



the new children's museum

## news release

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### **THE NEW CHILDREN'S MUSEUM TO OPEN "THE WONDER SOUND" SATURDAY 6-25**

*Long-anticipated opening of immersive art installation with 30+ rooms, tunnels, crawlspaces*

June 21, 2016 — Downtown San Diego —The New Children's Museum opens *The Wonder Sound* this Saturday, June 25, during their annual free, all day celebration of art called *Mass Creativity Day*. The largest and most complex installation since the Museum opened in 2008, *The Wonder Sound* features a commissioned installation by artist Wes Sam-Bruce which has been a collaborative two-year project with the Museum and community centers throughout San Diego.

"As with all of our commissioned art, *The Wonder Sound* is a partnership between the artist (Sam-Bruce) and the Museum," said Tomoko Kuta, Director of Education and Exhibitions. "Wes designed not just a structure, but embedded it in a unique world with its own language, history, and living beings, infusing the installation with his deep awareness of how children make their way in a primarily adult world. Together, he and the Museum built, tested and now finally present the culmination of our most ambitious project."

The community involvement came through two years of workshops held throughout San Diego, part of the Museum's signature outreach effort *Mass Creativity*. Artist Wes Sam-Bruce inspired the content for the hands-on art making that took place at the workshops (six per year). Participants not only created art, but provided ideas, concepts, memories and stories that Sam-Bruce used as he conceptualized and designed *The Wonder Sound*.

Drawing influence from tree houses, empowered neighborhoods, canyons at night, plants, animals that have never been seen, original stories, histories, languages and imaginary places, *The Wonder Sound* is structure that embodies an entirely new and complex culture that blends fact and fiction, the tangible and the ephemeral. It is a work of art that you physically enter into, explore and discover.

"This project is deeply personal to many people. Soaked in passion and purpose, we've been waiting and anticipating this opening for a long time," said artist Wes Sam-Bruce. "Full of metaphor, paradox, subtlety and complexity, we're ready to open our doors. We hope visitors find mystery and poetry in everything."

Part tree house, part village, part undiscovered world, *The Wonder Sound* is accompanied by an original/experimental soundscape by composer Joel P. West.

### *The Wonder Sound* Events

- Friday, June 24: VIP Opening Reception at 8:30am (media invited). RSVP to [cmartin@thinkplaycreate.org](mailto:cmartin@thinkplaycreate.org)
- Saturday, June 25: Mass Creativity Day, the Museum's annual free all-day outdoor celebration of art coincides with the public opening of *The Wonder Sound*. 10am – 3pm

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## ***The Wonder Sound Support***

The Wonder Sound was made possible by the hard work of artist Wes Sam-Bruce and his crew, Museum staff, our six community center partners, Museum donors and the following supporters:

The Institute of Museum and Library Services, the City of San Diego Commission for Arts and Culture, National Endowment for the Arts, the California Arts Council, Professional Maintenance Systems, Dixieline, the County of San Diego, BEHR, SONY, US Play Coalition, Heritage Construction, Nelson Photo, and ESET.

## **ABOUT THE ARTIST**

Wes Sam-Bruce is an artist, educator, illustrator, photographer and poet with deep roots in San Diego. In life and art, Wes is deeply curious about the world. His artwork sparks our innate wonder, leaving us exposed to the marvelous feeling of being surprised.

Wes grew up playing in the woods of Northern California, attended Point Loma Nazarene University, and now lives with his wife and best friend, Emi, in Colorado.

## **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 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](http://www.thinkplaycreate.org)

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