



MONTCLAIR ART MUSEUM

NEWS RELEASE

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THE MONTCLAIR ART MUSEUM TAKES ART-MAKING ON THE GO!

The MAM Art Truck, premiering July 4, will dish out art to the community

MONTCLAIR, NJ, June 3, 2014—The Montclair Art Museum (MAM) will begin serving up art in the new MAM Art Truck at Montclair’s July 4th Parade. The truck is a mobile open studio, housed in a retrofitted ice cream truck, that offers free art projects and lessons to MAM’s community. It seeks to raise visibility for the Museum and its Yard School of Art in surrounding towns while feeding creativity in underserved communities and audiences.

Inspired by the modern food truck phenomenon and pop-up store trends, the Art Truck is a new model for mobile cultural engagement. “No museum or arts organization in our geographic area offers a comparable outreach project. We’re excited at the ability to bring art-making anywhere to anyone and hope that the community will in turn see the Museum as an accessible and welcoming resource,” said MAM Director Lora Urbanelli. The Art Truck is one of many initiatives to weave the Museum into the fabric of the community including new commissions for public artwork on MAM’s grounds and the Creative Aging Initiative, which offers dynamic programming specifically to seniors. As MAM celebrates its Centennial and looks toward its next 100 years, these efforts underscore the Museum’s commitment to education and community engagement.

The MAM Art Truck will premiere at Montclair’s July 4th Parade. Artist Dan Fenelon and MAM educator Peg Kenselaar will drive the truck in the parade and then lead its first art project during the picnic afterward. The project will be family friendly and free. Additional venues are being booked and include the Montclair Jazz Festival (August 16), Meet Me in Morristown (last Thursdays in July, August, and September), and the Feast of St. Sebastian in Montclair (August 20–24). The MAM Art Truck will also make regular weekday appearances at senior centers including Canterbury at Cedar Grove, Crane’s Mill (West Caldwell), Emeritus (West Orange), Passaic Senior Center, and Cedar Crest (Pompton Plains), as well as at community pools in Montclair, Summit, and South Orange. Follow the MAM art truck on social media with the hashtag #MAMarttruck and look for the launch of a detailed location schedule on MAM’s

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website, montclairartmuseum.org, later this summer. If you are interested in having the MAM Art Truck at your event, please contact yardschool@montclairartmuseum.org.

The Art Truck is sponsored by the Partners for Health Foundation. Additional generous support provided by Tracy and Jim Leitner, Friends of the Make it Happen Fund, and The Montclair Foundation.

About the Museum

The Montclair Art Museum, a notable, community-based institution with an international reputation, boasts a renowned collection of American and Native American art that uniquely highlights art making in the United States over the last three hundred years. The collection includes more than 12,000 objects: paintings, prints, original works on paper, photographs, and sculpture by American artists from the 18th century to the present, as well as traditional and contemporary Native American art and artifacts representing the cultural developments of peoples from all of the major American Indian regions. The Museum's education programs serve a wide public and bring artists, performers, and scholars to the Museum on a regular basis.

MAM's Yard School of Art is the leading regional art school, offering a multitude of comprehensive courses for children, teens, adults, seniors, and professional artists. The Yard School was recently recognized in the Discover Jersey Arts People's Choice Awards 2012 as the Favorite Place to Take a Kid's and Adult Art Class.

The Montclair Art Museum is located at 3 South Mountain Avenue in Montclair, N.J. Information and directions are available on the Museum website, montclairartmuseum.org, or by calling 973-746-5555. MAM is open Wednesdays through Sundays, Noon – 5 p.m., and on the first Thursday night of the month (October–June), from 5 p.m. to 9 p.m. It is closed on Mondays, Tuesdays, and major holidays. Museum admission is \$12 for nonmember adults, \$10 for senior citizens and students with I.D., and free for members and children under 12. Free First Thursday Nights and Free First Fridays are free for everyone. The Store at MAM is open Wednesdays 9:30 a.m.–5 p.m., Thursdays–Sundays Noon–5 p.m. and has extended hours until 9 p.m. on Free First Thursday Nights.

All Museum programs are made possible, in part, by the New Jersey State Council on the Arts/Department of State, a Partner Agency of the National Endowment for the Arts, and by funds from the National Endowment for the Arts, Carol and Terry Wall / The Vance Wall Foundation, the Geraldine R. Dodge Foundation, and Museum members.

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