

THE MUSEUM OF MODERN ART

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

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Mo. 110

FOR RELEASE:

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PRESS PREVIEW:

Monday, December 10, at 10 and 11 a.m.

CHILDREN'S HOLIDAY CARNIVAL OPENS AT MUSEUM OF MODERN ART

Members of the press are especially invited to preview the Carnival on Monday, Dec. 10 at 10 a.m. when a group of children from the Lincoln School are scheduled and at 11 a.m. when a group from the Walt Whitman School are scheduled.

A completely new Children's Holiday Carnival including specially designed toys, and a studio workshop equipped with easels for painting, and worktables for making 3-dimensional pictures and "feeling pictures" will be open to children between the ages of four and eight at the Museum of Modern Art, 11 West 53 Street, from December 10 through January 13. One new feature of this year's Carnival, the fifteenth held at Christmas time at the Museum and designed by Victor D'Amico, Director of the Department of Education, is the emphasis placed on group cooperation as well as on individual participation. Several of the toys, for example, are designed to be operated by two or more children.

A feature for parents has also been added. This is a picture story in a continuous slide projector called "Understanding Children's Creativeness" which shows parents not only how to understand and respect their children's art efforts, but also suggests art materials and illustrates suggestions for children working at home. This was arranged by Jane Cooper Bland, an Instructor at the People's Art Center, the Museum's School.

The Gallery of toys is a unique way of stimulating the child's imagination before he goes into the workshop area. The toys, especially designed to make children aware of light, color, pattern and motion, prepare him as he plays with them for his own creative work in the studio. Many of the new toys including The Spaceship Projector, The High-Low Peephole Viewer, The Mobile Design Reflector and The String Picture Maker, were designed by Victor D'Amico. Other toys have been designed by Toni Hughes, originator of The Light Tree with Changing Color, Salvatore and Rosalind Grippi, who designed the Turntable Kaleidoscope, and Arnold Arnold who designed The Giant Builder.

The studio workshop where the children can paint, make collages and mobiles is under the guidance of trained teachers. On the walls of the workshop area are hung seven gay and colorful paintings by Alexander Calder which have a special appeal for children. These were loaned through the courtesy of the Perls Gallery.

The Carnival will be open mornings, except Sundays, from 10 to 12 o'clock and every afternoon from 2 to 5. All places must be reserved in advance by telephone only by calling the Museum's Department of Education at Circle 5-8900. Sessions

are one hour long and each child is admitted for only one session.

At 10 a.m. there will be only the Museum admission charge of 20 ¢ for children; at other times the fee will be 45 ¢, including admission and a materials fee.

Admission of 60 ¢ for adults accompanying children into the Museum will be charged at all sessions except 10 a.m. when the Museum Galleries are not open to the public.

(Members will be admitted free of charge as usual.)

Descriptions of the toys:

The Spaceship Projector resembles the cockpit of an airplane. Three projectors send color patterns on a screen giving the impression of being in outer space among the planets or landing on other worlds, according to the child's imagination. The patterns on the screen are produced by light passing through colored gelatins and other materials sandwiched between plastic discs. These may be changed like records on a phonograph so that there is an almost endless variety of possibilities. Children could even make their own gelatin patterns. Two children sit at the controls to operate the lights and patterns by means of steering wheels, pedals, and panel switches. Designed by Victor D'Amico.

The High-Low Peephole Viewer is a column about six feet high and thirty inches in diameter with a revolving cylinder made up of slides representing the work of modern artists and picture sequences of abstractions by Charlotte Brooks, strange animals, birds, and flowers by Margaret Stark, both painters and instructors at the People's Art Center; and a fantasy of spaceships in outer space by Madeleine Gekiere, painter and illustrator of children's books. Openings are cut on all sides of the column at different levels. A jungle gym construction on one side and a small staircase on the other permit children to reach the upper holes. The Viewer is based on the children's pleasure in peeping and peering into things and kneeling, squatting, or climbing as part of their play. Designed by Victor D'Amico.

The Mobile Design Reflector is a turntable on which a child arranges original constructions which are reflected in double image by two mirrors placed at right angles to each other. After making his arrangement, the child can press a button which revolves his construction, making an enlarged moving pattern on the wall in front of him. Designed by Victor D'Amico.

The String Picture Maker has elastics spaced at intervals, horizontally and vertically on a peg board. The child invents his design by pushing golf tees into holes and bringing the elastics around them. There are two sizes, a small one for one child to work alone and a large one where two or three can work together. Designed by Victor D'Amico.

The Light Tree with Changing Color is a large abstract tree symbolic of the Tree of Life or a Christmas Tree, suspended from the ceiling over a large plastic turntable. The turntable is made into a color wheel with spot lights underneath. The child can light the tree from the back, front, and sides with different colors. By pressing a button revolving the color wheel, he produces a sense of motion with the changing lights. Designed by Toni Hughes.

Turntable Kaleidoscope. This is an ingenious use of the record player. A series of shapes which can be arranged on the turntable in a variety of ways produce interesting and exciting designs through motion. These are presented as suggestions for children to make their own shapes. Designed by Salvatore and Rosalind Grippi.

The Giant Builder is an adaptation of the small Builder toy which was first introduced in 1953 in a Museum exhibition of toys for children and is now produced commercially. The enlarged size permits two or more children to work together and adds scale to this appealing toy. Designed by Arnold Arnold.

Three-dimensional designs hanging over the construction tables and other decorations for the Carnival were designed by Toni Hughes.

Additional information and photographs available from Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53rd Street, New York City, Circle 5-8900