



PRESS RELEASE

Heard Museum Bolsters Family Programming in the New Year

*2025 Event Schedule Features a
Variety of Family-Friendly Events for
Locals and Visitors*

PHOENIX – [The Heard Museum](#) announced its 2025 event schedule, with an emphasis on family-friendly programming for kids and parents alike. Many of events on the schedule are an extension of the museum's *Heardlings* program which launched in 2024.

Heardlings get their own special room for activities, an Art Cart full of creative surprises, and a cool map to find their favorite museum treasures.

"We're excited to expand our family programs at the Heard Museum, providing more opportunities for visitors of all ages to connect, learn, and engage with Indigenous art and culture," said Lucia Leigh Laughlin, Director of Engagement & Learning Programs. "Intergenerational learning fosters meaningful connections, allowing families to share experiences, stories, and traditions that deepen their understanding of Indigenous art and culture. The Heard Museum is a place for everyone—of all ages—to explore, learn, and connect through the rich stories and traditions of Indigenous art and culture."

Outside of family programming, there are a variety of events for the community at large including First Friday celebrations, curator talks, performances and more.

In 2025, museum visitors can attend:

Curator Talk: Meryl McMaster—Bloodline (Feb. 13)

Assistant Registrar Roshii Montaña (Diné) delves into the artistry and themes behind *Meryl McMaster: Bloodline* during this 30-minute talk.

35th Annual World Championship Hoop Dance Contest (Feb. 15–16)

Witness over 100 dancers from across Turtle Island showcasing their masterful hoop dance skills. Enjoy food, drinks, and family activities, or watch the livestream hosted by Gila River Broadcasting.

67th Annual Indian Fair & Market (March 1–2)

Discover the 67th Annual Indian Fair & Market, featuring over 600 Native artists selected through a competitive jury process. The event includes a Fair Family Fun Zone with games, art activities, and a Youth Art Show + Sale. Children under 12 will receive free admission.

Curator Talk: *The Third Dimension*—Sculptural Stories in Stone and Bronze (March 6)

Collections Coordinator Olivia Barney (Diné/Navajo) offers insights into *The Third Dimension*.

Curator Talk: Adorned with Memory—Jewelry from the Basha Family Collection (March 11)

Explore the artistry of *Adorned with Memory* in this 30-minute talk led by Assistant Registrar Roshii Montaña (Diné).

Heardlings Art Cart: Jacla Necklace (March 12)

Create your own jacla necklace at the Heardlings Art Cart. This hands-on activity is included with regular admission.

Free First Friday Exhibition Opening: Bob Haozous—A Retrospective View (April 4)

Experience six decades of work by Bob Haozous (Warm Springs Chiricahua Apache) in this major retrospective, featuring sculpture, painting, prints, and jewelry.

Curator Talk: Harry Fonseca—Transformations (April 17)

Assistant Registrar Roshii Montaña (Diné) discusses the artistry behind *Harry Fonseca: Transformations*.

Curator Talk: Majestic Figures—Contemporary Sculptures by Native American Artists (April 24)

Collections Coordinator Olivia Barney (Diné/Navajo) explores *Majestic Figures* in this 30-minute talk.

Día del Niño: Escultura (April 28)

Celebrate Children's Day with the Heard Museum and Cultural Coalition. Enjoy Latine art, music, and dance alongside sculptures by Chiricahua Apache and Diné artist Bob Haozous.

Free First Friday Concert Series (May 2)

Enjoy a free evening of programming inspired by the museum's mission and exhibitions, featuring exciting guests and activities.

Free First Friday PRIDE (June 6)

Celebrate Arizona Pride Month with a free evening highlighting the LGBTQ2S+ community through art and activities.

Free Family Summer Saturdays (June 21, July 19, Aug. 23)

Bring the family for free programming connected to the museum's exhibitions, with special guests and art activities.

First Friday (Aug. 8)

Enjoy a free evening featuring art, activities, and programs inspired by the Heard's mission.

First Friday Concert Series (Sept. 5)

Join us for another free evening of engaging activities, art, and live performances!

For more information about the Heard Museum and the 2025 event schedule, please visit

[Heard.org/experience/events-and-classes](https://www.heard.org/experience/events-and-classes).

Notes to Editors:

The Heard Museum and Museum Shop are open daily, from 10 a.m. to 4 p.m. It is closed on Easter, Independence Day, Thanksgiving and Christmas.

Ticket prices for the museum are as follows: adults are \$26; seniors (65+) are \$21; military members are \$21 (with valid ID); university/college students with a valid ID are \$10; children (6-17) are \$10; all children 5 years and under, American Indians (with Tribal ID or CIB) and Heard Museum members are free.

Photography of any kind may not be used for publication without written permission from the museum and/or artists.

Credentialed members of the media may contact a member of the marketing staff for more information concerning photography of public events or museum galleries.

About The Heard Museum:

Since its founding in 1929, the Heard Museum has grown to become nationally and internationally recognized for its world-class exhibitions, award-winning publications, unparalleled festivals, and innovative educational programs. Dedicated to connecting Indigenous creativity to the world, the Heard showcases the beauty and vitality of Indigenous creative expression by presenting the voice and vision of American Indian artists. A welcoming destination for children and families, the Heard offers engaging experiences that inspire curiosity and foster appreciation for American Indian art and culture. The Heard Museum is supported by the generosity of Heard Museum members and donors, the Arizona Commission on the Arts, and the City of Phoenix Office of Arts and Culture.

For more information, please visit heard.org.



To follow updates on the museum via Facebook, Instagram and Twitter, use @heardmuseum.

Media Contact:

Ivana Morales
973-864-4523
ivana@evolving.com
evolving.com



A full media kit with logos, high-resolution images, past announcements and more can be found here: <https://bit.ly/3yVh8ho>.