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Week Ending 28th March 2009

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Refit re-invents museum as unique events venue

New visitor experience

THE Andrew Carnegie Birthplace Museum, the flagship visitor attraction at the gateway to Dunfermline's heritage quarter, on Monday staged a grand re-opening in time for the spring season.

After a six-figure upgrade by the Carnegie Dunfermline Trustees, the 'revitalised' museum has re-invented itself as a showcase for the living legacy of the steel king of America who became the father of modern philanthropy.

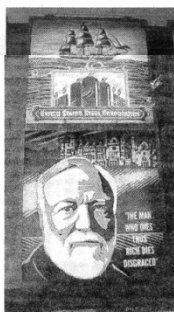
After an extensive period of major refurbishment, the public are invited to take a journey through time, reliving Carnegie's rise to become the richest man in the world and discovering how his millions are still being put to work for the benefit of mankind.

First opened in June, 1928, the free visitor attraction retains its original art deco architecture and panelling whilst incorporating state-of-the-art interactive AV units and digital wall graphics which depict his story.

The re-opening was performed by Carnegie's great-grandson, William Thomson, whose mother, Louise, inaugurated a fountain feature at the original opening ceremony by Andrew Carnegie's widow, Louise.

In entrusting the Dunfermline trustees with the family treasures showered on her husband by a grateful world, Mrs Carnegie founded the museum in the hope it would prove an inspiration to generations to come.

Birthplace convenor and trustee Jane Livingstone said,



For more about the city's gateway visitor attraction, turn to BackPage.

"To honour her intention, the Birthplace Museum has been completely refurbished and the amazing rags-to-riches story of Dunfermline's most famous son has been retold for 2009.

"Voice-overs, interactive displays, weaving demonstrations, temporary exhibitions, an improved café and museum shop and unique events space have all been added to ensure that the museum is an exciting, informative and inspirational place to visit."

Lorna Owers, manager of the museum, added, "We are now offering visitors a much fuller

interpretation of the Carnegie story and I hope this will attract a wider audience who can be as inspired by his story as I am.

"In this year of Homecoming, we are honoured to showcase the legacy of Carnegie from his humble roots in Dunfermline to becoming the richest man in the world."

The work of the Scottish-American philanthropist is universally recognised through the 20 and more worldwide institutions he established on his retirement as one of the world's greatest industrialists and his entry into the 'business of benevolence.' He forged the world's greatest fortune in the steel mills of Pittsburgh and spent the rest of his life giving it all away - practising what he preached in his Gospel of Wealth that the "man who dies rich dies disgraced."

The major transformation reflects the sense of optimism and ambition of the Carnegie Dunfermline & Hero Fund Trustees as they develop a more proactive approach to partnership funding to create opportunities for the community.

Dr. David Smith, chairman of Carnegie Dunfermline & Hero Fund Trustees, said, "The museum upgrade is as significant a development as the co-location of the UK-based Carnegie Trusts in the new Andrew Carnegie House.

"If the latter gave the various trusts a 21st-century home, then the public face of Carnegie will be enhanced immeasurably by the transformation of the Birthplace."



Alice Thomson, great-great-granddaughter of Andrew Carnegie, is pictured at the re-opening with an effigy of her famous forebear.

'Scotland's greatest export'

THE pledge of a \$150,000 grant towards revitalising the museum was made by the Carnegie Corporation of New York to mark the British-based trusts' co-location in their eco-friendly new headquarters on the northern rim of Pittencrieff Park.

Vartan Gregorian, President of the Carnegie Corporation of New York, described Andrew Carnegie as "Scotland's greatest export to the United States."

In a special message, he said, "While proud of being an American immigrant, Carnegie never forgot the land of his ancestors. Through his life and his work he was the personification of a transatlantic bridge between the United States and Scotland, the country where he was born.

"Andrew Carnegie believed deeply in democracy and in progress. The Andrew Carnegie

Birthplace Museum is a fitting tribute to a man whose vision and generosity have helped millions, long past the span of his own lifetime.

"With the conviction that with wealth comes responsibility and obligation, he endowed the future and strengthened the cause of de-

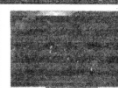
mocracy by supporting libraries that have enlightened generations, by building research institutions, universities, foundations, and organisations dedicated to promoting peace and increasing knowledge and understanding."

"On this occasion, as the leader of almost

the last institution he created, the Carnegie Corporation of New York, I am honoured to greet the newest - this wonderful museum that embodies the remarkable range of Andrew Carnegie's contributions and presents the impact of his work for all the world to see."

