

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

SCREENINGS OF ‘THE LEGO MOVIE’ (IN 3-D) AND ‘MASTER BUILDER’ LEGO ANIMATION WORKSHOPS FEATURE IN SPRING RECESS FAMILY PROGRAMS

Museum open every day during NYC public schools’ Spring Recess

April 12–22: Master Builder Animation Workshops (twice daily)

April 14–18, 21–22: Screenings of *The LEGO Movie* (at 1:00 p.m. daily)

Astoria, New York, April 4, 2014—During Spring Recess for New York City public schools, Museum of the Moving Image welcomes families to find their inner “master builder” with big-screen showings of the acclaimed Warner Bros. film, ***The LEGO Movie*** in Dolby Digital 3-D, and stop-motion animation workshops featuring LEGOs!

Please note: The Museum will be open every day from April 12 through 22. This includes special holiday openings on Monday, April 14, Tuesday, April 15, Monday, April 21, and Tuesday, April 22, from 10:30 a.m. to 5:00 p.m.

Screenings of *The LEGO Movie* will be presented on weekdays, April 14 through 18 and April 21 and 22 at 1:00 p.m. in the majestic Sumner M. Redstone Theater (tickets are included with Museum admission and will be handed out on a first-come, first-served basis). Master Builder Animation workshops, recommended for children ages 8 and older, take place every day from April 12 through 22 at 1:30 and 3:00 p.m. (\$5 materials fee applies / free for Family-level Museum members). Please see below for full schedule and descriptions.

Families will also find new discoveries in the Museum’s current exhibitions. The lobby installation *The Reaction GIF: Moving Image as Gesture* is a playful collection of the Internet’s favorite (and often funniest) reaction GIFs. In the exhibition, *Jim Campbell: Rhythms of Perception*, visitors will encounter beautiful (some have said “mind-blowing”) works, often featuring LED lights, by the San Francisco-based “electronics” artist Jim Campbell. Finally, in *Behind the Screen*, the Museum’s core exhibition, families can experiment with sound effects, dub their voices into famous film clips, play classic video arcade games, star in their own video flipbook, and much more—all while learning about the creative process of making moving images.

Also during this period, on Saturday, April 12, from 1:00 to 5:00 p.m. the Museum will

present “How to Make a GIF with Giphy’s Tyler Menzel,” a drop-in program in which visitors can learn how to make the perfect animated GIF, with the editorial director of Giphy, a search engine and database for GIFs.

Press contact: Tomoko Kawamoto, tkawamoto@movingimage.us / 718 777 6830

SPRING RECESS 2014 PROGRAM SCHEDULE

Tickets for screenings are included with paid Museum admission (\$12 adults / \$9 seniors and students / \$6 children 3–12 / free for Museum members); there is a materials fee for participating in the workshop. Museum members may reserve tickets in advance.

The LEGO Movie

Presented in Dolby Digital 3-D

MONDAY, APRIL 14–FRIDAY, APRIL 18; MONDAY, APRIL 21; AND TUESDAY, APRIL 22

Daily at 1:00 p.m.

Dirs. Phil Lord, Christopher Miller. 2014, 100 mins. DCP. Rated PG (for mild action and rude humor). With Chris Pratt, Will Ferrell, Elizabeth Banks, Will Arnett. *The LEGO Movie* is an eye-popping, witty, fast-paced, and inventive stop-motion animated feature from the makers of *Cloudy with a Chance of Meatballs*. The film follows Emmet, a rules-following, perfectly average LEGO mini-figure who is mistakenly identified as the “most special, most interesting, most extraordinary person” and the key to saving the world.

Tickets are included with Museum admission and given out on a first-come, first-served basis at the admissions desk. Museum members may reserve tickets in advance.

Family Workshop: Master Builder LEGO Animation

SATURDAY, APRIL 12–TUESDAY, APRIL 22

Daily at 1:30 and 3:00 p.m.

In this 60-minute workshop, children will work in production teams to plan and create a short stop-motion animated movie using LEGOs. Ages 8+

Materials fee: \$5 / free for Family-level Museum members. Family Members may reserve tickets in advance.

Related Program:

DEMONSTRATION

How to Make a GIF with Giphy's Tyler Menzel

SATURDAY, APRIL 12, 1:00–5:00 P.M.

Ages 10+ accompanied by an adult (12+ on their own). The animated GIF has become one of the most popular media formats on the Internet. As the Editorial Director at [Giphy](http://Giphy.com), a search engine and database for GIFs, Tyler Menzel helps to showcase the funniest, most useful, and most beautiful GIFs on the web. Menzel will teach visitors the technical and creative skills necessary to make the perfect animated GIF.

Free with Museum admission.

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 expanded and renovated 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. **Holiday hours:** The Museum will be open Monday, April 14, Tuesday, April 15, Monday, April 21, and Tuesday, April 22, from 10:30 a.m. to 5:00 p.m.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Tickets for regular film screenings are included with paid Museum admission and free for members.

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. Tickets for special screenings and events may be purchased in advance by phone at 718 777 6800 or online.

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.

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