

FOR IMMEDIATE RELEASE

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DESIGN THE DOLLHOUSE OF YOUR DREAMS!

Please Touch Museum calls for submissions for DesignPhiladelphia week, Oct. 7–13

PHILADELPHIA, PA – Please Touch Museum, the Children’s Museum of Philadelphia, is partnering with DesignPhiladelphia on a unique city-wide project bringing together artists, architects, children and their caregivers, designers and students. “Design the Dollhouse of Your Dreams” lets participants unleash their inner Frank Lloyd Wright or Frank Gehry by creating their own version of the ideal dollhouse.

“In true Please Touch Museum spirit, this hands-on project will let children and adults collaborate in a fun, educational way as they build their imaginative and inventive dream dollhouses,” says Lorna Kent, Senior Exhibit Designer at Please Touch Museum. “Just like Frank Lloyd Wright’s imagination was stimulated while he was playing with building blocks at a young age, we hope to spark the imagination of children across the Philadelphia area with this project.”

Please Touch Museum’s “learning through play” philosophy values the creative possibilities and playful minds of its young visitors. The museum will therefore display the work of young visionaries alongside the contribution of professional participants to promote the importance of design and creative thinking in everyone’s lives. Confirmed participants include Philadelphia’s Charter High School for Architecture + Design (CHAD), as well as In-Depth, Inc., a Philadelphia based sculptural exhibit design and fabrication firm.

All selected entries will be on display in Please Touch Museum’s North Foyer gallery during DesignPhiladelphia week, October 7–13, 2009, and will be accepted in the following three categories: (1) renderings or drawings, (2) floor plans, (3) fully constructed 3-D models. Materials used are at the discretion of the designer, but no pre-designed or ready-made kits are permitted. There is no entry fee.

Online design proposals must be submitted by August 14, 2009 at http://www.pleasetouchmuseum.org/proposal_submission/.

Selected entrants will be notified the week of August 17. An opening reception will be held at Please Touch Museum on Wednesday, October 7 to honor all participants and their submissions.

About DesignPhiladelphia

Going into its fifth year, DesignPhiladelphia is the largest national celebration of its kind. This city-wide cultural event spotlights all things design from architecture to interior design, fashion to product design, textile to graphic design. It’s a journey exploring exhibitions, workshops, studio tours, lectures, special events and product roll-outs that inspire, engage, excite and delight.

Philadelphia is a center for education, and boasts a diverse network of academic design programs, colleges, and universities as well as a thriving and nationally recognized professional design community. Through showcasing the extent of designers and retailers, professional offices, museums, and galleries, DesignPhiladelphia aides the city’s retention and attraction of young designers and creative professionals. DesignPhiladelphia is instrumental in raising the national reputation of Philadelphia as a city of change and innovation. For more information, visit www.designphiladelphia.org

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Please Touch Museum® at Memorial Hall, Fairmount Park is dedicated to enriching the lives of children by providing learning opportunities through play. Recognized locally and nationally as one of the best children's museums, Please Touch is open Monday through Saturday from 9 a.m. until 5 p.m. and Sundays 11 a.m.–5 p.m. Admission is \$15 for adults and children age one and over. Children under one are free. For more information, please call 215-581-3181, or visit our web site at www.pleasetouchmuseum.org.