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MEMORANDUM

December 6, 1963

TO: René d'Harnoncourt

FROM: Ann L. Bittenwieser
Barbara L. Goldsmith
Junior Council

Subject: Proposal for
Playground Design

On October 8, 1963, we met as Co-Chairmen of the Junior Council proposed playground project with Whitney North Seymour, Jr., Mrs. Louis Auchincloss of the Park Association, and the Commissioners of the New York City Housing Authority.

In essence, we made the following proposals:

1. That the Housing Authority designate three playground sites to be developed or redeveloped.
2. That a panel of five persons be created to direct this project, to be made up of three persons chosen by the Museum of Modern Art, one person by the Citizen's Committee for Children and one person by the Park Association.
3. That the work of the panel will be to:
 - a. Meet with the Housing Authority, visit the proposed sites and discuss problems relating to cost, construction and maintenance.
 - b. Propose to the Housing Authority a designer or designers for the project.
 - c. Advise the designer as to program requirements.
4. Acceptance of the design for execution shall be by mutual agreement of the Housing Authority and the panel. The Housing Authority will execute the completed designs and will assume full responsibility for construction, including the choice of contractors, the letting of contracts, etc.
5. If necessary the Playgrounds Committee of the Park Association will raise the money to compensate the designers for the design. The cost of the actual working drawings will be contained within the proposed budget of the Housing Authority.
6. The Junior Council of The Museum of Modern Art will assemble an exhibition from the three designs to be shown at the Museum of Modern Art or its affiliate, The Institute of Modern Art. The expenses of this exhibition will be covered by funds raised by the Junior Council.
7. All publicity concerning this project will be mutually agreed upon.

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All the points of this proposal were agreed to by the Commissioners.

We then discussed which sites might be available. It was agreed that it would be impossible to attempt such a project under the usual meager Housing Authority cost allowance. Therefore, the following sites were suggested.

1. A playground in Jamaica which is to be redeveloped. \$60,000 is available for this due to damages owed the Housing Authority by the Long Island Railroad.
2. A smaller playground which has an allocation of \$30,000 for its redevelopment.
3. A vest pocket playground in a new development yet to be decided.

The Housing Authority, will retain an architect and a landscape architect on the new project, (see 3 above). It was agreed that the designer chosen by the panel will consult with them.

alb
blg

cc: Arthur Drexler
Victor d'Amico
Junior Council

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Junior Council New Projects Committee Meeting
January 10, 1964 at 12:15 p.m.

PRESENT:

Mrs. Allen, Chairman	Mrs. Goldsmith
Mrs. Auchincloss	Mrs. Jakobson
Mrs. Bartos	Mrs. Jones
Mr. Burden	Mrs. Stern
Mr. D'Amico	Mr. Wintersteen
Mrs. de Cuevas	Mrs. Zeckendorf

Mrs. Hale R. Allen, Chairman of the New Projects Committee, opened the meeting by asking Mrs. John R. Jakobson what progress had been made in exploring the legislation in the arts idea. Mrs. Jakobson reported that she and Mrs. E. Powis Jones met at 11:30 this morning with John McFayden, Director of the New York State Commission on the Arts, and one of his colleagues to discuss what kind of program the Junior Council might have. It was decided that perhaps the Junior Council should get a specific idea of what sort of evening it wants, then get a moderator, perhaps August Heckscher to conduct a panel presentation of the views of the federal government, the state and the city.

Mrs. Jones thought that there were several basic things to iron out, such as who is a professional artist, what is the role of the Museum in relationship to the city, the educational institutions, what are the state responsibilities in relationship to city responsibilities, to mention only a few. One of the reports from Washington states that 19 states have commissions on the arts, most pertaining, however, to the performing arts. Mrs. Jones felt that the Council should start working with what already exists, and work up to what is being planned. Mrs. Jakobson thought that the first part of April would be the earliest possible time to have a program on arts legislation, and it might be held at the Guggenheim.

Mrs. Stern felt that an extremely well-informed person should explain the whole thing to the Council rather than have a cut and dried panel discussion which might end up a bore. Mrs. Jakobson suggested Mr. McFayden, John Lindsay or August Heckscher. Mrs. Stern was in favor of a real intellectual, possibly Mr. Heckscher.

Mrs. Jones suggested that the program should not last over 1 1/2 hours, and perhaps three speakers could each handle one aspect - the foundation, the city, and the state. Mr. Heckscher could act as moderator. Mrs. Jones felt that Mrs. Jakobson should select several Council members to assist her in setting up the program, and then submit the plan to the Executive Committee for approval. The New Projects Committee agreed. Mrs. Stern thought Mrs. Jakobson should ask Mrs. Elizabeth Shaw for her advice also.

