

THE MUSEUM OF MODERN ART

NEW YORK 19

11 WEST 53rd STREET
TELEPHONE: CIRCLE 5-8900
CABLES: MODERNART, NEW-YORK

SARAH NEWMAYER, PUBLICITY DIRECTOR

December 2, 1944.

TO City Editors
Art Editors
Education Editors
News Photo Editors

Dear Sirs:

The Children's Holiday Circus will open at this Museum Wednesday, December 6.

Tuesday, December 5, will be a preview for children--i.e., groups of children from 4 to 8 years of age have been invited to try out the Circus from 10 A.M. to 12 Noon and from 2 to 5 P.M.

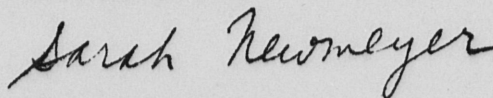
As no adult (except Museum attendants) will be allowed to set foot inside the Circus, Tuesday, December 5, will be the only day reporters or photographers can be admitted. Therefore if you would like to cover the Circus will you please send reporter or photographer Tuesday from 10 A.M. to 12 Noon or from 2 to 5 P.M. while the children are there.

The restriction against adults (including parents) is necessary because it has been found that a great deal of confusion results from admitting them. This year it will also be necessary for reservations to be made for all children. Last year a great many children were disappointed because they arrived at the Museum full of hope only to find that there was simply no room for them in the Circus.

We should like to accommodate all children at any time they want to come to the Circus. We have been able to enlarge the quarters for the Circus this year but not to the extent we should like. Therefore to avoid disappointment and confusion we are restricting the Circus this year to children from the ages of 4 to 8 years; we are requesting that reservations be made in advance; and we are excluding from the Circus all adults except Museum attendants.

PLEASE, therefore, if you wish to cover the Children's Circus this year, send photographer or reporter Tuesday, December 5. For further information please telephone me at Circle 5-8900.

Sincerely yours,



Sarah Newmeyer
Publicity Director

P.S. The admission charge for children is 12 cents.

THE MUSEUM OF MODERN ART

441204 - 42
11 WEST 53RD STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

FOR IMMEDIATE RELEASE

CHILDREN'S HOLIDAY CIRCUS OPENS AT MUSEUM OF MODERN ART

Small children will start their annual festival at the Museum of Modern Art, 11 West 53 Street, Wednesday, December 6, when the Museum opens in its Young People's Gallery a Holiday Circus of Modern Art. The festival, held three times before, will this year be the same in spirit and purpose. It will continue through Sunday, January 7.

Victor D'Amico, Director of the Young People's Gallery, states the purpose of the Circus as follows:

"The Children's Holiday Circus of Modern Art introduces the child to the art of our time in a most appealing and effective way through observation and activity. Young children do not want to be lectured on art, they want to look at it and do something about it. The Circus presents the work of modern artists through the play motive: mechanical toys by Calder and Toni Hughes, animated cartoons, the color organ, color prints on a moving cylinder, sculptures and paintings attractively displayed, give the child an insight into the magic of the artist. Inspired by these, the child may make his own creations in painting, clay modeling, toys, collages, and constructions in a variety of materials."

Children between the ages of four and eight will enter the Circus through a turnstile to find a side-show arrangement of mechanical toys by modern artists, color prints on a moving cylinder, animated cartoons, and the continuously forming and dissolving designs of a color organ. There is also a small gallery of modern sculpture of particular appeal to children.

If compelled by the creative urge the young visitor can settle down, on an upturned butter tub painted red, blue or yellow, for a session with his own artistic muse and produce works of art inspired not only by the varied expressions of modern art in the play area but by modern paintings hung in the work area. Along the walls are easels graduated in height from four-year-old to eight-year-old size. There are also work-tables where a child may model in clay, paste up his own collages, create modern toys of his own design, or make abstract constructions to please his artistic fancy.

In this beehive of artistic activity thirty children at a time will manipulate the toys, turn the crank for the animated cartoons, and paint model miniature modern masterpieces (sometimes employ-

ing both hands at once, so great is the artistic fervor), or hammer busily in the creation of toys and constructions.

The Circus is for children between the ages of four and eight years inclusive. NO ADULT WILL BE ADMITTED TO THE CIRCUS! The schedule of hours is as follows:

Mondays through Saturdays:
10 A.M. to 12 Noon
2 P.M. to 5 P.M.

Sundays:
2 P.M. to 5 P.M.

(Wednesdays reserved for members' children only.)

Work sessions will begin on the hour and will close ten minutes before the next hour. All places must be reserved in advance: telephone the Educational Program, Circle 5-8900. Reservations may be made for the following hours: 10 A.M., 11 A.M., 2 P.M., 3 P.M., 4 P.M. Any child is admitted for only one session. Reservation cards will be held at the Museum Information desk on the day for which they are requested and should be collected ten minutes before the hour. Museum admission for children is twelve cents at all times.

Artists whose work will be shown in the Circus include Calder, Zorach, Bartsch, Walters, Austin, Bombois, Hughes, Jules, Helfond, Sternberg, Olds, La More, Margaret Stark, Madeline Pereny, and John Flannagan.