



Museum of Contemporary Art Tucson

The mission of MOCA is to inspire new ways of thinking through the cultivation, exhibition and interpretation of cutting-edge works of our time.

MOCA inspira formas nuevas del pensamiento por medio de la cultivation, exhibicion y interpretacion del arte innovador de nuestro tiempo.

The Lily Program at MOCA

CHALLENGE:

Public schools in Tucson have cut or eradicated funding for arts education and transportation for field trips. Schools thus put an unsustainable burden on local arts agencies to bring outside curriculum into the schools at the expense of the arts agencies, draining resources from the art organization's efforts and mission.

MOCA GOALS:

A museum is primarily an educational institution, and one that uniquely uses real objects, as opposed to reproductions, to educate. MOCA's youth outreach educational goals involve getting youth to experience art live, in person and to participate in educational events on site at the Museum. Since local public schools and many community centers do not have budgets for transportation, MOCA has relied on visits from charter schools. Our goal is to reach more underserved public school and community center youth and to that end we have initiated The Lily Program. In the Spring of 2013, MOCA has designated \$3000 to subsidize transportation for youth visits and another \$2000 for organization and supplies. While these are currently underway for the spring term, we are seeking \$10,000 in support in the fall of 2013 to further develop and grow the program, to reach more youth.

Why art education?

There is extensive data demonstrating the importance of art education and arts ability radically improve math and science learning and to more deeply engage students to develop crucial critical thinking skills. Plus, it's fun. And that is very important for kids—to know that learning and developing and expanding one's mind is not just a dutiful requirement, it's actually one of life's great pleasures. At MOCA, we've used art to teach kids about biology, physics, engineering, the

environment, social justice, history, literature, and a wide range of themes, disciplines and ideas that help cultivate their knowledge of the world and inspire their interest through art and creativity.

	# Viz	# Youth	CPU	total	
The Lily Program					
Art Supplies		100	5	500	on-going
Curriculum Development	5-7, 8-10, 11-13, 14-17			1500	one-time
Educators/Tour leaders		10		500	
Transportation	varies by #, location, etc.			3000	
Marketing/Outreach	PSA, Soc Med, Fliers			400	
Program Administration				1000	
				6900	

Youth Opportunity

I am reaching out to you on behalf of the Museum of Contemporary Art - Tucson (MOCA) to encourage you to take advantage of program available to youth in the community. Your agency has been identified as one that may be ideally suited for this opportunity.

MOCA invites school groups (ages 5-17) to view the current exhibition and participate in a drawing exercise involving color and form to allow students of all ages to engage with the abstract paintings of Bisbee-based artist Peter Young.

Students are welcome M-F 10am-5pm for a 1 hour visit with activity. Students may bring snacks or lunch and dine and play on the MOCA Plaza during their visit.

There is no charge for the visit and students will be provided with art supplies and will be able to take home their creations.

Funding for transportation is provided by MOCA on a first come, first serve basis. Tours will be held during the month of February and March 2013. Please contact Anne-Marie at MOCA at amr@moca-tucson.org to arrange. The Museum of Contemporary Art is located in Downtown Tucson at 265 South Church just east of the Tucson Convention Center.

Buenos días mi nombre es Anne-Marie Russel I Directora del Museo de Arte Contemporáneo de Tucson (MOCA). Me comunico con ustedes para informarles sobre el programa para jóvenes (edades 5-17) que ofrece el Museo de Arte Contemporáneo - Tucson (MOCA).

Su agencia ha sido identificada con poder ayúdenos a motivar a nuestras jóvenes en la comunidad a participar en esta oportunidad/programa de educación artística que provee MOCA. Los detalles; MOCA invita a grupos escolares de lunes a viernes de 10am-5pm para ver la exposición artística actual y participar con el artista Peter Young de Bisbee Arizona en un ejercicio de dibujo, color y forma usando las pinturas abstractas del artista mencionado como base de inspiración.

Los jóvenes participaran en una hora de actividades artísticas en cual los estudiantes son proporcionados todos los materiales artísticos para poder participaren durante su visita al museo. Los estudiantes pueden traer su propia comida, bocadillos y cenar y jugar en la Plaza MOCA durante su visita (MOCA no proporciona alimentos).

La participación en el programa es gratis a los estudiantes. MOCA también ofrece ayuda con la transportación de los estudiantes al Museo para participar en el programa. MOCA tiene fondos limitados para proporcionar transportación gratis así que entre más pronto se pueda comunicar con nosotros le podremos reservar fondos para transportación. Una vez agotados esos fondos

MOCA no podrá ofrecer transportación gratis al museo. El programa se llevara a cabo durante las fechas del mes de febrero a marzo 2013

Para más información o para reservar tiempos y participación por favor comuníquese con Anne-Marie al correo electrónico amr@moca-tucson.org
Gracias su servidora Anne-Marie Russell