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New Projects Committee Meeting, January 10, 1964

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Mrs. Allen brought up the subject of Victor D'Amico's collage kit. Mr. D'Amico explained that the primary problem was money. The toy manufacturers he has approached feel that they cannot produce enough kits to make money, therefore are not interested. Mrs. Stern asked if a handicapped group could assemble them. Mr. D'Amico explained that this idea had been researched by Richard Koch with a group in Connecticut. The main expense and problem is to produce the box - a complicated box similar to a double-sided, wooden paint box. If a manufacturer could be found for the box, a volunteer group might be enlisted to assemble the kits. The danger here is in losing control of the whole idea as supervision would be difficult. Mrs. Auchincloss will check with D/R workshop as they might know a manufacturer who would be interested. The box might be done in wood in Japan or Scandanavia. Mr. S. Carter Burden has some friends at Harvard who have ventured into the toy market and who might have some advice to offer.

Mrs. Allen asked Mr. D'Amico what he thought of the idea of Museum tours for children under 12 years of age. He was opposed to the idea, and did not think it could or should be done. The Museum needs a children's gallery where they can touch and pick up things. There will be a young people's gallery in the new school lobby and there will be changing exhibitions there. All children in classes now get a pass admitting them to the Museum, and their parents can take them in. However, the paintings are too high for them to see, and they cannot see through crowds. Youngsters are fond of the Sculpture Garden as they can see the sculpture and run around as well.

What Mr. D'Amico would really like help with is the implementation of classes for children to work out the best ways to teach art appreciation. After these classes are developed, classes of teachers can be taught the best ways. He would need about \$6,000 to set up these classes. Mrs. Stern and the committee felt that perhaps the Council might help Mr. D'Amico find the proper foundation to underwrite these experimental classes. Mr. D'Amico reminisced that the Education Department got its start back in 1938 when the then Junior Council and Mrs. Bliss Parkinson provided \$5,000 for art appreciation for high school children.

Mrs. C. Gerald Goldsmith reported that the Playground Committee was having success. Being formed now is a panel of five persons who will be responsible for the project. The panel will consist of Mr. D'Amico, Arthur Drexler, someone to be selected by the Park Association, and someone to be selected by the Citizen's Committee, and a fifth person to be appointed by René d'Harnoncourt. Everyone hopes that action will be kept moving on the project so that interest will not wane.

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Mrs. Armand P. Bartos, heading the Film Screening Committee, reported that three screenings have been held so far, and several good films are lined up for a film evening for Council members. More films are being researched.

Mr. D'Amico clarified the fact that a children's carnival will be held in the garden all summer. In answer to the question of whether or not Puerto Ricans were reached by the Museum and the school because of the language problem, Mr. D'Amico replied that nine out of ten scholarships go to Puerto Ricans or to negros. One of the Museum pamphlets is in three languages-English, French and Spanish. An attempt is made to reach them.

Mrs. John de Cuevas and Mrs. Robert Leonhardt will be trained in the Library by Bernard Karpel for a special Library project, and more will be reported on this in a month or two.

Dorothy Mayhall
January 15, 1964

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THE JUNIOR COUNCIL PLAYGROUND COMMITTEE REPORT

RESUME - In the fall of 1964, the idea was initiated, in the New Projects Committee of the Junior Council, of improving the unsafe and outdated playgrounds in and around our city. From this initial idea came the formation of a committee composed of three members of the Museum of Modern Art and two outside members. These were Arthur Drexler, Victor D'Amico and Harold Leeds and Mrs. Adele Mosler of the Playschools Association (representing the Citizens Committee for Children) and Mrs. Louis S. Auchincloss of the Park Association. This Committee was to choose a designer and work with him at every stage. It was agreed that models and photographs of the completed playgrounds would be exhibited at the Museum.

The Committee decided to start with three new playgrounds. The Housing Authority agreed to use State or Authority funds for the construction of the playgrounds once they were approved. The Park Association agreed to contribute the designer's fee from private sources with the help of a donation from the New York Community Trust.

In the spring of 1964, the first site, i.e., Cypress Hills Housing Project in Queens was selected. An architect, Charles Foreberg, was chosen to design a playground that would be both safe and exciting for children. His completed design was exhibited at the Spring 1965 meeting of the Junior Council at the Riverside Museum.

PROGRESS REPORT - The playground, as you may remember, was designed as a unit with no moving equipment. It would require minimum supervision and maintenance. It featured original use of color and texture and a new safe slide. In order to create the original molds in which concrete will be poured an added expense factor was included. Once these molds are made, they will serve as a prototype for parks of similar construction. However, the lowest contractor bid on this work exceeded the F.H.A. budget of \$60,000 by \$19,000. Mrs. Louis Auchincloss obtained a grant of \$19,000 from the Astor Foundation so construction may now proceed. This playground will serve as a pilot project and future construction will be a great deal cheaper and, we believe, will fall well within the F.H.A. allocation. Also, this design, composed in four parts, can be broken down to suit other smaller areas which can employ only some of the molds used.

We are now considering the selection of a site and designer for a second playground.

Respectfully submitted,

Barbara L. Goldsmith

for
Mrs. Lawrence Bittenweiser
Mrs. C. Gerald Goldsmith
Co-ordinating Chairmen.

