



the new children's museum™

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

**media contacts**

Emily Yu  
619 795 1265/  
858 926 6247 (cell)  
[evu@thinkplaycreate.org](mailto:evu@thinkplaycreate.org)

Toni Robin  
858 483 3918  
[tr@trrsandiego.com](mailto:tr@trrsandiego.com)

**THE NEW CHILDREN'S MUSEUM BRINGS ART-MAKING TO SEVEN COMMUNITY CENTERS**

*10<sup>th</sup> Annual Mass Creativity Outreach Program Kicks Off in May*

**April 22, 2022** — Downtown San Diego — The New Children's Museum is kicking off its 10<sup>th</sup> annual Mass Creativity program with in-person workshops at seven community centers throughout San Diego later this month. Mass Creativity is the Museum's signature outreach program that brings hands-on art-making opportunities to diverse communities in the county from San Ysidro and City Heights to Vista and Barrio Logan.

"This year will be the first time in two years that we will host in-person workshops at the community centers," explained the Museum's Executive Director and CEO, Elizabeth Yang-Hellewell. "The Mass Creativity program is essential to our efforts in making interactive and collaborative art experiences accessible to families in the wider community, and we're excited to be doing this beyond the computer screen again."

The first Mass Creativity workshop will take place on April 28 in partnership with Casa Familiar at a Youth and Community Center in San Ysidro, followed by six more workshops in May and June. At each workshop, community participants will create individual Leporello (Italian) or Accordion Books, as well as paint, draw and collage on a giant canvas that represents their community's story. The seven canvases will then be displayed as the collective pages of a life-size book at The New Children's Museum on Mass Creativity Day on June 25, 2022.

"The workshop projects are an exercise of imaginative storytelling and reflective of the Museum's focus on early literacy learning and engagement," said Iyari Arteaga, the Museum's Community Programs Manager who spearheads the Mass Creativity program. "Through these workshops, we hope to give families a creative outlet to express and reflect the challenges they may have faced over the past couple years."

Mass Creativity Day is the culminating celebration of art, creativity and community to be held on June 25, 9am-3pm in the Museum and the adjacent street and park. The free event features art-making activities, music, performances, food and free Museum admission for all visitors. 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.

"Our families are looking forward to participating in the mass Creativity workshops and seeing their creations displayed at the Museum on Mass Creativity Day," said Rachel R. Pineulas-Morineau, Community Engagement Director at SBCS (South Bay Community Services). "We've

been partnering with the Museum for several years and it's been very impactful in exposing our community members to art and engaging them with art-making experiences.

Funding for Mass Creativity is provided in part by The Conrad Prebys Foundation, First 5 San Diego, City of San Diego, U.S. Bank and A4 Apparel.

Learn more about Mass Creativity 2022 at [thinkplaycreate.org/mass-creativity-2022](https://thinkplaycreate.org/mass-creativity-2022).

**The 2022 participating community centers and dates are:**

1. April 28, 4-6pm: Casa Familiar (San Ysidro)
2. May 6, 2-4pm: SBCS (Chula Vista)
3. May 13, 4-6pm: San Diego LGBT Community Center (Chula Vista)
4. May 14, 3-5pm: Skyline Hills Library (Skyline Hills/Paradise Hills)\*
5. May 28, 2-4pm: City Heights/Weingart Library (City Heights)\*
6. June 2, 5-7pm: Barrio Logan College Institute (Barrio Logan)
7. June 4, 1-3pm: Solutions for Change (Vista)

*\*Skyline Hills Library and City Heights/Weingart Library's community workshops are open to the public. All other locations are by invitation only by the participating community centers.*

**Photos**

- [Artist Tanya Aguiñiga at a 2019 Mass Creativity workshop at Casa Familiar.](#)
- [Child making art at Mass Creativity Day.](#)
- [Mass Creativity Day guests dance with WorldBeat Cultural Center.](#)
- [The San Diego Padres Friar is a frequent guest at Mass Creativity Day.](#)

**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](https://thinkplaycreate.org) or follow them on [Facebook](#), [Instagram](#) or [Twitter](#).