



**ROYAL
ONTARIO
MUSEUM**

YEAR IN REVIEW 2012 / 2013

YEAR IN REVIEW

MESSAGE FROM JANET CARDING

ROM Director & CEO

At the grand age of 99, the ROM is undergoing a sea change, and is becoming more vital than ever. We've started implementing a new strategic plan that will transform the Museum into a more public-focussed institution, in particular giving better access to our research and curatorial expertise. We've launched a new visual identity that places the ROM's collections, research and curatorial expertise at the heart of the new brand, and shows how, through the ROM, people can connect to their world and each other.

Just as our new strategic vision is about looking forward, so too is our upcoming Centennial celebration next year. We'll be asking questions such as, "how do museums stay vital and serve for the next 100 years?" The Centennial year will offer many opportunities for people to become involved in commemorating this milestone.

We look forward to you joining the conversation.



23 NEW SPECIES DISCOVERED

The ROM is the largest field research institution in Canada. In 2012/2013, ROM scientists conducted field research in many regions across Canada and 18 countries around the world, discovering 23 new animal species this year.

34,758 NEW OBJECTS AND SPECIMENS

Last year, 32,943 Natural History specimens (insects, plants & fish) and 1,185 World Cultures objects were added to the ROM collections through donations, bequests, gifts, or grants.





EXHIBITIONS ON DISPLAY

17

A world leader in exhibition production, the ROM presented exhibitions this year covering a diverse range of topics including dinosaurs, fashion and textiles, Tang dynasty art, world issues, music and art, contemporary photography, war, 19th century portraits, and more.

84

PUBLISHED RESEARCH WORKS

ROM curators and researchers continually publish articles, books and chapters in peer reviewed academic journals that furthers global understanding of modern and historical change in culture and environment.



75,000

ONTARIANS ASSISTED

The ROM partners with nearly 50 community-based organizations to remove barriers of participation and help people who may experience disadvantages to participate and feel included at the Museum.

96%

VISITOR SATISFACTION

This year more than 5,000 audience surveys were conducted. 96% of visitors said their experience at the ROM met or exceeded their expectations.



8

CENTRES ANNOUNCED

To increase access to the ROM's encyclopaedic collections and expertise, eight defined areas of focus were announced. The first - Biodiversity, Ancient Cultures, Contemporary Culture, were launched.

EXHIBITION HIGHLIGHTS

ULTIMATE DINOSAURS: GIANTS FROM GONDWANA

PRESENTED BY: **RAYMOND JAMES®**

JUNE 23, 2012 TO MARCH 17, 2013

Garfield Weston Exhibition Hall
Level B2, Michael Lee-Chin Crystal

EXHIBIT PATRON: James and Louise Temerty
SUPPORTING SPONSOR: Bell
PROMOTIONAL PARTNERS: Cineplex, GO: a Division of Metrolinx
MEDIA PARTNERS: CTV, Toronto Star

The world premiere exhibition of *Ultimate Dinosaurs: Giants from Gondwana*, gave visitors the opportunity to experience strange new dinosaur species never before seen in Canada, in exciting ways never before possible. In this original exhibition curated, designed, and produced by the ROM, some of the largest and most unusual dinosaurs from the Southern hemisphere made their first stop in Toronto before embarking on an international tour.

Based on new, groundbreaking scientific discoveries from international scientists in the last two decades, this exhibition revealed bizarre-looking dinosaurs unfamiliar

to North Americans that evolved in isolation in South America, Africa, and Madagascar. The ROM is the first Museum in Canada to use Augmented Reality (AR) technology on the scale seen in *Ultimate Dinosaurs* – layering jaw-dropping virtual experiences over real environments, bringing these specimens to life as never before.