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PEPSI-COLA EXHIBITION GALLERY
PEPSI-COLA WORLD HEADQUARTERS
500 PARK AVENUE NEW YORK 22 NY

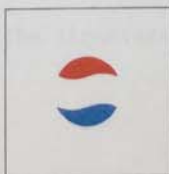
CONTACT: Robert Kelly or Rosemary Stroer
MU. 8-4500

"PLAYSCAPE"
An Experiment with Modern Materials
To Begin Nationwide Tour

A children's "Playscape" utilizing a wide variety of plastic and Fiberglas products normally manufactured for non-play industrial uses will premiere at the Pepsi-Cola Exhibition Gallery, 500 Park Avenue, New York on November 11, 1966. (See attached descriptive fact sheet.)

Based on the concept that -- with imagination -- many commonplace items can be adapted at small cost for transformation into practical and inventive play structures, "Playscape" is an attempt to bring diverse products of modern chemistry to children in an updated play environment.

"Playscape" has been researched and developed over the last two years by designer Jerry Lieberman under the direction of Bradley L. Coley, Jr., director, Pepsi-Cola Gallery, with cooperation and technical assistance of several of the nation's major chemical and plastics producers. These manufacturers have contributed to "Playscape" such commercial items as 5,000 square feet of plastic AstroTurf (Chemstrand), a Fiberglas boat hull and radomes (Owens-Corning), jet engine covers (Union Carbide), plastic pipe (PVC, Celanese Corporation), nylon safety sea nets (du Pont), and roving canisters commonly used in the textile industry (Fusion Rubbermaid).



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"Playscape" will be presented under the auspices of the National Recreation and Park Association and sponsored by Pepsi-Cola Company.

Following its Pepsi Gallery showing, the "Playscape" concept will be "tested" in major United States communities, including a vestpocket park in this city. New York Parks Commissioner Thomas P. F. Hoving will assign the experimental playground to an as yet unannounced area when "Playscape" leaves the indoor/outdoor site of the Pepsi-Cola building after Christmas.

The 5,000 square foot, glass-enclosed Pepsi-Cola Exhibition Gallery (the entire ground floor of the Pepsi-Cola Building at 59th Street and Park Avenue) has been the site of non-commercial, cultural and public service exhibits for the past six years.

A preview for the press, public officials and citizens prominent in the field will take place on Thursday, November 10th from 5:30 to 7:30 p.m. Hosts for the reception: Laurance S. Rockefeller, president of the National Recreation and Park Association, and Donald M. Kendall, president of PepsiCo, Inc.

NOTE TO EDITORS -- PHOTOGRAPHERS:

It is expected that many of the structures will be finished and on site several days before the opening.

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PEPSI-COLA EXHIBITION GALLERY
PEPSI-COLA WORLD HEADQUARTERS
500 PARK AVENUE NEW YORK 22 NY

"PLAYSCAPE"



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FACT SHEET ON "PLAYSCAPE" STRUCTURES

Designer: Jerry Lieberman Associates
115 East 89 Street
New York, N. Y.
PL. 3-3765

Where: Pepsi-Cola Exhibition Gallery
500 Park Avenue at 59th Street
New York, N. Y.
Bradley L. Coley, Jr., Gallery Director

Under the auspices of the National Recreation and
Park Association in cooperation with Pepsi-Cola Company.

Dates: November 11 to January 2, 1967

SWINGING POLES

Material: Fibreglas - Green-Grey
Manufacturer: Columbia Products Co. - a Division of Spalding Co.
Designer: Robert Fogdall

BALL BOXES

Material: Polystyrene - Green-Cerise
Manufacturer: Toyco Company

SAND

Material: Astoria polyethylene pellets - in bags

CAMPING STAKES

Material: Wood Fibreglas - Green-Grey
Manufacturer: Green-Grey

PICTURE PLATESS

Material: Fibreglas - Green-Grey
Manufacturer: Wampette Fibreglas Co.

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Contributing Producers and Manufacturers:

SAFETY SURFACE

Material: AstroTurf action surface - Chemstrand
Manufacturer: Chemstrand, a Division of Monsanto Chemical Co.

CONNECTING BUILDINGS

Material: Alathon, polyethylene - du Pont
Manufacturer: Fusion Rubbermaid

BOAT CLIMBER

Material: (hull) - Fiberglas, Owens-Corning
Manufacturer: (hull) - Molded by Dorteck Laminates, Inc. for
Greenwich Yacht Sales

Material: (fish net) - Nylon - du Pont
Manufacturer: (fish net) - A. M. Starr Net Co.

SWINGING POLES

Material: Fiberglas, Owens-Corning
Manufacturer: Columbia Products Co. - a Division of Shakespeare Co.
Designer: Robert Boggild

SAND BOXES

Material: Polyethylene - Union Carbide
Manufacturer: Textar Company

SAND

Material: Alathon polyethylene pellets - du Pont

CLIMBING TANK

Material: Wound Fiberglas - Owens-Corning
Manufacturer: Owens-Corning

RADOME PLAYHOUSE

Material: Fiberglas - Owens-Corning
Manufacturer: Warminster Fiberglass Co.

