



## PRE-SCHOOL: LINE, SHAPE AND COLOR

**Tour:** This tour explores line, shape and color. Focusing on the art work displayed in MOCA's galleries, children discover these three elements of art through discussion and participation in interactive activities, each designed to enhance the experience and understanding of contemporary art.

**ArtExplorium Loft:** Arrange various colored shapes under an illuminated kaleidoscope to create a unique composition at the Splitting Image station.

**Studio Activity:** Students will explore the fundamentals of shapes in art and their environment through the study of lines used to create geometric and organic shapes.

## KINDERGARTEN: PICTURING PEOPLE

**Tour:** Explore MOCA Jacksonville's contemporary portraits. Some look real like a photograph, while others, such as Picasso's Imaginary Portraits, are abstract depicted with extra eyes and misplaced features. Children will love looking at and learning about these spectacular contemporary portraits.

**ArtExplorium Loft:** Create a portrait and place it inside a variety of frames with filters that will alter your image at the Making Faces station.

**Studio Activity:** Kindergartners will experiment with various facial expressions in a mirror then draw a realistic and imaginary self-portrait.

## FIRST GRADE: THE SHAPE OF THINGS

**Tour:** This tour examines objects that illustrate organic and geometric shapes. Students will expand their understanding of the elements and principles of art and design such as line, form, color, texture and shape. Learn how contemporary artists challenge the boundaries defined by the principles of art and design.

**ArtExplorium Loft:** The Freeze Frame station imitates a photography darkroom, featuring a light sensitive table where students can assemble images and observe as the silhouette is captured after the flash of a bulb.

**Studio Activity:** Students will experiment with composition by arranging geometric and organic shapes to create intricate patterns.

## SECOND GRADE: MATERIALS IN ART

**Tour:** Discover the many different methods artists use to create their masterpieces. Investigate paint, ink, film, metal, clay, found objects and more, and then learn how these materials are used to create art. Students will discuss the benefits of using different materials and participate in hands-on activities exploring various art making supplies.

**ArtExplorium Loft:** Explore the 16 interactive stations to learn more about the variety of materials an artist might use for creative expression.

**Studio Activity:** Each student will complete their very own masterpiece by exploring processes and mediums. After observing a still life, students will combine drawing techniques and collage to create a composition.

## THIRD GRADE: COLOR & LANGUAGE

**Tour:** Examine and explore the emotions and meanings behind various colors in a work of art and develop a more extensive color vocabulary through expressing temperature, value, and hue.

**ArtExplorium Loft:** Individually or collaboratively, rotate canisters on a large grid to expose a variety of textures and colors at the Pixel Pictures station.

**Studio Activity:** Students will be given the opportunity to create a unique piece of pixelated artwork focusing on primary colored squares.

## FOURTH GRADE: READ, WRITE AND DRAW

**Tour:** Investigate the various methods of communication by relating visual and written forms of expression. Students will compare and contrast various elements of art by analyzing color, motion, size and materials, to gain an understanding of the artists' intentions and aesthetic decisions.

**ArtExplorium Loft:** At the Picture Jam, assemble picture tiles on an illuminated table to create a collage inspired by music.

**Studio Activity:** Students will use their reading comprehension skills to inspire their creation of a work of art. Given a written description of an original work of art, students will use clues to create their own composition using watercolors on a piece of paper.

## FIFTH GRADE: SCIENCE AND MATH IN ART

**Tour:** From mosaics to pixels, from the printing press to photography, artists have always incorporated scientific thinking and mathematical methods into their creative process. Students will learn the various scientific techniques used to create certain works of art. Examine the many roles of science and math in our contemporary art collection and apply learned concepts during a hands-on, art-making project.

**ArtExplorium Loft:** At the Natural Selection table, become an environmental artist and create a piece of artwork using found, natural objects.

**Studio Activity:** Students will explore mathematics and perspective in contemporary art as they create their own scene from a museum.

## MIDDLE SCHOOL: IS THIS ART? NONTRADITIONAL ART

**Tour:** Gain knowledge about Contemporary Art movements and discover important concepts and influences that generate new mediums and artistic processes.

