



children's museum san diego museo de los niños

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NEWS RELEASE

for immediate release

CHILDREN'S MUSEUM SAN DIEGO TAPS COMMUNITY SUPPORT TO OPEN ITS DOORS IN 2006

May 17, 2005 — Since the Children's Museum/Museo de Los Niños San Diego closed its doors two-and-a-half years ago, more than \$14 million has been raised to fund construction of its new facility. A shining example of San Diego's downtown revival, the new Museum will comprise a state-of-the-art 50,000-square-foot building and adjacent park in the vibrant Marina District. While great strides have been made, there is still much work to be done; \$5 million is still needed so the museum can be completed and celebrate a grand re-opening early 2008.

When open, families and children of all ages will benefit from new and expanded hands-on opportunities to learn, explore and create through the arts. The new facility will offer a dramatic entrance, a performing arts theater, more galleries, a new café, underground parking, and an expanded arts studio area. In addition to providing a home for San Diego's children and families, the Museum will serve as a cultural, educational and economic resource for San Diego. With added technological features, the Museum will be able to host major local, national and international touring exhibitions and events. The facility will also be available for rent to the public, offering a unique setting and playful environment for special events. The Museum School, a nationally recognized San Diego Charter School, will occupy the lower level of the building and will take advantage of state-of-the-art classrooms and labs as well as all of the Museum's programs and exhibitions.

The Muse, as the new building will be called, utilizes environmentally friendly architectural and infra-structural practices, including recycled building materials, proposed solar panels for electric generation, water-saving devices, natural lighting and convection cooling. "It is considered downtown's first major public "green" project. "In essence, the new Museum will be a signature structure that enhances the community while serving as a civic model for "green" architecture and practices," says the Museum's Executive Director, Kay Wagner.

The award-winning architectural firm of Rob Wellington Quigley has ensured that the design plays nicely with its surroundings and uses state-of-the-art techniques to minimize the drain on the environment. Quigley is also the architect of the new downtown public library. Immediately across from the Muse and accessible by a mid-block crossing, will be a one-acre Children's Museum Park which will be part of the City's Martin Luther King Jr. Promenade. The Park is designed by landscape architect Martin Poirier, of Spurlock-Poirier, the firm that designed the Getty Museum's gardens in Los Angeles. The triangle-shaped park will include three shade-covered play spaces, for both day and evening activities; a Martin Luther King Jr.

Children's Museum/Museo de los Niños San Diego 2

commemorative work by Roberto Salas featuring five bronze hands that spell "dream" in sign language; and sculptures by Tijuana and San Diego artists.

According to Wagner, the Museum will have far-reaching benefits to the community. "The Muse will enhance the local economy by serving as an amenity to support tourism. It will directly increase sales at local hotels, restaurants, entertainment venues, and retail merchants—all the while boosting San Diego's image as a city that cares about families and children."

The Museum's future lies in the hands of the community; now it's time for each of us to get involved. To meet its goal, the Children's Museum has embarked on an aggressive capital campaign, targeting corporations, foundations and individuals. There are a number of opportunities to support this civic project. For \$1,000 or less, a business or individual can have a name engraved on a tile that will be displayed as part of the Donor Plaza; for gifts of \$10,000 or more, the Museum will recognize campaign donors on the Donor Plaque to be prominently displayed inside the new facility; and specific naming opportunities are available for gifts of \$50,000 or more.

For more information on the Children's Museum and its capital campaign call 619 233 8792 or visit childrensmuseumsd.org.