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ETHAFOAM PLAYGROUND

Material: Ethafoam - Dow Chemical

CONVEYOR SLIDE

Material: Polyvinylchloride pipe - Celanese Corporation
Manufacturer: Celanese Corporation

ROCKING RODS

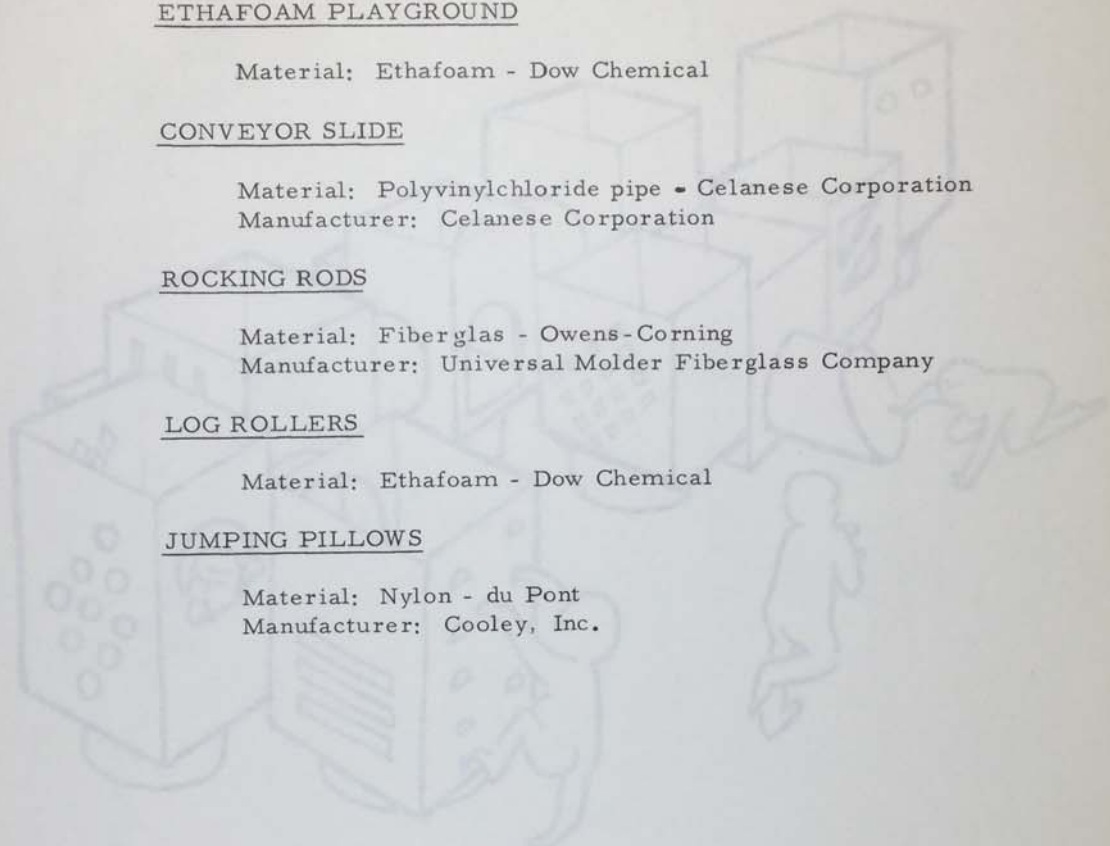
Material: Fiberglas - Owens-Corning
Manufacturer: Universal Molder Fiberglass Company

