

178

THE MUSEUM OF MODERN ART

NEW YORK

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

SARAH NEWMAYER, PUBLICITY DIRECTOR

December 1, 1943

TO Art Editors
City Editors
Education Editors
News Photo Editors
Woman's Page Editors

Dear Sirs:

You are invited to come or send a representative to

Press Preview of
CHILDREN'S HOLIDAY CIRCUS OF MODERN ART

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

Tuesday, December 7
2 to 4 P.M.

The hours for the press preview are brief because small children will be present to make use of the Circus, i.e., to draw and paint at the easel-tables, make toys and constructions, put together jigsaw puzzles cut from reproductions of modern paintings, and manipulate the zoo of animals designed by modern artists.

The children may be interviewed and photographed if desired.

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

Sincerely yours,

Sarah Newmeyer
Sarah Newmeyer
Publicity Director

THE MUSEUM OF MODERN ART

11 WEST 53RD STREET, NEW YORK 19, N. Y. FOR IMMEDIATE RELEASE

TELEPHONE: CIRCLE 5-8900

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 8, when the Museum opens in its Young People's Gallery a Holiday Circus of Modern Art. The festival, held twice before, will this year be the same in spirit and purpose but with entirely new design, installation and objects. It will continue through Sunday, January 30.

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."

Under a blue tent-top hung from the ceiling, children between the ages of four and twelve will enter a turnstile to find on their right 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; to their left will be a small gallery of modern sculpture of particular appeal to children. The sculpture is placed against a curved wall of poles, reaching to the ceiling and set eight inches apart, to give the spirit of a circus and to divide the play area from the work area.

Through the screen of poles the child may look into the work area on the other side, which he enters by rounding the curve of the wall at the far end of the gallery. There he 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 entire length of the wall in that area is a row of easels graduated in height from four-year-old to twelve-year-old size. Opposite, against the screen

of poles, are work-tables where the 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 or the modern music box, test their knowledge of modern painting on the revolving cylinder of color prints--and in the work area paint or model miniature modern masterpieces (sometimes employing both hands at once, so great is the artistic fervor), or hammer busily in the creation of toys and constructions.

Only thirty children can be accommodated in the Circus at any one time and on busy days the children will be allowed one hour and then must move on to give place to those next in line. To prevent the forming of actual lines, the Museum will issue tickets at the desk to incoming children in the order of their entrance, so that those waiting may enjoy other exhibitions in the Museum until their turn comes. Although the Museum proper will continue its usual daily opening hour of 12 Noon, the Circus will open at 10 A.M. every day except Sundays, during the entire period. On Monday and Friday afternoons the Circus will be reserved for Members' children and closed to the public.

The Circus is for children between the ages of four and twelve years inclusive. No adult will be admitted to the Circus itself unless accompanied by a child under six years of age. The schedule of hours is as follows:

Mondays through Saturdays:
10 A.M. to 12 Noon
2 P.M. to 5:30 P.M.

Sundays:
2 P.M. to 5:30 P.M.

(Monday and Friday afternoons reserved for members' children only.)

Museum admission for children is eleven cents at all times; for adults twenty-eight cents.

Artists whose work will be shown in the Circus include Calder, Zorach, Bartsch, Gross, Nakian, Walters, Chagall, Austin, Bombois, Safer, Hughes, Jules, Helfond, Sternberg, Olds and La More.