



## **Target Sponsors the 2008 Edition of MAM's Award-Winning Summer Youth Program: MAM in the Neighborhood**

Miami Art Museum announced today that Target will provide a grant to underwrite this year's edition of the award-winning *MAM in the Neighborhood* program.

*MAM in the Neighborhood*, which brings activities to neighborhood centers throughout Miami-Dade County and children, won a 2007 Achievement Award from the National Association of Counties. The NACO awards honor effective and innovative programs which enhance community life by increasing services to citizens. A program summary of *MAM in the Neighborhood* is now in the organization's Model Programs database, allowing users nation-wide to benefit from – and be inspired by -- MAM's experience.

"Miami Art Museum is committed to providing the children of Miami-Dade County numerous opportunities to visit the museum and learn about art," MAM Director Terence Riley said. "*MAM in the Neighborhood* is just one of our many educational programs aimed at reaching as broad a spectrum of the Miami-Dade community as possible. We're delighted that Target has joined us this year, making it possible for us to reach an even greater number of children."

MAM presents *MAM in the Neighborhood* in collaboration with Miami-Dade County parks, community-based associations, religious organizations and agencies. MAM's education staff visits a wide range of community centers throughout Miami-Dade County each summer and leads youth groups in art activities. MAM Funpacks, filled with art supplies, are distributed to each participant and materials for a group art project are provided for the center. MAM invites day-camps and other groups to visit the museum for exhibition tours led by gallery teachers. Free buses are provided on request.

This year's edition of *MAM in the Neighborhood* revolves around the exhibition *Shadows, Disappearances and Illusions*. Activities will include creating scratch art, photograms, and visual tricks. Previous *MAM in the Neighborhood* programs include production of an award-winning video on the Overtown neighborhood and the creation of a public mural project in East Little Havana.

This grant is part of ongoing efforts by Target to strengthen families and communities throughout the country. Since opening its doors, Target has given 5 percent of its income to organizations that support education, the arts, social services and volunteerism. Today that translates to \$3 million every week.

“At Target, our local grants are making a difference in the communities we serve,” said Laysha Ward, vice president, community relations, Target. “We’re proud to partner with MAM as part of our ongoing commitment to give back to the communities where our guests and team members live and work.”

Additionally, Target also gives through signature programs that are designed to inspire learning in children and families. Programs include:

- Take Charge of Education<sup>®</sup>, a school fundraising program;
- Target Field Trip Grants, a program that helps educators bring learning to life for students through the distribution of grants;
- Target House<sup>®</sup>, which serves as a home away from home for families of children receiving life-saving treatment at St. Jude Children’s Research Hospital<sup>®</sup> in Memphis;

Target team members, retirees, families and friends also volunteer millions of hours to community projects.

## **About Target**

Minneapolis-based Target serves guests at 1,613 stores in 47 states nationwide by delivering today’s best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Since 1946, the corporation has invested five percent of its income in the communities it serves. Target (NYSE:TGT) gives more than \$3 million a week to its local communities through grants and special programs. Target partners with nonprofit organizations, guests and team members to help meet community needs.

## **Education at MAM**

Education is at the heart of MAM’s mission. The museum has established a broad range of educational programs at the museum and in the community for children, families and adults. MAM’s offerings for teachers and students from kindergarten through twelfth grade make up the largest art-museum education program in Miami-Dade County. Throughout the year, MAM offers exciting programs and activities for young people and families to learn about art and discover new ways of seeing together – both at the museum and at community centers throughout Miami-Dade County, especially in underserved areas. The

museum's schedule of lectures, tours and programs, encourages all visitors – novices or connoisseurs alike – to experience the world of contemporary art.

Additional sources of funding for MAM's educational programs include Assurant Solutions, Blank Family Foundation, Carnival Corporation, The Heckscher Foundation for Children, MetLife Foundation, Peacock Foundation and Wachovia Bank.

For more information on MAM in the Neighborhood and other MAM educational programs, please contact [MAMED@miamidade.gov](mailto:MAMED@miamidade.gov) or call 305.375.4073.

### **The New MAM**

In September 2006, MAM's Trustees selected Herzog & de Meuron to design a new and expanded facility, scheduled to open in Miami's Museum Park in 2012. The new, 125,000-square-foot MAM, which will overlook Biscayne Bay, is nearly three times the size of MAM's current facility. It will include 32,000 square feet of galleries, providing space for larger and more diverse displays of the Museum's permanent collection as well as special exhibitions.

The facility being designed by Herzog & de Meuron will occupy four acres on the north side of Museum Park, overlooking Biscayne Bay. The new space will allow for the display of the permanent collection and special exhibitions; an educational complex with a library, auditorium, classrooms, and workshop space; and such amenities as a cafe and store. The new MAM will also include outdoor sculpture installations contiguous with the Museum.

The Museum anticipates a total cost for the building project of \$220 million, the largest portion of which—\$131 million—will be used to underwrite the costs directly associated with the construction of the building and sculpture garden. The total also includes a plan to raise \$70 million for the Museum's operating endowment and \$19 million in transitional expenses related to the project.

The largest single source of funding for the project is the County's General-Obligation Bond. In November 2004, Miami-Dade County voters overwhelmingly approved a bond that includes \$100 million for the construction of the Museum building. The City of Miami also made a key contribution by providing the land for the new MAM. The trustees of the Museum are committed to raising additional funds from a combination of public and private sources, and have begun the fundraising process. Prominent civic leaders and MAM Trustees Ambassador Paul L. Cejas, Ella Fontanals-Cisneros, Jorge M. Pérez, and Craig Robins are co-chairs of Miami Art Museum's Capital Campaign Committee.

The Museum will remain in full operation in its current location on Flagler Street until the new building is complete.

## **Museum Park**

The new MAM is critical to the transformation of forty acres of underused waterfront property on Biscayne Bay into Museum Park, which will include lawns, public gardens, and two major museums—MAM and Miami Science Museum, which will also host a branch of the Historical Museum of Southern Florida. The creation of Museum Park is the result of a public-private partnership with four stakeholders: Miami Art Museum, Miami Science Museum, Miami-Dade County, and the City of Miami.

## **Miami Art Museum**

Miami Art Museum is dedicated to engaging the public with international art of the 20th and 21st centuries, taking a hemispheric perspective of the Americas. Since its founding in 1996, the Museum has exponentially built a body of contemporary art called by *Art in America* "the quintessential Miami collection."

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Miami Art Museum is sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Arts Council, and the National Endowment for the Arts; with the support of Miami-Dade County Department of Cultural Affairs, the Cultural Affairs Council, the Mayor and the Board of County Commissioners. Miami Art Museum is an accessible facility. For sign language interpretation or assistive listening devices please call MAM's Education Department 305.375.4073 at least five days in advance. Materials in accessible format may be requested.

Open Tuesday through Friday - 10 AM to 5 PM, Saturday and Sunday – noon to 5 PM. JAM@MAM Third Thursdays until 8:30 PM. Closed Monday. Admission for MAM members, children under 12 and students (with valid ID) is free. Adults \$8, seniors \$4, JAM@MAM \$10. Free admission every second Saturday.

101 West Flagler Street

Miami, FL 33130

305.375.3000

[miamiartmuseum.org](http://miamiartmuseum.org)

Garage Parking

\$5 at 50 NW 2nd Ave

between Flagler St and NW 1st St

Overflow parking at 270 NW 2nd Street

Metrorail: Government Center Station

