



MEDIA RELEASE

NATIONAL GALLERY OF VICTORIA

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New York! New York! for Kids: A large-scale interactive installation is taking over the NGV's Children's Gallery during MoMA at NGV

NGV International | 9 June – 7 October 2018 | FREE



New York City will be the centre of a playful and interactive new kids exhibition opening at the National Gallery of Victoria. Coinciding with the world premiere exhibition, ***MoMA at NGV: 130 Years of Modern and Contemporary Art, New York! New York! For Kids*** features a range of digital and tactile elements, including a dedicated activity zone for children to build their own miniature 3D streetscapes.

New York! New York! for Kids complements the cultural experience of the landmark

exhibition, *MoMA at NGV: 130 Years of Modern and Contemporary Art*, by offering children and families the space to learn about New York City – the cultural hub that has inspired generations of artists including Andy Warhol, Georgia O’Keeffe and Edward Hopper, and which is also home to the highly acclaimed Museum of Modern Art.

Inviting children of all ages to explore the sights and sounds of The Big Apple, the exhibition comprises four activity zones and a digital quiz for children to test their knowledge about New York City landmarks. In two zones, young children can discover Manhattan’s Uptown and Downtown and build their own miniature versions of the districts using custom-designed wooden toy blocks that feature façades of New York buildings. The adjacent activity zones include a marble run, which emulates the hustle and bustle of the city with balls speeding from point to point across the city, and a photobooth activity, which highlights a backdrop of New York’s city skyline.

The exhibition design also features a range of digital elements inspired by the bright lights of The Big Apple, including an immersive large-scale panoramic video projection of the New York City skyline with breakaway moments that highlight urban street life, underground subway networks, and the excitement of Broadway.

Tony Ellwood, Director, NGV said ‘*New York! New York! for Kids* is an innovative and engaging exhibition designed specifically for children and families that celebrates the arts and cultural hub that is New York City. A fellow global leader in the arts, New York City is the home and inspiration of many artists and designers, and we hope young people will be similarly inspired by The Big Apple right here in Melbourne.’

Supported by the Packer Family Foundation, the Neilson Foundation and Official Supplier, Canson Australia.

New York! New York! for Kids will be on display at NGV International from 9 June 2018 – 7 October 2018. This exhibition is free and additional information is available via the NGV website: NGV.MELBOURNE

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My Modern Art Book is a publication for children that coincides with *MoMA at NGV: 130 Years of Modern and Contemporary Art* and features information about 23 artists and designers from the collection of The Museum of Modern Art. The book is \$19.95 available for purchase from the NGV design store in-store and online here: NGV.MELBOURNE

About MoMA at NGV: 130 Years of Modern and Contemporary Art

Co-organised by the NGV and The Museum of Modern Art, New York, the highly anticipated *MoMA at NGV: 130 Years of Modern and Contemporary Art* is an unprecedented display of more than 200 contemporary artworks from MoMA's collection. Many of which have never been seen in Australia, this internationally exclusive exhibition features works from a line-up of renowned artists, including Vincent van Gogh, Henri Matisse, Pablo Picasso, Salvador Dalí, Frida Kahlo, Edward Hopper, Jackson Pollock, Mark Rothko, Jeff Koons, Cindy Sherman, Diane Arbus, Agnes Martin and Andy Warhol. This exhibition is ticketed and additional information is available via the NGV website: NGV.MELBOURNE

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Photo caption:

Image still of the New York City projection inside *New York! New York! for Kids* exhibition at NGV International from 9 June – 7 October 2018