

## MASS MoCA is free on January 30

### Community art projects, live music, dance, and gallery tours



NORTH ADAMS, MASSACHUSETTS — Join us for MASS MoCA's annual day of free admission for all visitors. Enjoy elevator music (played live), art-making, gallery tours, and pop-up performances when our galleries teem with visitors and activities for all. This year's annual **Free Day** is on **Saturday, January 30**, from **11am to 7pm**. Comedian **Chris Gethard** caps off the night with a ticketed performance of wickedly funny stand-up set in MASS MoCA's Club B10 at **8pm**.

Inspired by the theme of empathy in the Kidspace exhibition *Walk in My Shoes*, Free Day visitors are invited to create art that will go on display at Boston Children's Hospital beginning in February. A community mural project transforms the museum's Tall Gallery with Jim Shaw and Clifford Ross-inspired art. Simulate Shaw's art with paper wigs and outrageous props in an *Entertaining Doubts* photo booth. Child Care of the Berkshires leads story time in the Sol LeWitt gallery for young visitors, a scavenger hunt takes place museum-wide, and art activities happen all day long.

Kidspace exhibiting artist Aaron Johnson conducts a residency with grade 4 students from Brayton and Clarksburg Elementary schools and with MASS MoCA's Teen Task Force members in early January. They will create a collaborative sock-monster mural inspired by Johnson's art practice. See it first when we unveil it on Free Day.

Every half hour, from 11:30am through 5:30pm, gallery tours are offered by museum staff, including specialized architecture, family, and Sol LeWitt tours. A story booth will be set up in the galleries for past Sprague employees to share their memories of the space that now holds MASS MoCA. Look for site-specific, interactive poetry activities throughout the museum provided by Brooklyn-based collective WanderWord.

Find live music in our oversized freight elevator throughout the day, and watch Berkshire Dance Theatre students dance in Clifford Ross' *Landscape Seen & Imagined* at 4:30pm, and MCLA's dysFUNKcrew at 2:30pm and 3:30pm. Keep an ear out for pop-up concerts in the galleries. Check [massmoca.org](http://massmoca.org) for a full schedule of activities and events.

Lickety Split, MASS MoCA's in-house café, offers lunch throughout the day, including hot dogs and mac & cheese, and a dinner menu in the evening.

Move from the galleries to the club at 8pm with comedian **Chris Gethard**. Recognizable from appearances on *The Office*, *Parks and Recreation*, *Broad City*, and *Louie*, he's an underground comedy king with a slightly nerdy, slightly angry, devilishly cerebral standup show. A full bar serves Berkshire Brewing Company beers and Berkshire Mountain Distillery spirits. Tickets are \$16 in advance, \$10 for students, \$22 day of, and \$28 preferred. Tickets for all events are available through the MASS MoCA box office located on Marshall Street in North Adams, open 11am to 5pm every day except Tuesdays through spring 2016. Tickets can also be charged by phone by calling 413.662.2111 during box office hours or purchased online at [massmoca.org](http://massmoca.org). All events are held rain or shine.

## Sponsorship

Free Day is made possible in part by Berkshire Gas. The Aaron Johnson Artist Residency is sponsored by the Institute of Museum and Library Services and MCC Star grants. The Chris Gethard performance is sponsored by Freight Yard Pub.

## Images

High-resolution images of MASS MoCA's winter/spring 2016 events are available through this link: [bit.ly/1NL6mgv](http://bit.ly/1NL6mgv).

## 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 19<sup>th</sup>-century factory campus during fabrication and rehearsal residencies, 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 from 11am to 5pm every day except Tuesdays through spring 2016. The Hall Art Foundation's Anselm Kiefer exhibition is seasonal and reopens April 30, 2016. 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](http://massmoca.org).