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MUSEUM BRINGS ART AND CREATIVITY TO SAN DIEGO COMMUNITIES

The New Children's Museum expands community engagement with funding from California Humanities and Institute of Museums and Library Services

SAN DIEGO – March 30, 2018 – The New Children's Museum is expanding its community outreach and engagement programming as part of its 2018 anniversary events and activities. The Museum is commemorating both its 35th year in San Diego and its 10th year as The New Children's Museum, an arts-based children's museum centered on contemporary art.

The Museum's signature outreach program, *Mass Creativity*, kicks off its sixth year in May. Two additional community programs will join it, *Mi Familia*, *Mi Historia* and *Comunidad*, thanks to funding provided by California Humanities and the Institute of Museum and Library Services (IMLS), respectively. The New Children's Museum's expanded community engagement efforts are intended to impact local communities more deeply in order to stimulate, cultivate and nurture creativity for children and families.

“Since 2013, our *Mass Creativity* program has touched the lives of more than 13,000 children and their families,” said Tomoko Kuta, Deputy Museum Director. “Its success has enabled us to secure funding and expand staffing. These two new programs will target communities and strengthen those relationships.”

Mass Creativity

The Museum's *Mass Creativity* program offers collaboratively-designed art workshops at community centers throughout the County, and culminates in a free all-day festival at the Museum. The event brings artists, workshop participants and the general public together for a day of art, music, entertainment, activities and more. Community groups partnering for 2018's *Mass Creativity* include:

1. Barrio Logan College Institute (Barrio Logan)
2. Casa Familiar (San Ysidro)
3. The San Diego LGBT Center (Hillcrest)
4. Skyline Hills Branch Library in partnership with Asian Pacific Islander American Community Actions (APICA) and Made in Paradise Hills (Paradise Hills/Skyline)
5. Solutions for Change (Vista)
6. South Bay Community Services (Chula Vista)
7. Southern Sudanese Community Center (City Heights)

This year's *Mass Creativity Day* takes place on June 23 from 10:00 a.m. – 3:00 p.m. in the Museum and its adjacent park. It features hands-on art-making, music, performances, food and more. Funding for *Mass Creativity* is provided in part by the City of San Diego, Cox Communications, The Hearst Foundations, Las Patronas, One San Diego Darlene Shiley, Southwest Airlines and US Bank.

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Mi Familia, Mi Historia

The Museum is collaborating with Casa Familiar and UCSD's Institute of Arts and Humanities to engage Latino/a families, including underserved families living near the U.S.-Mexico border. *Mi Familia, Mi Historia* will offer creative and humanities-based activities that revolve around family stories and histories.

"Focusing on oral history and narrative art-making, *Mi Familia, Mi Historia* will introduce Latino/a families served by Casa Familiar to our Museum and UCSD," said Kara Baltazar, Community Programs Manager. "Our goal is to familiarize them with the campus and the Museum, helping grow our presence in the community."

Mi Familia, Mi Historia was made possible with support from California Humanities, a nonprofit partner of the National Endowment for the Humanities. (www.calhum.org), The Hearst Foundations and Darlene Shiley.

Comunidad

This two-year program (2018-2019) builds on *Mass Creativity* with strengthened community partner relationships and increased creative activities and professional development opportunities. *Comunidad* focuses on the families served by Casa Familiar and South Bay Community Services during the first year, and expands to the families of Barrio Logan College Institute and the Southern Sudanese Community Center in the second year.

"This is such a special year for the Museum as we celebrate our rich history in San Diego," said Judy Forrester, CEO and Executive Director. "It is especially rewarding for us to be able to expand our reach into the community, and help these organizations provide art-making opportunities for the children and families they serve."

The *Comunidad* project was made possible in part by the Institute of Library and Museum Services (www.imal.org), The Hearst Foundations and Darlene Shiley.

The Museum's Anniversaries

Since reopening in 2008 in its Rob Quigley-designed building downtown, The New Children's Museum has welcomed over 1,500,000 people and grown in importance in the region. It has collaborated with over 100 artists over the past 10 years to create installations and programs for children of all ages, providing accessible and meaningful art experiences. Museum visitors are empowered to think, play and create through open play in the interactive installations, engaging art-making activities, participatory studios, in-depth classes and educational opportunities.

Anniversary year programming includes bringing back a vintage 1954 Dodge pickup truck on the Museum's Paint and Clay Patio, which serves as a canvas for children to express themselves through paint; rotating programming in the Museum's Innovators LAB and Community Gallery; as well as a new art installation opening in the May, the Museum's birthday month. The new installation is a highly-interactive artwork by Brian Dick called *No Rules Except...* recreating one of the opening installations from 10 years ago, fondly called the "Mattress Room" by visitors.

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 art installations and educational programs for children. To learn more, visit thinkplaycreate.org or follow them on [Facebook](#) or [Instagram](#).

About California Humanities

California Humanities, a nonprofit partner of the National Endowment of the Humanities, promotes the humanities – focused on ideas, conversation and learning – as relevant, meaningful ways to understand the human condition and connect us to each other in order to help strengthen California. California Humanities has provided grants and programs across the state since 1975. To learn more visit www.calhum.org, or follow them on [Facebook](#), [Twitter](#) and [Instagram](#).

About the Institute of Museum and Library Services (IMLS)

IMLS is the primary source of federal support for the nation's approximately [120,000 libraries](#) and [35,000 museums](#). Our mission is to inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagement. Our grant making, policy development, and research help libraries and museums deliver valuable services that make it possible for communities and individuals to thrive. To learn more, visit www.ims.gov and follow us on [Facebook](#) and [Twitter](#).