iPad**, *Ripped Apart: A Civil War Mystery*, during the 150th anniversary of the Civil War's conclusion.
- **Spark!Lab** opened at the Anchorage Museum in Alaska.



Welcoming New Americans

In June, men and women representing 15 countries took the *Oath of Allegiance* to become **new American citizens**. Many were visibly moved by the occasion, as their families proudly watched in Flag Hall.

- The **first annual Smithsonian Food History Weekend** examined the rich history of innovations in American food through culinary demonstrations, hands-on learning opportunities, tastings, talks and experiences with the Museum's collections.
- The Julia Child Foundation for Gastronomy and the Culinary Arts presented the inaugural **Julia Child Award** to renowned chef **Jacques Pépin** during the Museum's **Innovation on Your Plate gala**.
- The Smithsonian Chamber Music Society held the **Historically Informed Performance in American Higher Education symposium**.
- The Lemelson Center for the Study of Invention and Innovation hosted the **Tomorrow's Brightest Days forum** with the National Inventors Hall of Fame.
- Historians and policy analysts joined middle and high school students for the **National Youth Summit webcast** to discuss the history and legacy of President Lyndon Johnson's "War on Poverty."
- *The Mind Behind the Mask: 3-D Technology and the Portrayal of Abraham Lincoln* debuted as the **Museum's first e-book for students**.



A Taste of History

Food Fridays kicked off on the Wallace H. Coulter Performance Plaza's stage with cooking demonstrations and interesting facts about the history behind the food on America's tables.



Nights at the Museum

American History (After Hours) offered evenings of food, drinks and dynamic conversation, including *What the Cluck*, a look at chicken's origin and future as the nation's go-to white meat.

PROGRAMS & OUTREACH

Accessibility for All

The Smithsonian, the Kennedy Center for the Performing Arts and the National Endowment for the Arts partnered to recognize the 25th anniversary of the **Americans with Disabilities Act** with a series of activities.



