

The Museum of Modern Art

For Immediate Release
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HOW TO SHOW GROWN-UPS THE MUSEUM



The Museum of Modern Art has published a book for children, How To Show Grown-Ups the Museum, highlighting thirteen paintings from its permanent collection. Written by Philip Yenawine, director of the Department of Education, the sixteen-page paperback is oriented towards children acting as Museum guides to adult companions. Featuring colorful illustrations by Hudson Talbott, the book has been designed by Takaaki Matsumoto.

The publication is an extension of the Department of Education's ongoing program devoted to exposing schoolchildren to modern art, including parent/child workshops and group visits to the Museum. Mr. Yenawine stated, "Our main focus in young people's programs is to stress family visits. The most important resource The Museum of Modern Art has is its permanent collection, and through guides and workshops we can supply simple, practical, and amusing ideas for the looking process."

In discussing his book, Yenawine continued, "I'm very enthusiastic about the approach of How To Show Grown-Ups the Museum, which is based on the notion of people engaging with modern art through dialog. Modern art can be baffling, but people have the resources to understand it with a little guidance. Moreover, parents know their children and can capitalize on their interests and knowledge so that art objects can be placed in relevant contexts in their lives. This book provides a start."

The book will be inaugurated at a reception and panel cosponsored by the Department of Education and the Museum's Associate Council on Saturday, April 26,

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from 9:30 to 11:00 a.m. Following coffee, juice, and pastries in the Garden Hall, Philip Yenawine will moderate a short panel discussion among six to ten year-old "experts" who will offer tips and suggestions to adults for successful Museum visits. The families may then visit the galleries to test the book out for themselves.

Registration is \$10 per family, including Museum admission and a copy of the book. Mail a coupon and check payable to The Museum of Modern Art, 11 West 53 Street, New York, NY 10019. Space is limited and registration will be on a first-come, first-served basis.

How To Show Grown-Ups the Museum is available in the Museum Store for \$5.95 (\$4.46 Members) or by calling 212/708-9888, Monday through Friday, 9:30 a.m. to 5:30 p.m. Visa, Mastercard, and American Express accepted. The book is 9 x 9"; 16 pages with 13 color and 6 black-and-white illustrations.

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