



the new children's museum

news release

For immediate release

media contacts

Denise Montgomery

858 373 7066

pr@thinkplaycreate.org

Gavon Morris

619 795 1766

gmorris@thinkplaycreate.org

FREE BLOCK PARTY OCTOBER 15 & 16 COMMEMORATES OPENING OF *TRASH*, MAJOR NEW EXHIBITION AT THE NEW CHILDREN'S MUSEUM – HISPANIC HERITAGE CELEBRATION ON 16TH

Highlights Include Ozokidz, Junior Crew Stomp!, Todo Mundo, Pink Army, Food Trucks, Farmers Market, & Interactive Booths

September 29, 2011 — San Diego — A free, two-day Block Party on October 15 and 16, 2011 will kick off the opening of the latest museum-wide exhibition at The New Children's Museum, [TRASH](#). "We are opening our doors and celebrating in the streets in a big way, welcoming the community to innovative new experiences. The average American produces 4.5 pounds of waste each day. Trash is an invisible but important issue. Our hope is that families will explore the new exhibition and participate in the street festival, leaving empowered with new ideas and new inspiration to bring about change," states NCM Executive Director and Chief Curator Rachel Teagle.

The Block Party will include the opportunity to explore the new *TRASH* exhibition, live entertainment, hands-on artmaking, foodtruck cuisine, trapeze acts, a farmers' market, environmental and community exhibitors, interactive demonstrations, raffle prizes, and other activities. From Layer's 34-foot, three-horned beast to Chris Sollars' *Dumpster Playground*, visitors will discover that the artists in *TRASH* have exhibited tremendous imagination in addressing the issues around trash in ways that are engaging to kids.

TRASH Block Party and Opening Events:

SATURDAY, OCTOBER 15

Members Only Preview Celebration | 8am–11am

Member families get to experience *TRASH* before the public. Children will work directly with exhibition artist Jason Rogenes in a collaborative hands-on workshop and enjoy light refreshments. Museum [membership information is available here](#).

SATURDAY, OCTOBER 15

Street Festival and Public Opening | 10am–4pm

Free admission sponsored by ScholarShare College Savings Plan

The community is invited to celebrate the opening of *TRASH* with an action-packed street fair, featuring award-winning talent, kid friendly entertainment and special *TRASH*-inspired art projects. Entertainment highlights include Ozokidz, a family-friendly edition of the celebrated group Ozomatli; Junior Crew Stomp!, directed and choreographed by Chris Rubio of the off-Broadway show STOMP!; The Platt Brothers, recent winners of *America's Got Talent*; trapeze by Aerial Monster; San Diego Children's Choir; and a [flash mob](#). Families will enjoy food truck fare from The Gathering Spot and Cool Cycles, experience interactive demonstrations, information booths from environmental organizations, a farmers' market organized by Windmill Farms, and an opportunity to explore the new exhibition.

SUNDAY, OCTOBER 16

Hispanic Community Day | 10am–4pm

Free admission sponsored by Target

In honor of Hispanic Heritage Month, NCM is showcasing the rich culture of the Latino community through cultural performances and bilingual programming. Families will enjoy performances by Todo Mundo, Mariachis Real de San Diego, award-winning Pink Army (as seen on Nickelodeon and The Disney Channel), Manny Cepeda, Danza Coatlicue, Voices of the Barrio, Ballet Folklórico, Alma Latina Dance School, and trapeze by Aerial Monster. A historical fashion show will take place from 3:00-3:30pm with narration and models in 15 historical fashion costumes from throughout Latin America. Attendees will also experience interactive demonstrations; information booths from environmental organizations; food truck fare from Arthur's Bomb Tacos, The Gathering Spot, and Cool Cycles; a farmers' market organized by Windmill Farms; and an opportunity to explore the new exhibition.

TRASH opening events are made possible by generous support from ScholarShare College Savings Plan, Target, Entravision Communications, Televisa and Raphael's Party Rentals. Media sponsors include KPBS, 12 XEWT, Univision San Diego, T33 Telemundo, Telefuturo, myTV13, 102.1 KPRI, 105.7 The Walrus and San Diego CityBeat.

About the Exhibition

TRASH features the work of 12 artists from around the globe focused on the kid-friendly and timely topic of trash. Through inventive, participatory artworks, the exhibition invites families to explore new perspectives and help shape the future. Highlights include a giant maze from bales of used clothing, a dumpster playground, and a science-fiction inspired climbing space. The biennial exhibition encompasses each work of art, hands-on art-making projects, school curricula, artist lectures, family workshops, special events, and online discussion in The Family Room.

Children are naturally curious about trash. The dirt and disorderliness of the material is visually compelling to children as is the transformative appeal of turning trash into art. In addition, the related subjects of garbage men and garbage trucks are staples of early-childhood imaginative play. *TRASH* empowers kids to take the lead in their families on talking about environmental and social issues, such as landfills, waste disposal and The Great Pacific Garbage Patch.

"Every child knows we need to recycle, but that's where it ends. *TRASH* empowers kids with knowledge behind the issues — to better appreciate and understand the complexity of waste, to act as agents of change in their own households and educate their families," states NCM Executive Director and Chief Curator Rachel Teagle. "All of the artists in the exhibition ask visitors to confront the reality of waste in our society and encourage them to ask questions. We expect them to find the answers that will change our future."

What is trash and when does it become art? How does trash impact daily life? How can behaviors change to deal with trash? The exhibition addresses these questions through imaginative exploration and insightful play.

Artists participating in *TRASH* include Mikey Eastman, Kota Ezawa, Kianga Ford, Institute For Figuring, Layer, Machine Project, Jessica McCambly, Vik Muniz, Jason Rogenes, Ed Ruscha, Shinique Smith, and Chris Sollars. These artists have engaged trash as materials or issues for many reasons, including concern about the environment, the aesthetic appeal of the materials, and trash as a source of cheap and readily available materials. Among the materials the artists will be using for their artworks are plastic grocery bags, plastics, discarded electronics, expanded polystyrene, cardboard, discarded clothing, repurposed metals, and trash collection machines.

TRASH is organized by The New Children's Museum and is made possible by the generosity of Laurie and Brent Woods, Lynne and Glenn Carlson, and Fernanda and Ralph Whitworth. Support is also provided by The James Irvine Foundation, Nordstrom, the City of San Diego Commission for Arts and Culture, the County of San Diego's Community Enhancement Program, Museum members and donors to NCM's annual fund.

NCM is closed to the public September 12 through October 14 for exhibition build-out.

###

ABOUT THE NEW CHILDREN'S MUSEUM

The New Children's Museum is a dynamic new model of a museum that provides inventive and engaging art experiences that are meaningful to children and families. NCM brings families together in a rich educational environment that fosters creativity — blending elements of art museum, children's museum, and community center.

A non-profit institution funded by admissions, memberships, and community support, the Museum stimulates imagination, inquisitiveness and innovative thinking by exhibiting participatory works of art by contemporary artists and providing a venue for art making and play. Serving all ages, from toddler to teen, NCM inspires new ways to see the world through the language of art. To learn more, visit thinkplaycreate.org/pressroom.