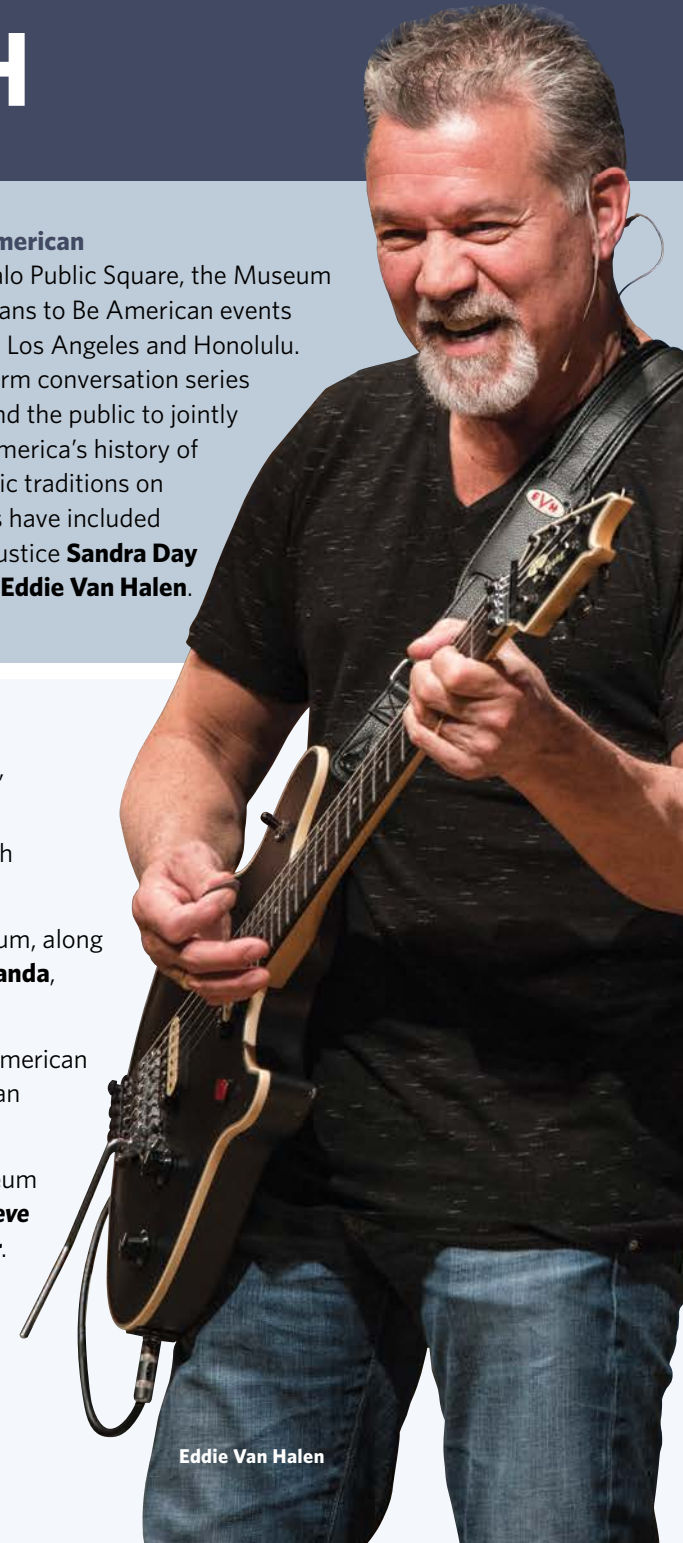
What It Means to Be American

In partnership with Zócalo Public Square, the Museum held its first What It Means to Be American events in Phoenix, Washington, Los Angeles and Honolulu. The national, multiplatform conversation series invites leading figures and the public to jointly address the effects of America's history of migration and democratic traditions on the nation today. Guests have included former Supreme Court justice **Sandra Day O'Connor** and musician **Eddie Van Halen**.



- The Smithsonian Jazz Masterworks Orchestra performed **Afro-Cuban Jazz: Back in Full Swing** and **Sinatra: His Way**, marking Ol' Blue Eyes' 100th birthday.
- The **Star-Spangled American Music Series** highlighted America's music heritage.

- **The Internet Age: Founders to Future**, an international summit, was hosted by the Museum and Internet Society.
- **Innoskate** skateboarding festival took place in Greenville, South Carolina, and was a part of ESPN's Austin X Games activities.
- The 2015 **American Ingenuity Awards** were held at the Museum, along with a public forum featuring award recipient **Lin-Manuel Miranda**, creator of the Broadway hit *Hamilton*.
- The annual **Food in the Garden** series explored innovations in American food and gardens with tastes, talks and tours in the Smithsonian Gardens' Victory Garden.
- Among several other book signings and discussions, the Museum hosted Brent Schlender and Rick Tetzeli, authors of **Becoming Steve Jobs: The Evolution of a Reckless Upstart Into a Visionary Leader**.
- Students showcased their historical research during **National History Day** and **National History Night**.
- The inaugural **History Film Forum** held a four-day exploration of history on the screen, featuring award-winning directors Gary Ross and Ric Burns.



Eddie Van Halen



✓ \$20 private issue coin, minted by Mormons, 1849



Exploring Religion

The **Religion in Early America** symposium was led by Stephen Prothero, professor of religion at Boston University. It explored the role of religion in the formation and early development of the United States.

- The Lemelson Center for the Study of Invention and Innovation collaborated with the Surfing Heritage & Culture Center to host the **Wave of Innovation** program that included the acquisition of significant surf boards into the collection.
- The Museum launched **The Philanthropy Initiative** and hosted **The Power of Giving: Philanthropy's Impact on American Life** symposium.
- **America Now festival** activities, including performances of innovative forms of music, took place throughout the Museum.
- The **Innovation Festival**, presented by the Smithsonian and the U.S. Patent and Trademark Office, explored how today's inventors shape the world of tomorrow.

