



For immediate release

media contact

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

Toni Robin
858 483 3918
tr@trprsandiego.com

Photos available upon request

MASS CREATIVITY COMMUNITY PROGRAM RETURNS FOR FOURTH CONSECUTIVE YEAR

The New Children's Museum's Outreach Program brings art to six San Diego Communities

SAN DIEGO – April 13, 2016 – The New Children's Museum in downtown San Diego is preparing to launch the fourth year of its popular Mass Creativity program – a series of outreach events designed to inspire imagination and creativity, and make hands-on art-making accessible to those that might not otherwise have the opportunity to experience it. This year's Mass Creativity program consists of six complimentary workshops in diverse communities in San Diego taking place throughout May and culminates in a free all-day event at the Museum on June 25th.

"We are proud of how Mass Creativity has grown and evolved over the last four years," said Tomoko Kuta, Director of Education and Exhibitions. "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 after year."

For the past two years, the workshops have been centered on themes involving home, family and neighborhood, serving as the inspiration Wes Sam-Bruce's new installation *The Wonder Sound*, a labyrinth of rooms, tunnels and continuous exploration, to be unveiled on Mass Creativity Day. Continuing with this theme, the workshops will provide an opportunity to create unique flags and wind chimes, design a custom door and construct creative and magical structures.

"The people I've met at the workshops – their stories, their creativity - have all contributed to the installation we are building at the Museum," said artist Wes Sam-Bruce. "*The Wonder Sound*, like Mass Creativity, is a truly collaborative community effort."

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Workshops will be held at the following community locations:

- 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.

The free all-day community art-making celebration will be held on Saturday, June 25 from 10am to 3pm both inside the Museum and in the park across the street. The Museum expects over 2,500 attendees.

Funding for Mass Creativity is provided in part by Institute of Museum and Library Sciences, California Arts Council, US Bank and City of San Diego Commission for Arts and Culture.

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.

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