



the new children's museum

news release

media contact

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

Toni Robin
858 483 3918
tr@trprsandiego.com

SKETCH AQUARIUM NOW OPEN AT THE NEW CHILDREN'S MUSEUM

Museum's first ever collaboration with award-winning TeamLab of Japan

March 31, 2017 — Downtown San Diego —The New Children's Museum, an arts-based children's museum known for its full scale, immersive art installations, recently launched *Sketch Aquarium* through a partnership with Tokyo-based teamLAB.

Opened earlier this week after weeks of testing, the installation has been extremely well received by children (and adults). Visitors are able to design a sea creature, scan it in and watch it swimming and interacting within minutes in the 20' x 10' wall-sized digital aquarium. Visitors can also interact with the sea creatures and their own creations – by touching the screen to feed the fish or direct them throughout the aquarium.

“*Sketch Aquarium* allows children to express their creativity in an open and highly collaborative environment,” said Tomoko Kuta, Deputy Museum Director. “Children are not only looking at and enjoying the artwork - they are a critical part of creating it.”

The Tokyo-based creative group teamLAB has launched similar installations in Japan. This self-proclaimed group of “ultra-technologists” have innovated the world of art by allowing artwork to break free from static mediums and take on a life of its own. With similar installations in Japan (and now recently in the US), teamLAB exploits 21st century technology to create fully immersive artwork that responds to input from users.

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.

ABOUT TEAM LAB

teamLab was formed in 2001 by a group of Tokyo University postgraduates. The “Ultra-technologists” group consists of a wide range of specialists who work across the boundaries

of art, science, technology and creativity. teamLab's activities range from: the opening sequence of the Taiga drama "Hana Moyu", "Milan Expo 2015" Japan Pavilion, and exhibitions throughout the world; New York Pace Gallery, London Saatchi Gallery, Paris "Maison & Objet", Silicon Valley PACE Art + Technology, Istanbul Borusan Contemporary, Singapore ArtScience Museum, Seoul teamLab World and 470,000 people visited the Odaiba teamLab exhibition in Tokyo.

To learn more, visit team-lab.net.