

THE MUSEUM OF MODERN ART

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No. 80

Monday, June 17, 1963
FOR IMMEDIATE RELEASE

On Monday evening June 17th, from 8:00 to 10:00 p.m., the Light Fountain, a new toy to be sent to India later this month as part of the Museum of Modern Art's Children's Art Carnival, will be demonstrated for the first time at the studio of Frank Vitullo, 330 East 33rd Street, Apartment 18M. Other toys going to the Carnival will be on view also. The Light Fountain was designed by Victor D'Amico, Director of the Museum's Department of Education, in cooperation with Frank Vitullo.

The gift of the Carnival by the Asia Society and the International Council of the Museum of Modern Art was announced by Mrs. John F. Kennedy during her visit to India last year. The Carnival will serve not only as an opportunity to develop the creative interests of children 4 to 12 years of age, but also as a demonstration center for art teachers from all over India at the National Children's Museum recently established in New Delhi under the leadership of Mrs. Indira Gandhi.

After its opening in New Delhi, the Carnival will travel to Bombay, Calcutta and Madras, and other major cities in India, and then return to New Delhi where it will remain in the National Children's Museum.

The Carnival accommodates about 40 children at one time and contains two distinct areas. The first is a gallery of toys which are designed to stimulate the visual, tactal and kinesthetic senses of children so they can work creatively. The Light Fountain is part of this area. From one to four children can play with the Light Fountain at one time by pressing keyboards which throw colored light against white plastic shapes revolving in the center of the toy. The Light Fountain motivates both the individual child and group participation and the children learn to paint with light, to mix colors and they learn the effects of light on materials. Other toys in this area that will be seen at Mr. Vitullo's studio, include the Color Players which demonstrates the "painting with light" as one child is equipped with warm colors and a second child with cool colors; the Design Color Window which is based variously-shaped colored plexiglass in front of three shallow strips on a lighted on the principal of stained glass windows, and by placing plexiglass sheet, an infinite variety of colors and designs are produced; and the Infinite Mirror Reflector that allows the child to arrange his own construction on a red and white striped pole that revolves in front of four mirrors and produces infinite moving reflections.

The second area is a studio workshop where the children are supplied with a variety of materials from which they can experiment with collages, constructions, mobiles, textures. The teachers guide the children to start their projects after their imaginations have been stimulated by the toys.

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The Children's Carnival was originated by the Museum of Modern Art in 1942 by Victor D'Amico who developed the teaching methods from experiences of the Museum's year-round school which he directs. The Carnival has been presented almost every year since then. In 1957 the Carnival was part of the International Trade Fairs in Milan and Barcelona and in 1958 it was a major feature of the United States Pavilion at the Brussels World's Fair. So far, more than 55,000 children from many countries have visited the Carnival and more than 10,000 teachers have observed it in operation.

The idea of sending a duplicate of the Children's Art Carnival to India originated in 1958 when Mrs. Indira Gandhi, Nehru's daughter, visited the Children's Carnival at the World's Fair in Brussels and when Dr. Prabha Sahasrabudhe, Indian art educator became acquainted with the Carnival and with Mr. D'Amico in New York. In 1961 Dr. Sahasrabudhe returned to India to become Director of the new National Children's Museum and he will, therefore, be in charge of the Children's Art Carnival when it travels throughout his country and when it is permanently installed in his Museum. Victor D'Amico will be in New Delhi at the time of the opening which is scheduled for late October. He will be accompanied by a staff of five to train a staff of Indian teachers who will then take over the running of the Carnival in India.

In India the Carnival will be housed in a specially designed structure made of demountable units. It will be two octagons about 40-feet each in diameter.

Additional information available from Elizabeth Shaw or Marcia Rubinoft, Public Information, Museum of Modern Art, 11 West 53rd Street, New York 19, New York CI 5-8900.