A Ride Through Time

The Wheelwoman debuted as a new living history theater presentation of an 1890s wheelwoman with a period-appropriate "safety" bicycle. The character, "Louise," created for the Patrick F. Taylor Foundation Object Project, also rides through the Museum speaking to visitors.

- The first two demonstration programs on the Wallace H. Coulter Performance Plaza featured **The Business of Chocolate: From Bean to Drink** and **How Do You Fix a Broken Heart?**
- **Ask a Farmer** brought visitors together with farmers to facilitate a discussion and broader understanding of the American agricultural world.
- The Smithsonian Chamber Music Society featured musical masterpieces from the 17th century to early 20th century during the **Masterworks of Four Centuries series**.
- On the Day of Remembrance, a screening of the Emmy Award-winning documentary **The Legacy of Heart Mountain** examined the Japanese American experience in a Wyoming prison camp during WWII.



Jon Hamm



Christina Hendricks



John Slattery



ACQUISITIONS

Don Draper Brings '60s Style to Museum

The stars of the Emmy award-winning AMC and Lionsgate TV series, **Mad Men**, attended a special donation ceremony of more than 50 artifacts. Objects included early 1960s-styled clothing and props from two of the show's principal characters, Don Draper and Betty Francis. On hand were actors Jon Hamm, John Slattery and Christina Hendricks, as well as the creator, writer and executive producer, Matthew Weiner, and AMC President Charlie Collier.

“You know, they say that all good things must come to an end, and all great things come to the Smithsonian.”

AMC President Charlie Collier during the *Mad Men* donation ceremony at the National Museum of American History

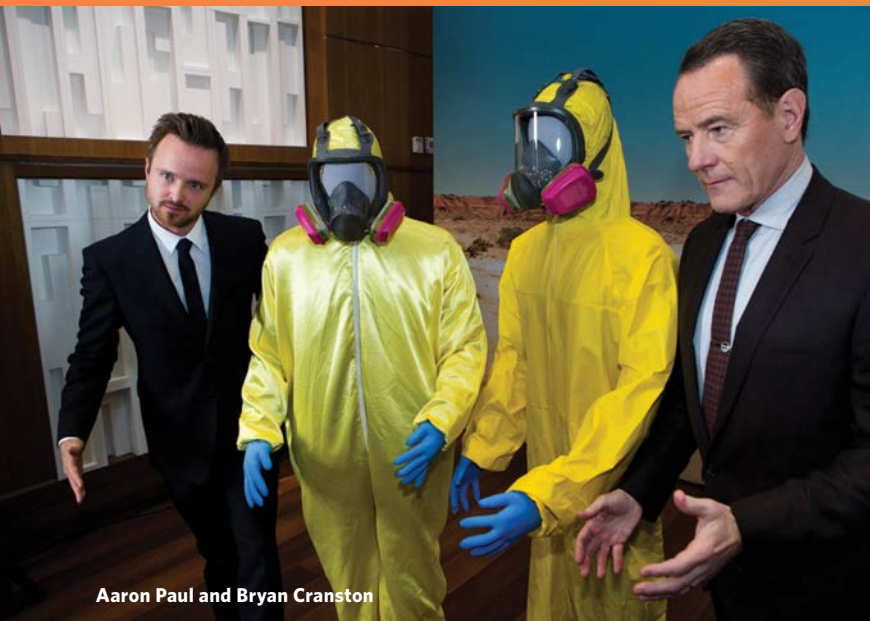
- Rep. Maxine Waters hosted a ceremony for the donation of a portrait of American labor leader and civil rights activist **Cesar Chavez** to the Museum.
- The Museum acquired **President Obama's 2015 NCAA Tournament brackets** from ESPN, Inc.
- Upright bass and archives of jazz musician and double bassist **Ray Brown** were acquired.
- Print of iconic **Ella in Flight** poster by **LeRoy Neiman** was donated to the Museum.
- The complete collection of prodigious jazz photographer **Duncan Schiedt** was collected.
- Materials related to the work of inventor **Ray M. Dolby** were collected.
- The producer and cast members of **Days of Our Lives** presented objects to the Museum.
- Campaign materials and personal artifacts related to **Hispanic advertising agencies** and their founders were collected.

