



NEWS RELEASE

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Joslyn Art Museum to Debut New Creativity Center in 2014

Omaha, NE – Joslyn Art Museum has received a major gift from the Weitz Family Foundation to build and endow a new center devoted to interactive art experiences and other creative opportunities for families during their Museum visit. Earmarked for the new center is a 1,500–square–foot space that is located on the Museum's lower–level and currently used for storage. Following remodeling and new construction, the center is slated to open in the fall of 2014.

The space will offer hands–on opportunities emanating from artworks in the Museum's permanent collection and special exhibition galleries. Situated near two classrooms, the Mind's Eye Gallery, and the EdTech Gallery, the creativity center will be ideally located for this expansion of Joslyn's offerings for kids and families. Center activity stations will provide visitors with a thematic lens through which to engage with art subjects, styles, materials, and techniques at their own pace and guided by their own interests. Open–ended learning activities may include drawing, painting, printmaking, and sculpture and explore topics such as portraiture, still life, abstraction, architecture, animation, the artist–explorer, and the ancient world. Designed to be welcoming for families with children, the creativity center will be an inclusive, multi–generational space, open to those of all ages wishing to learn about and engage with art. All creativity center experiences will be free of charge to the general public.

Museums have long played a significant role in facilitating family learning, offering a unique context in which families can spend quality time together, talk with one another, and draw upon individual and collective experiences and memories to make sense of the world around them. Centers for creativity and exploration in art museums are heralded for the rich opportunities they offer families in experiencing art together. While creativity centers teach about art, they are also fun, relaxing, and provide a myriad of other benefits such as engaging the varied interests of family members during a Museum visit, allowing children to interact socially at the Museum with other children and adults, and serving as a place that is responsive to new ideas and discoveries for both visitors and staff.

Jack Becker, Joslyn Art Museum executive director and CEO, said, "Joslyn Art Museum aspires to be a place where families grow up together, to be part of their life and ritual. The Museum is poised to be that place for the entire Omaha community through the addition of this creativity center at Joslyn. The impact of the Weitz Family

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Joslyn Art Museum Announces Plans for New Creativity Center

Foundation's extraordinary gift will be felt for years to come. This space will allow casual art-making experiences on a daily, drop-in basis, free of charge, and we certainly hope families will return again and again. The beauty of spaces that invite creative expression through the arts is that you have no way of predicting exactly what will happen there, but you know with certainty that it will be amazing and meaningful and memorable for everyone involved. We could not be more grateful to the Weitz Family Foundation for the endorsement of our work and for this gift."

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Our Mission – Joslyn Art Museum collects, preserves, and interprets the visual arts of the highest quality, fostering appreciation and enjoyment of art for the benefit of a diverse audience.

Our Vision – To be cherished and respected as a premier art museum.

The Museum was a gift to the people of Omaha from Sarah Joslyn in memory of her husband, George, who made his fortune as president of the Western Newspaper Union. The Museum's original 1931 building is one of the finest examples of Art Deco architecture in the nation, with 38 types of marble from seven countries. The Walter and Suzanne Scott Pavilion, a 58,000-square-foot addition built in 1994, was designed by renowned British architect Norman Foster, Baron Foster of Thames Bank, as his first U.S. commission. The Museum features galleries, a 1,000-seat concert hall, fountain court, education technology gallery, lecture hall, classrooms, sculpture garden, café, and shop.

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