

Make a Splash this summer at The Dallas Museum of Art without draining your wallet.

Half-Price Wednesdays, Bite-Sized Self-Guided Tours, Free Film Series on Thursday Evenings and more, This Summer at the DMA.

Get out of the heat and into the art this summer at the Dallas Museum of Art with the introduction of new activities, film series and special discounts. Beginning July 7, Wednesdays through August offer half-price admission, as well as half-price parking, for the entire Museum, including the current summer exhibition *Coastlines: Images of Land and Sea*. This summer you can travel to the coast for \$5, and kids under 12 are always free. In celebration of *Coastlines: Images of Land and Sea*, a free five-week film series in partnership with the Dallas Film Society will begin on Thursday, July 15.

Beat the heat on Wednesdays during the summer, which offer a wide array of adult and children's activities, all available with the half-price (\$5) admission. Grab a bite of insight and join DMA staff and local scholars to explore the Museum's collections and exhibitions during weekly lunchtime gallery talks every Wednesday at 12:15 p.m.; lunchtime gallery talks are included with the price of admission. The 2010 installment of "Summer Story Time" begins on Wednesday, July 7, along with "Sketching in the Galleries for Kids." Families are invited to join a staff member in the galleries, after meeting in the Center for Creative Connections, for story time every Wednesday in July and August at 1:00 p.m. After story time, explore the Museum and find inspiration before the 4:00 p.m. "Sketching in the Galleries for Kids"; all materials are included in the half-price general admission.

July also announces the launch of bite-sized tours at the DMA. The DMA is a large museum encompassing 5,000 years of human creativity, and the bite-sized tours help introduce art to some of the Museum's younger patrons and their families as well as offer a new view of the collections to the experienced visitor. Explore different times and periods of art with one of three self-guided tours: **All that Glitters**, **Superheroes**, and **Seeing Red**. Tours engage visitors to find four to five different works of art throughout the Museum, and once the works are discovered, ask questions to create an interactive experience for the entire group. In honor of the Dallas Theater Center's world premiere of the musical *It's a Bird...It's a Plane...It's Superman!*, the tour **Superheroes** explores various works in the collections in which the subjects serve as protectors or gods.

Cool off with free admission, generously provided by Ovation TV, on Thursday evenings from 5:00 to 9:00 p.m. in honor of *Coastlines on Film*, which begins Thursday, July 15, and continues every Thursday through August 12. The series, cosponsored by the Dallas Film Society, will feature a film focused on the coast and range from classics like *Rebecca* (1940) to *Whale Rider* (2002) and *Step into Liquid* (2003), all screenings begin at 7:00 p.m. Explore the coastlines of the world from the comfort of Horchow Auditorium after diving into the *Coastlines: Images of Land and Sea* exhibition on view through August 22. Other programming on Thursday evenings, such as Jazz in the Atrium, will also continue.

About the Dallas Museum of Art

Located in the vibrant Arts District of downtown Dallas, Texas, the Dallas Museum of Art (DMA) ranks among the leading art institutions in the country and is distinguished by its innovative exhibitions and groundbreaking educational programs. At the heart of the Museum and its programs are its encyclopedic collections, which encompass more than 24,000 works and span 5,000 years of history, representing a full range of world cultures. Established in 1903, the Museum today welcomes more than 600,000 visitors annually and acts as a catalyst for community creativity, engaging people of all ages and backgrounds with a diverse spectrum of programming, from exhibitions and lectures to concerts, literary readings and dramatic and dance presentations.

The Dallas Museum of Art is supported in part by the generosity of Museum members and donors and by the citizens of Dallas through the City of Dallas/Office of Cultural Affairs and the Texas Commission on the Arts.

###

For more information, please contact:

Dallas Museum of Art:
Kimberly Daniell
Dallas Museum of Art
214-922-1344
KDaniell@DallasMuseumofArt.org