PUBLICATIONS & MEDIA



Steven Bond of the LeRoy Neiman Foundation and Janet Byrne Neiman

- **Big Band**, a painting by the late **LeRoy Neiman**, was unveiled at the entrance of the LeRoy Neiman Jazz Café, newly renamed after the artist.



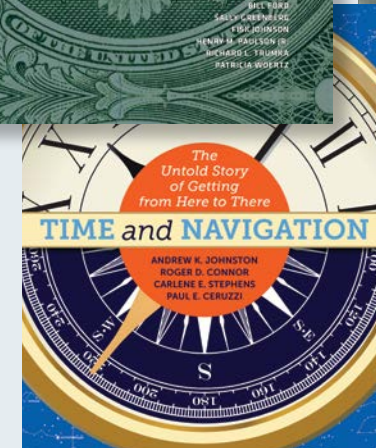
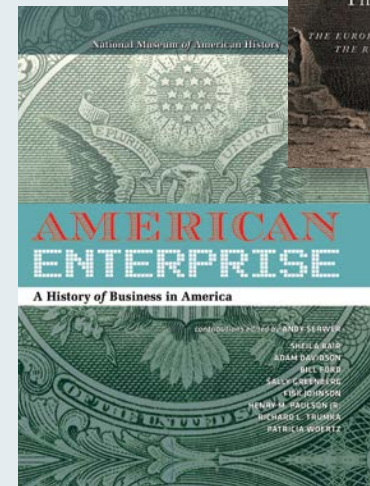
Aaron Paul and Bryan Cranston

- Cast members from **Breaking Bad** attended a donation ceremony of objects from the award-winning AMC and Sony Pictures Television series.

The Museum's staff continues to share its talents and knowledge across many platforms, contributing to numerous publications and writing books. *Time and Navigation: The Untold Story of Getting From Here to There*, co-authored by Carlene E. Stephens, and *The First Smithsonian Collection: The European Engravings of George Perkins Marsh and the Role of Prints in the U.S. National Museum*, written by Helena E. Wright, were each selected as an **Outstanding Academic Title in 2015** by the editorial staff of the magazine *Choice: Current Reviews for Academic Libraries*.

In addition, the Museum's vast range of activities were covered by several media outlets, including:

- Associated Press
- *The Wall Street Journal*
- *The New York Times*
- *The Washington Post*
- *Los Angeles Times*
- *The Boston Globe*
- *International Business Times*
- Fox News
- CNN
- MSNBC
- BBC News
- *The Economist*
- *Fortune*
- *Adweek*
- *Rolling Stone*
- *Billboard*
- *Smithsonian*



LOOKING FORWARD



Harry R. Rubenstein
Chair and Curator of the
Division of Political History

CURATOR'S PERSPECTIVE

America's Grand Bargain

The 2016 presidential election is underway. Candidates are crisscrossing the country, organizing local offices, raising money, creating media campaigns, appearing on televised debates, and searching for messages that resonate with voters. This ritual of selecting the president can be rousing, inspirational, comical, disheartening or a combination of all the above. At their core, campaigns are attempts to engage and rally the active participation of America in our unique form of democracy — ideas embraced by the Museum in 2016 during a year themed “America Participates.”

While the election takes its course, we are developing *American Democracy: A Great Leap of Faith* — a new exhibition opening in 2017 just behind Horatio Greenough's marble statue of George Washington on the second floor. In 1776, the revolutionary generation chose to place authority in the sovereignty of the people rather than put their trust in a monarchy. It was and continues to be a grand bargain based on what were once untested principles and ideals. The exhibition uses the Museum's rich collections to explore issues still debated today regarding the role of citizen participation and engagement in the nation's political life.

