



March 2005

***Street to Studio: The Art of Jean-Michel Basquiat* a Web site for Teen Audiences Produced in Conjunction with the Special Exhibition *Basquiat* at the Brooklyn Museum
March 11, 2005 through June 5, 2005**

Sponsored by JP Morgan Chase

The Brooklyn Museum's Education Division, in partnership with the education departments of the Museum of Contemporary Art, Los Angeles (LAMoCA) and the Museum of Fine Arts Houston (MFAH), is developing a Web site, aimed at a teenage audience, based on the special exhibition *Basquiat*. *Basquiat* will be on view March 11 through June 5, 2005 at the Brooklyn Museum and, subsequently, in Los Angeles and Houston.

Basquiat is organized by the Brooklyn Museum. The national tour of *Basquiat* is sponsored by JPMorgan Chase.

"The Brooklyn Museum is grateful to JPMorgan Chase for their generous support for this dynamic, innovative, and informative Web site aimed at making art more accessible to young people," said Brooklyn Museum Director Arnold L. Lehman. "It is totally in keeping with our mission of using both new and traditional tools of communication to reach an increasingly diverse audience. By exploring the art of Jean-Michel Basquiat, the Web site provides young people, especially teenagers, with an exciting tool to assist in understanding contemporary art, community culture, and themselves. "

Lewis Jones, President of the JPMorgan Chase Foundation explains: "JPMorgan Chase shares the Brooklyn Museum's commitment to supporting arts education and providing opportunities for youth to experience the Museum. Through the experience of seeing and actively discussing the issues and ideas raised by artists like Basquiat, youth are encouraged to develop their critical thinking skills by learning how to talk and think about things differently, to accept different points of view, and to articulate their own views and ideas. The JPMorgan Chase Art Collection houses ten drawings by Basquiat, and by presenting tools such as this Web-site in conjunction with our sponsorship, we hope to inspire youth through the art of learning."

The Web site is being designed and constructed by Educational Web Adventures (Eduweb®) of St. Paul, Minnesota. The expected launch date of the site is March 9, 2005.

Brooklyn Museum

200 Eastern Parkway, Brooklyn, NY 11238-6052
T (718) 638-5000 F (718) 501-6134
www.brooklynmuseum.org

Educational Web Adventures is an award-winning developer of online learning experiences. Since 1996, they have produced over 75 immersive, interactive, and in-depth Web sites about art, science, history, and technology. Their broad experience in museum and K-12 education, combined with a deep understanding of the many ways people learn, fuels their commitment to develop compelling, imaginative, and effective learning experiences. Eduweb's online projects result in creative experiences that go beyond what traditional media and hands-on experiences can easily give the audience. Eduweb has conducted complete Web development services for *Street to Studio: The Art of Jean-Michel Basquiat* (www.brooklynmuseum.org/basquiat), including design development and illustration, and Web production and user testing.

The goal the *Basquiat* Web site is to make art more accessible to teenagers, help teens in the three venue cities communicate with each other through a discussion of the artworks and their own lives, and to reach out to a new and more diverse audience. By appreciating Jean-Michel Basquiat's art and the artistic process, users of the site can gain insights into his life and worldview while reflecting upon their own.

The paintings from *Basquiat* included on the Web site will be explored using themes such as visual poetry, heroism, justice and equality, the artistic process, cultural identity, and personal heritage. Each of these themes will have a key painting that will be the access point or portal for more information related to that theme. The user will move the cursor over details of the painting, and will be signaled that they can click to get the prepared content in a small window over the image.

Each theme will also have links to two to four images, in addition to the key painting, that also relate to the theme. The commentary on the key painting will show users how they can think about and look carefully at the additional related images.

The educational goals for the Web site users will be to learn that *Basquiat* was a young artist who used the city as a source of expression and was recognized by the artistic community in his brief lifetime; that Basquiat drew upon a variety of skills and interests that he employed and expressed in complex ways; and that Basquiat created his own rules about art illustrating that there is no one "right" way to express oneself and to approach art.

Web site users can also practice looking closely and critically at *Basquiat's* works and discussing them with their peers in an online discussion forum.

The dynamic and attractive Web site will include Flash animation, featuring a likeness of Basquiat, that will introduce a multimedia biography of Basquiat and in-depth explorations of six paintings. The site will also include a drawing tool that visitors can use to "paint" pictures of their own and submit them to an online gallery. Users can also create and send an e-card using a choice of six Basquiat paintings.

A bibliography of printed resources and music discography will be available for visitors to find more information on Basquiat, in addition to a short page of text with a site overview and tips for teachers.

All site content will be offered in both Spanish and English versions, except for the discussion forums, which will be only in English.

Contact:

James Gordon, Media Relations Manager: (718) 501- 6334

Sally Williams, Public Information Officer: (718) 501-6330

Adam Husted, Sr. Public Information Associate: (718) 501-6331

BROOKLYN MUSEUM GENERAL INFORMATION

Admission:

Contribution \$8; students with valid I.D. and older adults \$4. Free to Members and children under 12 accompanied by an adult. Group tours or visits must be arranged in advance by calling extension 234.

Directions:

Subway: Seventh Avenue express (2 or 3) to Eastern Parkway/Brooklyn Museum stop; Lexington Avenue express (4 or 5) to Nevins Street, cross platform and transfer to the 2 or 3. Bus: B71, B41, B69, B48. On-site parking available.

Museum Hours:

Wednesday through Friday, 10 a.m. to 5 p.m.; First Saturday of each month, 11 a.m. to 11 p.m.; all other Saturdays, 11 a.m. to 6 p.m.; Sunday, 11 a.m. to 6 p.m. Closed Thanksgiving, Christmas, and New Year's Day.