



the new children's museum

## news release

**For immediate release**

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*Photos available upon request*

### **COMMUNITY PARTNERS CONFIRMED FOR MASS CREATIVITY WORKSHOPS**

*Project to Culminate in Free Mass Creativity Day, June 22*

April 24, 2013 - San Diego – Through a James Irvine Foundation \$175,000 grant, The New Children's Museum is hosting a two-year-long project, **Mass Creativity**, centered around the theme *Community Portraits*. The Mass Creativity project involves art-making workshops in low-income, ethnically diverse San Diego communities culminating in a large annual celebration at the Museum. Seven community-based organizations and four local artists have been identified for the outreach workshops to take place in April and May. An eighth community-based organization will be confirmed by June.

“We chose *Community Portraits* as a theme because it embraces the idea that every neighborhood in San Diego holds a unique identity,” said Tomoko Kuta, Director of Education and Exhibitions at The New Children’s Museum. Led by a local artist, each workshop will give participants the opportunity to portray their special connection to their community through various interactive art experiences and projects.

The workshop projects include life drawing and photo documentation, sculpting ceramic flowers, mapping out where participants have lived and where they dream of living in the future, and a newsroom to explore local issues. Following the completion of the workshops, the public will be invited to participate in the culminating event entitled **Mass Creativity Day**, a free daylong outdoor celebration, to be held **Saturday, June 22, 10 am – 4 pm** at the Museum. The art projects created during the community workshops will be featured, as well as additional artist-led activities by numerous San Diego artists. At Mass Creativity Day, participants of all ages can expect to participate in a wide range of unique art and creative projects focused on the theme of *Community Portraits*.

#### **Mass Creativity Community Partners**

The following community centers will serve as venues for the art workshops.

St. Madeleine Sophie’s Center - *El Cajon*  
Jacobs Center for Neighborhood Innovation - *Southeast San Diego*  
Sherman Heights Community Center - *Southeast San Diego*  
Bayside Community Center - *Linda Vista*

South Bay Community Services - *Chula Vista*  
Taiwanese American Community Center - *Kearny Mesa*  
The Salvation Army Kroc Center - *East San Diego/Lemon Grove*

A complete schedule of workshops can be found at:  
<http://thinkplaycreate.org/calendar/calendar-mcd-2013.html>.

### **Mass Creativity Artists**

The four artists leading this project are all part of The New Children's Museum's Artist Advisory Board and play a key role in the workshops and culminating event. "As a museum for children and families focused on the arts, we work alongside practicing contemporary artists to offer the freshest and most innovative ideas to our audiences," said Julianne Markow, Executive Director. "We're thrilled to have such a talented group of artists on board to lead our Mass Creativity workshops."

### **David White – "Hyper Local News (HLN)"**

Participants of all ages can experience a local, interactive newsroom in their community. San Diego artist David White will teach how to design a newsroom set, research and produce stories and even anchor a broadcast. Participants will have the opportunity to be a part of a live production and represent the latest news and grooves in their neighborhoods.

### **Amy Mayfield- "Flower Power"**

Participants can create their own clay wildflower sculpture with local San Diego artist, Amy Mayfield. This workshop provides the opportunity to learn new art skills and collaborate with other community members to make a flower field display that represents the creativity and life in their neighborhood.

### **Perry Vasquez- "Community Portrait/Fotoaktion"**

Local San Diego artist Perry Vasquez will lead Fotoaktion, an interactive photo opportunity and portrait drawing workshop. Participants will help document the people and energy in their own neighborhoods while gaining new art techniques.

### **Jim Brown – "Where did we come from? Where are we going?"**

This workshop helps participants map their life journey by tracing their family's history and creating a path for their future. They'll work alongside San Diego artist and architect, Jim Brown, in an engaging family workshop to build an interactive, global map of their community and discover unique connections with the people in their neighborhood.

## **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 began in 1983 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. Learn more at [www.thinkplaycreate.org](http://www.thinkplaycreate.org).

#### **ABOUT THE JAMES IRVINE FOUNDATION**

The James Irvine Foundation is a private, nonprofit grantmaking foundation dedicated to expanding opportunity for the people of California to participate in a vibrant, successful and inclusive society. The Foundation’s grantmaking 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 \$1.6 billion in assets, the Foundation made grants of \$68 million in 2012 for the people of California.

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