

Linda S. Thibodeau

Director

Division of Libraries, Archives,
& Museums

lam.alaska.gov

STATE OF ALASKA

DEPARTMENT OF EDUCATION
AND EARLY DEVELOPMENT

Robert C. Banghart

Deputy Director

395 Whittier St.
Juneau, Alaska 99801-1718
907.465.2901

Press Release

SHELDON JACKSON MUSEUM

FOR IMMEDIATE RELEASE

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SLOW ART DAY at the Sheldon Jackson Museum

SITKA – The Sheldon Jackson Museum will be one of hundreds of museums and galleries worldwide participating in Slow Art Day which occurs this year on Saturday, April 27. One day each year, people all over the world visit local museums and galleries to look at art – *slowly*. Since its start in 2009, Slow Art Day has grown from a single event held at the Museum of Modern Art in New York City, to an annual global event.

Slow Art Day was designed to enhance museum visitors' art-viewing experience. A 2001 study conducted at the Metropolitan Museum revealed that on average, visitors looked at individual works of art for up to 17 seconds. On Slow Art Day, instead of the several-second viewing of an object, visitors are asked to spend an hour or more looking at just five pieces of art. After their individual slow art viewing, participants are encouraged to get together to talk about their museum experience over coffee or lunch.

Hosting institutions often choose the five pieces so that participants are able to talk about the same core pieces. Artworks chosen usually have some kind of narrative, or a variety of abstract works and narratives.

This year on Slow Art Day, the Sheldon Jackson Museum will host a free family-friendly Curators-in-Training event encouraging children and their families to slowly view five selected artifacts and sketch, analyze, and catalog them from a curator's perspective. For more information about Slow Art Day, visit www.slowartday.com.

Winter hours are 10 a.m. – 4 p.m. Tuesday through Saturday. Visitors 18 and under are admitted free of charge. An annual pass that allows unlimited visits to the Alaska State Museum and the Sheldon Jackson Museum in Sitka is available for \$15. Assistance is available for visitors with special needs by contacting Visitor Services at 465-2901 before the visit.

FOR MORE INFORMATION:

Phone (907) 465-2901 Fax (907) 465-2976

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