



the new children's museum™

200 west island avenue san diego, california 92101 † 619 233 8792 f 619 233 8796 thinkplaycreate.org

media contacts

Kerri Fox
619 795 1524/
301 404 8921 (cell)
kfox@thinkplaycreate.org

Toni Robin
858 483 3918
tr@trprsandiego.com

CHILDREN'S MUSEUM KICKS OFF MASS CREATIVITY PROGRAM

Museum Partners with Seven Community Centers for 9th Annual Event

September 28, 2021 — Downtown San Diego — The New Children's Museum launched its 9th Annual Mass Creativity Program last week, delivering 450 art kits to seven community centers throughout San Diego. Mass Creativity is the Museum's signature outreach program that brings an artist in residence and the community together, with the collaborative workshops providing inspiration for an art installation at the Museum. This year's Mass Creativity is taking place virtually with artist-in-residence David Israel Reynoso and his OPTIKA MODERNA theatre company.

"The Mass Creativity Program has allowed us to build important relationships in diverse communities throughout the County over the past nine years," said Reed Vickerman, the Museum's Interim Executive Director. "Whether we hold workshops in person or provide activities for home engagement, the program helps us provide access to art and creativity to children who may never have visited our Museum or worked directly with an artist."

The art kits delivered to the seven community centers were created by Reynoso and OPTIKA MODERNA, and include immersive online experiences, a story playbill and materials for children to create their own pop-up paper theatre and poster designs. Families who received the kits have been invited to share their creations with the artist in a virtual community event on October 1 on Zoom.

"In the art kits, the story of *Teatro Piñata* is introduced as a mysterious pop-up caravan theatre that arrives at The New Children's Museum with two children who care for and travel with it," said Reynoso, an Obie award-winning theatre designer. "The installation will then bring the story of *Teatro Piñata* to life inviting children to explore the expansive, surreal and magical backstage world of theatre that sparks imagination and play, and exposes us to new perspectives."

Reynoso will be using the community's kit creations as inspiration for his upcoming installation, *Teatro Piñata*, to open at The New Children's Museum in November.

"Our families look forward to receiving these art kits and being able to participate in a creative activity from home," said Cristine Aguirre, Chief Programs Officer of Barrio Logan College Institute. "The Mass Creativity program has been very impactful for us in engaging our community members with unique art-making opportunities."

The Mass Creativity program culminates on Mass Creativity Day, a celebration of art, creativity and community, to be held on October 23, 9am-3pm in the Museum Park. The event features hands-on art-making, music, performances, food and free Museum admission for all guests. Island Avenue will be closed between Front and Island to allow participants to move freely from the park to the Museum, with some performances taking place on the street.

Funding for Mass Creativity is provided in part by The Conrad Prebys Foundation, Cox Communications, US Bank, Institute of Museum and Library Services, The City of San Diego and The New Children's Museum's Board of Directors. Initial funding for the Museum's upcoming installation, *Teatro Piñata*, is provided by the Institute of Museum and Library Services and Laurie Mitchell and Brent Woods. Learn more about our fundraising efforts for this installation [here](#).

The 2021 participating community centers are:

1. Barrio Logan College Institute
2. Casa Familiar
3. City Heights Weingart Library
4. Skyline Hills Library
5. The San Diego LGBT Center
6. Solutions for Change
7. SBCS

[Link to Photos](#)

- *Teatro Piñata* Art Kit (Photo Courtesy of Optika Moderna)
- *Teatro Piñata* Art Kit – Pop Up Theatre (Photo Courtesy of Optika Moderna)
- *Teatro Piñata* Installation Mock Up
- Mass Creativity Day 2019
- Artist David Israel Reynoso headshot (Photo Courtesy of David Israel Reynoso)

About the Artist David Israel Reynoso

David Israel Reynoso is a San Diego-based artist and theatre designer. He is a recipient of a San Diego Foundation Creative Catalyst Award as well as a 2011 Obie Award for *Sleep No More* the mysterious, non-linear theatre production in which audiences could touch, smell and even taste. He also founded [OPTIKA MODERNA](#), the innovative, immersive theatre company that creates "bold experiences that allow participants to peer through the eyes of another." OPTIKA MODERNA collaborators on *Teatro Piñata* include Sonya Calderon, Nicholas Ponting and Emily Schmit. The group presented *Optika Piñata* at this year's La Jolla Playhouse POP UP Without Walls (WOW) event and *Portaleza* for last year's Digital Without Walls series. To learn more about Reynoso, watch our Artist Talk [here](#) and [visit his website](#).

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 addition to the downtown San Diego location, the Museum now has a satellite location called the Art + Play Space in Del Mar. To learn more, visit thinkplaycreate.org or follow them on [Facebook](#), [Instagram](#) or [Twitter](#).