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ZIMMER CHILDREN'S MUSEUM BEGINNING A RE-IMAGINING PROCESS IN RESPONSE TO RECENT GROWTH

LOS ANGELES, CALIF. (January 18, 2013) – The Zimmer Children's Museum has experienced incredible growth over the past year and is now exploring new avenues to broaden its reach. In 2012, the museum saw 65,771 visitors. The number is up 44% from 2011 and more than double the number of visitors in 2010. Annual memberships are also keeping pace by having increased by 48% over 2011 and 80% over 2010. The Zimmer has also expanded its reach in schools, with an 11% increase in field trip attendees in 2012. Outside the museum's walls, the Zimmer's social media following increased by 36% over 2011.

As a complement to this growth, the Zimmer is excited to announce that it has been selected as a case study for the design component of the Association of Children's Museum's (ACM) three year initiative called "Re-Imagining the Children's Museum." The goal of the ACM's initiative is to inspire the children's museum field to rethink the children's museum experience of the 21st century and embrace new ideas presented in this process to move the field forward. The Zimmer has the pleasure of working with Suisman Urban Design of Santa Monica, one of four architecture firms to win the ACM's international design competition.

Through this process, Suisman Urban Design will help to re-imagine the Zimmer Children's Museum at a new location. The Zimmer is planning to relocate and enlarge its facility to better serve our mission - instilling young people with the values, confidence, and skills to make a positive impact upon their communities. The case study will explore in depth how children's museums, and the Zimmer in particular, can add place-based learning to play-based learning, reconnect to nature and the city, and serve a larger age continuum.

Suisman Urban Design will present its findings at the ACM's annual conference in Pittsburgh in April 2013.

About the Zimmer Children's Museum

The **Zimmer Children's Museum** is a nonprofit cultural institution located on Museum Row in Los Angeles, featuring hands-on exhibits for children ages 0-8 to explore BIG IDEAS in creative and inspiring settings. The Zimmer is also the only museum dedicated specifically to kids and families in Los Angeles.

The **Zimmer Children's Museum** is dedicated to teaching people about the BIG IDEAS of global citizenship, community responsibility, and cultural sensitivity. Our mission is to promote values that help make a better society through interactive learning, creative self-expression and art experiences for children. For more details about the museum and its programs and events, please visit <http://www.zimmermuseum.org>.

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