

MASS MoCA

NEWS RELEASE

For Immediate Release
6 January 2014
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MASS MoCA is Free on January 31... Are You?

Behind-the-scenes tours, art-making, live music, and dance



North Adams, Massachusetts — On a day when our galleries teem with visitors and activities, take a peek behind the scenes in every aspect of the museum. MASS MoCA Director Joseph Thompson elaborates on the history of our campus. Art fabricators break down the process of taking a project from concept to completion, and you can watch our tech crew build a concert light show. Enjoy elevator music (played live), art-making, dance performances, story time, treasure hunts, and all the usual Free Day fun. MASS MoCA's **Free Day** goes down on **Saturday, January 31**, from **11 am to 7 pm**.

Ever wonder how a 12-ton phoenix got into the museum or what it takes to put on a dance performance? Free Day visitors are encouraged to engage with museum staff who lead specialized talks and tours to answer all your MASS MoCA questions. Hear Richard Criddle, Director of Fabrication and Art Installation; Sue Killam, Managing Director of Performing Arts; and Joseph Thompson, Director, talk about: *The History of MASS MoCA*; *The Technology Behind Dying of the Light: Film as Medium and Metaphor*; *How It's Made*: an inside look at the exhibition installation process; *The Show Must Go On*: a behind-the-scenes glimpse into the performing arts at MASS MoCA; and a detailed overview of the long-term *Sol LeWitt Retrospective*. Additionally, gallery tours that discuss museum history and art run every half hour from 11:30am to 6pm. Family-focused tours are available at 12pm and 2pm, and family activities are ongoing throughout the day.

Find live music in our oversize freight elevator throughout the day, and hear BETTY in the 3rd-floor galleries performing the original score created for Darren Waterston's *Filthy Lucre* at 3pm. Berkshire

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Dance Theater students dance under Teresita Fernández's *Black Sun* at 12:30pm and 1:30pm, and MCLA's dysFUNKcrew performs at 4:30pm and 6:00pm.

All day long participate in art-making activities. A community art project inspired by Lee Boroson's *Plastic Fantastic* fills our biggest gallery. A scavenger hunt takes place museum-wide. Rediscover Kidspace with a trip through its lively history of exhibition highlights and art projects. Get lost in stories in front of Sol LeWitt's *Loopy Doopy* with storytellers from Child Care of the Berkshires at 11:30am and 3:30pm.

Move from the galleries straight to the dance floor with a DJ at 7pm and **Nomadic Massive**, a sprawling hip-hop collective from Montréal, who performs at 8pm in the Hunter Center. Claiming its hometown as "Montréal, Chile, Haiti, Brazil, France, Argentina, Saint Vincent, Barbados, France, and Algeria," the group is a force to be reckoned with, and its live show is a multilingual eruption of old-school hip-hop with live instrumentation and a deeply global vibe. \$5 for members and students, general admission tickets are \$10 in advance or \$15 day of. Tickets for all events are available through the MASS MoCA box office located on Marshall Street in North Adams, open 11am - 5pm Wednesdays through Mondays; closed Tuesdays through spring 2015. Tickets can also be charged by phone by calling 413.662.2111 during box office hours or purchased on-line at massmoca.org.

Sponsorship

Free Day is made possible in part by the Institute of Museum and Library Services and Berkshire Gas. Nomadic Massive is sponsored by Berkshire Gas.

Images

High-resolution images of MASS MoCA's spring 2015 events are available through this link: <http://bit.ly/1ByVwVx>.

About MASS MoCA

MASS MoCA is one of the world's liveliest (and largest) centers for making and enjoying today's most important art, music, dance, theater, film, and video. Hundreds of works of visual and performing art have been created on its 19th-century factory campus during fabrication and rehearsal residencies,

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making MASS MoCA among the most productive sites in the country for the creation and presentation of new art. More platform than box, MASS MoCA strives to bring to its audiences art experiences that are fresh, engaging, and transformative.

MASS MoCA's galleries are open 11am to 5pm every day except Tuesdays. The Hall Art Foundation's Anselm Kiefer exhibition is open seasonally beginning spring 2015. Gallery admission is \$18 for adults, \$16 for veterans and seniors, \$12 for students, \$8 for children 6 to 16, and free for children 5 and under. Members are admitted free year-round. For additional information, call 413.662.2111 x1 or visit massmoca.org.

Additional

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