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Press Release

ALASKA STATE MUSEUM

**FOR IMMEDIATE RELEASE**

**DATE: April 15, 2013**

## **SLOW ART DAY**

### **At the Alaska State Museum and the Juneau-Douglas City Museum**

JUNEAU – The Alaska State Museum and the Juneau-Douglas City Museum will be just two of hundreds of museums 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 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. Admission is FREE at both museums this year on April 27<sup>th</sup> in conjunction with this and other events.

Slow Art Day was designed to enhance museum visitors' art-viewing experience. A 2001 study conducted at the Metropolitan Museum in New York revealed that on average, visitors looked at individual works of art for about 17 seconds. On Slow Art Day, instead of the several-seconds viewing of an object, visitors are invited to visit a museum of their choice and spend an hour or more looking at just five pieces of art. After their individual slow art viewing, participants are encouraged to get together with others engaged in this challenge to talk about their museum experience over coffee or lunch.

At the two museums in Juneau, visitors can choose their own five artworks to examine, or follow the prompts of museum staff. At the State Museum, a locator map and directions to the objects will be available at the front desk. At the City Museum, there will be family-friendly "stations" set up near the chosen artworks, and a small booklet of thought-provoking questions specific to each object will be available. Also at the City Museum, the Curator of Collections and Exhibits will be available for casual conversations from 10:30 – 12:30. At both facilities, visitors are encouraged to sketch or free write their thoughts.

For more information about Slow Art Day in general, visit [www.slowartday.com](http://www.slowartday.com) and for more information about Slow Art Day in Juneau, phone 465-4811.

**FOR MORE INFORMATION:**

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

[www.museums.alaska.gov](http://www.museums.alaska.gov)

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