

The New Children's Museum Celebrates Military Families

The New Children's Museum is an arts-based children's museum focused on early learning through exposure to art and play. The word "new" in the name signifies a new approach – one that involves commissioning contemporary artists to create full-scale, room-sized art installations for children to climb in, on, around and through.

The Museum is committed to being a viable community resource and has several programs in place to reduce cost as a barrier. Each year more than 25% of their visitors come for free or at a greatly reduced cost. One of the audiences the Museum invites in at discount is the military.

*“Living in San Diego, we have a special place in our hearts for our military,” said **Judy Forrester**, executive director and CEO. “We embrace our military families with an array of programs to provide an affordable and enriching place where they feel appreciated and at home.”*

The Museum offers discounted admission for military families all year long (\$10 with a military ID, which is \$4 off the regular price). They also provide free admission all summer long – through the Blue Star Museums program. Along with over 2,000 museums nationwide, this program kicks off on Memorial Day and runs through Labor Day (see <https://www.arts.gov/national-initiatives/blue-star-museums>). The Museum also offer free admission to honor our military and veterans on Veterans Day.

The Museum's military efforts are sponsored in part by U.S. Bank, the David C. Copley Foundation, the Issa Family Foundation and the Walter J. & Betty C. Zable Foundation.

The word “new” in the Museum’s name also means there is always something new to discover and explore when you visit. This year they have several new immersive installations planned – including a significant new art installation by Japanese textile artist Toshiko MacAdam. Entitled Whammock – a hammock with a big impact – this larger than life, brightly colored net-like structure will open to the public mid-June.

The Museum is also collaborating with Los Angeles-based Tanya Aguiniga, an artist-in-residence working on their Mass Creativity program out in the community, as well as reimagining the Tot Studio, slated to re-open in October.

Popular installations currently open for play include No Rules...Except by artist Brian Dick, a large gallery filled with mattresses and tire-shaped pillows, where visitors can jump and bounce to their hearts' delight. Wobbleland on the Museum's upper level is popular with toddlers, where children under 4 can romp and play in a giant kitchen sink with full-sized fruits and vegetables. The Museum also has a wide array of tools and materials in their makerspace Innovators LAB, with daily hands-on art-making workshops and drop-in activities. All of this and more can be accessed by entering the Museum through their inviting new bridge mural SMILE, creatively designed and painted by Tijuana-based artist PANCA.



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.

Located at 200 W. Island Avenue, in between Front and Union, the Museum is open every day except Tuesday from September to May, and open seven days a week June – August. For more information visit www.thinkplaycreate.org

