



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

Grand Opening Events: October 10-13, 2013

June 12, 2013 — **San Diego** — In October, The New Children's Museum (NCM) will unveil its fourth new interactive exhibition, ***FEAST: The Art of Playing with Your Food*** during a weekend of festive, creative and delicious activities, **October 10-13**. The exhibition will launch on October 10 with **Feasting in Versailles**, an exclusive VIP exhibition preview and dinner, followed by **Feasting in Wonderland**, NCM's annual benefit event on Saturday, October 12. The community will be invited to a free public grand opening on Sunday, October 13.

NCM's annual benefits are like no other and this year's events promise to be extremely stylish, inspiring and adventurous evenings of food, art and fun. The extraordinary marriage of the visual and culinary arts will delight guests at both unique events. Event co-chairs **Michelle M. Alexander** and **Yolanda S. Walther-Meade** and their team of community leaders have cooked up "playful flights of food fancy" and have secured a who's who of culinary luminaries to put their creative touches on the celebrations. On board to provide creative culinary and event planning are culinary chair **Dawn Parks**, The Wild Thyme Company Catering and Events, visionary and event stylist **Andrew Spurgin™**, and beverage experience designer **Michael Esposito**, Snake Oil Cocktail Company, among others.

"What makes **Feasting in Wonderland** so unique is the pairing of each chef and mixologist with one of the commissioned contemporary art works in *Feast*," explained co-chair **Michelle M. Alexander**. "The gourmet food and beverages presented will be inspired by the art on display."

"**Feasting in Versailles** will be a multi-sensory time travel evening featuring world renowned Conde Nast Top Chef Javier Placencia, a pioneer in Baja-Med cuisine," explained co-chair **Yolanda S. Walther-Meade**. "**Feasting in Wonderland** will

showcase a masterful array of more than a dozen chefs and mixologists who will utilize each of the art installations as a point of departure for the flight of fancy they present to our attendees.”

The Museum’s annual benefit events raise several hundred thousand dollars to support discounted school visits, free access for title 1 students and community service organizations, hands-on art making workshops every day of the year and endless opportunities for creative expression and art enrichment.

ABOUT FEAST

Feast will feature 12 new installations created by artists and 6 other projects that will allow visitors of all ages to sink their teeth into unique, highly engaging, multi-sensory experiences. *Feast* will examine our relationship to food and eating in inventive and unexpected ways.

All the artworks for *Feast* are being created expressly for this exhibition. Each piece was selected because of its entertaining engagement possibilities: children and adults will be able to climb and swing through an orange grove that responds to visitors’ touch with sound, drive kid-sized food trucks, jump and balance their way through an enormous, bulbous food jumpy, and so much more!

Artists have used food as artistic inspiration for hundreds of years, and today the subject is a tool for artists to talk about community, sustainability and the environment, family traditions, and health. *Feast* will encourage families to dig into all of these topics through active play and art-making opportunities. In addition to providing physical experiences, the exhibition will stimulate thinking and offer learning opportunities for both families and school groups through our educational resources.

Feast will underscore the importance of open-ended play and multi-level learning so there is something for every creative appetite - and repeat visits will allow for additional discoveries. This exhibition was made possible in part by the following generous donors.

Corporate sponsors (as of June 10, 2013)

Ralphs/Food4Less
Rady’s Children’s Hospital
Raphael’s Party Rentals

Exhibition Honorary Committee

Anonymous
Marc and Patti Brutton

Candy Coleman and William Griffith
Shawn Covell
Michael and DeeAnne Canepa
Mick and Lisette Farrell
John and Lisa Gomez
Ted and Celeste Hilling
David and Patsy Marino
Mitch and Rebecca Mitchell
Ken and Amelia Morris
Dave and Melissa Mullard
Harvey and Sheryl White
Laurie Mitchell and Brent Woods
Ralph and Fe Whitworth

For tickets and more event info, visit www.thinkplaycreate.org/feast

FEAST OPENING EVENT CALENDAR

Feasting in Versailles

VIP Patron's Preview & Dinner

Thursday, October 10, 2013

5:00 – 11:00 p.m.

A limited number of non-sponsor tickets are available: \$500/person

Feasting in Wonderland

6th Annual Benefit

Saturday, October 12, 2013

6:00 pm – 10:00 pm

Tickets: \$150 Members/\$175 Non Members

Event co-chairs for both events:

Michelle M. Alexander and Yolanda S. Walther-Meade

Culinary Chair

Dawn Parks, The Wild Thyme Company

Visionary & Event Stylist

Andrew Spurgin™

Beverage Experience Designer

Michael Esposito, Snake Oil Cocktail Company

Grand Opening of *Feast*

Unveiling and community celebration

October 13, 2013

12:00 – 6:00 pm/FREE thanks to our friends at Target

ABOUT FEAST OPENING BENEFITS

Feasting in Versailles- Culinary Theater at the Palais de Versailles

Guests will be transported back in time 300 years to the court of Louis XIV and the Palais de Versailles. Exquisite cuisine from renowned national and regional chefs will be served in a multi-sensory culinary theater experience, followed by curated tours of the new art exhibition. In addition, guests at *Feasting in Versailles* will have an opportunity to bid on live auction items with themed experiences ranging from sports and fashion to fine cuisine and art.

Celebrity chefs and mixologists featured include: (as of June 10, 2013)

Olivier Bioteau /Farm House Café

Michael Esposito/Snake Oil Cocktail Company

Jack Fisher /Jack Fisher Confections

Trey Foshee/ George's at the Cove

Bernard Guillas/The Marine Room

Jeff Jackson/A.R. Valentien

Dawn Parks/The Wild Thyme Company

Javier Plascencia/ Mision 19, Tijuana

Andrew Spurgin, LTD

Feasting in Wonderland - Pairing Art With Food

Guests will be filled with wonder and delight as they work their way through all three art-filled floors of the Museum. The culinary offerings for the evening will be prepared and served by renowned San Diego chefs and mixologists, each having been paired with – and drawing inspiration from – the commissioned contemporary art in *Feast*. Silent Auction items for *Feasting in Wonderland* have been generously donated by dozens of local and regional businesses and individuals to create spectacular packages and experiences.

Celebrity chefs and mixologists featured include: (as of June 10, 2013)

Chad White/Plancho Baja

Miguel Valdez/The Red Door

Matt Gordon/Sea and Smoke

Nate Ransom/The Cravory

Keegan Gerhard/D Bar
Shihomi Borillo/Azuki Sushi
Hanis Cavin/Carnitas Snack Shack
Melissa Mayer/Martini Media
David Meade/Nobu
Ryan Johnston/Prep Kitchen/Whisk 'n' Ladle
Mary Kay Waters/Waters Fine Foods
Colin Murray/Brooklyn Girl
Denise Roa/Rancho La Puerta Resort & Spa

Benefit Planning Committee Photo Details

(Photo attached by Esteban Villanueva)

LEFT TO RIGHT

Keitha Giannella
Shelley Petersen Moore
Janice Grinsell
Dawn Parks
Kristin Zeko
Andrew Spurgin
Alexander Salazar
Yolanda S. Walther-Meade
Dr. Laurie Mitchell
Fatin Lamki Mayberry
Michelle Alexander
Sacha Boutros
Denisia Chatfield
Danitza Villanueva
Michelle Parker
Michael Esposito

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. NCM is a non-profit institution funded by admissions, memberships, and community s

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