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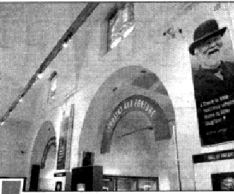
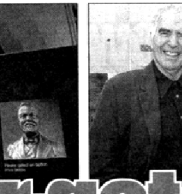
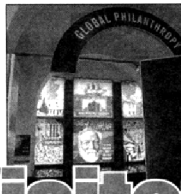
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FREE city guide book is launched
THE re-opening coincided with the launch of a new free guide to Dunfermline which has been published by Dunfermline Heritage Community Projects. The 40-page, pocket-sized guide is being made available from tourist attractions, hotels, estate agents and other outlets in Dunfermline - together with a number of sites in Edinburgh and Stirling.

VFD

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Visitor gateway

It was almost like history repeating itself when William Thomson, great-grandson of Andrew Carnegie and honorary president of the Carnegie United Kingdom Trust, cut the ribbon to symbolically open the "re-invented" Andrew Carnegie Birthplace Museum.

For his mother, Louise, eldest grand-daughter of the great industrialist and benefactor, had played a role at the original opening ceremony by Mrs Louise Carnegie in 1928. He was supported by other members of the Carnegie family - his elder sister, Louise, and her husband, Gavin Suggitt, live near Dunkeld, his wife, Tina, and their daughter, Alice.

Mr Thomson told the re-opening ceremony, "On behalf of the descendants of Andrew Carnegie, I wish to thank the Carnegie

Above left: Alice Thomson at the working handloom in the Birthplace cottage.

Third left: Birthplace convenor Jane Livingstone, with her father, actor John Galt, who is featured in an audio commentary for visitors.

Dunfermline Trustees for preserving in this museum a great collection of Carnegie memorabilia and for maintaining and enhancing his great reputation, both as a businessman and as a philanthropist.

It was a great honour for him personally to open the refurbished Andrew Carnegie Museum, he said, recalling that he had taken part in the last re-opening 25 years

ago. "In its new form," he said. "I know that the museum will continue to serve as the foremost repository for Carnegie history and as an integral part of the life of the citizens of Dunfermline."

Mr Thomson explained, "In 1926, just seven years after the death of her husband, Andrew Carnegie, my great-grandmother, Louise Carnegie, asked the trustees of the Carnegie Dunfermline Trust if they would take over the administration of the Birthplace Cottage and oversee the construction of a new building alongside it."

"This new building was to be a memorial hall, dedicated to the display of the freedom caskets, university robes, towels, scrolls, medals and other memorabilia which had been presented to Andrew Carnegie by grateful countries, cities and individuals who over the years had been touched by his philanthropy."

Just two years later, on 28th June, 1928, Mrs Carnegie had formally opened the new building in the presence of many of the people of Dunfermline. "Also with her were her daughter, her son-in-law and four grandchildren, the eldest of whom was my mother," said Mr Thomson.

A major refurbishment had taken place in 1984 when many of the displays had been updated, a number of still-life tableaux had been added to depict scenes from Carnegie's life and a new section had been included, detailing the ongoing work of the 23 trusts and commissions he had founded worldwide.

"A museum, particularly one that is dedicated to one individual, cannot remain static," said Mr Thomson. "It has to re-invent itself



Carnegie 'family' study.... Beneath the portrait of museum founder, Mrs Louise Carnegie, in the Skibo study alcove are pictured, from left, Alice Thomson, Louise Suggitt, William Thomson, Rakesh Surampudi and Dr David Smith.

to remain attuned to the wants of its visitors and also to keep in tune with current thinking and opinion on its main subject. To do this successfully is no easy task and I am sure you will all agree the trustees of the Carnegie Dunfermline Trust have, over the years, kept their side of the bargain and fulfilled their role with great assiduity, imagination and dedication."

Dr David Smith, chairman, said, "The current trustees decided at a time when modern philanthropy was becoming increasingly into focus that it was the right time to acknowledge properly, and in an up-to-date way, the enormous contribution which Andrew Carnegie made to the philosophy of philanthropy and to the actual giving itself."

"We were encouraged in our efforts by all of the Carnegie family of trusts, both here and elsewhere, particularly in the United States, culminating in the Carnegie Corporation of New York's generous offer of \$150,000."

