



**zeum**

**TheModernStory**  
www.themodernstory.wordpress.com

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT**

Heidi Nogoy  
Public Relations @Zeum  
[hnogoy@zeum.org](mailto:hnogoy@zeum.org)  
415.820.3356

**Zeum Collaborates with The Modern Story to Connect Youth  
from India to San Francisco**

*San Francisco's children's museum collaborates with The Modern Story to connect youth and families from India and San Francisco through a digital storytelling exchange, with Digital Workshops open to the public February 8, 15, and 22 from 2 to 4pm, an exhibit in Zeum's Spiral Gallery, and an Opening Reception FREE to the public on Saturday, March 7 from 3 to 5pm.*

**San Francisco, CA- January 26, 2009** Zeum, San Francisco's hands-on multimedia museum for kids, is collaborating with The Modern Story, a grassroots education program that serves schools in India, to connect youth and families from India and San Francisco through a digital storytelling exchange. This exchange will take place via three youth workshops, in which public visitors of Zeum can participate. Digital stories created during these workshops will be exhibited alongside student work from India in Zeum's Spiral Gallery during the month of March, and an interactive opening reception will be held to honor the participants on Saturday, March 7.

This program was inspired by The Modern Story, which recruits top U.S. graduate fellows to facilitate digital storytelling workshops with children from lower-caste and religious minority schools in India. With the guidance of these select fellows, Indian children create their own video stories of personal, social, and environmental importance and share them with their communities through public screenings and with the wider world via a weblog.

To foster a global exchange, teaching artists from The Modern Story will facilitate media workshops with the general admission public at Zeum in February. Guests will produce digital postcards responding to the short videos created by the Indian youth. These collective stories from children both in India and San Francisco will depict a dialogue of personal narrative spanning geography, gender, race, religion, and caste. Both the Indian and Bay Area stories will be exhibited in the Spiral Gallery during the month of March, and an interactive open reception will offer an opportunity for participants to share what they learned and experienced through this process.

"This is a tremendous accomplishment for our students in India," explain The Modern Story founders Piya Kashyap and Remy Mansfield. "They are thrilled to collaborate with Bay Area youth and to exhibit their work at such a prestigious and creative museum. Our mission to connect these historically silenced voices to the wider world has truly been achieved through this exchange with Zeum."

“The Modern Story has done an extraordinary job of providing a platform for the children in India to share their stories,” says Audrey Yamamoto, Executive Director at Zeum. “It is remarkable, that through this partnership, Zeum can offer our visitors this opportunity to creatively dialogue across cultures through the use of digital media.”

Irina Zadov, Zeum’s Education Coordinator, initiated this collaboration. “Storytelling – before bedtime, around the campfire, and through my ipod- has always held a special place in my heart,” she says. “It’s one of the things that drew me to Zeum: providing young people the tools to share their experiences with the world. When I met Piya and Remy and heard about their project I knew it was a perfect match! This is an once-in-a-lifetime opportunity for Bay Area youth to dialogue with young people in India while trying out some of the coolest interactive software online!”

Digipostcard workshops for youth will be held each Sunday, February 8-22 from 2 to 4pm at Zeum in preparation for the exhibit.

The Modern Story exhibit entitled *The Modern Story: Connecting Youth from India to San Francisco* will open Saturday, March 7 and close Sunday, March 29 in Zeum’s Spiral Gallery.

The interactive opening reception featuring a show and tell by participating families and a panel discussion with founders of The Modern Story will be held on Saturday, March 7 from 3 to 5pm and is FREE to the public.

### **About Zeum**

Zeum opened its doors in October 1998 on the rooftop of Yerba Buena Gardens as part of a major 87-acre urban renewal project by the San Francisco Redevelopment Agency in the South of Market area. Zeum’s unique 34,000 square-foot facility – designed by internationally acclaimed architect Adele Naude Santos – includes premier technology studios, numerous interactive activity stations, exhibit galleries, community exhibit space, a 200-seat theater and the Zeum Carousel.

