

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

SPRING FAMILY DAY AT MUSEUM OF THE MOVING IMAGE WITH SCREENINGS, MEDIA-MAKING WORKSHOPS, INTERACTIVE EXHIBITS, AND 'I AM BIG BIRD'

Free admission for children 12 and younger

Sunday, May 3, 2015, 11:30 to 4:00 p.m.

Astoria, New York, April 20, 2014—On Sunday, May 3, from 11:30 a.m. to 4:00 p.m., families are invited to visit for a day packed with fun and educational experiences for children of all ages. Explore the Museum's exhibitions, engage in hands-on media-making activities, watch family-friendly screenings featuring a special *Mad Men*-themed skit of *Sesame Street* and the new documentary *I Am Big Bird: The Carroll Spinney Story* (with Carroll and Debi Spinney in person), and experience a variety of immersive and playful technologies presented by the Future of StoryTelling.

"The idea behind our family day is to bring children and parents together," said Chris Wisniewski, Deputy Director for Education and Visitor Experience. "From hands-on media-making activities and screenings for audiences of all ages, to games inspired by the Museum's collection and cutting-edge, child-friendly digital media experiences, the day will showcase the Museum as a one-of-a-kind destination for families."

On this day, Museum admission is FREE for children ages 12 and under.

Admission for adults is \$12 (\$9 for senior citizens and students). Please note: Admission does not include a ticket to the screening of *I Am Big Bird*.

SPRING FAMILY DAY ACTIVITIES

Super-Sized Moving Image Studio

12:00 to 4:00 p.m.

This super-sized version of the Saturday drop-in studio will feature activities related to character design, animation activities, and a large-scale game inspired by the Museum's collection. (Digital Learning Suite, first floor)

Family-friendly screenings

Throughout the day

A compilation of family-friendly sketches, including the *Mad Men*-themed *Sesame Street*, will screen throughout the day in *Tut's Fever Movie Palace* (visit movingimage.us for screening schedule).

1:00 to 3:00 p.m.

“SmellSelfie” with the oPhone and oNotes

The team behind *Goldielocks and the Three Bears: The Smelly Version* (on view in the exhibition *Sensory Stories: An Exhibition of New Narrative Experiences*) will offer hands-on demonstrations of their aroma-emitting technology. Presented by the Future of StoryTelling. (Fox Amphitheater, first floor)

Take a photo with *I Am Big Bird's* Carroll Spinney

1:30 to 2:00 p.m.

Just before the preview screening of *I Am Big Bird*, the film's star and veteran performer Carroll Spinney will say hello to families. Bring your cameras! (Digital Learning Suite, first floor)

**Preview screening: *I Am Big Bird: The Carroll Spinney Story*
With Carroll and Debi Spinney and filmmakers in person**

2:00–4:00 p.m. (Redstone Theater)

Recommended for ages 8+

Dirs. Dave LaMattina, Chad N. Walker. 2014, 87 mins. DCP. For 45 years, Carroll Spinney has been beloved by generations of children as the man behind *Sesame Street's* Big Bird and Oscar the Grouch—and at 80 years old, he has no intention of stopping. A thoughtful portrait of the man in the yellow suit, *I Am Big Bird* features extraordinary footage of Spinney's earliest collaborations with Jim Henson as it traces his journey from bullied child to childhood icon.

Tickets: \$15 (\$9 Museum members at the Film Lover, Dual, and Family levels/free for Silver Screen and above). Please note: Tickets include same-day admission to the Museum. Advance tickets are available online at movingimage.us

In addition to the above activities, visitors are welcome to explore the ***Behind the Screen***, the Museum's dynamic core exhibition about how movies and TV shows are made, marketed, and shown (second and third floors). Among the objects on display are hundreds of toys and other licensed merchandise from *Star Wars* and *Star Trek* and other film and television productions; classic video arcade games; costumes and masks; stations for creating short animations; and more.

Also on view: The temporary exhibition ***Sensory Stories: An Exhibition of New Narrative Experiences*** features seventeen projects including virtual reality experiences such as a bird-flight simulator (*Birdly*), an interactive sculpture (*Parade*), and other storytelling experiments that engage sight, hearing, touch, and smell. Please note: While many of the projects on view will appeal to young visitors, please note that some may not be suitable for children.

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MUSEUM INFORMATION

Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In its stunning facilities—acclaimed for both its accessibility and bold design—the Museum presents exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and education programs which serve more than 50,000 students each year. The Museum also houses a significant collection of moving-image artifacts.

Hours: Wednesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 11:30 a.m. to 7:00 p.m.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, tickets for screenings (\$12.00 adults / \$9.00 students and seniors / free for Museum members) will be available for advance purchase online at movingimage.us. Screening tickets include same-day admission to the Museum's galleries.

Museum Admission: \$12.00 for adults; \$9.00 for persons over 65 and for students with ID; \$6.00 for children ages 3–12. Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

Membership: <http://movingimage.us/support/membership> or 718 777 6877

The Museum is housed in a building owned by the City of New York and located on the campus of Kaufman Astoria Studios. Its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit movingimage.us.