



the new children's museum

## news release

***For immediate release***

**media contacts**

Toni Robin  
858 483 3918  
[pr@thinkplaycreate.org](mailto:pr@thinkplaycreate.org)

Kerri Fox  
619 795 1524  
301 404 8921 (cell)  
[kfox@thinkplaycreate.org](mailto:kfox@thinkplaycreate.org)

*Photos available upon request*

### **SECOND ANNUAL MASS CREATIVITY DAY CELEBRATION SET FOR JUNE 28**

*Free Outdoor Art Festival Expected to Draw Thousands to The New Children's Museum*

June 9, 2014 – San Diego – The New Children's Museum is set to host the second year of its popular community outreach event, Mass Creativity Day, a program funded through a two-year \$175,000 grant from the James Irvine Foundation.

The free festival will take place on Saturday, June 28 from 10am to 4pm and transform the Museum's park into a vibrant collection of creative art-making stations with activities for all ages. Each experience will encompass a unique, food-themed component to tie in with the Museum's latest exhibition, *Feast: The Art of Playing With Your Food*. Attendees will also enjoy complimentary Museum admission for the day.

Art-making activities include the opportunity to sculpt ice cream cones out of clay and explore an art-making ice cream truck where the cones can be painted. Participants will also be able to design "toppings" for a giant pizza made out of colorful fabric and experiment with performance art during a food-themed version of the kid-favorite game, Mad Libs. The event will also feature an outdoor studio of paint and play, performances by Junior Crew STOMP, specially-designed activities in the Museum's very own organic garden, festive music, food stations by the Museum's Green Bellies™ Cafe and more.

"Mass Creativity Day expands upon the typical outdoor festival that people have grown accustomed to and adds an engaging, hands-on and creativity-inspiring component that lets attendees of all ages be an artist for the day," said Julianne Markow, executive director of The New Children's Museum. "Our team of dedicated staff, community partners and artists are proud to be able to bring this unique event to the San Diego community for a second consecutive year."

The celebration serves as the culminating event in the Museum's Mass Creativity program, which included a series of workshops throughout San Diego designed to bring art-making experiences to audiences that might never be able to experience them. During the two month workshop series, nearly 700 people participated in artist-led workshops at eight community centers throughout the region. The artwork that was made during these workshops will be on display during the festival on June 28. The four artists that led the Mass Creativity workshops will also be on-hand for the celebration where attendees will be able to work on projects alongside them.

## **Mass Creativity Community Partners**

More than half of the Museum's community partners from last year's inaugural program returned for the second year of Mass Creativity and three new community partners were brought on board. The following community organizations participated in Mass Creativity 2014 and will be on-site for Mass Creativity Day:

- 1.) Bayside Community Center\* – Linda Vista
- 2.) Casa Familiar – San Ysidro
- 3.) Sherman Heights Community Center / Historic Barrio District\* – San Diego
- 4.) South Bay Community Services\* – Chula Vista
- 5.) St. Madeleine Sophie's Center\* – El Cajon
- 6.) Taiwanese American Community Center\* – Kearny Mesa
- 7.) The San Diego LGBT Center – Hillcrest
- 8.) Southern Sudanese Community Center – City Heights

*\*Participated in Mass Creativity 2013*

## **ABOUT THE NEW CHILDREN'S MUSEUM**

The New Children's Museum is a new model of children's museum whose mission is to stimulate imagination, creativity and critical thinking in children and families through inventive and engaging experiences with contemporary art. Serving San Diego for 30 years, the Museum opened in 1983 in La Jolla as the Children's Museum/Museo de los Niños and reopened downtown in 2008. NCM brings families together in a rich educational environment that fosters creativity — blending elements of children's museums and art museums. The Museum collaborates with contemporary artists to co-create large-scale, immersive art installations and educational programs that encourage kids to think, play and create. NCM is a non-profit institution funded by admissions, memberships and community support. To learn more, visit [www.thinkplaycreate.org](http://www.thinkplaycreate.org).

## **ABOUT THE JAMES IRVINE FOUNDATION**

The James Irvine Foundation is a private, nonprofit grant making foundation dedicated to expanding opportunity for the people of California to participate in a vibrant, successful and inclusive society. The Foundation's grant making focuses on three program areas: Arts, California Democracy and Youth. Since 1937 the Foundation has provided over \$1.3 billion in grants to more than 3,500 nonprofit organizations throughout California. With about \$1.7 billion in assets, the Foundation made grants of \$69 million in 2013 for the people of California.

For more information about the Irvine Foundation, please visit [www.irvine.org](http://www.irvine.org) or call 415.777.2244.

###