

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

No. 137 a

Tuesday, December 3, 1957

To: Photo Editors
Education Editors
Woman's Page Editors
City Desks

Dear Sirs:

A special press preview of the Children's Holiday Carnival will be held on Friday, December 6, from 11 am to noon, and from three to four pm at the Museum of Modern Art, 11 West 53 Street.

At the morning session, children of 5 and 6 years from the New Lincoln School, New York, will visit the Carnival, and in the afternoon, children of 6 and 7 years from the Walt Whitman School, New York.

The Carnival opens to the public on Monday, December 9, which is also the release date. A full press release is enclosed.

Photographs are available or can be taken on Friday.

Sincerely,



Elizabeth Shaw
Publicity Director

THE MUSEUM OF MODERN ART

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No. 137
FOR RELEASE:
Monday, December 9, 1957

Press Preview: December 6
11 - noon; 3 - 4 pm.

The Museum of Modern Art's Children's Holiday Carnival, which will be part of the U.S. exhibition at the Brussels' World Fair, opens in New York on December 9 at the Museum, 11 West 53 Street. This will be the 16th season for this annual Christmas event presented for children between the ages of 4 and 8 by Victor D'Amico, Director of the Museum's Department of Education. It will remain open through January 12, 1958.

As in past years, the Carnival consists of a gallery of toys, designed to introduce children to the pleasures of experimenting with color, texture and pattern and a studio workshop where the children can make paintings, 3-dimensional constructions and "feeling pictures," or collages.

The Carnival will be open mornings except Sundays from 10 to 12 and every afternoon from 2 to 5. It will be closed on Tuesday and Wednesday, December 24 and 25, and Tuesday and Wednesday, Dec. 31 and January 1. Reservations for the hour-long sessions must be made in advance by telephone only, CI 5-8900, the Education Department. Each child is admitted for one session only.

The Gallery of Toys, including several planned for group play, includes a Spaceship Projector, a High-Low Peephole Viewer, and a String Picture Maker, designed by Victor D'Amico. The Light Tree with Changing Color was designed by Toni Hughes. Salvatore and Rosalind Grippi designed the Turntable Kaleidoscope, and Arnold Arnold the Giant Builder.

For parents a picture story in a continuous slide projector illustrates understanding of children's art efforts and suggests art materials for children working at home. It is set up outside the Carnival area. This was arranged by Jane Cooper Bland, an Instructor at the People's Art Center, the Museum's school.

The studio workshop where the children can paint, make collages and mobiles is under the guidance of trained teachers. On the walls of the workshop area are hung seven gay and colorful paintings by Alexander Calder which have a special appeal for children. These were loaned through the courtesy of the Perls Gallery.

At 10 am there will be only the Museum admission charge of 25¢ for children;

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at other times the fee will be 50¢, including admission and a materials fee. Admission of 75¢ for adults accompanying children into the Museum will be charged at all sessions except 10 am when the Museum Galleries are not open to the public. (Members will be admitted free of charge as usual)

Description of the toys:

The Spaceship Projector resembles the cockpit of an airplane. Three projectors send color patterns on a screen giving the impression of being in outer space, among the planets or landing on other worlds, according to the child's imagination. The patterns on the screen are produced by light passing through colored gelatins and other materials sandwiched between plastic discs. These may be changed like records on a phonograph so that there is an almost endless variety of possibilities. Children could even make their own gelatin patterns. Two children sit at the controls to operate the lights and patterns by means of steering wheels, pedals, and panel switches. Designed by Victor D'Amico.

The High-Low Peephole Viewer is a column about six feet high and thirty inches in diameter with a revolving cylinder made up of slides representing the work of modern artists, and picture sequences of abstractions by Charlotte Broods, strange animals, birds, and flowers by Margaret Stark, both painters and Instructors at the People's Art Center; and a fantasy of spaceships in outer space by Madeleine Gekiere, painter and illustrator of children's books. Openings are cut on all sides of the column at different levels. A jungle gym construction on one side and a small staircase on the other permit children to reach the upper holes. The Viewer is based on the children's pleasure in peeping and peering into things and kneeling, squatting, or climbing as part of their play. Designed by Victor D'Amico.

The Mobile Design Reflector is a turntable on which a child arranges original constructions which are reflected in double image by two mirrors placed at right angles to each other. After making his arrangement, the child can press a button which revolves his construction, making an enlarged moving pattern on the wall in front of him. Designed by Victor D'Amico.

The String Picture Maker has elastics spaced at intervals, horizontally and vertically, on a peg board. The child invents his design by pushing golf tees into holes and bringing the elastics around them. There are two sizes, a small one for one child to work alone and a large one where two or three can work together. Designed by Victor D'Amico.

The Light Tree with Changing Color is a large abstract tree symbolic of the Tree of Life or a Christmas Tree, suspended from the ceiling over a large plastic turntable. The turntable is made into a color wheel with spot lights underneath. The child can light the tree from the back, front, and sides with different colors. By pressing a button revolving the color wheel, he produces a sense of motion with the changing lights. Designed by Toni Hughes.

Turntable Kaleidoscope. This is an ingenious use of the record player. A series of shapes which can be arranged on the turntable in a variety of ways produce interesting and exciting designs through motion. These are presented as suggestions for children to make their own shapes. Designed by Salvatore and Rosalind Grippi.

The Giant Builder is an adaptation of the small Builder toy which was first introduced in 1953 in a Museum exhibition of toys for children and is now produced commercially. The enlarged size permits two or more children to work together and adds scale to this appealing toy. Designed by Arnold Arnold.

Three dimensional designs hanging over the construction tables and other decorations for the Carnival were designed by Toni Hughes.

Additional information and photographs available from Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York City, Circle 5-8900.