

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

NEW 'VR360' INITIATIVE WILL EXPLORE VIRTUAL REALITY AND ITS IMPACT ON CREATIVITY AND CULTURE

Astoria, New York, November 19, 2015—Museum of the Moving Image will embark on a new initiative called *VR360*, an ongoing exploration of virtual reality and its impact on creativity and culture. The announcement was made at an event co-presented with The Associated Press and RYOT News at the Museum last night featuring the presentation of *Seeking Home: Life inside the Calais migrant camp*, a new virtual reality film by AP that documents how refugees have essentially created a town in northern France.

Carl Goodman, the Museum's Executive Director, said: "Virtual reality has been 'just around the corner' for 25 years. Now we've turned that corner and 2016 will be the year when VR transitions from a set of technologies to a true moving image medium. Through live events, exhibits, and education programs, the Museum's *VR360* initiative will explore the unprecedented and rapidly evolving set of capabilities for creative expression and visual immersion that VR offers."

At the event, Museum members and invited guests experienced *Seeking Home: Life inside the Calais migrant camp* on VR headsets and/or their own smart phones using cardboard viewers. This was followed by a conversation with Bryn Mooser, Founder and CEO, RYOT News; Molly Swensen, COO, RYOT News; Maya Alleruzzo, Middle East Photo Editor, Associated Press; and Nathan Griffiths, Global Interactive Editor, Associated Press; moderated by Goodman.

The Museum will continue to present a series of programs—including demonstrations, screenings, discussions, and exhibits—as part of the *VR360* initiative, which emerged earlier this year with the success of the exhibition *Sensory Stories*. For updates, visit movingimage.us.

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MUSEUM INFORMATION

Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In its stunning facilities—acclaimed for both its accessibility and bold design—the Museum presents

exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and education programs which serve more than 50,000 students each year. The Museum also houses a significant collection of moving-image artifacts.

Hours: Wednesday–Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday–Sunday, 11:30 a.m. to 7:00 p.m. **Holiday hours:** The Museum will be open on Monday and Tuesday, December 28 and 29, from 10:30 a.m. to 5:00 p.m. and Friday, January 1, from 10:30 a.m. to 8:00 p.m. (and closed on November 26 and December 25).

Museum Admission: \$12.00 for adults; \$9.00 for persons over 65 and for students with ID; \$6.00 for children ages 3–12. Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, tickets are \$12 adults / \$9 students and seniors / \$6 children 3–12 / free for Museum members at the Film Lover level and above. Advance purchase is available online. Film tickets include same-day admission to the Museum's galleries.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

Membership: <http://movingimage.us/support/membership> or 718 777 6877

The Museum is housed in a building owned by the City of New York and located on the campus of Kaufman Astoria Studios. Its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit movingimage.us.