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**Press  
Release**

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## **CHILDREN'S MUSEUM OF MANHATTAN LAUNCHES "NYC SOUVENIR DESIGN STUDIO"**

### **New Studio Open through August 31 Gives Children the Chance to Create One-of-A-Kind Souvenirs from Iconic Big Apple Designs and "Only in New York" Wildlife Moments**

**New York, NY – June 15, 2016** – The Children's Museum of Manhattan today opened its *NYC Souvenir Design Studio*, where children of all ages can create souvenirs from iconic New York City designs and "Only in New York" wildlife moments including "Pizza Rat" and "Bagel-Wearing Pigeon." The design studio will take place in classrooms or on the NYC Souvenir Cart at the museum (212 West 83<sup>rd</sup> Street) daily from 10:30 am to 5:30 pm.

The *NYC Souvenir Design Studio* will include the following activities:

- **NYC Subway Map Design Challenge:** The New York City Subway map is the best tool to find your way around town, but it is also one of the most recognizable maps in the world. From household products to fashion, people have been inspired to reimagine the NYC Subway Map into works of design and art. Children will become the designer and build amazing creations using real NYC MTA Subway maps.
- **MetroCard Design Challenge:** In 1994, the MetroCard changed the way New Yorkers got around the city, and its iconic blue lettering and golden background has inspired t-shirts, mugs and other types of souvenirs. Children will be challenged to create their own iconic design from real MetroCards.
- **NYC Wildlife Keychain Maker:** There is nothing more New York than seeing a pigeon eating a bagel or popcorn, or a rat carrying a slice of pizza into the subway. Children will turn these hilarious "Only in New York" moments into plush stuffed animal key chains. Kids will use fabric, markers, glue and beads to recreate a slice of NYC wildlife.

NYC Souvenir Design Studio programs are made possible with the generous support of the NYC Metropolitan Transportation Authority and Materials for the Arts.

Participation is free with admission. For more information about the Children's Museum's programs and exhibits, please visit [www.cmom.org](http://www.cmom.org).

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**About Children's Museum of Manhattan**

The Children's Museum of Manhattan – a citywide resource for children, families and educators – works to ensure children thrive at home, at school and in the community. Based on West 83<sup>rd</sup> Street, with over 350,000 visitors annually, the Museum creates hands-on learning environments, programs, and curricula through an alchemy of fun, research and museum science. In addition to its commitment to delight and educate visitors, the Museum offers resources and strategies for parents, caregivers, and educators to help children become lifelong learners. Thousands more New Yorkers also benefit from the Museum's offering through its outreach programs at schools, Head Start centers, shelters, libraries and hospitals. For more information, please visit [www.cmom.org](http://www.cmom.org).