



PRESS RELEASE

FOR IMMEDIATE RELEASE**PRESS CONTACT**

Jessica Zalewski
Marketing and Publications Manager
262.638.8300
jzalewski@ramart.org

**Creative Engagement Program for People with Memory Loss
at RAM's Wustum Museum Offers Diverse Opportunities**

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RAM's Wustum Museum and the Racine Art Museum offer free art experiences for people with memory loss and their caregivers. Monthly **SPARK!** programs provide stimulating, creative experiences to encourage the person with memory loss to actively engage in the moment and leave with a feeling of accomplishment and worth. For the first time, on Friday, June 9, 2017 from 10:00 to 11:30 am, SPARK! will team up with the **Origins of Hip-Hop** crew for a morning of poetic rhyme, creative movement, and graffiti art at RAM's Wustum Museum.

Developed to bring an intergenerational focus to the SPARK! program, *Origins of Hip-Hop* will use the history of hip-hop to break down barriers and promote the positive impact of celebrating cultural diversity. Lyrical poet and house emcee, Nick Ramsey will lead SPARK! participants in a spoken word exercise to help generate ideas and stimulate the brain to create a collective poetry piece. Willy Reynoso will incorporate rhythm and dance with a performance piece and teach the group hip-hop moves, through modified breakdance movements. Artist Dee Hutch will involve participants in the visual expression of graffiti by creating positive awareness messages in a street art style. Participants will work together to make collaborative art using symbolism and poetic expression.

RAM will continue the partnership with the *Origins of Hip-Hop* throughout the summer to present programs at area senior living facilities this summer via the RAM on the Road SPARK! program. This new collaboration with the *Origins of Hip Hop* will be featured at the annual SPARK! Conference held at Milwaukee Public Museum this fall. The SPARK! conference gathers together experts in the field of creative aging to provide training and workshop experiences that highlight best practices in the art of engagement. This year's theme embraces diversity and will demonstrate how art can empower self-expression and self-esteem in all individuals, regardless of age or background.

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Opportunity for Hispanic Aging Communities

Racine Art Museum is in the planning stages of ¡CHISPA!, a new SPARK! program conducted in Spanish, offering multi-sensory arts engagement for Hispanic families who have loved ones living with memory loss.

To launch this groundbreaking program, Racine Art Museum and RAM's Wustum Museum are looking for enthusiastic volunteers who speak Spanish fluently and enjoy working with people of all ages and backgrounds, particularly elders. Volunteers should be comfortable conversing in both English and Spanish. All ¡CHISPA! volunteers will go through a training program with the museum's education department to learn engagement-focused tools and best practices for interacting with people with memory loss.

SPARK! Programs are free for people with memory loss and their caregivers, but require advanced registration. More information is available by contacting RAM Curator of Education Tricia Blasko at 262.636.9573 or visit ramart.org.

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Together, the two campuses of the Racine Art Museum, RAM in downtown Racine at 441 Main Street and the Charles A. Wustum Museum of Fine Arts at 2519 Northwestern Avenue, seek to elevate the stature of contemporary crafts to that of fine art by exhibiting significant works in craft media with painting, sculpture and photography, while providing outstanding educational art programming.

Docent led contemporary craft and architectural tours of the museums are available. Both campuses of the Racine Art Museum, are open Tuesday – Saturday 10:00 am – 5:00 pm, and are closed Mondays, Federal holidays and Easter. RAM is open Sunday Noon – 5:00 pm, while Wustum is closed Sundays. An admission fee of \$5 for adults, with reduced fees for students and seniors, applies at RAM. Admission to Wustum is free. Members are always admitted without charge to either campus.