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THE MUSEUM OF MODERN ART
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MUSEUM OF MODERN ART OFFERS NEW KIND OF EXHIBITION ENTITLED
"DESIGNED FOR CHILDREN" IN YOUNG PEOPLE'S GALLERY

The Museum of Modern Art, 11 West 53 Street, will present in its Young People's Gallery on Wednesday, June 12, what is probably the first exhibition of its kind held by a museum. While most educational exhibitions include either art work done by children or illustrate methods of teaching, this exhibition, entitled Designed for Children, deals with the materials, media and equipment which stimulate creative work. Victor D'Amico, Director of the Museum's Educational Program, who has directed the exhibition and designed much of the material, comments on the value of proper equipment for creative expression as follows:

"While this may be considered less important than the philosophy of teaching, or the creative activity itself, it is important because much of the misdirection in creative teaching can be laid to wrong materials introduced by the parent or teacher. For example, many young children get a bad start because their parents give them hard pencils or crayons and meager watercolors when they need equipment that is large and tools that are flexible."

The present exhibition is the result of considerable experience with children on the part of its designers. It is also the result of the demand for such materials on the part of parents and teachers. All material has been developed and tested by the Educational Program in its activities for children. The exhibition itself is divided into four types of materials:

GAMES, including puzzles, color games and construction sets.

ART SETS for stimulating creative work including paint boxes, pastel kit, sculpture kit, collage kit, for children and young people.

ART EQUIPMENT, including individual tables, work tables, easels. These vary from a simple flat-topped table, to a table equipped with a painting drawer and adjustable easel top. In this group will also be included children's furniture.

PICTURES for children's rooms and for school decoration. This includes a series of color reproductions and prints varying from less than \$1 to \$20, especially selected to interest children of different age levels, such as circus and animal pictures. A frame has been designed to enable the child to change the pictures in his own room.

A special feature of the exhibition is the model of a school art room. This is not presented as a fixed plan, but it offers suggestions which are considered desirable and which may be adapted

to many existing art rooms. Such factors as bi-lateral lighting, a storage wall made up of multiple units, unit furniture, and a wall easel are included in the model.

The objects shown in the exhibition are to be offered for sale through the Museum. Prices and delivery, however, will depend upon production and the ability to secure materials and labor.

Eleven of the puzzles are from the "Noisy Books" series by Leonard Weisgard, published by William R. Scott, Inc. Silk screen prints by Riva Helfond, Mervin Jules, Frank Davidson, F. Wynn Graham, and Elizabeth Olds are included. All color reproductions, including three used for the puzzles, are published by the Museum of Modern Art. All of the equipment and the remainder of the toys and games were designed by Victor D'Amico. The equipment and games were constructed by Kendall T. Bassett. The children's furniture, consisting of small tables and chairs, was designed by Charles Eames.

The exhibition will close October 6 and will thereafter be available through the Department of Circulating Exhibitions to other museums and teachers' colleges.