



the new children's museum™

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THE NEW CHILDREN'S MUSEUM TO OPEN NORTH COUNTY SATELLITE

"Art + Play Space" Opens in Del Mar Plaza in August

SAN DIEGO – August 9, 2021 – The New Children's Museum has announced the launch of its first stand-alone satellite location in San Diego County. The 2,000-square-foot **Art + Play Space** will be a smaller version of the Museum's 50,000-square-foot downtown location, featuring a commissioned art installation, a hands-on makerspace and museum store. Located on the upper level of the Del Mar Plaza shopping center along the coast in North County, the new space is slated to open August 20.

"This is one of the most exciting and ambitious projects The New Children's Museum has embarked upon," said Caroline Perry, Chair of the Museum's Board of Directors. "Opening a satellite location will enable the Museum to amplify its efforts to bring art, creativity and play to more children and families throughout San Diego County."

Despite the reduced footprint, the North County satellite location will continue the Museum's focus on contemporary art, which is what sets it apart from other children's museums. The Art + Play Space will feature a smaller version of the popular installation *Wobbleland* by San Diego artist Marisol Rendón. A giant kitchen sink with soft larger-than-life fruit and vegetable sculptures, the commissioned installation introduces young children to art in an immersive and playful manner.

"As supporters of the arts and arts-based organizations, we're thrilled to welcome The New Children's Museum," said Marc and Patty Bruten, Del Mar Plaza owners and longtime supporters of the downtown museum. "Their Art and Play Space will offer a creative experience that will appeal to local residents as well as children and families from all over North County."

The Art + Play Space will also provide children the opportunity to create their own art, with "drop in" hands-on art making as well as fee-based classes and workshops (starting later this Fall). The Museum also plans to host artist talks, birthday parties, camps and other events in the space.

This is not the Museum's first foray into having a presence in a shopping mall or retail destination. The Museum originally opened in a La Jolla shopping mall in 1983 and has had

partnerships with malls throughout the County for several years. Of note are its two-year sponsorship of the family lounge at Westfield UTC (2013-2014) and multiple pop-up activations at One Paseo Del Mar and Westfield Plaza Bonita. For the past two years, the Museum has occupied a storefront in Seaport Village, an artist studio called Studio by the Bay, with working artists, pop-up programming and hands-on art instruction.

"We've been expanding into the community for many years through outreach, partnerships and activations," said Kerri Fox, Deputy Director of Marketing and Earned Revenue. "Adding a second location significantly expands our reach and helps us make art and creativity accessible to more people. We're excited to be able to offer families two options to visit us and look forward to introducing the Museum to new audiences."

The Art + Play Space at Del Mar Plaza will be open from Thursday to Monday (consistent with the Museum's downtown location) with open hours from 11 a.m. – 6 p.m., mirroring the other shops in the Plaza. It will also feature a smaller version of the downtown Museum store, offering creative, educational and arts-based products. Admission is \$10 to enter and play in the space, with free admission for Museum members.

Ribbon Cutting and Media Preview

Date: August 20, 2021

Time: 8:30 a.m. – 10:00 a.m.

Location: Art + Play Space in Del Mar Plaza, 1555 Camino Del Mar, Suite 310 (Upper Level)

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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. To learn more, visit thinkplaycreate.org or follow them on [Facebook](#), [Instagram](#) or [Twitter](#).

ABOUT DEL MAR PLAZA

Located in the beautiful coastal village of Del Mar, California, Del Mar Plaza is an open-air shopping and entertainment destination. Featuring a mix of unique retailers, ocean-view restaurants, and top of the line services, Del Mar Plaza draws locals and tourists from all over the country and the world. With ironwork and tiled fountains, cobblestone laid pathways, and ocean views, Del Mar Plaza features an atmosphere reminiscent of a European marketplace. For more information, visit www.delmarplaza.com.

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