



the new children's museum

news release

For immediate release

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MASS CREATIVITY PROGRAM RETURNS FOR THIRD CONSECUTIVE YEAR

Museum Partners with Artist Wes Sam-Bruce for Free Workshop Series and Art-Making Festival

SAN DIEGO – May 4, 2015 – The New Children's Museum in downtown San Diego is preparing to launch the third year of its popular Mass Creativity program – a series of outreach events that last year drew more than 3,000 participants.

Mass Creativity includes a series of complimentary workshops held in diverse communities in San Diego County and culminates in a free all-day event at the Museum. Designed to broaden the reach of the hands-on creativity that is a signature of the Museum, the project brings art making to audiences that might never be able to experience it. This year's program, funded in part by The National Endowment for the Arts and the Institute of Museum and Library Services, will draw inspiration from the Museum's two-year partnership with artist Wes Sam-Bruce.

"It's an honor to partner with The New Children's Museum, an institution clearly making an impact on children throughout San Diego," said Wes Sam-Bruce. "I look forward to collaborating with their team and the community as we connect through the art that we work on together."

Sam-Bruce's workshop, *Play in the Neighborhood*, will focus on creating art that's inspired by the homes and communities of participants. As they explore different activities at the community workshops, they'll be able to build treehouses, create new languages and make art that they can actually step into and explore.

The workshops take place in May and culminate in Mass Creativity Day, a free all-day celebration of art and creativity on Saturday, June 20 from 10am to 4pm at the Museum.

"From our community partner relationships to the artist-led workshops to the culminating celebration at the Museum, we are proud of how Mass Creativity has grown and evolved over the last three years," said Julianne Markow, Executive Director & CEO of The New Children's Museum. "Making an impact in our community through access to the arts is at the core of Mass Creativity and we are pleased to continue this program year over year."

Mass Creativity Community Partners

- 1) Casa Familiar – San Ysidro
- 2) Sherman Heights Community Center / Historic Barrio District – Logan Neighborhoods
- 3) South Bay Community Services – Chula Vista
- 4) Southern Sudanese Community Center – City Heights
- 5) The Museum School – Banker's Hill
- 6) The San Diego LGBT Community Center – Hillcrest

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

Mass Creativity Artists

Featured Artist

Wes Sam-Bruce

Wes Sam-Bruce is an artist, storyteller and educator with deep roots in San Diego. After graduating from Point Loma Nazarene University with a degree in Art Education, Wes began a practice of building unique, fantastic forts that tell stories. Wes has since built these unique spaces for many institutions including the California Center for the Arts, Maui Cultural Center and many others.

Supporting Artists

Each of this year's Supporting Artists are currently Teaching Artists at The New Children's Museum.

Eva De Leon

Eva has a wealth of experience in designing and facilitating curriculum for K-12, camps and adults by supporting MCASD's programs such as Family ArtLabs, Teen Advisory Board, camps and Thursday Night Thing (TNT).

Charles Thunyakij

Charles practices portraiture: creating photo-realistic images of his subjects, based on his belief that the breath of human existence can be shared through portraits. He has worked with several artists in fabrication, installation and community-based art projects.

Jessi Million

Jessi developed a passion for inspiring creativity as she traveled the world working with children at risk. Seeing how lack of creativity inhibited development in children as well as whole cultures, her passion for art flourished. Printmaking and painting are her favorite forms of expression.

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. The New Children's Museum 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 on an ongoing basis, both for large-scale thematic exhibitions, individual installations and educational programs for children. The New Children's Museum is a non-profit institution funded by admissions, memberships and community support. To learn more, visit www.thinkplaycreate.org.

ABOUT THE INSTITUTE OF MUSEUM AND LIBRARY SERVICES

The Institute of Museum and Library Services is the primary source of federal support for the nation's 123,000 libraries and 35,000 museums. Our mission is to inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagement. Our grant making, policy development, and research help libraries and museums deliver valuable services

that make it possible for communities and individuals to thrive. To learn more, visit www.ims.gov

ABOUT THE NATIONAL ENDOWMENT FOR THE ARTS

The National Endowment for the Arts was established by Congress in 1965 as an independent agency of the federal government. To date, the NEA has awarded more than \$5 billion to support artistic excellence, creativity, and innovation for the benefit of individuals and communities. The NEA extends its work through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector. To join the discussion on how art works, visit the NEA at arts.gov.

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