**Studio Activity:** Render a still life subject in three different styles.

**Question & Answer Cards (upon request):** Provide students with open-ended questions encouraging them to take a closer look at the artwork in the galleries. Students are then asked to take turns leading the tour by acting as the docent and answering their questions in front of their selected piece.

## HIGH SCHOOL: DISCOVERING MODERN AND CONTEMPORARY ART

**Tour:** MOCA Jacksonville engages high school students by encouraging self-exploration, personal involvement, and interaction between viewers and artwork. By studying works from the permanent collection and featured exhibitions, students are presented with cutting edge contemporary art and its diverse viewpoints.

**Studio Activity:** Students will discuss the contemporary graffiti and street art movements then create their very own "tag".

**Question & Answer Cards (upon request):** Provide students with open-ended questions, encouraging them to take a closer look at the artwork in the galleries. Question Cards geared to AP Art History are an option. Students take turns as the docent and answer their questions in front of the selected piece. Tour guides facilitate this activity and encourage student participation. This is a good exercise to assist in the development of public speaking and critical thinking skills.

**Critique Sheets (upon request):** Students can select a specific work, examine it closely, and note their observations. Students are encouraged to write about visual and conceptual aspects of their selected works. This exercise assists in the development of critical thinking and writing skills.

**Teacher's Choice (upon request):** Invites teachers to collaborate with MOCA to create an activity that best suits their specific classroom curriculum. We encourage the overlapping of concepts and ideas between the classroom and museum and welcome specialized projects to assist with the enhancement of students' museum experience.

## FAST FACTS STUDENT TOURS

**Admission is \$5 per student**

- One chaperone per ten students is required and admitted free; each additional chaperone is \$5.
- Maximum 60 students per tour time, 10 student minimum
- Tours are 1 hour long and include several activities depending on the grade level (please refer to individual listings)
- Teachers will receive a pre-tour and post-tour packet for additional classroom learning
- Deposit required to reserve tour

### WHEN CAN I SCHEDULE A TOUR?

- Tours are offered Tuesdays through Fridays (weekend accommodations may be available upon request)
- Please schedule tours at least FOUR WEEKS IN ADVANCE of your preferred date

### HOW DO I SCHEDULE A TOUR?

- Please call Tuesday – Friday (904) 366-6911, ext. 221 or e-mail [tours@mocajacksonville.org](mailto:tours@mocajacksonville.org)
- Please be prepared to give:
  1. The name and address of the group
  2. The name and phone number of the contact person
  3. The number, age, and grade level of visitors
  4. First and second choices for tour date
  5. Any special needs
- Consider visiting our next door neighbor, The Jacksonville Public Library. For information, visit [www.jpl.coj.net](http://www.jpl.coj.net)

### WHERE IS MOCA? FROM I-95 SOUTH OR NORTH:

- Exit on Union Street, then head east to Main Street
- Turn right on Main Street, travel four blocks then turn right on Duval Street
- Travel one block to North Laura Street, turn left, and the Museum is immediately across the street just past the library

### WHERE CAN I PARK?

- From the above directions, there is a public parking deck on your right immediately after you turn onto Duval Street between Main and North Laura Street
- Metered street parking is available throughout downtown (free weekdays after 6 and on weekends)
- School buses and motor coaches:

**DOWNLOAD**

Download the special map for instructions or visit [www.mocajacksonville.org](http://www.mocajacksonville.org).

### ACCESSIBILITY

MOCA Jacksonville strives to be accessible to all visitors. Please inform us in advance of requests for specialized accommodations according to the needs of your group.

## TOUR INFORMATION

**Call (904) 366-6911, ext. 221 or e-mail us at [tours@mocajacksonville.org](mailto:tours@mocajacksonville.org)**

## FEATURED EXHIBITIONS @ MOCA

Tours are available of our featured exhibitions and are appropriate for a variety of grade levels. Please call for more information.



### ABSTRACTION OVER TIME: THE PAINTINGS OF MICHAEL GOLDBERG

September 21, 2013 – January 5, 2014

While smaller-scaled exhibitions have celebrated Michael Goldberg's canonical abstract expressionist works, no project to date has assessed the significance of his contribution to the continuation of abstraction as a vital art form in postwar America. MOCA's Abstraction over Time is the first exhibition to encompass the entire span of Goldberg's work, in an effort to both reappraise the artist's contribution to postwar painting, as well as to present an engaging case study of the vital transformations of abstraction in American art, from its ascendancy in the late 1940s until the first decade of the 21st century. In methodology as well as in content, the project is certain to add a significant dimension to the scholarship surrounding the history of abstract art in America.

