



**FOR IMMEDIATE RELEASE**

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**FUTURE PARK AT Bowers Kidseum**

*New Exhibit Uses Art and Technology to Create Unique, Digital Playground*

Members Preview: September 16, 2017 9 am-12 pm

Opening Day: September 16, 2017 12 pm-4 pm

Open September 17, 2017-January 15, 2018 Tuesday-Sunday 10 am-4 pm

(Closed Mondays, Thanksgiving Day, Christmas Day, New Year's Day)

Santa Ana – The future looks bright! In collaboration with Team Lab Kids, Inc., Bowers Kidseum is excited to introduce an internationally traveling exhibit called *Future Park: Art + Technology*. In this unique digital playground, creativity abounds as children work and play together using technology, art and their imaginations! Designed to inspire creative thinking, encourage collaborative play and build an interest in digital technology, this hands-on, digital exhibit features four different interactive areas for children to explore:

*Sketch Town*

Paint the town red or blue or green! Children draw colorful pictures of cars, buses, buildings and more to create an amazing virtual town bustling with activity. The town is projected on oversized exhibit walls from floor to ceiling and is reactive to the child's touch. The children's drawings can also be made into an original 3-D papercraft model that they can take home.

To see Sketch Town in action, click here: [https://youtu.be/7\\_BvLniF7bY](https://youtu.be/7_BvLniF7bY).

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### *Light Ball Orchestra*

The Light Ball Orchestra is music to your ears and eyes! Children can play in an elaborate orchestra by rolling soft, oversized balls that are nearly as tall as they are! The giant orbs change sound and color when they touch and communicate with each other to play in concert.

To see the Light Ball Orchestra, click here: <http://bit.ly/1SD8x3J>

### *Connecting! Block Town*

All roads lead to fun and adventure! Using different brightly colored blocks on a table that becomes a large-scale screen, children create digital thoroughfares for cars, boats, trains and planes! Soon, the city landscape comes alive as children team up to create working roads and railways crisscrossing each other as vehicles make their way.

To see Connecting! Block Town, click here: <http://bit.ly/1TTCsda>.

### *Hopscotch for Geniuses*

Hop to it! Featuring beautiful artwork, shapes and designs projected onto the floor, this interactive path reacts with sounds and colors as children use their entire bodies to play. The perfect activity for busy minds and bodies!

To see Hopscotch for Geniuses in action, click here:

<https://www.youtube.com/watch?v=BKOG9zdJCUQ>.

Future Play has been made possible due to a generous anonymous donation and the Bowers Museum's Bead Society.

### **About Team Lab Kids, Inc.**

Team Lab is a collaborative, interdisciplinary creative group that brings together professionals from various fields of practice in the digital society: artists, programmers, engineers, CG animators, mathematicians, architects, web and print graphic designers and editors. Referring to themselves as “Ultra-technologists,” their aim is to achieve a balance between art, science, technology and creativity.

### **About Bowers Kidseum**

Founded in 1994, Bowers Kidseum, both an interactive children's museum and learning center, serves as an extension of the main Bowers Museum, offering multi-faceted art and cultural experiences for young children, their families and the community. Primarily dedicated to the pre-school and early elementary age, Kidseum's central focus is providing a 'hands-on' experience in keeping with the museum's mission to "enrich lives through the world's finest arts and cultures."

**Mission:** Igniting Imagination through the Exploration of Art and Archaeology.

**Focus:** Kidseum focuses on engaging children in an academically rich and developmentally appropriate environment where they can experience history, art, and culture. As the only cultural art-based children's center in Orange County, Kidseum is on the forefront of children's art education. While focusing on the beauty and meaning behind art and traditions, the center provides children with avenues for creativity, communication, and learning. Each year, KIDSEUM engages over 35,000 Orange County children through a variety of programs, including exhibits, family festivals, museum tours, art classes, school outreach programs, cultural art trunks, creative projects, storytelling, curriculum materials and artifacts.

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