

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

December 3, 1952

To: Picture Editor

Dear Sir:

A completely re-designed Children's Holiday Carnival will open for children between the ages of 4 and 8 at the Museum of Modern Art, 11 West 53 Street, on December 10.

This year's Carnival includes 10 new toys. To make it easier for the press to photograph them in use, we have invited some children to play with them at special press previews from 10 to 11:30 and from 2 to 3:30 on Monday, December 8, and again on Tuesday, December 9.

I am enclosing a press release describing the Carnival in detail. For further information please telephone me at CI.5-8900.

Sincerely,

Betty Chamberlain

Betty Chamberlain
Publicity Director

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SPECIAL PRESS PREVIEW:

Monday, Dec. 8 and Tuesday, Dec. 9
10-11:30 a.m. and 2-3:30 p.m.
Children have been invited for
these hours so that the press can
see the Carnival in operation.

FOR RELEASE: WEDNESDAY
December 10

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NEWLY DESIGNED CHILDREN'S HOLIDAY CARNIVAL TO OPEN AT MUSEUM OF MODERN ART

The Children's Holiday Carnival, this year completely new in design, will be open for children between the ages of 4 and 8 at the Museum of Modern Art, 11 West 53 Street, from December 10 through January 11. One section of the Carnival will contain experimental toys never before shown, with which the children can play. They were planned by well-known artists and designers to stimulate children's creative insight by arousing their interest in exploring texture, color, light and motion. A second gallery will be equipped with easels, paints, collage and construction material so that the children who attend can make their own pictures, mobiles and three-dimensional constructions to take home.

Reservations must be made in advance by telephoning the Museum, CI.5-8900, Education Department. Hour-long sessions will begin at 10 and 11 every morning except Sundays, and at 2, 3 and 4 every afternoon, including Sundays. Admission is 20¢ in the mornings, 45¢ in the afternoons. Adults accompanying children will be admitted without charge for the morning sessions, and for the regular Museum admission fee during afternoon sessions.

The Carnival is under the direction of Victor D'Amico, Director of the Museum's Department of Education. Members of this department supervise the sessions. Now in its 10th year, the Carnival is the Museum's special event held during the Christmas season for young children.

All the toys in this year's Carnival aim to enlist the child's active participation in their operation. An airport toy, designed by Toni Hughes, consists of a tricycle mounted in front of a porthole window. By pumping the foot pedals the child revolves two abstract constructions placed behind the window. As they turn he sees different patterns and colored shadows that may suggest airplanes or dirigibles

or birds or fish or boats. A Space Clown, also designed by Toni Hughes, walks a tightrope over the child's head and hits a series of metal, clanging disks when the child pulls a cord.

The Color Player, a popular feature of past Carnivals, has been re-designed by Victor D'Amico to increase the child's participation. The Color Player looks like a small upright piano with a translucent screen instead of a music rack. By pressing the foot pedals, two wooden tree-racks hung with ornaments of different shapes behind the screen are set in motion. The improvement in the new Color Player permits the child to raise the screen like a window and to place whatever ornaments he chooses on the tree-racks, thus creating his own designs, in endless variation. The keyboard, which the child also operates, controls colored lights that shine on the moving shapes.

Two toys have been designed to help children make abstract arrangements of lines based on differing design principles. One consists of a large, open shadow box with a number of black and white elastic strings emerging from the middle of the floor of the box. Small hooks are fixed in various places in the two side walls, the ceiling and the back of the shadow box. The child can make an almost endless number of arrangements based on tensions by fastening the rings on the free ends of the elastic bands to the different hooks. Then ornaments such as balls and buttons can be fastened to the strings. The other toy, constructed in a similar box, helps children to create symmetrical or asymmetrical arrangements by bending into various designs the wires attached to the floor of the box. Colored ornaments to be hung on the wires and on the elastic strings are supplied for each toy.

The children can make large magnetic pictures by arranging flat metal shapes, abstract and representational, variously colored, on a magnetized board, in a toy based on a design by Leonard Nelson. Two sculptures, designed by Ruth Vollmer, move when the child touches them: a tactile cat arches its back when stroked; a metal rooster, when touched, makes the motions that accompany crowing. Three-dimensional jigsaw puzzles designed by A.F. Arnold and a construction game designed by Harold Edelman and Jonah Kinigstein give children an opportunity to explore the principles of sculpture.

In the workshop gallery children may help themselves to paper and

paint to make pictures at small easels placed around the walls. Or they may choose colored cellophane, textured and patterned papers and fabrics, pipe cleaners, metallic papers, feathers or other materials to make collages and constructions at a large table in the center of the workshop. Collages are made by pasting various materials on a piece of paper to form a design combining different textures and colors. Constructions and wire sculpture, which will be emphasized this year, are three-dimensional designs using the same materials but erected on a base or hung from a string stretching across the room.

Paintings and mobiles, selected for their particular appeal to children, will be hung in the Carnival galleries. Mobiles of fish shapes and portraits made of metal and glass designed by John Lynch will be hung in the play area. Decorative Christmas mobiles cut from colored and metallic paper by Joseph Zalewski will be hung in the workshop area. Paintings lent by the Porls Galleries for the Carnival include: Family Portrait 1952 by Carol Blanchard; Chartres by Camille Bombois; Yellow Leaf by Fernand Léger; Le Palais de Justice, Paris and Vue de Langres by Louis Vivin.

Joan Miro's 10-foot-long nursery decoration "Pour Jackey, Peter et Pauley Matisse" has also been lent to the Museum for the Carnival by the Matisses.

A wall of colored panels pierced with large openings divides the Carnival from the rest of the gallery. Parents, although not permitted to enter the Carnival itself, can watch their children through the openings in this wall.