



For Immediate Release

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**Children's Museum of Pittsburgh's techPLAYground Pop-up
Lands at SouthSide Works on August 4, 2021**

The interactive gallery features virtual art and tech experiences in partnership with Children's Museum of Pittsburgh and Carnegie Mellon University's Entertainment Technology Center

August 3, 2021 (Pittsburgh, PA)— **Children Museum of Pittsburgh** and **SouthSide Works** announce a new innovative pop-up experience set to open August 4, 2021. techPLAYground is an interactive, audience driven gallery that shares the latest experiments in digital and physical exhibits in development at the Children's Museum's **MuseumLab™**, a place where kids 10+ have cutting-edge experiences in art, tech and making.

techPLAYground is located at **2738 Sidney Street** in the SouthSide Works and is free and open to the public Wednesday through Sunday from 2pm-8pm. The pop-up will be open from August 4, 2021, through the end of October 2021.

techPLAYground is a partnership between **Children's Museum of Pittsburgh** and **Carnegie Mellon University's Entertainment Technology Center**, which provides digital experiences created by its students to MuseumLab, the Children Museum's latest space created for youth 10+. The SouthSide Works pop-up is the first of its kind to take place off-site from **MuseumLab**. Visitors can explore the intersection of technology, art and design using both digital and analog devices to engage all of their senses as they play with a collection of exhibits and artworks. What is normally invisible - from how a computer tracks a human body or gesture, to the code behind digital design – is made visible, sparking curiosity and creativity in people of all ages.

“We are always excited to take play experiences beyond the walls of the Museum and techPLAYground represents the first interactive exhibit pop-up to come out of MuseumLab,” says **Anne Fullenkamp**,

Senior Director of Creative Experiences at Children’s Museum of Pittsburgh. “These digital-based pieces offer unique entertainment, learning and collaboration for both youth and adults.”

Guests can interact with featured experiences including **Musical Chairs**, that can be played like instruments by sitting on or touching them; **Spinning Tops**, a reimagined take on a classic toy where wooden tops activate a series of colored lights as they spin; and **Holding Hands**, where a message from Fred Rogers displays when two or more people hold hands and complete an electrical circuit.

Artists **Owen Lowry** and **Jordan Graves** have also contributed interactive pieces to techPLAYground. **Community Garden by Jordan Graves** invites participants to digitally draw flowers on their own smart devices and display them on a communal field blooming with flowers. You can participate both in person and, using the piece’s website, from anywhere in the world. **Change the Code by Owen Lowery** allows visitors to play in front of a Kinect depth camera and actively change computer code on screen to alter scenes, colors, patterns and activations for a fun, simple intro to coding. In **The Cryptid Simulator, also by Owen Lowry**, visitors appear on screen as a paper cutout puppet of a cryptid, or mythical creature, and control its movements as a fun fact and origin story appear on screen.

“The Entertainment Technology Center at Carnegie Mellon University is excited to expand upon the collaboration with Children’s Museum of Pittsburgh and MuseumLab at SouthSide Works,” says **John Balash, Director of Educational Engagement at Carnegie Mellon University’s Entertainment Technology Center.** “We are thrilled to share our students’ educational games and experiences available for download across various platforms. Uniquely positioned just across the river from our department, the pop-up location at SouthSide Works will allow for new capacity for play testing, development, and deployment of more free-to-play interactive experiences.”

“The opening of techPLAYground at SouthSide Works and the partnership with Children’s Museum of Pittsburgh truly aligns with the vision we have always had for this property. At the core, our plans to revitalize Pittsburgh’s premiere live-work-play campus are built on community engagement and cutting-edge innovation,” says **SomeraRoad, Inc.’s Director of Acquisitions Jonathon Reeser.**

Work Hard Pittsburgh will be staffing techPLAYground as a part of the group’s continuing partnership with SouthSide Works. **TechPLAYground will open its doors, free and open to the public, at 2pm on Wednesday, August 4, 2021, at 2738 Sidney Street in the SouthSide Works.**

Links

techPLAYground Hours & Information

southsideworks.com

Experiences by Owen Lowery

http://www.owenlowery.com/cryptidcrittercrawl_port.html

<https://www.owenlowery.com/changethecode.html>

Community Garden by Jordan Graves.

<http://jordangrav.es/community-garden-1>

ABOUT CHILDREN'S MUSEUM OF PITTSBURGH

Children's Museum of Pittsburgh is a place that provides innovative and inclusive museum experiences that inspire kindness, joy, creativity and curiosity for all learners. We forge connections with artists, community partners and neighbors to work on behalf of children, youth and families. With 80,000 square feet of space the Children's Museum welcomes more than 307,000 visitors annually and provides tons of fun and loads of "real stuff" experiences for play and learning. Permanent hands-on, interactive exhibit areas at the Museum include The Studio, Theater, Waterplay, The Kindness Gallery, Backyard and MAKESHOP®. The Museum's award-winning, three-story, center building is screened by a shimmering wind Sculpture and connects two historic structures (Allegheny Post Office Building & the Buhl Building).

ABOUT MUSEUMLAB™

MuseumLab is a new museum located adjacent to the Children's Museum of Pittsburgh, offering growing kids cutting-edge experiences in art, tech and making. With three exhibit spaces, program and rental space, a host of commissioned artwork and unique camps, workshops and after school activities, and multiple partners, MuseumLab sits at the crossroads of interactive museum, learning lab and one of the coolest designed spaces in Pittsburgh. With the opening of MuseumLab on April 27, 2019, Children's Museum of Pittsburgh transformed a North Side landmark into an integral component of what is now the nation's largest cultural campus for children. In 2020, MuseumLab was honored to receive the Civic and Cultural Interior Design Award from Dezeen, an award we are so grateful to share with all of the partners, collaborators, and supporters of the project

[\(https://www.dezeen.com/awards/2020/winners/museumlab/\)](https://www.dezeen.com/awards/2020/winners/museumlab/)

ABOUT SOUTHSIDE WORKS

SouthSide Works is Pittsburgh's premiere city lifestyle center. Uniquely positioned on the Monongahela riverfront and nestled in Pittsburgh's historic and bustling Southside neighborhood on the site of the former J&L Steel Works, the property houses local and national retailers, restaurants, fitness, and lifestyle shops in addition to some of the country's most notable companies and nonprofits and the 83 SouthSide Flats residential units. In 2019, SouthSide Works was acquired by national investment and development firm, SomeraRoad, Inc. and is currently undergoing a \$37 million transformation which includes property and residential updates, new innovative office space, updates to parks and greenspace, and the addition of new riverfront residential office and living space.