We are currently finalizing exhibition designs in preparation for fabrication in spring 2016. Objects are being assembled and reviewed for display and conservation treatment. These include such national treasures as Thomas Jefferson's *Declaration of Independence* writing box, the inkstand Abraham Lincoln used to draft the *Emancipation Proclamation*, and the table on which Elizabeth Cady Stanton wrote the *Declaration of Sentiments*, along with an array of campaign material, protest signs, costumes and banners. Interactives and short films are being scripted and will be tested with our partners. In addition, publications are under review, and public programming is being developed.

Our visitors will celebrate an incredible achievement through this exhibition. Americans throughout our history have created a new nation that embraces the belief that ordinary people could form their own government and shape their own society. Having made this great leap of faith, we have expanded and grown a more perfect union based on the promise of democracy.

✓ Early rendering of entrance to *American Democracy: A Great Leap of Faith*





Early rendering of *On With the Show* entrance

West Wing Exhibition Update

Over the next three years, three major exhibitions will open in the Museum's west wing. In 2017, just across from *American Democracy: A Great Leap of Faith*, on the second floor, will be *Many Voices, One Nation*. It will examine the people, objects and ideas from many waves of migration that contributed to the shaping of a distinctive, dynamic American society.

In preparation, curators continue to collect extraordinary stories of perseverance and success that are now documented online at americanhistory.si.edu/family-of-voices.

On the third floor, visitors will be fascinated in 2018 by the vibrant exhibition *On With the Show*. In it, the Museum will examine how audiences since the 1770s engage with culture-makers to create shared experiences that mirror the country's values and forge a national identity. Curators are actively working with designers to shape a fully immersive experience and to collect additional objects that tell a narrative about the culture makers who still influence America today.

◀ Uncle Sam, National Papier Mache Works, about 1900



Japanese American History at the Museum

The Terasaki Family Foundation's generous support will make possible an exhibition exploring the experiences of Japanese Americans during World War II. For the late Dr. Paul Terasaki and his wife, Hisako, this story has been a personal one. As children in 1942, they were evicted along with more than 110,000 Nikkei (Americans of Japanese ancestry) from their homes into prison camps, as a result of Executive Order 9066, signed by President Franklin D. Roosevelt. Through the Terasakis' support, millions of visitors will learn enduring lessons from a period of racial prejudice and fear in the U.S. following Japan's attack of Pearl Harbor.

Opening in 2017, on the 75th anniversary of Roosevelt's authorization, the exhibition will feature the original executive order — on loan from the National Archives. Images and objects from the Museum's expanding collection will reveal stories of life in the camps, and the executive order's immediate and continuing effects will be examined. Additional assistance for the exhibition has been furnished by the Japanese American Citizens League. The Terasakis' extraordinary gift also provided seed funding for an endowment that the Museum hopes to grow as a resource for future Japanese American exhibitions, programs and collections.

Paul Neely: Supporting the Next Generation of Historians



Paul Neely continues to play an instrumental role in the Museum's efforts to share the infinite richness and complexity of American history. A former publisher of *The Chattanooga Times* and a current member of the Museum's board, Neely joined

fellow member Steven Fink and board alumna Dorothy Lemelson in acquiring a 1976 Apple I computer, displayed in the new Johnson-Louis Gateway to Innovation. He also established the Jefferson Fellowship Endowment Fund, named in honor of President Thomas Jefferson. As a result of his \$2 million pledge, the Museum announced the appointment of Jon Grinspan in 2015 as its first Jefferson Fellow under the Division of Political History. Grinspan is a historian of American political culture, focusing on youth politics, 19th-century campaigning and political entertainment.

The Jefferson Fellowship is a year-long position that helps prepare the next generation of history curators and scholars. It was established at a particularly exciting time for the Division of Political History, as the Museum prepares to open *American Democracy: A Great Leap of Faith* in 2017. Neely's generosity has made it possible for current and future fellows, as part of their work at the Museum, to gain the outstanding experience of being involved in this project during and after its development phase.

