

Art Strollers



FOR IMMEDIATE RELEASE

WHILE MOMMY CRITIQUES A HELMUT NEWTON PRINT, THE LITTLE ONE ENGAGES IN DRAWING....ART STROLLERS NOW OFFERS CULTURAL LEARNING SERIES FOR MOMMIES

Toronto, January 7th, 2009

The History of fashion photography, Anti-Modernism: artists of reluctance, Mothers in Art: then and now...those are just a few of the topics now offered by Art Strollers in their cultural learning series for mommies with babies in tow. All lectures are \$20 for a mother and child and are aimed at enriching the cultural knowledge of the mothers while offering artistic hands-on activities for the children. Lectures are created by art consultants and held in artist studios, galleries and art venues in downtown Toronto. Weekly there will be exciting new lectures and tours to attend.

In addition, Tuesday January 13th will be the launch of the museum tour series, where mothers and children will get to discover the various exhibits at the AGO. Tours are accompanied by AGO's Education officers, art consultants, caregivers and will include the Art Strollers museum kit where mother and child will get their own sketchbooks and drawing materials. Tours end in an interactive discussion period, discussions about art and... babies.

Veronika Roux-Vlachova, founder of Art Strollers talks about the learning series and museum tours:"After searching for interesting art related programs for myself and my son, I realized that many classes are offered for children yet nothing for the mothers, that is when we decided to launch this culturally rich program for mothers, the beauty of it is that they can bring their little ones along and the little ones will benefit from hands-on artistic activities. The fact that the lecture takes place in artistic environment such as an artist studio, galleries and museums is a great way to expose the children to a different environment filled with various shapes and colours."

"The AGO launches our museum tour series, our goal with these tours is to make them, accommodating, friendly and welcoming, to engage discussion and to offer materials where the mothers, toddlers and children can draw or write. Visiting an art venue with a baby or toddler presents its challenges, so to make it easy for the mother we have a caregiver who tours with us and tours are stroller friendly. At the end of the day we want the mother to enjoy and share the experience of viewing art with their child and other mothers. This is just the start of an exciting cultural program for mothers in Toronto."

About Art Strollers

The Art Strollers was founded in July 2008 by Veronika Roux-Vlachova and offers cultural learning series, museum tours, gallery tours and artist talks for mothers and children in the Toronto area. A mother and art enthusiast herself, Veronika saw the opportunity for mothers to enjoy the vibrant Toronto art scene. Art tours and lectures are a great opportunity for a cultural family outing as well as a chance to meet others with common interest. The tours explore some of the most beautiful spaces and exhibitions in the city and offer a friendly and welcoming atmosphere. The lectures are structured by art consultants and take place in artist studios and galleries.

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