



the new children's museum

news release

For immediate release

media contacts

Toni Robin
858 483 3918
pr@thinkplaycreate.org

Kerri Fox
619 795 1524
kfox@thinkplaycreate.org

Photos available upon request

THOUSANDS TO PARTICIPATE IN 2ND ANNUAL MASS CREATIVITY PROGRAM

Eight Community Workshops to Culminate in Free Art-Making Celebration on June 28

April 23, 2014 – San Diego – The New Children's Museum recently launched the second year of its popular community outreach effort, Mass Creativity, a program funded through a two-year \$175,000 grant from the James Irvine Foundation.

Mass Creativity includes eight art-making workshops that are led by artists and held in diverse communities throughout San Diego County. Designed to broaden the reach of the hands-on creativity that is a signature of the Museum, the program brings art-making experiences to audiences that might never be able to experience them.

“The New Children’s Museum ignites exploration and creativity within children and families every day as they engage in unique art-making experiences and participatory exhibitions inside our facility,” said Julianne Markow, executive director of The New Children’s Museum. “We are proud to provide these activities outside of the Museum for a second consecutive year and look forward to working with our community partners throughout San Diego on another successful Mass Creativity program.”

Each workshop will encompass a unique, food-themed component to tie-in with the Museum’s latest exhibition, *Feast: The Art of Playing With Your Food*. The workshop series will take place from April through early June and culminate in Mass Creativity Day, a free all-day celebration of art and creativity at the Museum on Saturday, June 28 from 10am to 4pm. Last year’s program included more than 1,200 participants and the Museum is expecting to double that number this year.

Mass Creativity Community Partners

More than half of the Museum’s community partners from last year’s inaugural program are returning for the second year of Mass Creativity. Three new community partners were also brought on board. The following community organizations are participating in Mass Creativity 2014:

- 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*

A complete schedule of workshops is available at www.thinkplaycreate.org/masscreativity.

Mass Creativity Artists

The Mass Creativity program includes four artists that will each lead workshops at two different community centers. All of the artists are part of the Museum’s Artist Advisory Board and play a key role in conceptualizing the workshops as well as the culminating event.

“As an arts-based children’s museum, we collaborate extensively with practicing contemporary artists to offer fresh and innovative ideas to our audiences,” said Tomoko Kuta, the Museum’s director of education and exhibitions. “We are thrilled to have such a talented group of artists on board to lead this year’s Mass Creativity effort.”

The following highlights each Mass Creativity artist and their workshop:

Amy Mayfield – I Scream for Ice Cream: Clay Sculpting Workshop

Participants will sculpt sweet treats out of clay with artist, Amy Mayfield. A flavorful clay ice cream cone display will be created with their artwork and displayed during Mass Creativity Day.

Artist Amy Mayfield lives and works in San Diego. Currently, she owns and operates Clay Munchkins, a small business providing clay classes to a number of public and private schools throughout San Diego County.

Amy will facilitate workshops at the Taiwanese American Community Center and Bayside Community Center.

Ingram Ober – You Are What You Eat: Stamping and Design Workshop

Artist Ingram Ober will teach print-making and design techniques using one-of-a-kind rubber food stamps. Participants will also be able to create drawings for custom stamps that will be used on Mass Creativity Day.

Ingram Ober has worked with The New Children’s Museum on many art installations and workshops. He teaches sculpture, 3D design and foundry at Palomar College where he also serves as the Director of the Boehm Art Gallery.

Ingram will facilitate workshops at the Southern Sudanese Community Center and St. Madeleine Sophie's Center (at Sophie's Gallery).

Marisol Rendon – *Draw Me Into Your Story: Narration and Drawing Workshop*

Workshop attendees will learn new drawing skills as they illustrate their favorite food memories. Their drawings will be printed on decals and then transferred onto beautiful plates that will be displayed on Mass Creativity Day.

Marisol Rendon is the artist behind the popular *Wobbleland* exhibit at The New Children's Museum. Born in Manizales, Colombia, she now lives with her husband and two children in San Diego and teaches at Southwestern College.

Marisol will facilitate workshops at Sherman Heights Community Center / Historic Barrio District and South Bay Community Services (at Castle Park Elementary School).

Perry Vasquez – *Edible Art: Food Assemblage and Portrait Drawing Workshop*

Participants will learn how to assemble unique foods into the subject matter for colorful and creative portraits. The artwork created at these workshops will then be photographed and exhibited during Mass Creativity Day.

Perry Vasquez is a local artist and educator. He is an Associate Professor of Art at Southwestern College where he teaches drawing, painting, print-making and design. He is also a member of the Board of Directors at The New Children's Museum, where he serves as the Chair of the NCM Artist Advisory Board.

Perry will facilitate workshops at Casa Familiar and The San Diego LGBT Center.

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 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. NCM is a non-profit institution funded by admissions, memberships and community support. To learn more, visit www.thinkplaycreate.org.

###