

FOR IMMEDIATE RELEASE

MUSEUM OF MODERN ART EXHIBITS ART KITS AND SMALL
ART SHOWS DESIGNED FOR USO . CENTERS

Art to interest, entertain and enrich the lives of war workers and service men's families, and even the service men themselves in isolated and remote camps and forts, will be shown in a group of small exhibitions which make up Art Shows for USO Centers to open in the Young People's Gallery of the Museum of Modern Art, 11 West 53 Street, on Wednesday, August 4, to continue through August 29. In addition to five small art shows the exhibition includes two art kits--one for finger painting, the other for watercolor--each kit capable of being used at one time by twelve people in a USO Center. There is also an individual watercolor set designed for outdoor use among members of the Coast Guard and the Navy.

Not only will these art shows and kits be sent to USO Centers and Clubs but USO workers will take them directly to trailers, housing projects and out-of-the-way localities where lonely newcomers can enjoy them and use not only the ideas presented but the actual materials supplied for painting and sketching. In this way, instead of merely accepting the passive role of onlooker at exhibitions and entertainments, thousands of people who have been uprooted from normal living and, bewildered and lonely, cast into dislocated communities can take part in creative recreation. This will not only give them new interests but will tend to draw together the disparate elements of the community in general cultural activity, however slight.

Even the small art shows are designed not merely to be looked at but to stimulate participation in spare-time painting, sculpture, making of models and toys; in taking snapshots that avoid common mistakes and exemplify basic, simple rules; in rearranging and improving a home, even if it is only a trailer or a furnished room; in understanding children's art; and in getting acquainted, through reproductions of prints and paintings, with the work of four contemporary artists.

The five small art shows are as follows:

1. MAGIC IN YOUR HANDS

Designed to encourage people to take up art in their spare time by showing them how much fun it can be and

THE MUSEUM OF MODERN ART
NEW YORK

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

SARAH NEWMAYER, PUBLICITY DIRECTOR

July 28, 1943

TO Art Editors
City Editors
Education Editors

Dear Sirs:

You are invited to come or send a representative to

Press Preview of

an exhibition
ART SHOWS FOR USO CENTERS
Designed by the Museum of Modern Art

Tuesday, August 3
2 to 6 P.M.

in the Young People's Gallery
at the Museum of Modern Art
11 West 53 Street.

The exhibition will open to the public Wednesday, August 4.

For further information please telephone me at Circle 5-8900.

Sincerely yours,

Sarah Newmeyer

Sarah Newmeyer
Publicity Director

how many media there are from which to choose; painting, sculpture in clay, wood and stone, collage, models, and toys. The work of several self-taught artists is included in photographs and reproductions, together with other illustrations of painting, sculpture and the other media.

2. UNDERSTANDING CHILDREN'S ART

The original paintings in this exhibition were done during the Children's Festival of Modern Art, held for two seasons in the Young People's Gallery. Painted by children from three to fourteen years of age, they show how painting is the child's language, which changes as he grows older. Boys paint pictures of action and daring while girls choose subjects of feminine interest.

3. TAKING PICTURES

Recognizing the popularity of photography and its importance as art, Taking Pictures points out common mistakes in taking snapshots, for example, cutting off subject's head, and so forth, and sets up a few fundamentals which should be observed if they are to come out well. The exhibition is profusely illustrated with original photographs.

4. YOUR HOME, YOUR DESIGN FOR LIVING

Although you cannot build your dream house until after the war, you can plan for the future and you can make the place where you now live attractive even if it is only a trailer or a furnished room. This exhibition presents the basic considerations in planning a house for the future and offers suggestions for remodeling and improving your present home.

5. AMERICAN ARTISTS

An introduction to Jean Charlot, Mervin Jules, Edward Hopper and William Gropper, contemporary artists, in reproductions of their prints and paintings, with short biographies of them and a statement on their work.

The small art shows and the art kits have been designed and made up by the Educational Program of the Museum of Modern Art and the Committee on Art in American Education and Society for the USO Division of the National Board of the YWCA. Under the general direction of Victor D'Amico, who is head of the Museum's Educational Program as well as Chairman of the Committee, all the material exhibited was produced by the Museum staff with volunteer help from artist-and-teacher members of the Committee. The units shown in the exhibition will be reproduced in quantity for national circulation to USO Clubs operated by the YWCA, particularly in the small communities that have suddenly mushroomed into boomtowns because of the war.