

More than just another museum piece

ROM Magazine gets new writers and newer look

Presented by



Adam McDowell, National Post

The Royal Ontario Museum is treating its members' magazine like anything but a museum piece: It's been given a sophisticated redesign, and now features regular contributions by a pair of high-profile writers.

Guests at an event at the Toronto museum last night celebrated the March 10 mail-out of the newly revamped spring issue of ROM magazine, which is mailed to its 36,500 or so members each quarter (the total readership is around 60,000). Thanks to a redesign by the firm of Hambly & Woolley, readers should find the magazine cleaner and easier to navigate.

While the bulk of the content continues to be written by the museum's curators and other staff, ROM has brought aboard a pair of high-profile ringers to act as regular contributors. University of Toronto philosophy professor Mark Kingwell will write on a variety of topics, with special attention to issue themes. James Chatto, known for his food features in Toronto Life and other magazines, will serve up culinary observations. In his first column, he mentions c5, the ROM's restaurant, by way of discussing sustainable aquaculture.

Other new regular features include a world map showing where in the world ROM staffers are exploring and digging, and a last-page item called Exhibit A that highlights an object from the museum's permanent collection.

The magazine is available for sale to non-members at Chapters/Indigo and Great Canadian News.

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