

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

“GAME ON”: SCREENINGS OF *WRECK-IT RALPH* AND GAME-MAKING WORKSHOPS FOR FAMILIES DURING SPRING RECESS AT MUSEUM OF THE MOVING IMAGE

Holiday hours, daily matinees of the Disney animated feature, and hands-on game-making workshops among special offerings

Museum open every day of New York City public schools' spring recess, from Saturday, March 23 through Tuesday, April 2

Games on screen and off are the theme for this year's spring recess programs at Museum of the Moving Image. From March 23 through April 2, 2013, the Museum will present daily matinees of the popular and acclaimed Disney animation *Wreck-It Ralph* (2012), on the big screen in its Main Theater, and daily game-making workshops, in which children ages eight and older build their own analog games, including board games and physical games.

An Oscar nominee for Best Animated Feature, *Wreck-It Ralph* features performances by John C. Reilly, Sarah Silverman, Jack McBrayer, and Jane Lynch, in a tale about a video game character who runs away from his game. Fed up with an unending life of villainy as the "bad guy" of video game *Fix It Felix Jr.*, Ralph sets out into the colorful but perilous worlds of other games. Along the way he meets a fellow misfit, Vanellope von Schweetz, but soon finds that his game-hopping may be threatening the very existence of the arcade universe. This visually captivating homage to the video game also includes cameos by real characters such as Bowser, Pac-Man, Q*Bert, and Sonic.

After the film, children can participate in The Game-Making Game workshop. Two sessions will be offered daily (description below; \$5 materials fee / free for Museum members).

The gaming experience continues in the Museum's hands-on core exhibition *Behind the Screen*, where visitors can play classic arcade and home console games. Token-operated games *Frogger*, *Ms. Pac-Man*, *Super Breakout*, and *Donkey Kong* (one dollar buys four tokens) are presented alongside *Sonic the Hedgehog*, *Super Mario Bros.*, and *Combat* on the second floor. Visitors young and old can see how these games fit into the larger context of how moving images are made, marketed, and shown—the subject of *Behind the Screen*.

The Museum offers a wide range of child- and family-centered activities including workshops, screenings, and interactive exhibitions. A Family membership begins at \$150 and includes complimentary admission to regular screenings and galleries for two adults and up to four accompanied children (up to seventeen years of age). To learn more about these and other benefits, visit <http://www.movingimage.us/families/memberships>

SCHEDULE FOR “GAME ON” SPRING RECESS PROGRAMS AT MOVING IMAGE, DAILY FROM MARCH 23 THROUGH APRIL 2, 2013

SCREENING:

Wreck-It Ralph

SATURDAY, MARCH 23–TUESDAY, APRIL 2

DAILY AT 12:30 P.M.

Dir. Rich Moore. 2012, 108 mins. DCP. Rated PG. With the voices of John C. Reilly, Sarah Silverman, Jack McBrayer, Jane Lynch. Recommended for ages 4+

Tickets are available first-come, first-served and included with Museum admission: \$12 adults, \$9 senior citizens and students, \$6 children 3–12. Free for Museum members and children under 3.

WORKSHOP:

The Game-Making Game

SATURDAY, MARCH 23–TUESDAY, APRIL 2

DAILY AT 2:30 P.M. AND 3:45 P.M.

All games, from *Tag* and *Tic Tac Toe* to *Pac Man* and *Super Mario Galaxy* are actually systems that share common features. In this hour-long workshop, children learn what makes a game a game—and what makes a game fun—by making one, using tokens, die, game chips, and other materials. (Limit 15 children per workshop)

Materials fee: \$5 / free for Family members and above. Family members may reserve tickets in advance. Ages 8+

CORE EXHIBITION:

Behind the Screen

Spanning two floors and 15,000 square feet, this innovative blend of more than 1,200 historical artifacts, art works, video clips, and interactive exhibits shows how moving images are made, marketed, and enjoyed. Visitors are able to make animations, experiment with sound effects, create flipbooks of themselves, and play classic video arcade games, among other activities. Every Saturday from 12:00 to 5:00 p.m., the Museum offers a **drop-in media-making studio** (ages 7+): With the assistance of Museum educators, visitors engage in hands-on creative work, making projects ranging from flipbooks and thaumatropes (hand-drawn optical toys) to stop-motion and computer animations and video games. Studio visitors also have the opportunity

to see, handle, and explore the inner workings of moving-image technology, such as projectors, film strips and video tape, video game consoles, and more.

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Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In January 2011, the Museum reopened after a major expansion and renovation that nearly doubled its size. Accessible, innovative, and forward-looking, the Museum presents exhibitions, education programs, significant moving-image works, and interpretive programs, and maintains a collection of moving-image related artifacts.

Hours: Wednesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 11:30 a.m. to 7:00 p.m. Closed Monday and Tuesday except for select holiday openings and special programs. Holiday openings include March 25 (Mon), March 26 (Tue), April 1 (Mon), and April 2 (Tue), from 10:30 a.m. to 5:00 p.m.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, screenings are included with Museum admission.

Museum Admission: \$12.00 for adults (18+); \$9.00 for senior citizens and for students (13+) with ID; \$6.00 for children ages 3-12. Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m. Tickets for special screenings and events may be purchased in advance by phone at 718 777 6800 or online.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

Membership: 718 777 6877, members@movingimage.us

The Museum is housed in a building owned by the City of New York and its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit movingimage.us.

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