SMITHSONIAN COUNCIL FOR AMERICAN HISTORY

The National Museum of American History gratefully acknowledges members of the Smithsonian Council for American History for their enthusiastic commitment throughout the year. The Council is a membership group for individuals who make unrestricted contributions of \$1,000 or more to support a variety of the Museum's critical needs, from the preservation of national treasures to the presentation of world-class exhibitions and educational programs. Council members receive an array of exclusive opportunities in appreciation for their generosity.

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◀ Left to right: Project Manager for the Office of Building Renovation and Exhibition Services Nanci Edwards, Linda Novick O'Keefe and Lynne Breaux; Steven B. Fink, Theodore F. Craver, Jr., and Acting Under Secretary for Museums & Research/Provost Richard Kurin; Mary Lynn Garrett and Paul Neely

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The Director's Fund for Annual Giving

In 2015, the Museum launched the Director's Fund for Annual Giving. Through gifts of \$50 and above, the fund helps provide the resources necessary to sustain and develop exceptional exhibitions and educational programs, as well as conserve the collection. The Museum especially thanks **Sanjay B. Dixit, M.D., Virginia L. Fulton, the Gueriot family, and Marty Leisner and Gloria DiLauro** for providing the first \$500-level gifts to the fund.

(As of December 31, 2015)

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Named in honor of the Museum's most well-known and beloved artifact, the Star-Spangled Banner Society recognizes legacy gifts to the National Museum of American History.

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◀ Left to right: Trustees of The Julia Child Foundation for Gastronomy and the Culinary Arts with the director of the Julia Child Award and Jacques Pépin; Phyllis Taylor of the Patrick F. Taylor Foundation; Steve Ditmeyer and Marty Draper Ditmeyer; John Gray and Danny Wegman

SC Johnson

When the Innovation Wing was only a concept reflected in designs presented to SC Johnson, the company embraced the potential this space offered. It agreed to serve as one of the lead sponsors of the *American Enterprise* exhibition and supported the SC Johnson Conference Center, as well as the Johnson-Louis Gateway to Innovation.

SC Johnson, according to Chairman and CEO Fisk Johnson, was drawn to the exhibition's exploration of the history of American business and its influence today. "SC Johnson's story symbolizes the theme of *American Enterprise*, and we're proud of our role in American history and our part in this exhibition."

The company's generosity also brought to fruition the state-of-the-art SC Johnson Conference Center, a versatile space for meetings and interactive Web conferences for educators, students and scholars. Most recently, SC Johnson stepped forward to support the Innovation Wing's Johnson-Louis Gateway to Innovation, an introduction to the wing's innovation theme and place to display early patent models, trademarks and inventions.



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U.S. Patent Sep. 9, 1997 Sheet 1 of 3 5,664,299
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Oct. 24, 1961 G. K. CHRISTIANSEN 3,005,282
Stephen Elliot, MudProductions.com
Filed July 28, 1958 2 Sheets-Sheet 1

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Cover: Archives Center collection photo of Don Herbert, aka Mr. Wizard, whose personal items were displayed in the Archives Center; child in Draper Spark!Lab; patent model images (background) found on the Ralph Baer workshop in the Innovation Wing, including, clockwise from top left: Kirk Christiansen, Legos (U.S. Patent No. 3,005,282); SC Johnson, Ziploc® brand bag (5,664,299); Stephen Zadesky and Tang Tan, iPod touch pad (7,348,967 B2); Clarence L. Fender, guitar (164,227)

Inside Cover: Children in Draper Spark!Lab

Inside Back Cover: Patent model images, as found on the Ralph Baer workshop, including, clockwise from top left: SC Johnson, Ziploc® brand bag; Clarence L. Fender, guitar; Earl Tupper, Tupperware (U.S. Patent No. 2,695,645); John Syrtcher, yo-yo (60,961); Stephen Zadesky and Tang Tan, iPod touch pad; Eli Whitney, cotton gin (72X); Thomas Edison, incandescent electric lamp (223,898); Kirk Christiansen, Legos