LOG ROLLERS

Material: Ethafoam - Dow Chemical

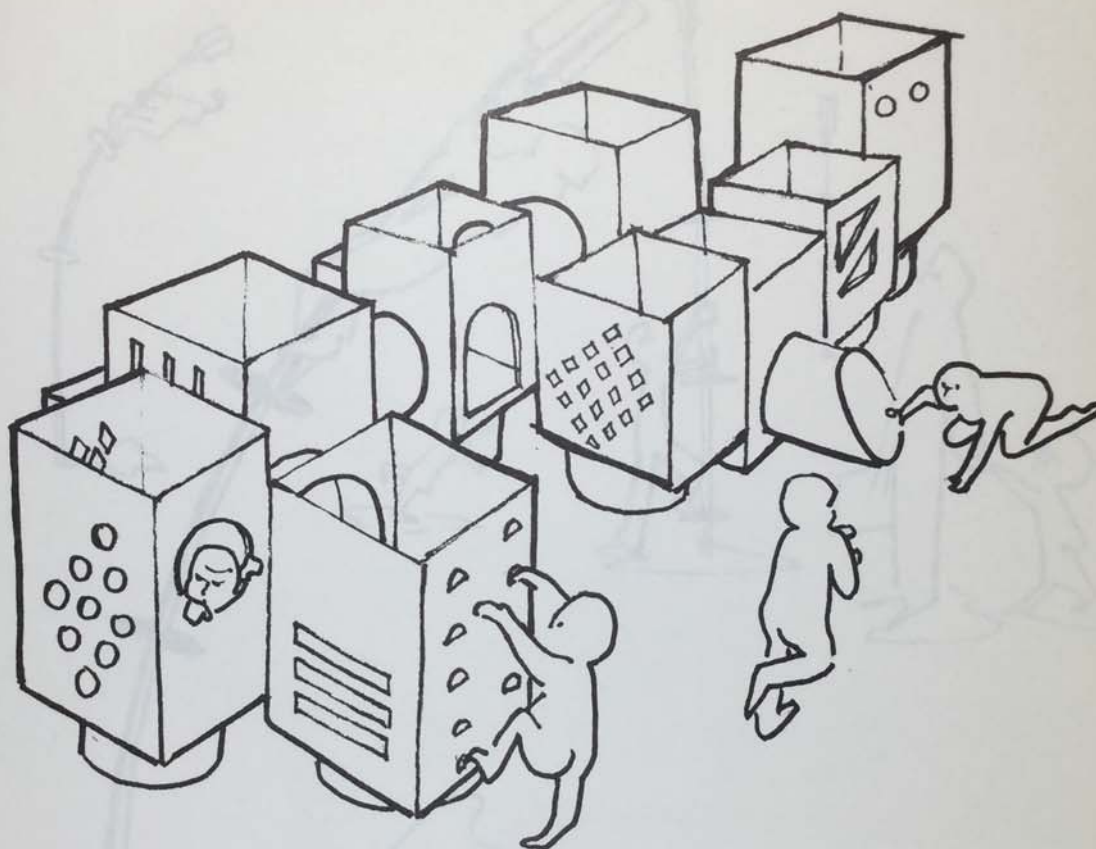
JUMPING PILLOWS

Material: Nylon - du Pont
Manufacturer: Cooley, Inc.



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Connecting Buildings

Children will be able to climb into, over, around and through a cluster of buildings; castles, fortresses, houses -- whatever you wish to imagine them -- made of du Pont's alathon polyethylene. Rotationally molded structures by Fusion Rubbermaid are joined together by du Pont's Nylon 101 fasteners.

The basic units are actually huge containers and cylinders used in industry. "Doors" and "towers" are cut into them. Climbing and sliding attachments are varied -- some for teenagers, some for toddlers. These structural objects form one massive and immovable cluster of flexible size and scope.

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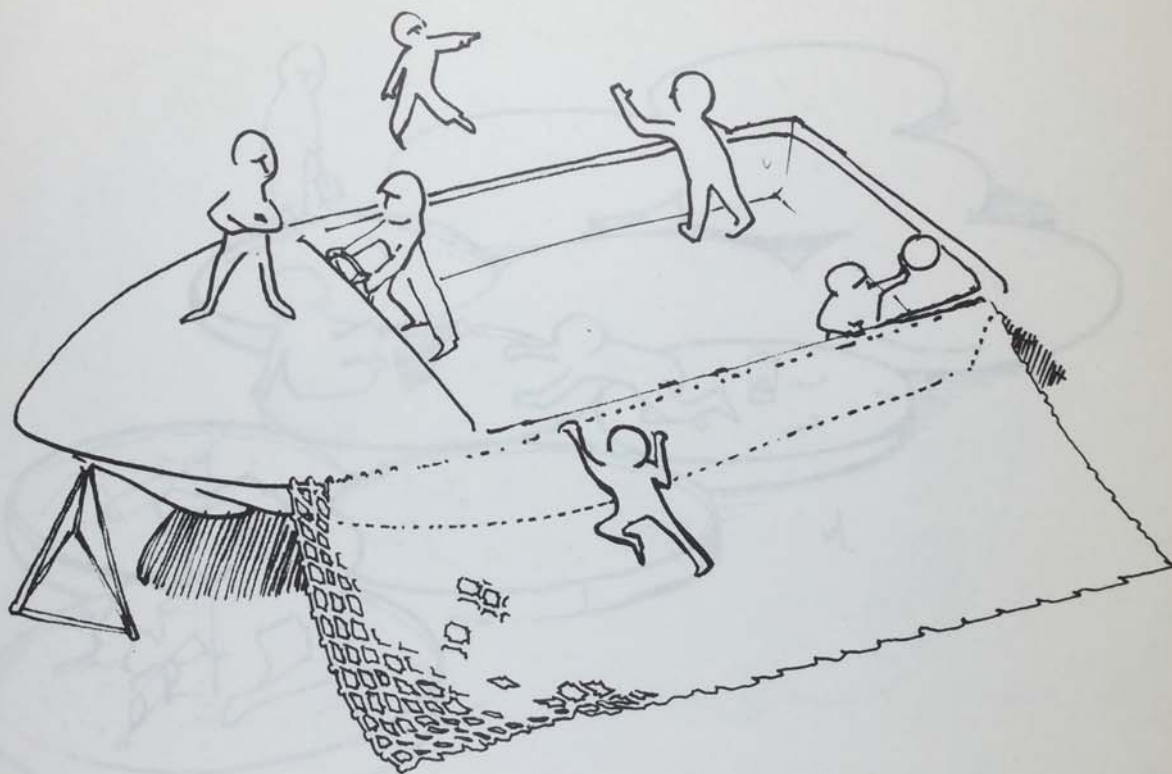


