

**THE MUSEUM OF MODERN ART ANNOUNCES TARGET TO BECOME SPONSOR OF SCHOOL AND TEACHER PROGRAMS BEGINNING IN MAY**

**New York, NY, April 8, 2013**—The Museum of Modern Art announces that Target is to become the sponsor of Target School and Teacher Programs beginning this May, providing major support of the Museum's mission to engage students and teachers in meaningful experiences with works of art in the Museum's collection and special exhibitions. The sponsorship will support activities such as the School Visit Programs, School Partnership Programs, Art Studios, and K-12 Teacher Workshops and Online Resources.

Target's support of MoMA began in 2004 with a sponsorship of the Museum's reopening after an extensive renovation and expansion, and the launch of Target Free Friday Nights, which has offered free admission to all Museum visitors from 4:00 to 8:00 p.m. every Friday. Since then, nearly three million visitors have enjoyed MoMA's exhibitions, film screenings, and The Abby Aldrich Rockefeller Sculpture Garden as part of Target Free Friday Nights. The Museum will remain free to the public from 4:00– 8:00 p.m. on Friday evenings.

"Since The Museum of Modern Art's founding as an educational institution in 1929, the Department of Education has been at the very heart of the Museum's mission," said MoMA Director Glenn D. Lowry. "Target has been a strong supporter of MoMA through Target Free Friday Nights, and with this new initiative their support will help the Museum develop and reach new audiences for its wide variety of programs for families, students, and teens."

"Target is excited to continue its longstanding support of The Museum of Modern Art through our sponsorship of the School and Teacher Programs," said Laysha Ward, president, Community Relations, Target. "Education is at the heart of Target's community giving and we are proud to partner with MoMA to make a meaningful impact on schools and families in the New York area."

## **Target School and Teacher Programs**

### **SCHOOL VISIT PROGRAMS**

MoMA educators work collaboratively with teachers to select a theme and plan a lesson as the basis of their guided school program. Visits to the Museum encourage the development of students' critical thinking skills through guided discussions and observation of three to five artworks per gallery lesson. Students are encouraged to examine works of art and articulate their ideas about what they see through discussion, writing, and small group activities.

### **ART STUDIOS**

Art studios are three-hour programs led by MoMA educators that include discussions in the galleries and art making in MoMA's classrooms. Once a visit is scheduled, a MoMA educator contacts the teacher to tailor the program to the needs of the class. Students explore a theme as reflected in artworks in MoMA's collections and enhance their understanding of related concepts by creating their own works of art. This program is offered for K-12 students of all art-making abilities.

### **K-12 TEACHER WORKSHOPS AND ONLINE RESOURCES**

MoMA provides professional development opportunities to help teachers learn how to integrate modern and contemporary art into their classroom through a variety of formats. These workshops introduce MoMA's educational approach, and help teachers to create interdisciplinary links to your curriculum. Teachers discover tools, strategies, and skills for discussing art with students at the K-12 level. Participants are given the opportunity to talk about their work and ideas with other teachers, and also learn about MoMA's free online resources that are available to enrich their curriculum.

### **SCHOOL PARTNERSHIP PROGRAMS**

Partnerships are intensive programs that include school visits, curriculum planning with teachers and MoMA educators, as well as customized professional development opportunities for school staff. Partnerships may also include studio components and are tailored to meet the unique needs and interests of the partnering school and its students and teachers.

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