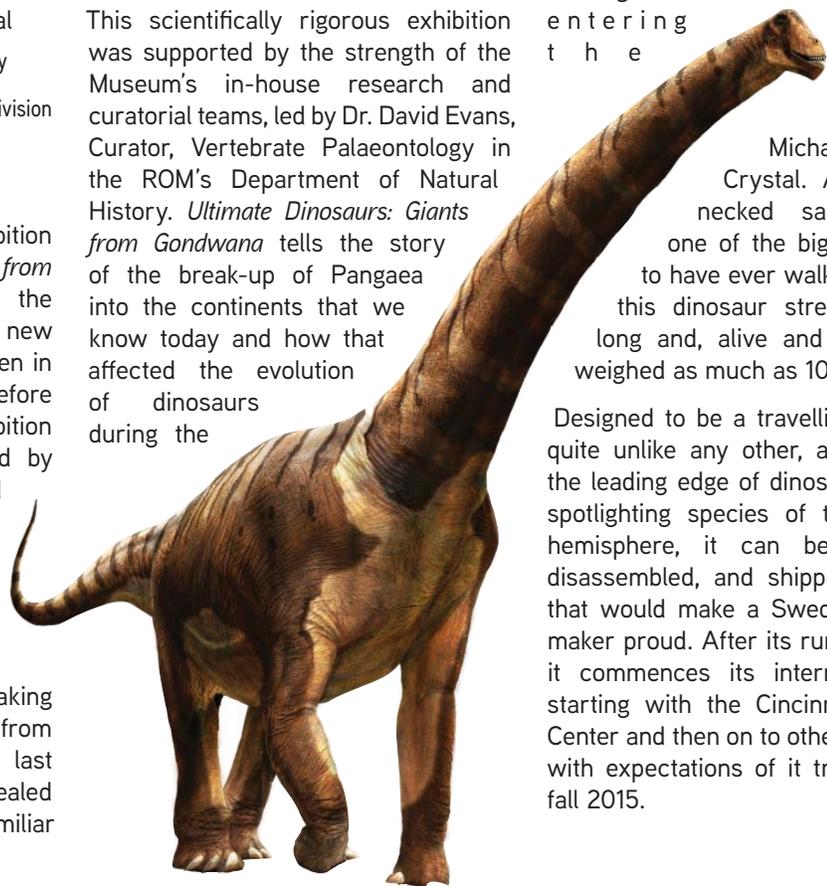
This scientifically rigorous exhibition was supported by the strength of the Museum's in-house research and curatorial teams, led by Dr. David Evans, Curator, Vertebrate Palaeontology in the ROM's Department of Natural History. *Ultimate Dinosaurs: Giants from Gondwana* tells the story of the break-up of Pangaea into the continents that we know today and how that affected the evolution of dinosaurs during the

Mesozoic, 250 – 65 million years ago.

Surrounded by stunning life-like environmental murals immersing visitors in the land of the dinosaurs, the exhibition featured real fossils, skeletons, and 17 full-scale skeletal casts. Visitors were greeted by the largest dinosaur ever mounted in Canada - the Futalognkosaurus – upon entering through the main entrance to the

Michael Lee-Chin Crystal. A giant long-necked sauropod and one of the biggest animals to have ever walked the Earth, this dinosaur stretches 110 ft. long and, alive and would have weighed as much as 10 elephants.

Designed to be a travelling exhibition quite unlike any other, as it features the leading edge of dinosaur research spotlighting species of the southern hemisphere, it can be assembled, disassembled, and shipped in a way that would make a Swedish furniture maker proud. After its run at the ROM it commences its international tour, starting with the Cincinnati Museum Center and then on to other institutions, with expectations of it travelling until fall 2015.



EXHIBITION HIGHLIGHTS

- * Jane Ash Poitras: New Acquisitions of Contemporary First Nations Art
- * Riotous Colour, Daring Patterns: Fashions + Textiles 18th to 21st Centuries
- * Sitting Still: Faces of Childhood
- * Elegy: Deborah Samuel
- * Shahnama: The Persian "Book of Kings"
- * The Art of Collecting
- * Larry Towell and Donovan Wylie: Afghanistan
- * Embellished Reality: Indian Painted Photographs
- * Jorinde Voigt – Beethoven 1-32
- * Small Skills, Special Effects: Unusual Chinese Works of Art
- * Afterimage: Tod Ainslie's Visions of the War of 1812
- * Carnival: From Emancipation to Celebration
- * MARINER 9
- * Observance and Memorial: Photographs from S-21, Cambodia
- * Spirit & Utility: Art of Cambodia and Thailand
- * BIG!