Zeum is a community-based arts and technology museum with a mission to provide multimedia tools for families of all communities to think and act creatively. Through hands-on experience in animation, sound and video production, live performance and visual arts, Zeum nurtures the creativity, communication, and collaboration of all youth and their families. For more information, visit [www.zeum.org](http://www.zeum.org).

### **About The Modern Story**

The Modern Story (TMS) is a grassroots educational program that bridges the technological divide by introducing a digital media program to secondary government schools in India.

Through a fellowship program, TMS positions highly innovative leaders in the classroom with children of daily wage workers who are from traditionally oppressed religious and caste minorities. During a six-month semester, students learn to tell stories of personal, social, and environmental importance through the digital storytelling medium. Students inspire awareness and action through local video screenings and global dialogue via a weblog. Before fellows begin teaching students and training faculty at a school, TMS installs a digital media station, which is given to the school on a permanent basis to enhance its curriculum and create further opportunities for students. For more information, visit <http://themodernstory.wordpress.com>.



**zeum**

**TheModernStory**  
www.themodernstory.wordpress.com

**Calendar Editors: PLEASE NOTE**

**MEDIA CONTACTS**

Heidi Nogoy  
Public Relations @Zeum  
[hnogoy@zeum.org](mailto:hnogoy@zeum.org)  
415.820.3356

**Zeum Collaborates with The Modern Story to Connect Youth  
from India to San Francisco**

*San Francisco's children's museum collaborates with The Modern Story to connect youth and families from India and San Francisco through a digital storytelling exchange, with Digital Workshops open to the public February 8, 15, and 22 from 2 to 4pm, an exhibit in Zeum's Spiral Gallery, and an Opening Reception FREE to the public on Saturday, March 7 from 3 to 5pm.*

**WHAT:** Zeum, San Francisco's hands-on multimedia museum for kids, is collaborating with The Modern Story, a grassroots education program that serves schools in India, to connect youth and families from India and San Francisco through a digital storytelling exchange. Teaching artists from The Modern Story will facilitate workshops with the general admission public at Zeum. During these media workshops, guests will create digital postcards responding to short videos created by Indian youth. Both the Indian and Bay Area stories will be exhibited side by side in Zeum's Spiral Gallery during the month of March.

Digipostcard Workshops for youth will be held each Sunday, February 8-22 from 2 to 4pm at Zeum in preparation for the exhibit.

The Modern Story exhibit entitled *The Modern Story: Connecting Youth from India to San Francisco* will open Saturday, March 7 and close Sunday, March 29 in Zeum's Spiral Gallery.

The interactive opening reception featuring a show and tell by participating families and a panel discussion with the founders of The Modern Story will be held on Saturday, March 7 from 3 to 5pm and is FREE to the public.

**WHO:** All children and families from throughout the Bay Area are welcome.

**WHERE:** Zeum  
221 Fourth Street (at Howard)  
San Francisco, CA

**WHEN:** Digipostcard Workshops  
Sunday, February 8-22  
2-4pm

Exhibit opens Saturday, March 7 and closes Sunday, March 29.

Admission Hours:  
Wednesday- Friday 1pm to 5pm  
Saturday- Sunday 11am to 5pm

Opening Reception  
Saturday, March 7, 2009  
3-5pm

**PRICE:** Digipostcard Workshops are FREE with cost of admission.  
Exhibit is FREE with cost of admission.

Zeum Admission:  
\$10 adult  
\$8 child/senior  
FREE members/children age 2 and under

Opening Reception is FREE.

**EDITOR'S**

**NOTE:** For more information on Zeum, this exhibit, or to request images, please contact Heidi Nogoy, Public Relations Coordinator, 415.820.3356, [hnogoy@zeum.org](mailto:hnogoy@zeum.org).