

NEW INTERACTIVE SPACE *MoMA Art Lab: PEOPLE* INVITES VISITORS OF ALL AGES TO DISCOVER WAYS ARTISTS REPRESENT THE HUMAN FORM

MoMA Art Lab: People

October 10, 2012–August 31, 2013

The Lewis B. and Dorothy Cullman Education and Research Building

The Museum of Modern Art, First Floor

All Ages

Free with Museum Admission

NEW YORK, October 10, 2012—From October 10, 2012 through August 31, 2013, The Museum of Modern Art welcomes visitors of all ages to its latest interactive space ***MoMA Art Lab: People***, located in The Lewis B. and Dorothy Cullman Education and Research Building. Free with Museum admission, this space invites visitors to discover the ways in which artists represent the human form by investigating body language through art-making activities, digital play, and other creative explorations.

One feature of the space is *Fresh Paint*, a new app created by Microsoft for Windows 8 that looks and acts just like real paint, where visitors can create a portrait. Other stations in the lab include an “exquisite corpse” wall drawing, a shadow puppet theater, and making faces on two magnetic walls.

Key Features:

- Consider how artists show people through pose, gesture, and expression activities
- Work on a collaborative, chance-based “exquisite corpse” wall drawing
- Use everyday materials to create a people-inspired project that you can take home
- Create a portrait using *Fresh Paint*, a new painting app created by Microsoft
- Explore different ways of drawing a portrait
- Put on a show in a shadow puppet theater
- Make faces on two magnetic walls
- Experiment with shapes, lines, and colors with the *MoMA Art Lab* app

About MoMA Art Labs

MoMA Art Labs offer a gateway to the collection, allowing visitors to go beyond looking and talking about works of art to engage with art in new ways. In these interactive spaces, kids and adults experiment, play, and create as they make connections between their own creative explorations and the ideas, tools, and techniques of modern and contemporary art.

MoMA’s labs create:

- A safe, inclusive, and welcoming environment for all visitors, especially families
- A hands-on experience in which visitors can create, experiment, and explore
- A thematic lens through which visitors can engage with art and art making
- A place that is responsive to new ideas and discoveries for both visitors and staff
- A facilitated environment in which visitors can make connections between their experience in the lab, in the galleries, and in their daily lives

HOURS

Monday, Wednesday, Thursday, Saturday, and Sunday, 10:30 a.m–5:00 p.m.
Friday, 10:30 a.m.–7:30 p.m.

MUSEUM ADMISSION

\$25 adults; \$18 seniors, 65 years and over with I.D.; \$14 full-time students with current I.D.
Free, members and children 16 and under. (Includes admittance to Museum galleries and film programs). Target Free Friday Nights, 4:00–8:00 p.m.

SPONSORSHIP

Family Programs are made possible by an endowment established by The William Randolph Hearst Foundation. Additional support is provided by The Contemporary Arts Council of The Museum of Modern Art, an anonymous donor, FX and Natasha de Mallmann, and Christina R. Davis.

Software and computers for MoMA Art Lab provided by Microsoft and Lenovo.

#

No. 56

Press Contacts: Department of Communications, 212/708-9431, pressoffice@moma.org

For downloadable high-resolution images, register at MoMA.org/press.
