

THE MUSEUM OF MODERN ART

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NEW YORK'S FIRST CREATIVE ART CENTER

WILL OPEN IN MUSEUM'S NEW ANNEX.

New York's first center in the creative arts for amateurs young and old will be opened to the public by the Honorable Robert F. Wagner, Jr. Borough President of Manhattan, on Monday, September 24, in the new annex of the Museum of Modern Art at 21 West 53 Street. The opening will start at 5 p.m. and will include a special demonstration-exhibition, a tour of the new building and brief dedicatory comments by Mr. Wagner; Mr. Nelson Rockefeller; Mr. d'Harnoncourt, the Museum's Director, and Mr. Victor D'Amico, Director of the Museum's People's Art Center.

A special gallery for children, their parents and teachers, which occupies the ground floor of the new building and opens onto the Museum garden, will serve on opening day, from 5 to 6 p.m., as demonstration center where children will be painting at easels on the wall and making collages and mobiles at the collage table.

Planning and development of the recently completed seven-story Grace Rainey Rogers Memorial, new wing of the Museum of Modern Art, were under the direction of the Museum's Department of Architecture and Design, Philip C. Johnson, Director. In all phases of the work he was assisted by his associate, Landis Gores, architect.

Studios, Workshops and Equipment Especially Designed

The two studios and two workshops on the second and third floors of the People's Art Center have been especially designed by Victor D'Amico for children and adult amateurs interested in working in the arts. The colors used throughout the interior were chosen by Mr. D'Amico to appeal to young people. Gray side walls contrast with brightly painted end walls of fire-engine red, lemon yellow and deep blue. Birch storage cabinets have sliding doors which can be used as bulletin boards to display work from the classes or color reproductions.

Special equipment in the painting studios, also designed by Mr. D'Amico, includes adjustable work tables that can be raised for adult classes, lowered for children's classes. The table tops of

formica and marlite are yellow, blue or white. The red and white and blue and white sinks have been built with platforms that can be pulled out so small children can reach the faucets.

Banks of fluorescent lighting give an even, diffused light throughout.

One workshop is planned for ceramic classes and jewelry classes. The built-in sinks have special drawer bins for different kinds of clay. There is a small test kiln and a firing kiln. The woodworking shop is equiped so that it can be converted to accomodate young people as well as adults. Power tools include a drill press, sander, circular saw, jig saw and band saw.

So that parents can observe children in class without disturbing their concentration, folding screens with one-way glass will be set up at the entrance to the studios.

Exhibition on Varied Works of Education Department

"Creative Art for Children, Young People, Adults, Schools" is the title of an exhibition that will be on view in the new Young People's Gallery when the building is opened on Sept. 24 and will remain until November. The exhibition is designed to acquaint the public with the four main activities of the Museum's Department of Education: art classes at the People's Art Center; the exhibition program of the Young People's Gallery; the exhibitions planned for the New York City Board of Education for use in public high schools; and the work of the Committee on Art Education, which is composed of art teachers from all parts of the country.

Adult and children's work from the classes will be shown in the ground floor gallery, including paintings, ceramics, constructions and collages. A small merry-go-round will serve as revolving base for a kind of tree of various mobiles done by children.

Several panels and models will be on view to illustrate the type of material prepared by the Department for circulation in 50 New York public high schools. The work of the Committee on Art Education, under the sponsorship of the Museum of Modern Art, is shown on two panels. The Committee, now in its 10th year, has gained national recognition.

Works from the Museum Collection Used in New Building.

The entrance lobby of the new building, which has an all-glass-and-steel facade, will contain paintings and sculpture from the Museum Collection. During the first months, Picasso's Harlequin, Brancusi's Bird in Space and Lipchitz' Blossoming will be shown here. This will be the entrance to the People's Art Center and also for office visitors to the entire Museum.

Also on the second floor of the Center will be shown Chagall's Time Is a River without Banks, while Mondrian's Composition C will hang on the third floor.

In the stairwell between the second and third floors a mobile by Alexander Calder, The Fish, lent by the Buchholz Gallery, will hang in front of a midnight blue wall spotlighted against a yellow ceiling.

Victor D'Amico, Director of the Center, says:

We are most fortunate in having realized our dream of a pleasing and efficient surrounding for the encouragement of the highest development of creative activity in children and adults. But we know that the secret of good education is in the quality of the teaching. The new Center is the result of 15 years of experiment in developing better educational methods. We all subscribe to a common philosophy of creative education in which the highest development of the individual is our major objective. We are grateful to the Trustees and to the Museum for the opportunity of helping the public to satisfy one of its most urgent needs.

Rene d'Harnoncourt, Director of the Museum, says of the Center:

We feel that the opening by the Museum of Modern Art of the new People's Art Center is a milestone in community educational service to the people of New York City. After several years of experimental work in makeshift quarters, the Museum's Department of Education is now a true community operation. Even in its preliminary stages this educational work served more than 5,000 children, 2,000 adults and 1,500 veterans; and 175,000 high school students each year see and study the especially prepared exhibitions circulated to the schools by the Museum. Now, with our own new building, in which 77 courses are being given, we look forward to being able to increase benefits greatly for our citizens from this 'coming of age' of the People's Art Center, where children and adults alike may develop their creative abilities, abilities that certainly are among America's most valuable assets.