"Swinging" Poles

A pole-vaulting pole (Owens-Corning Fiberglas) sunk into a special base and socket designed by Robert Boggild swings back and forth. When a child or teenager succeeds in climbing to the top of a pole, he can flex the pole back and forth by shifting his weight. The "whip" is controlled by an ingenious device in the socket where the Fiberglas pole meets the base.

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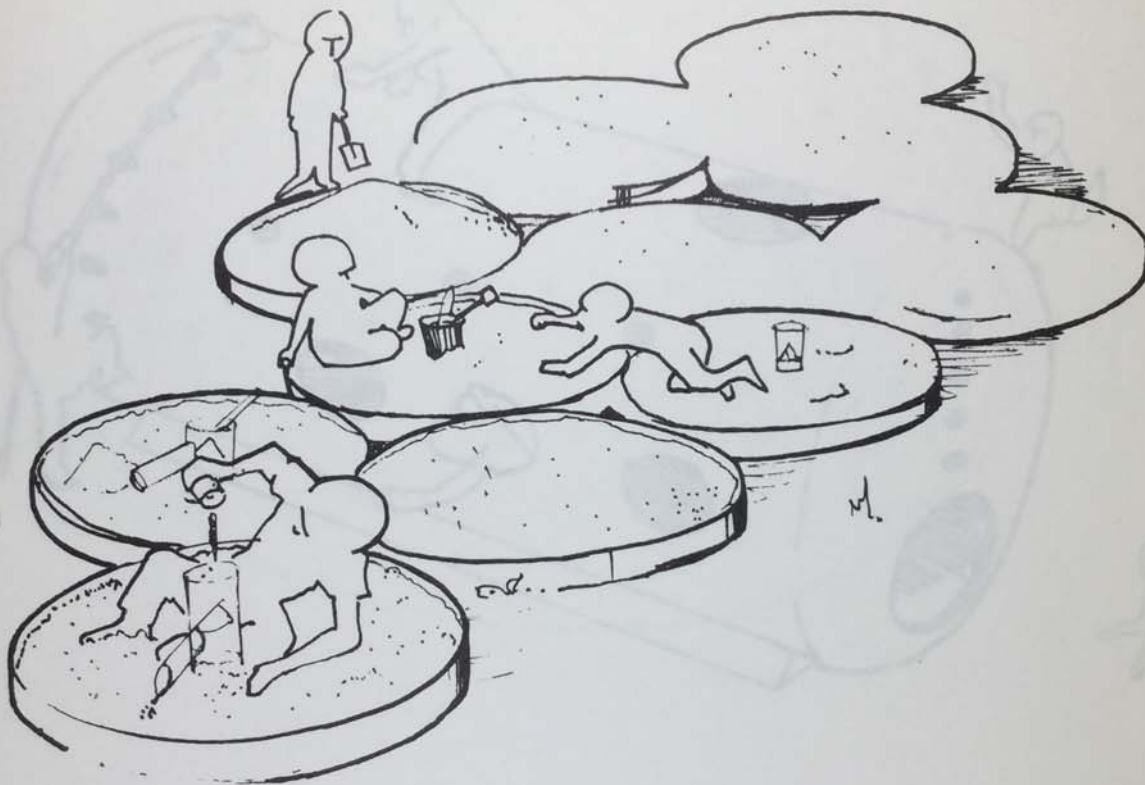


Boat Climber

A sixteen-foot boat hull of Owens-Corning Fiberglas has a super-strength nylon fish net attached between the boat's rub rail and the supporting frame on the ground. This climbing apparatus enables the child to enter the boat and at the same time curtails the extent of rocking on the boat's supporting axis. The boat can be rocked and steered (by a simulated steering device). The fish netting has a strength equivalent of two-inch manila hemp (tests show that sharks cannot bite through it).