**Left | Michael Goldberg:** *Rout of San Romano*, 1966. Oil on canvas. 54 x 60 inches. University of Buffalo Art Galleries; Gift of the David K. Anderson Family, 2000. Photograph by Biff Henrich.



### MATERIAL TRANSFORMATIONS

January 25 – April 6, 2014

The artists of Material Transformations, Angela Ellsworth, Alison Foshee, Johnston Foster, Kirsten Hassenfeld, Rune Olsen, Lucrecia Troncoso, and Paul Villinski all find symbolism in the very unconventional substances they use to construct their works of art. Manipulating and transforming common objects like aluminum cans, cleaning sponges, construction debris, corsage pins, and masking tape, the artists address a multitude of ideas such as our culture's preoccupation with goods. In their altered form, these new objects form intriguing works of art that challenge us to question our relationship to the consumer-based foundations of our modern lives while leaving behind established hierarchies between art, craft, and design.

*This exhibition is organized by the Montgomery Museum of Fine Arts, Montgomery, Alabama.*

**Center | Paul Villinski:** *Fable*, 2011. Cello, aluminum (found cans), soot, wire. 96 x 65 x 16 inches. Lent by the artist and Morgan Lehman Gallery, New York.



### THE NEW YORK TIMES MAGAZINE PHOTOGRAPHS

April 26 – August 24, 2014

For over thirty years, the weekly New York Times Magazine has shaped the possibilities of magazine photography, through its commissioning and publishing of photographers' work across the spectrum of the medium, from photojournalism to fashion photography and portraiture. In this exhibition, focusing primarily on the past fifteen years, long-time New York Times Magazine Photo Editor Kathy Ryan provides a behind-the-scenes look at the collaborative, creative processes that have made this magazine the leading venue for photographic storytelling within contemporary news media.

*Organized by the Aperture Foundation with the New York Times, Curated by Kathy Ryan (New York Times) and Lesley A. Martin (Aperture)*

**Right | Malick Sidibé:** *Assitan Sidibé in Marni polka-dot top, Christian Lacroix striped top, Marc Jacobs dress, and Christian Louboutin shoes.* From "Prints and the Revolution," published April 5, 2009. Courtesy André Magnin.





## PROJECT ATRIUM: HEATHER COX

July 20–October 27, 2013

The distillation of the human physique, as envisioned by New York-based artist Heather Cox, currently occupies the Haskell Atrium Gallery. *Crush* is composed of figures that appear to have gone through an egg slicer and are then reassembled with missing pieces. This seemingly low tech impression is the first indication of the artist's complex process which utilizes advanced computer assisted manufacturing in the creation of each figure. While each human frame appears condensed by some unseen pressure, the installation pattern on the floor and up the walls of the Haskell Atrium Gallery gives a sense of mass movement. Stop in to observe the figures and walk among them as they navigate their own paths through the stark white landscape.

**Left | Heather Cox:** *Crush*, 2013. Sintra. 16" x 16" x 20" each. Installation at the Museum of Contemporary Art, Jacksonville, FL. Photography courtesy of Doug Eng.



## PROJECT ATRIUM: INGRID CALAME

November 16, 2013 – March 9, 2014

Los Angeles artist Ingrid Calame will complete a dramatic wall painting this fall in the Haskell Atrium Gallery. Although abstract, Calame's drawings, paintings, and wall projects are firmly grounded in reality. Based on urban spills, stains, and graffiti marks painstakingly traced and rearranged in the artist's studio, the works combine these precise gestures with Calame's equally focused use of color, which allows her unlikely sources to transcend the mundane and approach loftier heights. Visible from the Abstraction over Time galleries, Goldberg's works and Calame's wall painting will maintain a steady dialogue over the course of the several weeks during which their exhibitions overlap.