ELEGY: DEBORAH SAMUEL

March 31 to July 2, 2012

Temporary Exhibition Space
Level 2, Hilary and Galen Weston Wing

Canadian photo-based artist Deborah Samuel's poetic images of the skeletal remains and shells of animals illustrate life's fragility, transience and persistence. The exhibition featured 33 photographs, ten of which are of ROM specimens.

This exhibition is co-presented by the ROM's Life in Crisis: Schad Gallery of Biodiversity and the Institute for Contemporary Culture. Elegy is a Feature Exhibition of the Scotiabank CONTACT Photography Festival.



LARRY TOWELL AND DONOVAN WYLIE: AFGHANISTAN

May 5 to July 8, 2012

Roloff Beny Gallery
Level 4, Michael Lee-Chin Crystal

Photographs by two acclaimed Magnum photographers, Larry Towell and Donovan Wylie, explored the ongoing armed conflict in Afghanistan and the devastating effects of the war on citizens, soldiers, and the urban and rural landscapes.

Co-presented by the Institute for Contemporary Culture and the Scotiabank Photography Festival, photos courtesy of the artists.

BIG!

November 3, 2012 to September 2, 2013

Patricia Harris Gallery of Textiles & Costume
Level 4, Michael Lee-Chin Crystal

Funky and unique, this ROM exhibition showcases textiles and costume that are each in their own remarkable way BIG... BIG in size, BIG in historical importance, BIG in the news, perhaps created by a BIG name, and often carrying a BIG price tag.

This exhibition was generously supported by the Burnham Brett Endowment for Textiles and Costume Fund and The Dorothy Strelsin Foundation.



ACQUISITION HIGHLIGHTS

These acquisitions were made possible by the generous support of the Louise Hawley Stone Charitable Trust.

Collection of Asafo flags

The Fante are Akan people who live along the coast of Ghana. Among the many regalia used in Asafo rituals and displays, the flags, called frankaa, are the most important. This acquisition is particularly remarkable for the broad scope and historical progression of the flags ranging from the late 19th century to the 1960s, along with the inclusion of examples from all the main recognized flag-making workshops in the region. This collection consists of: 48 flags, one hat, 15 flag making stamps, two flag drawings, five ethnographic objects, 90 historical images and documents pertaining to the Asafo companies.



Salt prints from India

Salt prints are one of the earliest photographic processes in the history of photography. These prints are rare examples that survive from India. They are the earliest dated photographs and fill a gap in the ROM's growing collection of South Asian photos. As examples from the very beginning of photography in India they will serve as data in active curatorial research, will be published in a book on photography in India, and will be displayed in rotation in the Sir Christopher Ondaatje South Asian Gallery.



Beam collection

This collection consists of eleven hand-made ceramic bowls, plates, and sculptures. Combined they provide a rare opportunity to investigate the artistic collaboration which was critical to the ceramic production of Carl Beam, one of North America's most acclaimed artists. These well documented works strengthen the research and exhibition potential of the First Nations contemporary art collection. They are exceptional examples of innovative, hand crafted art pieces which distinguishes them from the common wheel/mould made ceramic 'revival wares' produced for commercial markets by a number of Ontario First Nations potters.

Martian shergottite NWA 7042

NWA 7042 is the 4th largest Martian shergottite in existence and will be the centrepiece of the world's most impressive and extensive collection of Martian meteorites on public view. NWA 7042 will also be used intensively in our research programs which have already yielded important new understanding about Martian geochronology. It will be used in research that will create an invaluable new set of standards for interpreting data from instruments in the Mars Science Laboratory (MSL) onboard the Mars rover Curiosity; this data set will not only contribute directly to the success of the MSL but to future planetary missions launched by NASA and the European Space Agency.



PROGRAMMING & EDUCATION

PROGRAMMING

The ROM offers many programs that provide opportunities for visitors to learn more about the Museum and make visiting a fun and social activity. The ROM presents an incredible amount of programming throughout the year for all ages and interests.