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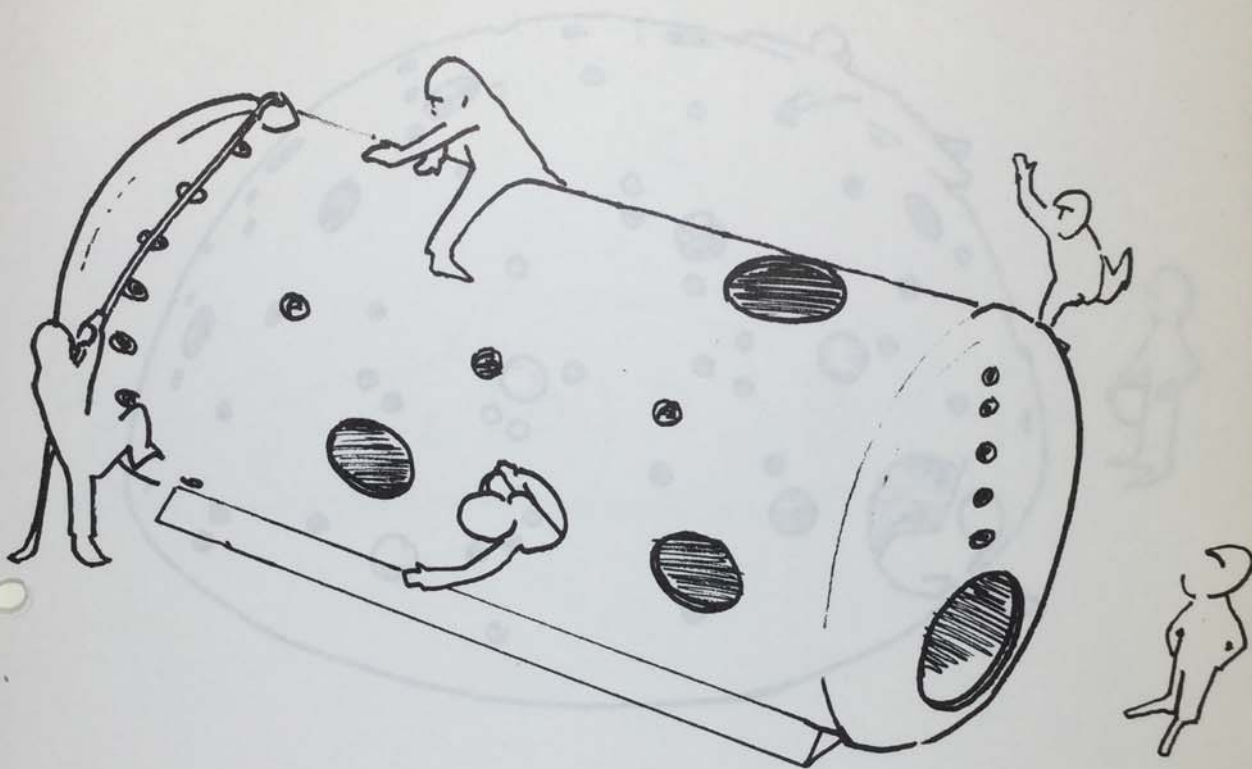
Sand Boxes

Public Health officials should be glad to know that there is a "sand" that is not necessarily "germ-sponging." Inert, easily washed, non-absorbent and multi-colored, this "plastic sand" is a delight to one's eye, to one's touch and to one's health.

The sand boxes adapted from jet engine covers are made of polyethylene by Textar Company of raw material produced by Union Carbide.

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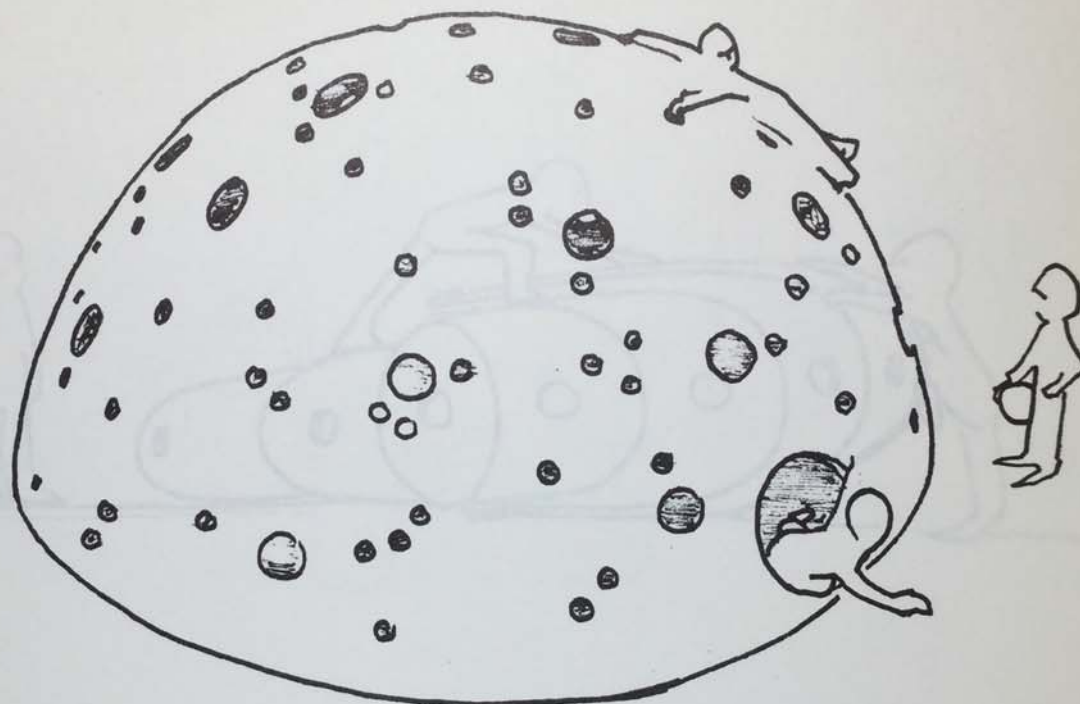
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Climbing Tank

