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## Cool Culture to help lower-income families “Dream Big” at The Studio Museum in Harlem

**New York, NY Jan. 6, 2011** – Cool Culture, the New York not-for-profit that makes NYC’s art world accessible to lower-income families, presents “Dream Big,” a day of fun and culture at The Studio Museum in Harlem.

As part of Cool Culture’s family events series, in January Cool Culture will team up with the Studio Museum to present this special edition of *Target Free Sundays at the Studio Museum*. Cool Culture families and all visitors will be treated to free games, activities performances and films—all to encourage them to get out and explore one of New York’s cultural treasures.

The event follows Cool Culture’s wildly successful “Catch the Cool,” which took place in June along the 23 blocks of the 5<sup>th</sup> Avenue Museum Mile Festival celebration of open museums in New York City.

Cool Culture’s “Catch the Cool” event attracted more than 1,700 Cool Culture kids and their parents. They visited the 6 booths Cool Culture set up along Museum Mile to get info and ideas for visiting the area’s museums. Cool Culture helped families get familiar with the museums through scavenger hunts and arts exercises designed just for them. And the general public benefited, too: over 300 other families also stopped by Cool Culture’s tables to do crafts, play games and create their own art.

Now, with the Studio Museum, on Sunday, January 16 Cool Culture will offer more of the educational, collaborative and fun activities that benefit Cool Culture families.

### Activities at the Studio Museum

On January 16, at the Studio Museum’s *Target Free Sunday* event, Cool Culture kids and their parents will have the chance to learn about two important pieces on display and do activities around three current exhibitions.

One game involves the use of free Culture Hunt Cards to find two pieces from the Studio Museum’s permanent collection. Hunt Cards are tools to help children and their parents explore museums with ease, and include suggestions on ways to talk about, and look at, the featured object.

Cool Culture and the Studio Museum will also offer family activity guides featuring three exhibitions: *Mark Bradford: Alphabet*, *Lynette Yiadom-Boakye: Any Number of Preoccupations*, and *The Production of Space*, featuring works from the permanent collection.

The special edition *Target Free Sunday* will also feature free family-friendly films in the Theatre, along with hands-on activities and tours of the museum galleries.

The Studio Museum exhibits art by artists of African descent and works influenced and inspired by black culture. In addition to its regular exhibition schedule, the Studio Museum provides studio space for three artists in residence each year and offers numerous educational programs, including *Expanding the Walls*, an acclaimed photography program for local teens.

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Cool Culture serves 50,000 low-income New York City families whose children attend subsidized preschools and kindergartens. Cool Culture encourages young children’s language and cognitive development through partnerships with the city’s cultural institutions, which generously provide educational programs and free admission to Cool Culture families. Last year, Cool Culture families made more than 160,000 visits to many of our partners, including the American Museum of Natural History, the Brooklyn Children’s Museum, The Metropolitan Museum of Art, the Museum of Modern Art and The Studio Museum in Harlem. Cool Culture is a member of the Channel Thirteen / WNET and WLIW21 Community Hall of Fame. It received the Union Square Arts Award in 2008.

For more information about Cool Culture and Dream Big, taking place on Sunday January 16 from 12-4pm, please contact Lindsay Booker at 718.230.4186 x305 [lbooker@coolculture.org](mailto:lbooker@coolculture.org) or visit [www.coolculture.org](http://www.coolculture.org).

For more information about The Studio Museum in Harlem, please visit [studiomuseum.org](http://studiomuseum.org) or contact [pr@studiomuseum.org](mailto:pr@studiomuseum.org).

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