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TACOMA ART MUSEUM

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New museum partnership offers free arts access for families in the South Sound region

TACOMA, WA — [Children's Museum of Tacoma \(CMT\)](#) and [Tacoma Art Museum \(TAM\)](#) are collaborating to launch a new partnership that will provide dynamic—and free—arts engagement for families, connecting our youngest learners through the arts. Beginning January 25, up to 500 families each year can experience art at the two museums, receiving free entry to TAM after visiting CMT. The museums are neighbors, located less than a block apart along

Pacific Avenue in Tacoma's Museum District. Their proximity makes it easy for families to take advantage of the new program.

How does the new program work? Young children and their families will be introduced to works of art, various themes, and different creative processes through hands-on art activities in [Becka's Studio at CMT](#). These activities are inspired by select works of art on view at TAM. Families then receive a free Family Pass to visit Tacoma Art Museum and experience these works of art in person. They can check out a Family Explorer Pack that will engage the whole family in the galleries. Visiting two museums in the same day may be more than some families can accommodate, so the TAM pass is good for one year.

The first TAM exhibition to be highlighted in the CMT-TAM program is [The Beauty of a Shared Passion: Highlights from the Rebecca and Jack Benaroya Collection](#). This exhibition includes 60 iconic works in sculpture, paintings, and studio art glass by Northwest and world-renowned artists. It is a preview of the full Benaroya collection of 225 works, which will go on view in a new wing at TAM opening in late 2018. The works inspired activities for children and families at CMT. Visitors to Becka's Studio can create driftwood sculptures, investigate the movement of line through Sumi painting, tell stories through art, and more! These activities help children's social and emotional development through collaborating with others; improve fine motor and eye-hand coordination as they work with artist's tools; and build basic awareness of design and composition. In Becka's Studio, parents can learn to connect with their children through art while supporting innovation and creativity with common materials.

CMT's environment fosters creativity, imagination, and allows children to be children while giving parents the option to relax or interact. To ensure that parents and caregivers feel comfortable and confident visiting a fine art museum with young children, TAM created three new Family Explorer Packs designed to guide families through fun, easy, and age-appropriate activities. Families can check out one or more packs based on materials found in the exhibition *The Beauty of a Shared Passion*. There is a Glass Pack, a Brushes and Paper Pack and a Bronze Pack. Each pack provides tips for looking at two works of art to find details, offers touchable materials to explore, and includes a related picture book to read together. Families are invited to explore at their own pace, and the packs are designed to be completed in 15 to 30 minutes, so as not to overwhelm new visitors.

"An art museum can seem like a daunting place to parents of little ones, but Tacoma Art Museum wants to connect people of all ages through art. We've worked with Children's Museum

of Tacoma to develop a program that provides a fun, easy, and relevant experience to inspire even the youngest learners. We think families are going to get a lot of out of this new partnership, and we're excited to be able to introduce kids to the art museum at a young age," said Samantha Kelly, Director of Education and Community Engagement at TAM.

This partnership program is funded for a two-year period. It is supported by the Hoffman and Driscoll families in honor of their late grandmother, mother, and wife, Susan F. Hoffman, whose career was dedicated to education, both in the arts and social issues, about which she was passionate. She taught art to children in Cleveland (including at the Cleveland Museum of Art), Boston, and Seattle. She later pursued a doctorate in communications at University of Washington, and established the company Intermedia Inc. to distribute education media materials. Susan was committed in life and work to progressive causes and women's rights. A spokesperson for the family said, "We thank Tacoma Art Museum and the Children's Museum of Tacoma for providing an inspiring way to honor our mother, grandmother and wife, Susan F. Hoffman, who believed passionately in the arts and education. This is a great new program!"

Tanya Andrews, Executive Director at CMT, said "Art is a language that children naturally use to express themselves, explore their world, and teach themselves new things. Susan Hoffman believed in the power of art in the lives of children and it is an honor to partner with our friends at TAM to expand access for children and families to high quality art experiences. It is an honor to celebrate Susan's spirit and her commitment to arts education."

CMT proudly offers [Pay as You Will Admission](#) Wednesday-Sunday, allowing families to donate what is right for them. TAM's current admission rates are \$15 adult, \$13 student, children 5 and under free, or \$40 per family with two adults and up to four children under age 18. The new CMT-TAM partnership results in a savings of \$15 - \$40 per family at TAM.



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Image credits, top to bottom: A toddler enjoys making art at Tacoma Art Museum. Photo by Pei Pei Sung, Courtesy Tacoma Art Museum. Children painting in Becka's Studio at CMT. Photo courtesy of Children's Museum of Tacoma.

For more information about *The Beauty of a Shared Passion: Highlights from the Rebecca and Jack Benaroya Collection* at TAM, [click here](#).

For more information about Becka's Studio at CMT, [click here](#).

About the Children's Museum of Tacoma

The Children's Museum of Tacoma honors children and champions play. The Museum believes play is the elemental component of children's learning. The Museum's playscapes reach beyond home and school experiences to engage young children and their adults in self-directed play that celebrates imagination and encourages creativity.

The Museum is the first private, non-profit children's museum in the country to offer *Pay As You Will* admissions. That means everyone is welcome through the Museum's doors to play regardless of their ability to pay. This commitment to access for all families in Pierce County families is also demonstrated through the free [Play to Learn](#) program, serving 16 locations weekly during the academic year. Museum programs include [Preschool Powered by Play](#) for children ages 3-5 years old at the CMT and Hoyt Early Learning Center campuses; as well as [The Muse: A Children's Center](#), a licensed, childcare facility for children ages 12 months to five years old.

1501 Pacific Avenue, Tacoma, WA 98402

HOURS: Wed - Sun 10 a.m. - 5 p.m., Tues 10 - 11:30 a.m.

exclusively for children with special needs. Member-only hours: Mon 10 a.m.–5 p.m., Fri –Sat 9-10 a.m. .

ADMISSION: *Pay As You Will* supported by KeyBank.

INFORMATION: 253.627.6031 or www.PlayTacoma.org

About Tacoma Art Museum

Tacoma Art Museum is an anchor in the city's downtown and a gathering space for connecting people through art. TAM's collection contains nearly 5,000 works, with an emphasis on the art and artists of the Northwest and broader

western region. The collection includes the largest retrospective museum collection of glass art by Tacoma native Dale Chihuly on continuous view; the most significant museum collection of jewelry by Northwest artists; key holdings in 19th century European and 20th century American art; and one of the finest collections of Japanese woodblock prints on the West Coast. In 2014, TAM welcomed a gift of 295 works of western American art in the Haub Family Collection, one of the premier collections in the nation and the first major western American art museum collection in the Northwest. The Haub gift included \$20 million for new galleries and endowed funds. The Haub Family Galleries opened in 2014. In January 2016, TAM announced the gift of the Benaroya Collection, including 225 works of art. The donation also includes nearly \$14 million in funding for new gallery space to showcase the collection and an endowment for a dedicated curator and care for the collection. The Benaroya wing is expected to open in fall 2018.

1701 Pacific Avenue, Tacoma, WA 98402

HOURS – Tuesdays–Sundays 10 am–5 pm, Third Thursdays 10 am–8 pm;
Third Thursdays free from 5-8 pm.

ADMISSION – Adult \$15, Student/Military/Senior (65+) \$13, Family \$40 (2 adults and up to 4 children under 18).
Children 5 and under free. Members always free.

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