



the new children's museum™

200 west island avenue san diego, california 92101 t 619 233 8792 f 619 233 8796 thinkplaycreate.org

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

Toni Robin
858 483 3918
tr@trprsdiego.com

THE NEW CHILDREN'S MUSEUM RECEIVES GRANT FROM CALIFORNIA HUMANITIES FOR COLLABORATION WITH CASA FAMILIAR AND UCSD

Program Designed to Use Arts to Amplify Voices of San Ysidro Families

September 1, 2017 — Downtown San Diego — The New Children's Museum, an arts-based children's museum in the heart of San Diego's Marina District, received its first California Humanities "Humanities For All" grant. The funding will enable the Museum to embark on a unique community collaboration that spans the county from San Ysidro to La Jolla. The project, entitled *Mi Familia, Mi Historia*, features a partnership with Casa Familiar and the UCSD Institute of Arts and Humanities. The Museum was the only San Diego institution to receive an award in this cycle.

Mi Familia, Mi Historia will help make museum and university culture more accessible and understood by Latino/a families living in South San Diego near the border of Mexico. Focusing on oral history and narrative art-making, the project will introduce South San Diego audiences to the Museum and UCSD staff, students, and faculty; familiarize them with the locations and facilities; and grow the Museum and UCSD presence in the community.

"We look at this program as a bridge to the arts," said Tomoko Kuta, Deputy Museum Director. "When the Casa Familiar families have successful experiences with our Museum and UCSD, they are more likely to consider us as destinations and resources. In turn, our institutions will benefit by cultivating deeper relationships across San Diego, keeping pace with the increasing cultural diversity of our region and state."

The \$20,000 grant, the maximum awarded in this funding round, comes at an opportune time. The New Children's Museum will achieve two milestones in 2018 – its 35th year of bringing creativity to the lives of San Diego families and its 10th year since it moved in 2008 to downtown San Diego as The New Children's Museum. *Mi Familia, Mi Historia* will launch during this celebratory year, and will include workshops, field trips, exhibitions and web-based mapping.

Casa Familiar has been working with The New Children's Museum and their Mass Creativity Program for the past five years," Lisa Cuestas, its Executive Director noted, "Casa Familiar's core strength is advocacy and building 'comunidad.' Understanding the history of our community, significant places or events, and hearing the stories of our neighbors keep us connected across generations."

The Museum is committed to deepening its ties to academia and research. "The Institute of Arts and Humanities (IAH) at UCSD looks forward to our partnership with The New Children's Museum and Casa Familiar," said IAH Director Luis Alvarez. "*Mi Familia, Mi Historia* grows IAH's

commitment to socially engaged art and public humanities; collaboration with organizations across San Diego dedicated to equity, diversity, and inclusion; and community building through shared histories and art-making. We are excited about welcoming the Museum and Casa Familiar to our campus, as well as having our students, staff, and faculty visit their locations.”

About California Humanities

California Humanities is an independent nonprofit and state partner of the National Endowment for the Humanities. This year marks the organization’s 40th anniversary of promoting the humanities as relevant, meaningful ways to understand the human condition and connect us to each other in order to help strengthen California. The organization produces, funds, creates and supports humanities-based projects and programs, eye-opening cultural experiences and meaningful conversations. During the past 40 years, California Humanities has awarded over \$29 million in grants across the state. For more on California Humanities, visit www.calhum.org, connect on Facebook at “California Humanities,” and Twitter at @CalHumanities.

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. The Museum opened in 1983 in La Jolla as the Children’s Museum/Museo de los Niños and reopened downtown as The New Children’s Museum in 2008. The Museum brings families together in a rich educational environment that fosters creativity — blending the best elements of children’s museums, contemporary art museums and community resources. The Museum collaborates with contemporary artists on an ongoing basis for large-scale thematic installations and educational programs for children. The New Children’s Museum is a non-profit institution funded by admissions, memberships and community support and will be celebrating 35 years in San Diego and 10 years downtown in 2018. Visit thinkplaycreate.org.

About Casa Familiar

Casa Familiar is the leading service and community development organization in the community of San Ysidro, providing over 30 bilingual programs and services. Programs range from Advocacy, Direct Social Services, Education, Housing and Economic Development, Civic Engagement to Arts & Culture. Casa's primarily serves low-income individuals throughout the South Bay and is now offering consumer financial education county-wide. Visit casafamiliar.org.

About UCSD Institute for Arts and Humanities

Founded during the summer of 2016, the mission of the Institute of Arts and Humanities (IAH) at UC San Diego is to cultivate and encourage interdisciplinary research, teaching, and public dialogue in the Arts and Humanities. Encompassing a broad range of methods, approaches, and themes – yet underscoring the centrality of the core Arts and Humanities disciplines – IAH generates and supports projects that help equip students, faculty, and the wider public with the creativity, empathy, and analysis for imagining and putting into practice a collaborative and more equitable human experience. IAH serves as the administrative home for 14 programs and one center on campus; funds a wide-range of programming and research initiatives for students, faculty, and the general public; and is developing a robust network of collaborative relationships with museums, libraries and community organizations in greater San Diego. Visit iah.ucsd.edu.

###