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7th ANNUAL MASS CREATIVITY WORKSHOPS KICK OFF APRIL 20

The New Children's Museum brings art to seven community partners

Mass Creativity Day – June 22, 9:30am-3pm

SAN DIEGO – April 16, 2019 – The New Children's Museum is kicking off its seventh consecutive year of Mass Creativity, its signature community outreach program, with the first workshop taking place on April 20. Mass Creativity consists of seven complimentary workshops designed to inspire imagination and creativity in diverse communities throughout San Diego County and culminates in a free all-day community celebration at the Museum on June 22nd.

"The Mass Creativity Program has solidified our commitment to San Diego over the past seven years," said Kara Baltazar, Manager of Community Programs and head organizer of Mass Creativity since its launch in 2013. "The workshops allow us to build important relationships with the San Diego community and connect with families who might not otherwise be able to visit the Museum or take part in creative art-making experiences."

This program recently received national recognition from The Institute of Museum and Library Services as the Museum was named a finalist for the 2019 National Medal for Museum and Library Service, the highest honor given to museums and libraries for service to their communities. Mass Creativity was spotlighted for demonstrating extraordinary and innovative approaches to public service and for making a difference for individuals, families, and communities.

Artist-in-residence Tanya Aguiñiga, who previously worked with the Museum on their opening exhibition *childsplay* in 2008, is leading the workshops. For this year's Mass Creativity, the workshops are centered on the theme of "emotions," where children and families will explore their creativity and create imaginary creatures that represent an emotion. On Mass Creativity Day, June 22nd, the imaginary creatures from each community center's workshop will all come together.

"My focus is on developing a nonverbal language that is visual and texture-based that helps children learn to be more empathetic in open and creative ways," said Aguiñiga about the workshops. "We will be dividing different parts of emotional and physical states through bodies as a jumping off point for talking about different emotional and physical needs."

The 2019 centers and dates are:

1. April 20: The San Diego LGBT Center (Hillcrest)
2. May 1: Casa Familiar Youth Center (San Ysidro)
3. May 2: Barrio Logan College Institute (Barrio Logan)
4. May 17: South Bay Community Services (Chula Vista)
5. May 18: Southern Sudanese Community Center (City Heights)
6. May 31: Skyline Hills Library in partnership with Made in Paradise Hills and APICA (Skyline Hills/Paradise Hills)
7. June 1: Solutions for Change (Vista)

The workshops culminate on **Mass Creativity Day**, which will be held on **June 22nd** and features hands-on art-making, music, performances, food and more. The event takes place from 9:30am – 3:00 p.m. in the Museum and its adjacent park. Island Avenue will be closed between Front and Island to allow celebration participants to move freely from the park to the Museum, and some of the performances take place in the street.

The Museum provides transportation for the families from the community centers to attend Mass Creativity Day, enabling them to share their art as well as help create new collaborative art.

“In 2019, The New Children’s Museum is focused on the theme of community,” said Deputy Museum Director, Tomoko Kuta. “Reaching out to San Diego and working alongside social service organizations is a big part of achieving this goal. It is core to our mission to provide enriching activities based on art and play, so that all kids can develop their imaginations, creativity and critical thinking and set themselves on a course for a positive future.”

Funding for Mass Creativity is provided in part by the City of San Diego Commission for Arts and Culture, the County of San Diego, the Institute of Museum and Library Services (IMLS), Cox Communications, Southwest, U.S. Bank and Cultural Arts Chula Vista.

About the Artist Tanya Aguiñiga

Tanya Aguiñiga is a Los Angeles-based artist/designer/craftsperson who was raised in Tijuana, Mexico. Tanya was first commissioned to create *Texture Forest*, a whimsical toddler play space, for The New Children’s Museum’s grand opening in 2008. In 2018, she received the inaugural Johnson Fellowship which recognizes artists who have made significant contributions towards positive changes in US communities. She is currently exhibited in a group exhibition at the Renwick Gallery, Smithsonian American Art Museum through late spring.

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. Located downtown, the Museum collaborates with contemporary artists to design and create art installations and educational programs for children. 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. In 2018, the Museum celebrated its 35th year in San Diego and its 10th year as The New Children's Museum downtown. To learn more, visit thinkplaycreate.org or follow them on [Facebook](#) or [Instagram](#).

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