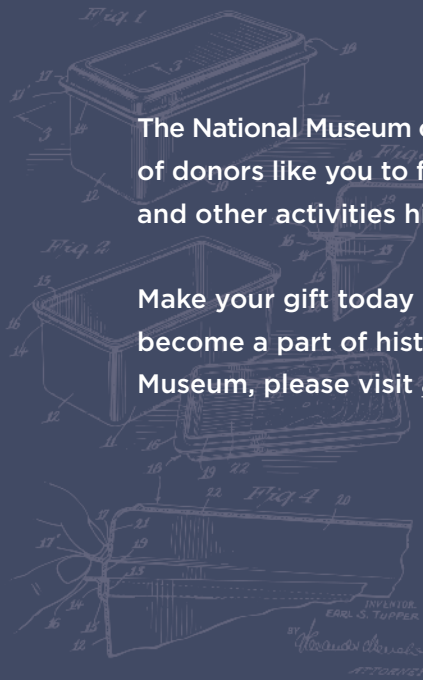
Back Cover: Child in Wegmans Wonderplace exiting a miniature replica of the Smithsonian Castle building; Thomas Edison, incandescent electric lamp

Aug. 14, 1951 C. L. FENDER 164,227
GUITAR
Filed April 23, 1951



U.S. Patent No. 2,695,645 Patented Jan. 27, 1955
E. S. TUPPER
BREAD SERVER OR ANALOGOUS SEAL TIGHT CONTAINER
Filed May 8, 1950

Nov. 30, 1954 E. S. TUPPER 2,695,645
BREAD SERVER OR ANALOGOUS SEAL TIGHT CONTAINER
Filed May 8, 1950



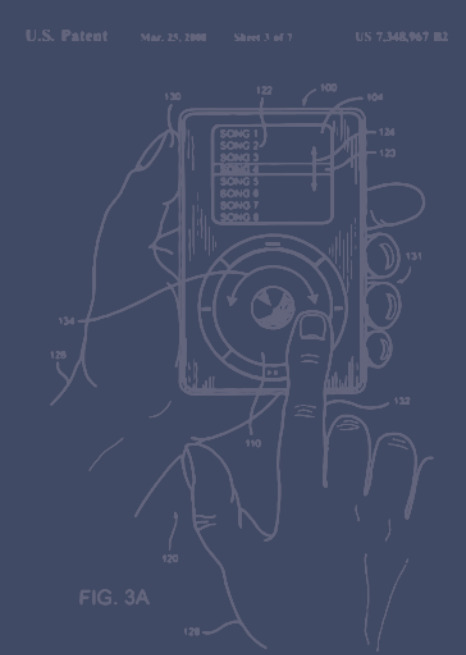
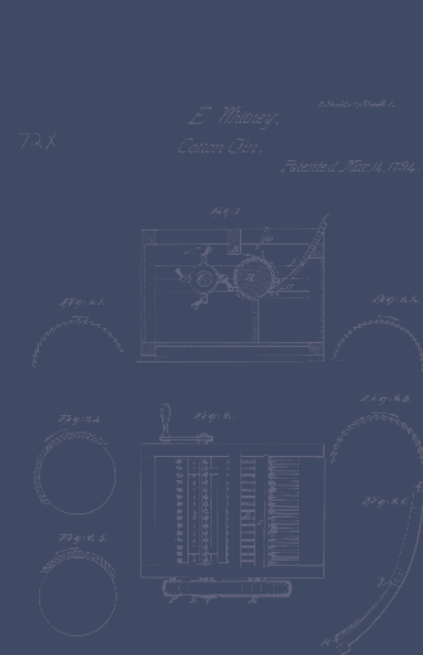
J. Syrtcher
Whitigig.
No. 99961. Patented Jan. 1857.



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U.S. Patent Mar. 25, 1880 Sheet 3 of 7 US 7,348,967 B2
E. Whitney
Cotton Gin
Patented Mar 14, 1794





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