

# MMFA

Montgomery Museum of Fine Arts

**FOR IMMEDIATE RELEASE**

## **THE MONTGOMERY MUSEUM OF FINE ARTS IS CERTIFIED SENSORY INCLUSIVE**

**Montgomery, AL, December 1, 2023** – KultureCity has partnered with the Montgomery Museum of Fine Arts (MMFA) to make the Museum more sensory inclusive. This new initiative will promote an accommodating and positive experience for all guests with a sensory issue that visits the Museum.

The certification process entailed the staff at the MMFA attending training on how to recognize those guests with sensory needs and how to handle a sensory overload situation. Sensory bags, equipped with noise canceling headphones (provided by Puro Sound Labs), fidget tools, verbal cue cards, and weighted lap pads will also be available at the Visitor Services desk to all guests who may feel overwhelmed by the environment.

Sensory sensitivities or challenges with sensory regulation are often experienced by individuals with autism, dementia, PTSD and other similar conditions (1 in 6 individuals). One of the major barriers for these individuals is sensitivity to over stimulation and noise, which is part of the environment in a venue like the MMFA. With its new certification, the MMFA is now better prepared to assist guests with sensory sensitivities in having the most comfortable and accommodating experience possible when visiting the MMFA.

Prior to visiting, families can download the free KultureCity App where one can view what sensory features are available and where they can access them. Also on the App is the Social Story, which will provide a preview of what to expect while spending time at the MMFA.

“Our communities are what shapes our lives and to know that the Montgomery Museum of Fine Arts is willing to go the extra mile to ensure that everyone, no matter their ability, is included in their community is amazing. We’re honored to partner with the MMFA to provide a truly inclusive experience for all fans and guests!” Uma Srivastava, Executive Director, KultureCity.

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### **ABOUT KULTURECITY**

KultureCity is a leading non-profit recognized nationwide for using its resources to revolutionize and effect change in the community for those with sensory needs, not just those with autism. Since the

program's inception, KultureCity has created over 1,000 sensory-inclusive venues in 6 countries: this includes special events such as the NFL Pro-Bowl, NFL Super Bowl, MLB World Series, and MLB All Star Weekend. KultureCity has won many awards for its efforts, including the NASCAR Betty Jane France Humanitarian Award in 2017 and the 2018 Clio Sports Silver for social good in partnership with Cleveland Cavaliers/Quicken Loans Arena. The Cleveland Cavaliers' Quiet Space Sensory Room at Quicken Loans Arena was a finalist for the 2018 Stadium Business Award, KultureCity was named one of the World's Most Innovative Companies for 2019 and 2020 by FastCompany and recently won the Industry Partner Award in TheStadiumBusiness Design & Development Awards 2019.

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## **ABOUT THE MMFA**

The Montgomery Museum of Fine Arts was founded in 1930 by a group of local artists as a place for both exhibiting art and space for art education. The original intentions of our founders—to exhibit and teach—continue to inspire and inform every action and activity here at the Museum which, since 1988, has shared the 277-acre Blount Cultural Park with our partners across the lake at the celebrated Alabama Shakespeare Festival.

Today's MMFA visitors stroll through art-studded grounds and permanent collection galleries. They see compelling changing exhibitions and learn about art by playing in our interactive gallery, ArtWorks, making art in its bustling studios, or by participating in other engaging events and programs. And, as of late September 2018, MMFA visitors can now relax and recharge in the serenity of our stunning new three-acre sculpture garden.

While the Museum's collection is still home to the art of many of the regional artists who first established it, over time it has become known for its strength in American art and Old Master Prints. Recent, important acquisitions of art made by African American and Asian artists and works inspired by images and themes related to the experiences of these groups represent the breadth and depth of the lives and concerns of those who now call Montgomery and the River Region home. Through the exhibition of this work as well as the programs and events that help connect our communities with it, the MMFA is recognized as a leading arts and cultural resource here in the state and Southeastern region.

The MMFA is a department of the City of Montgomery and is supported by funds from the City of Montgomery, with additional funds from the Montgomery County Commission and the Montgomery Museum of Fine Arts Association. Programs are made possible, in part, by grants from the Alabama State Council on the Arts.

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## **GENERAL INFORMATION**

**WHAT:** MMFA Certified Sensory Friendly

**WHERE:** Montgomery Museum of Fine Arts  
One Museum Drive  
Montgomery, AL 36117

**INFORMATION:** mmfa.org  
334.625.4333  
@MontgomeryMFA

**HOURS:** Galleries, ArtWorks, Sculpture Garden, Terrace, and Shop  
Mondays, Closed  
Tuesdays–Sunday, 10 AM–5 PM  
Last entry at 4:45 PM

**ADMISSION:** Free! With ample, free parking.

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**MEDIA CONTACT**

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