ROM Friday Night Live transformed the ROM into Toronto's hottest culture social destination with DJ music, pop-up food stations and bars.



SCHOOL VISITS

The ROM's school Visits program saw 105,886 visitors come to the ROM last year for visits tailored to elementary and secondary students. School programs are designed to meet Ontario's Ministry of Education curriculum expectations. As well, the School Visits program offers Post-Secondary school visits, Adult ESL classes, Teacher PD Workshops and Virtual Visits. The Virtual Visits program is special since it can reach classes that are too far from the ROM for a day visit. Classes are taught by ROM teachers over the internet on subjects such as Medieval Europe, Ancient Egypt, Dinosaurs, Astronomy, Rocks & Minerals and Habitats & Communities.

In conjunction with Holocaust Education Week the ROM held eight days of educational programs and presented leading international voices and discussion panel to raise historical and cultural awareness from November 1 to 8, 2012. This week of programming was presented in conjunction with the exhibition *Observance and Memorial: Photographs from S-21, Cambodia*.



SELECT PROGRAMS LISTINGS

- * ROM Friday Night Live
- * ROM 2013 Colloquium: World Discoveries
- * Eva Holtby Lecture on Contemporary Culture: Even Silence Has an End, with Ingrid Betancour
- * The Dino Hunters Lecture Series, with David Evans, Catherine Forster, Paul Sereno, Phil Currie, Scott Sampson and David Krause
- * An Evening with Jane Goodall
- * ROM for the Holidays
- * Family Day Weekend
- * March Break Camp
- * Saturday Morning Club
- * Summer Club
- * ROM Sleepovers
- * Tiny Tots
- * ROM Moms
- * New to Canada Youth Club
- * Rock, Gem, Mineral, Fossil, and Meteorite Identification Clinic
- * Curator's Corner
- * Partners in Protection
- * Earth Rangers: Bring Back the Wild
- * ROMwalks
- * ROMbus
- * ROMtravel

CENTRES OF DISCOVERY

The ROM is one of the world's great museums and one of Canada's leading cultural and research institutions. Its dual mandate of global culture and nature, together with strengths in scientific research, education, outreach and access, uniquely positions the Museum as an essential destination for understanding the changing natural and cultural worlds.

The encyclopedic scope of the ROM is extraordinary, but can also be overwhelming to visitors. To increase access to its vast collections and curatorial expertise, this year we've introduced Centres of Discovery. This innovative



Each of the eight Centres of Discovery will focus on one of eight themes central to an understanding of our world. The themes will be fully developed over time to encompass Ancient Cultures, Biodiversity, Contemporary Culture, Canada, Earth & Space, Fossils & Evolution, Textiles & Fashions and World Art & Culture.

The Centres provide unprecedented access to ROM research, curatorial expertise and collections through many opportunities to get involved, both onsite and online, including displays, programs and online content.

new concept is designed to help you better understand and access all the ROM has to offer. By dividing the Museum into eight specific areas of focus, we can create a museum experience responsive to you and your specific interests, to help you better understand the ROM's scope, to plan your visit, and to connect with the vibrant ROM communities most relevant to you.



Begin or extend your visit to the ROM by exploring the Centres of Discovery online at www.rom.on.ca — a trusted go-to resource for online visitors to engage with Museum experts. Connect to the full range of our expertise: our world famous collections, our respected curators, the latest research, recent and historical discoveries, public events, outreach and more. Learn about ROM curators who make new discoveries that enhance global knowledge. Delve behind-the-scenes via social media on Twitter @ROMToronto, @ROMKids and Facebook, read fascinating ROM blogs, chat with our curators via Google Hangouts, or discover any of our other vibrant online communities through links on our homepage.

A NEW BRAND

The visual identity was developed by New York based marketing and communications consultancy, LaPlaca Cohen, whose other clients include major cultural institutions such as the Metropolitan Museum of Art and The Tate. The visual identity is a reflection of an institution that is changing with the times, is influenced by the communities to which it responds, and is alive and



surprising. The “O” in the new ROM logo can be seen as a lens through which people can better understand the natural and cultural worlds.