**Right | Ingrid Calame:** *From #268 Drawing (Tracings from the Indianapolis Motor Speedway and the L.A. River)*, 2007. Enamel paint on aluminum. 36 X 72 inches. © Ingrid Calame. Courtesy James Cohan Gallery, New York/Shanghai.

## PROJECT ATRIUM: ONE SPARK

April 9 – July 6, 2014

A well-known regional artist will work in secret to complete this *Project Atrium* artwork. The installation will be revealed during downtown's One Spark crowdfunding festival and will compete for more funding!

## STUDENT TOUR PHILOSOPHY

Works of contemporary art are often meant to present viewers with questions. MOCA Tours make use of inquiry-based learning, a process by which viewers are encouraged to generate knowledge through a dynamic exchange of information.

MOCA Jacksonville's multi-faceted tour program emphasizes the development of critical thinking skills and fosters an appreciation of modern and contemporary art.

### Our tours promote:

- A supportive environment for inquiry-based learning
- Tactile experiences that enhance the participants' knowledge of art materials and techniques
- An understanding of the elements and principles of art and design, such as line, form, color, texture and shape
- A historical and conceptual context for viewing artworks

## LEARNING @ MOCA

Imagine a place where you can explore compelling, visually interesting works of art in an engaging, creative manner; One that exercises language acquisition, develops critical thinking skills, and excites the mind's eye.

MOCA Jacksonville is that place! There are many ways to delight, excite, and ignite your imagination at MOCA.

### Experience:

Guided tours of the Permanent Collection and changing featured exhibitions provide students of all ages with an interactive and engaging museum experience. Viewing, discussing, and creating works of art in order to deepen our understanding of our visual world and of each other.

### Explore:

The ArtExplorium Loft: A Family Learning Center offers an alternative to the traditional hands-off approach to museum visits. Sixteen interactive stations illustrate the basic principles of art and design, encouraging visitors of all ages to explore modern visual expression.

### Expand:

Museum programs such as Sunday ArtFusion, Free Family Days, and lectures present a variety of opportunities for teachers and families to discover something new and to foster habits of lifelong learning. There are different opportunities all the time!

## OPPORTUNITIES FOR EDUCATORS

### Memphis Wood Excellence in Teaching Award

MOCA Jacksonville began offering the annual Memphis Wood Excellence in Teaching Award for outstanding contributions to arts in education in 2005. The award honors a First Coast educator with a \$1000 honorarium, and a guided tour of the museum for 30 students. Deadline to nominate is January 31, 2014.

For more information and nomination forms visit [www.mocajacksonville.org/education/memphis-wood](http://www.mocajacksonville.org/education/memphis-wood).

## GENERAL MEMBERSHIP BENEFITS

- Free museum admission
- (3) Membership-only exhibition preview receptions
- Membership only invitations and *FORMA* newsletters
- Discounts on art classes, films, special events and at the Museum Shop@MOCA!
- Opportunity to join special interest groups

All Museum memberships are tax deductible to the full extent allowed by law.

### INDIVIDUAL \$50 | DUAL \$75

- General benefits for 1 adult (Individual) or 2 adults

### FAMILY PLUS \$100

- General benefits for 2 adults plus any children or grandchildren under 18
- One-time Museum admission guest passes (2)

**Note: seniors (60+), students, educators, military, artists and UNF alums are eligible for a \$10 discount on the above membership levels with a valid ID.**

### HOURS (effective Sept. 15, 2012)

Mon	Closed
Tues, Wed, Fri, Sat	11 a.m. – 5 p.m.
Thur	11 a.m. – 9 p.m.
Sun	Noon – 5 p.m.
Artwalk	5–9 p.m.

### ADMISSION

Adults – \$8

Seniors (60 years and older) – \$5

Children, ages 2-12 – \$5

Military (with current ID) – \$5

Students (with current ID) – \$5 (Free for college students with current ID Tuesday – Friday 1:30–4 p.m.)

UNF Students (with current ID) – FREE

Children under 2 – FREE

MOCA Jacksonville members – FREE

Artwalk Wednesday (5–9 p.m.) – FREE, sponsored by:

**Florida Blue** 

In the pursuit of health®

**MOCA**  
MUSEUM OF CONTEMPORARY ART | JACKSONVILLE  
A Cultural Resource of UNF

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