

TimeOut Kids New York

Museums & Sights

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Review: “The Pink & Blue Project”

Is pink really for girls while blue is for boys? That's the breakdown photographer JeongMee Yoon explores in “The Pink & Blue Project” at the Children's Museum of the Arts. The thought-provoking exhibit, which features pictures of Big Apple kids surrounded by their color-coordinated playthings, sheds light on gender preferences.

South Korea-based Yoon conceived of the exhibit while living in New York City, when her five-year-old became obsessed with the color pink. The photo Yoon took of her daughter, SeoWoo, surrounded by all of her rosy toys and trinkets inspired her current show. Wondering if other little girls shared the same affinity, the artist asked her friends' offspring to pose with their belongings. What ensued? More photos of pink-clad girls sporting tiaras, surrounded by Disney princess products. The boys, however, favored blue and proudly showed off their Thomas the Tank Engine and Bob the Builder toys.



The Pink & Blue Project

In all, Yoon captured 12 color-coded tykes, and the girls' images hang on the right, while the boys' photos are presented on the left, in a battle-of-the-sexes type of display. Although the exhibit does spark a few serious questions about materialism and societal programming based on gender, it is designed to be fun, too. Kids will enjoy taking in the colorful pictures, and eyeing (or coveting) their peers' toys.

An arts-and-crafts section, strategically set up between the gender-divided displays, allows youngsters to come together for related activities, such as making pink and blue sculptures. If your little ones don't care for either pink or blue, they can always mix the two together to make purple. Now that's the best of both worlds.—Kay Boatner

“The Pink & Blue Project” is on view at the [Children's Museum of the Arts](#) through Feb 8. \$10.