A variety of images from the Museum’s natural history and world culture collections will be used with the visual identity inserted into the logo to showcase the Museum’s collections.



The Museum speaks to a diversity of ROM collections and subject matter, presents a wide range of programs activities, and many different constituencies. This new visual identity offers plenty of design flexibility for departments to adapt to their specific communications needs.

Each of the new Centres of Discovery will be able to use customized wordmarks to pair the text with relevant images.



For the ROM’s Centennial year and the year leading up to it, this visual identity is able to accommodate different messaging such as the ROM 100 and ROM 99 logos.

For Museum staff, graphic designers, web designers, media productions, marketing and public relations departments and others, the new visual identity has a



quality that is becoming evermore important: the ROM logo is well suited to scaling. It can be used from the largest of outdoor banners, internal signage, ads, printed promotional material and web use.

The solid looking logo even means that it can be used with the ever growing number of Museum visitors who use mobile phones and digital tables and it will show up in even the smallest of ROM Twitter logos.

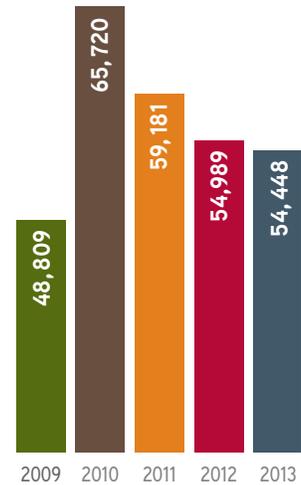


STATS AT A GLANCE

operating revenue

Government Grants	51%	
Foundation	9%	
Admission Fees	15%	
Ancillary Operations	17%	
Museum program	4%	
Other Revenue	4%	

Excludes Gifts-in-kind and amortization of deferred capital contributions

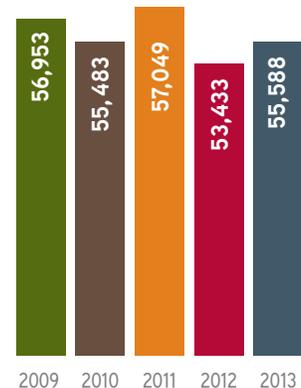


REVENUE - 5 YEAR
(fiscal year - in thousands \$)

operating expenses

Building and Visitor Services	21%	
Curatorial and Collections Management	19%	
Exhibitions	13%	
Ancillary Operations	11%	
General and Administration	7%	
Marketing and Public Relations	7%	
Education and Public Programs	5%	
Library and Information Services	5%	
Other	7%	
Restructuring	5%	

Excludes Gifts-in-kind and amortization of capital assets.



EXPENSES - 5 YEAR
(fiscal year - in thousands \$)

PHILANTHROPIC SUPPORT

The Work of the ROM Governors

Established in 1992 as the ROM Foundation, the office of the ROM Governors is responsible for all philanthropic activities in support of the Museum's highest priorities. Its work enables the ROM to better serve its diverse and ever-changing community, by fostering long-term sustainable relationships of exceptional value – both to the institution and its donors. The office of the ROM Governors is supported by an independent Board which provides leadership in a wide range of philanthropic activities supporting ROM programs, research, collections, galleries, exhibitions, and outreach programs.

The ROM thanks and acknowledges the following donors who have made gifts of \$25,000 or more from April 1, 2012 to March 31, 2013. Please refer to page 48 for a complete listing of all our donors, sponsors and patrons.

LEADERSHIP GIFTS

(\$1,000,000 to \$4,999,999)

Louise Hawley Stone Charitable Trust*

FOUNDING GIFTS

(\$250,000 to \$999,999)

The Slaughter Family Foundation

Mrs. Ada Slaughter

MAJOR GIFTS

(\$100,000 to \$249,999)

W. Robert Farquharson & Family

SPECIAL GIFTS

(\$25,000 to \$99,999)

The Bogden Family

The Claydon Family

Estate of Jeanne Timmins Costello

In memory of Raymond and Lucile Davies

Scott and Ellen Hand

Jennifer Ivey Bannock

ROM Department of Museum Volunteers*

Richard Iorweth Thorman

Dr. Maureen Trudeau & Jonathan, Jason & Dr. Sandra Mergler

Gifts in honour of W. Robert Farquharson
AGF Management Ltd.
Richard Wernham and Julia West
Alfred G. Wirth



“Our generous donors, partners and sponsors are not only making a philanthropic investment in the ROM – they’re supporting an iconic Canadian institution that will continue to build community and spark wonder for the next century.”