Dr Smith paid tribute to the "team effort" which had delivered the project under the leadership of Birthplace convenor and trustee, Jane Livingstone, and chief executive Nora Rundell. "Above all, what has been done is for the visiting public, so that they - whoever they are and from wherever they come - might know more about Andrew Carnegie, what he stood for and what he became. If our enthusiasm for his work and ideals is transmitted to those who come here, we will have

succeeded."

Rakesh Surampudi, cultural officer, United States Embassy, said it was a day to recognise the enduring strong links between the people of Scotland and the USA. "The histories of our two nations are deeply entwined and on many levels we share a common purpose," he said. "But it is during events like this that we recognise that individual contributions and individual citizens can often have a profound and lasting effect on the character of a nation."

He explained that he had grown up in Pittsburgh where the great Carnegie institutions had played a major role in his life and that of the city. Carnegie had shown them the balance between progress and wealth on the one hand and philanthropy and charity on the other. "This balance is particularly relevant in today's economic climate as we face the challenges in dealing with the economy and the credit crunch," he said.

The ceremony had resonances with the 1928 ceremony, with principals at the original opening being represented by successors or descendants, including the Earl and Countess of Elgin & Kincardine.

Other guests included Mrs Margaret Dean, Lord Lieutenant of Fife, Provost Frances Melville; MSP Alasdair Morgan, Deputy Presiding Officer of the Scottish Parliament, Agneta and Greger Ahlberg, of the Swedish Heru Fund, and Steven Van Hoogstraten, of the Carnegie

Events venue

THE refurbished museum offers a flexible venue for corporate and private events, its colour-rich art deco exhibition hall being capable of accommodating up to 100 people. Inquiries about venue hire should be directed to 01383 724302 or info@carnegiebirthplace.com

The museum is the administrative hub for the Dunfermline heritage guides who provide free-to-join heritage walks around Royal Dunfermline on the first Sunday of each month during the tourist season. The museum also administers bespoke bookings for special group walks and for museum visits by parties from schools, colleges and universities, as well as community organisations.

Heritage setting

THE museum's internal upgrade is the natural extension of the re-landscaping of its Moode Street setting as the part of the Southern Gateway project in which a series of funding partners have agreed to fund the installation of an expanded car park, with banners and orientation panels, to create a new sense of arrival on the doorstep of Dunfermline's heritage quarter. The museum is open from 11am-5pm, Monday-Saturday, and from 12pm to 5pm on Sundays. Special arrangements can be made for groups wishing to visit with normal opening times.

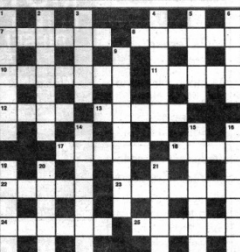
Book of the Brave

THE Birthplace Cottage projects and features a working handloom of the type on which Carnegie's father, William, practised his craft before the traditional cottage-industry skills were made redundant by the power looms which were to of the world.

The main museum traces Carnegie's extraordinary rise from Bobbin boy to steel king of America.

Occupying a special space is the finely-tiled Hall of Honour of the Carnegie Heru Fund, the trust set up by Carnegie in 1906 to salute peacetime heroes who risked their lives attempting to save others. The museum also celebrates the recipients of the Carnegie Medal - the equivalent of the Nobel Prize for literature.

Family Crossword



ACROSS

7. Dazed state (6)
8. And 9 Down
10. Frankness (7)
11. Horseman's weapon (5)
12. Catch sight of (4)
13. Open and observable (5)
17. Make by hand (5)
18. Murder (4)
22. Hard-wearing fabric (5)
23. Joyful laugh (7)
24. Slight gust of air (6)
25. Underground shelter (6)

DOWN

1. Adhesive label (7)
2. Dozes lightly (7)
3. And 19 Down
4. Playing-card (3,2,5)
5. Person who is not intelligent (7)
6. Auctioneer's hammer (5)
9. See 8 Across
10. Aberdeen is known as the City (7)
11. Error (7)
16. Branch of mathematics (7)
17. See 3 Down
20. Milanese football team (5)
21. Counterfeit (5)

LAST WEEK'S SOLUTION

ACROSS: 6 Anthrax, 7 Happy, 9 Spare, 10 Explode, 12 Abacabadaba, 14 Fidel Castro, 18 Compass, 19 Staid, 21 Pearl, 22 As Larry.
DOWN: 1 Snipe, 2 Cherub, 3 Day, 4 Paella, 5 Spiders, 8 Exhaust, 11 Carcass, 13 Litotes, 15 Export, 16 Rattan, 17 Diary, 20 Ass.

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