

The Jump Museum



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For Immediate Release

The Jump Museum opens to the public on May 1, 2012
with its inaugural exhibition
Jump into Art
May 1, 2012-January 6, 2013

****Press Preview: April, 30, 2012, 10:30 a.m. and 3 p.m. ****
RSVP: 800-555-JUMP, media@jumpmuseum.org

Fantasy City, New York (November 11, 2011)— Fantasy City, home to six museums, now makes it seven. Take a leap into the new Jump Museum, opening May 1, 2012. The Jump Museum focuses on contemporary and historical art, with the mission and philosophy to:

- Energize – inviting visitors to jump for joy about art
- Engage – supporting visitors to jump into art
- Expand perceptions – challenging visitors about jumping to conclusions

The concept for the museum has come together quickly, under the leadership of Director and Curator Rena Tobey. Contemporary artists immediately became excited about the prospects of a museum that centers on visitor involvement with eye-opening and inspiring art.

Two artists Elliott Erwitt and Cindy Sherman even got involved in the museum's creation. "I like to think of my images as a dialogue with the viewer, so this museum really works for me. We can write a story together," Sherman said. Erwitt added, "I was so enchanted by idea of The Jump Museum that I encouraged Rena to use a detail from one of my images for the logo."

Exhibits are designed to create interaction between the visitor and the works on view, through gallery tours, artist talks, family day programming, and technology placed throughout the museum. Touch screen kiosks will guide visitors through learning activities and even encourage hands-on artmaking that can be e-mailed home. "We expect the galleries to be noisy, full of fun, but serious conversation, too. It really works for the whole family," Tobey commented.

The Inaugural Exhibition

The museum's inaugural exhibition *Jump into Art* features five photographers, including Erwitte and Sherman, along with Philippe Halsman, Catherine Opie, and Weegee. These famous American artists, spanning most of the 20th century to today, have varied styles, ranging from frothy to witty to serious.

All are thought provoking, with the slow-looking method the museum advocates. "Rather than show dozens of works, we display a much smaller number," Tobey explained. "We really want the visitor to take time with each image, to explore and reflect on it." Erwitte added, "It's like *Cirque du Soleil* meets the art world. You never know where the next picture will take you."

The exhibit explores themes by photographer:

- Jump for Joy with Elliott Erwitte
- Jump the Gun for Weegee
- Jumpology and Philippe Halsman
- Jump Across Boundaries with Catherine Opie
- Jump Back in Time and Jump into Art with Cindy Sherman

One kiosk sure to grab attention is in the Halsman gallery. He was known for distinctive celebrity photographs, unusual because he caught them mid-air—jumping. The kiosk in the gallery can take on-demand digital photographs of visitors. "We hope they'll jump," Tobey laughed.

Several publications will accompany the exhibition. The museum's website www.jumpmuseum.org will feature a free highlights catalogue and a link for a multimedia app, priced at \$5. A printed softcover catalogue will be available for \$15 in mid-July, coinciding with the height of Fantasy City's tourist season.

"I've had the privilege of working with Cindy, Elliott, and Rena on developing the museum and this catalogue. I think it's going to be a knockout," said Susan Larsen, Director of Publications at the *Detroit Institute of Arts*, who has served as a consultant for the museum since its inception.

General Museum Information

Come jump in everyday, except December 25. Museum and shop hours are 11 a.m. to 5 p.m. The museum features 9000 square feet of gallery space.

Admission: free always.

Jump into Art is organized by Rena Tobey, Director and Curator of The Jump Museum.

Thank you to our generous underwriters, The Angels of Creativity Foundation and the Fantasy City Arts Commission.

For more information, visit www.jumpmuseum.org or call 800/555-JUMP.

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