DIANNE LISTER
President & Executive Director
ROM Governors

*Represents ongoing annual support at this level.

FRONT/BACK COVER

Giganotosaurus dinosaur. Illustration by Julius Csotonyi ©2012 ROM

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Janet Carding, ROM Director & CEO.
Photo Credit: AJ Messier © ROM 2012

Nautilus shell, ROM2004_1185. Photo:
Brian Boyle, © ROM

Giant salamander. Photo Credit: Bob
Murphy. © ROM 2012

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Ultimate Dinosaurs: Giants from
Gondwana, Staff Preview, June 2012.
Photo: Brian Boyle, © ROM 2012

Coin digitization project, Menghan Yan
and Clare Schwartzberg, volunteer
interns and Kay Sunahara, Technician,
Greek & Roman. Photo credit: Robert
Mason

Janet Carding, ROM Director & CEO,
with visitors. Photo Credit: AJ Messier
© ROM 2012

Friday Night Live, November 16th, 2012.
Photo Credit: © ROM 2012

PAGE 6

Futalognkosaurus. Image by: Julius
Csotonyi, Illustrator. ©2012 ROM

Virtual reality iPad app being used by
kids in Ultimate Dinosaurs.
Photo Credit: © ROM 2012

Research Casting International dinosaur
production. February 22, 2012. Photo:
David McKay. ©2012 ROM

Chryolophosaurus on display in Ultimate
Dinosaurs. June 18, 2012. Photo: Brian
Boyle, © ROM 2012

PAGE 7

Barred Owl.I. Image on 20 x 24 paper.
Carbon pigment print. © 2012 Deborah
Samuel

Seven year old landmine victim, Red
Cross Prosthetics Centre, Kabul, 2008.
Gelatin Silver Print. Photo: Larry Towell,
© Larry Towell

Military man's rank badge,
Embroidered silk, 19th century, China,
950.100.326.A-B Sigmund Samuel
Trust Photo: Brian Boyle, © ROM

Royal Ontario Museum
100 Queen's Park
Toronto, ON, Canada
M5S 2C6

The ROM is an agency of the
Government of Ontario

For 24-hour information
in English and French
call 416.586.8000 or visit
www.rom.on.ca

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Asafa flag. Photo: Andrea Di Fuccio
courtesy of Federico Carmignani, ROM
2012.65.4

Portrait of an Indian Gentleman,
Unidentified Photographer, salt
print from glass negative, Mumbai,
Maharashtra, India, c. 1850. 2012.731

Martian shergottite, NWA 7042.
Accession number M56450. Photo:
Brian Boyle, © ROM

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ROM Friday Night Live, November 16th,
2012. ROM2012_13009_30
Photo: Brian Boyle, © ROM

Observance and Memorial:
Photographs from S-21, Cambodia.
ROM2012_12901_12. Photo: Brian
Boyle, © ROM

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Dave Ireland, Managing Director, Centre
of Discovery in Biodiversity, teaching a
Environmental Visual Communication
class. Photo: Brennan Caverhill, ©
Fleming College

Rae Ostman, Managing Director, Centre
for Ancient Cultures, during March
Break 2013. ROM2013_13245_47.
Photo: Brian Boyle, © ROM

Canada's Oceans and You at the Green
Living Show. Photo: Brennan Caverhill,
© Fleming College

FLAP – Fatal Light Awareness photo
op at the ROM. Photo: Brian Boyle,
© ROM

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ROM Queens Park banners, Spring
2013. Photo: Elizabeth O'Grady, © ROM

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Dianne Lister, President & Executive
Director, ROM Governors. Photo:
George Whiteside. © 2011 George
Whiteside.

A French version of this
publication is available on
request.

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de cette publication est
disponible sur demande.

