

**THE MUSEUM OF MODERN ART LAUNCHES TWO WEB SITES FOR YOUNG PEOPLE****Teen Site Features First in Series of Collaborations between Teens, Contemporary Artists, and the Museum****Highlights are Video Interview with Artist Vito Acconci and Online Design Competition for Teens****Site for Young Children Follows Space Creature on Animated Tour of MoMA QNS and P.S.1**

NEW YORK, March 30, 2004 – The Museum of Modern Art has launched Web sites for children and teenagers to encourage the exploration of modern and contemporary art through image, sound, animation, and interactive features. **Red Studio** (www.moma.org/redstudio), designed for teenagers 13 to 19 years old, debuts with the first in a series of collaborations between MoMA's teen advisory group and a prominent contemporary artist, beginning with the artist and architect Vito Acconci. The site offers teens a rich variety of options to learn about Acconci and his work in art and architecture, as well as the opportunity to participate in a virtual architectural design contest. **Destination Modern Art: An Intergalactic Journey to MoMA and P.S.1** (www.moma.org/destination), intended for children five to eight years old, is an animated tour of MoMA QNS and P.S.1 Contemporary Art Center guided by a playful space creature sent to Earth on a mission to discover modern art. The tour is augmented by suggested activities inspired by the art.

"These Web sites were developed to make MoMA's resources accessible and enjoyable and to further establish the Museum's online presence as a vital link for people of all ages. Following up on such successful online projects as *Art Safari* and *What Is a Print?*, the launch of the new Web sites confirms the Museum's commitment to the use of digital media as a key educational tool and provides ways for children and teens to enhance their understanding of modern art," said Deborah Schwartz, The Edward John Noble Foundation Deputy Director for Education.

Red Studio

The teen site was developed with MoMA's teen advisory group, a changing cast of New York City public high school students who participate in the Museum's high school programs. Acconci (b. 1940) is featured as the first artist in a series of online collaborations between the teen group, a prominent contemporary artist, and Museum staff. Acconci is best known for an influential body of performance videos created in the 1960s and in recent years for the design of architectural projects. In a witty and personal video interview, the artist discusses a wide variety of topics with the teens, revealing the influence of his family, early artistic ambitions, and the evolution of his career, as well as his

preference for all-black clothing and thoughts on his middle name (Hannibal). Pop-up windows on the site reveal more detail on the art-historical and popular culture references mentioned by Acconci. A detailed chronology of Acconci's work is also featured. The next collaboration in the series will be with the artist Shahzia Sikander.

Red Studio also presents the interactive contest **youDESIGN**, the first in a series inspired by an artist's work offering participants the chance to utilize creativity and problem-solving skills to compete for a prize based on their designs. The site provides an interactive program with computer graphics tools and design materials for the plan of a school lobby. Contestants save their own designs and submit their proposals through the site, along with a description of the space and the materials used. A panel of judges will determine the winners based on creativity, overall concept and problem solving, criteria fulfillment, and clarity of written explanations. The judges are Acconci; Ms. Schwartz; and Paola Antonelli, Curator, Department of Architecture and Design. Three winners will be selected, and their projects will be posted on the site. The first place winner will have two prize options valued at \$1,000: the first option is a \$500 gift certificate to Amazon.com and a \$500 gift certificate to the MoMA Design Store; the second option is \$1,000 applied to the purchase of a new computer. Second and third place winners will receive \$500 and \$250 gift certificates respectively. The top three contestants will also receive membership to an art museum of their choice. The deadline for submissions is June 30, 2004 with winners announced in September 2004.

Red Studio is the result of a collaboration between The Chopping Block, Inc., an award-winning graphic design studio, and the Museum's Education and Digital Media Departments. Chopping Block previously worked with MoMA on the Web site *What Is A Print?* The project is sponsored by The Allwin Family Foundation and Mr. George R. Roberts.

Destination Modern Art: An Intergalactic Journey to MoMA and P.S.1

The children's site, ***Destination Modern Art: An Intergalactic Journey to MoMA and P.S.1***, is an interactive online gallery offering an introduction to the Museum's collection, as well as information about artists' techniques and inspirations. The site is designed to appeal to young children with its bright colors, cartoon-like characters, and sound effects coupled with simple navigational tools.

The site features an animated space creature sent to Earth on a mission to explore modern art. Visitors direct the space creature to navigate an animated version of MoMA's galleries, complete with characters who comment on the artwork. Five works of art are presently featured on the Web site: *Blossom* (2000) by Polly Apfelbaum; *The Dove* (1964) by Romare Bearden; *Unique Forms of Continuity in Space* (1913) by Umberto Boccioni; *The Starry Night* (1889) by Vincent van Gogh; and *Fulang-Chang and I* (1937) by Frida Kahlo. Updates to ***Destination Modern Art*** will add more works and eventually take the extraterrestrial back to Manhattan when the Museum reopens on 53 Street in winter 2004/05. Children can access activities by clicking on each featured artwork. Activities include composing a poem about *The Starry Night* using words provided on the screen; drawing a self-portrait similar to Frida Kahlo's *Fulang-Chang and I*; searching for items in the Romare Bearden collage; and using

aluminum foil to create a sculpture inspired by *Unique Forms of Continuity in Space*. The extraterrestrial makes a side trip to MoMA's affiliate P.S.1, where children are asked to find "art in unusual places," locating site-specific works by artists such as William Kentridge and Pipilotti Rist.

The illustrations for ***Destination Modern Art*** were created by Philadelphia-based artist Brian Biggs. Biggs's work includes *Frederick & Eloise: A Love Story* (Fantagraphics, 1993) and *Dear Julia/Chère Julia* (Les Editions del la Pastiche, 1999; Top Shelf, 2000), *Un Mode de Transport* (Éditions du Rouergue, 2004), as well as the newly released *Shredderman*, a four-part series of books for young readers (Knopf, 2004).

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