

FOR IMMEDIATE RELEASE

Gallery Uno Exhibit to Open June 19 at the Children's Museum

How the Children's Museum of Denver at Marsico Campus is turning the design process on its head

Denver, Colo. (June 18, 2024) – An industry leader in cutting-edge exhibits for children, the Children's Museum of Denver at Marsico Campus is at it again.

On June 19, the Museum will open a rotating exhibit space, *Gallery Uno*. One word will be chosen to define each new experience, allowing the Museum to create relevant and timely installations that evoke connection and conversation. Each experience will be designed to be whimsical, irreverent, clever, joyful and, perhaps most of all, experimental.

The first installation is inspired by the word **SNUG**, and one step into this one-of-a-kind space and you'll see why. Entering the exhibit is like walking into the living room fort of your dreams, where guests are encouraged to squish, scramble, nestle and crawl through a floor to ceiling installation of precisely stacked couches, chairs, ottomans and cushions. Unique touches fill the space, like a lava lamp wall, chandeliers constructed with an array of vintage lamps, and, as an homage to feelings of home, photo collages of the Museum team snuggled up on couches with their families. In addition to this radical assemblage, there will be more than a few sensorial surprises to discover among the many nooks and crannies of this immersive landscape.

To get to this final product, the Museum team tried something a little bit different: **emerging design**.

Traditionally, exhibit concepts develop through the act of drawing, with the end result directly reflecting those drawings. Through emerging design, the team took an initial idea and approached design as an evolutionary activity, in which plans for the use of materials and tools gradually emerged from testing and contemplation. Pushing beyond what has been done before, the emerging design process replaces the predominance of abstract drawing with the act of making.

"Traditional design methods rely on renderings, plans and other architectural adventures to determine what exactly will be built," said Museum President & CEO, Mike Yankovich, "Emerging design relies heavily on prototyping with the exciting, and sometimes challenging, reality that the place where you start is rarely the place where you finish. We believe that through this process, inspiring new ideas are born."

Email Kimber Kuhl, Director of Marketing, to set up a tour at KimberK@cmdenver.org.



The graphic is a dark blue rectangular banner with a dashed white border. On the left, there is a framed illustration of a child in a blue shirt and dark pants crawling on a brown armchair in a dimly lit room with a purple lamp. To the right of the illustration, the text reads: "at the Children's Museum presents" in small white font, followed by "Gallery UNO" in a large, white, cursive font, and "SNUG" in a large, bold, white, sans-serif font. Below "SNUG" is "Opens June 19" in a smaller white font. A horizontal dashed white line separates this text from the bottom text: "Get ready to squish, scramble, nestle and crawl to uncover surprises around every corner!" in white. In the bottom right corner, there is a small, glowing green caterpillar illustration.

Made possible by

The Giles W. and Elise G. Mead Foundation

About the Children's Museum of Denver at Marsico Campus

The mission of the Children's Museum of Denver at Marsico Campus is to create extraordinary experiences that champion the wonder and joy of childhood. They believe in kid-powered learning and every day, their expertly designed exhibits and programs open doors for Colorado's curious young minds to express what they know and to discover, create and explore more - on their own terms.

Since 1973, the Children's Museum of Denver at Marsico Campus has served the metro-Denver community as a learning institute dedicated to the education and growth of young children and their caregivers. The Museum provides rich play experiences and a dynamic learning environment for children to joyously learn through innovative and interactive hands-on exhibits, engaging daily programming and year-round special events.

The Children's Museum of Denver at Marsico Campus is a 501(c)(3), private non-profit organization, and a Tier II SCFD member.

Note: Please use "Children's Museum of Denver at Marsico Campus" in all publications on first reference and "Children's Museum" or "Museum" thereafter.

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