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THE NEW CHILDREN'S MUSEUM COLLABORATES WITH ARTIST BRIAN DICK

Second Collaboration Slated to Open in May for Museum's Milestone Birthday

February 21, 2018 — Downtown San Diego — A year of exciting exhibitions, community events and celebrations are planned as The New Children's Museum downtown commemorates both its 35th year in San Diego and its 10th year downtown in the visually exciting Rob Quigley-designed building.

"This is a special year as we celebrate the Museum's rich history in San Diego, from our early days in La Jolla to the past 10 years in our beautiful building downtown," said Judy Forrester, CEO and executive director. "For the past 10 years, we've collaborated with hundreds of contemporary artists to introduce children to art in approachable ways. This practice of featuring full scale art installations that children can touch, feel, climb on, interact and engage with is what sets us apart from other children's museums."

Throughout the milestone birthday year, the Museum will welcome back some of the memorable contemporary artists from the past ten years.

In the works is the return of one of the most talked about installations in the past 10 years, a reimagined reprisal of *No Rules Except...* which merges artist Brian Dick's commitment to recycled materials with an exuberant celebration of the childish joy of jumping on the bed. *No Rules Except...* was first commissioned at The New Children's Museum in 2008 as part of the exhibition *childsplay*. It interpreted two installations Allan Kaprow had created with his sons—*Yard* (1961) and *No Rules, Except* (2000)—by merging them into a new project that combined Kaprow's essential elements (tires, pillows) with Dick's characteristic use of recycled materials.

Ten years later, *No Rules Except...* is asked for frequently by Museum visitors who remember the visceral, playful experience of being in that artwork. The 2018 reinvention allows Dick and the Museum to expand this all-time favorite artwork and, crucially, improve comfort and ADA accessibility. Returning once again are 40 mattresses installed on the floor and walls and 165 handmade, scattered silkscreened tire cushions. Additional components include cozy places to play hide and seek, comfortable seating for grown-ups (or for kids taking a break), a separate toddler zone, and pathways for people who use wheelchairs to be immersed in the action. A decade after its first

exhibition at The New Children's Museum, *No Rules Except...* will welcome back kids young and old to an experience like no other.

"In my 6+ years at the Museum, *No Rules Except...*, aka the "Mattress Room," has been one of the most affectionately talked about and remembered pieces," said Tomoko Kuta, Deputy Museum Director. "I can't think of a better way to celebrate our 10 years as The New Children's Museum than to recreate that experience for a new generation of visitors."

Other collaborations this year included Jason Hackenwerth, who was a resident artist in the Museum's Innovators LAB in January. During his residency, Hackenwerth constructed a giant sculpture comprised of 14,000 latex balloons entitled *Crystal Cortex* spanning 50 feet and hanging in the Museum's atrium. *Crystal Cortex* is underwritten by Sheryl and Harvey White and Solar Turbines.

Coming up soon is a further nod to the past. The Museum is bringing back a vintage 1950s Dodge pickup truck which will be parked on their Paint and Clay Patio beginning March 4. A Museum favorite since the early 90's, the "Painted Object" serves as a canvas for children to express themselves through paint. Prior "Painted Objects" have connected to exhibition themes and over the years included a VW Bug, Tractor and (currently) a Covered Wagon. This year's new "Painted Object" is underwritten by Shawna and Scott Biel, Dee Anne and Michael Canepa and Rachel and Ed Walter.

The arts-based children's museum is a dramatic, three-level, 50,000 square foot space full of natural light and fresh air, filled with creative and innovative activities for kids and families to think, play and create. Over the past 10 years, the Museum has welcomed over 1,500,000 people through its doors and grown to be a vital community resource. Museum visitors are empowered to think, play and create through interactive installations, engaging art-making activities, participatory studios, in depth classes and educational opportunities.

Upcoming Birthday Events

March 4: New Painted Object (1950s Dodge truck)
(Same model as the first painted object in 1993)

May 10: Invitation Only Birthday Celebration and Ribbon Cutting for *No Rules Except...*
Including a curated museum history exhibit in the Community Gallery

June 23: Mass Creativity Day, the 6th annual free community event (in Museum and adjacent park)

September 9: Wedding Brunch celebrating brides/grooms who got married at the Museum since the Museum opened in 2008

November 10: Studio 200 on Island Gala

ABOUT THE ARTIST

Brian Dick is a multimedia artist best known for playful artworks that bring contemporary art practice to unexpected environments. The wit and humor of his works—for example, creating unsolicited museum “mascots” from objects found in the surrounding community (*The Nationwide Museum Mascot Project*, 2009-present) -- disarms the viewer/participant and encourages exploration of deeper concepts of the self. As Dick has said, “art should be like a good joke. It surprises you with different ideas or combinations that you might never have thought of before, but makes sense in a weird way. Like peanut butter and bananas.”

Greatly influenced by the work, philosophy, and friendship of Allan Kaprow, Dick has displayed and performed in solo and group exhibitions at many museums and galleries over the past 25 years, both internationally (The Centre Georges Pompidou, The Musée d’art modern—both Paris, France) as well as in numerous United States galleries, including Luis De Jesus, the Museum of Contemporary Art San Diego, Quint Contemporary Art and many others. Dick earned his BFA from UCLA and his MFA from UCSD, and is currently an artist in residence at the University of Pennsylvania.

ABOUT THE NEW CHILDREN’S MUSEUM

The original Museum opened in 1983 in La Jolla as the Children's Museum/Museo de los Niños, and moved to a downtown warehouse in 1993. In 2008, the Museum reopened as The New Children’s Museum – with the word “new” signifying their focus on commissioning contemporary artists to create full scale art installations for children to engage with and explore. The Museum is housed in a dynamic space designed by visionary and award-winning architect Rob Wellington Quigley and is one of the first green museums in California. The Museum provides children with play and art-making activities to help develop their creativity, confidence, problem solving, interpersonal skills, critical thinking, collaboration, resiliency, and optimism -- life-long skills needed to live productive and fulfilling lives. In 2018, the Museum is celebrating 35 years in San Diego and 10 years as The New Children’s Museum.

To learn more, visit thinkplaycreate.org