Twenty feet long and eight feet in diameter, this blimp-shaped structure is actually a huge tank made of Owens-Corning Fiberglas, originally made for storing chemicals. It is transformed into a play structure first by cutting holes and doors on top and along the sides and surrounding it with a carpet of jumping pillows. In stage two, climbing devices are sealed onto the skin inside and out. Then inside, put vertically winding slide poles and horizontal bars -- all by Owens-Corning.

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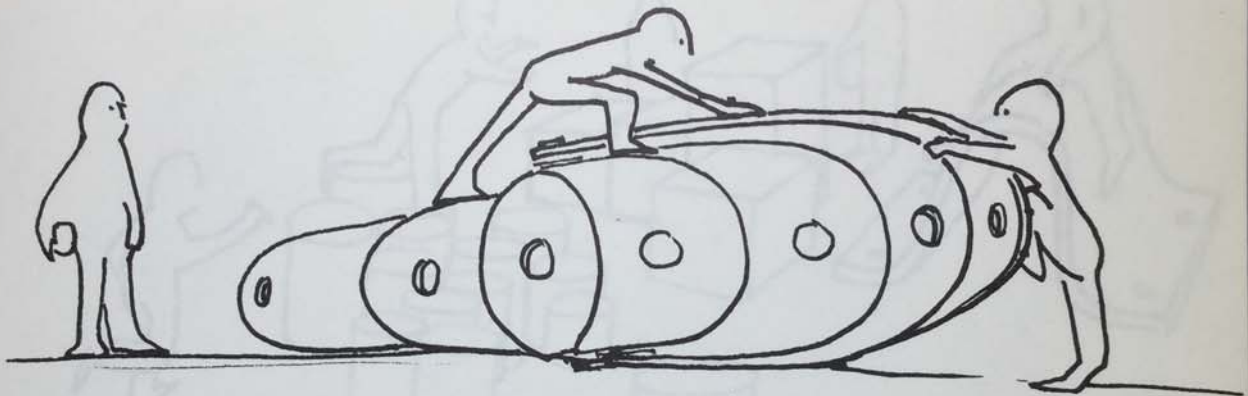


Radome Playhouse

An actual radome identical to those used in aeronautics will be converted into a playhouse.

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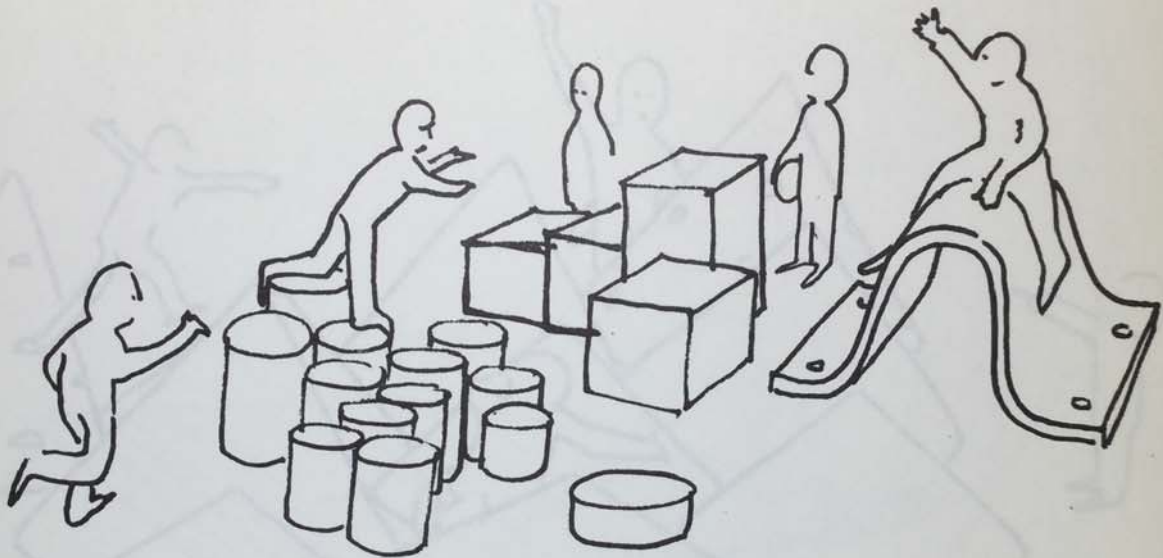


Ethafoam Playground

Using the flexible nature of ethafoam a group of action play structures has been developed for toddlers and younger children. A climbing pumpkin which gyrates under pressure is shown above.

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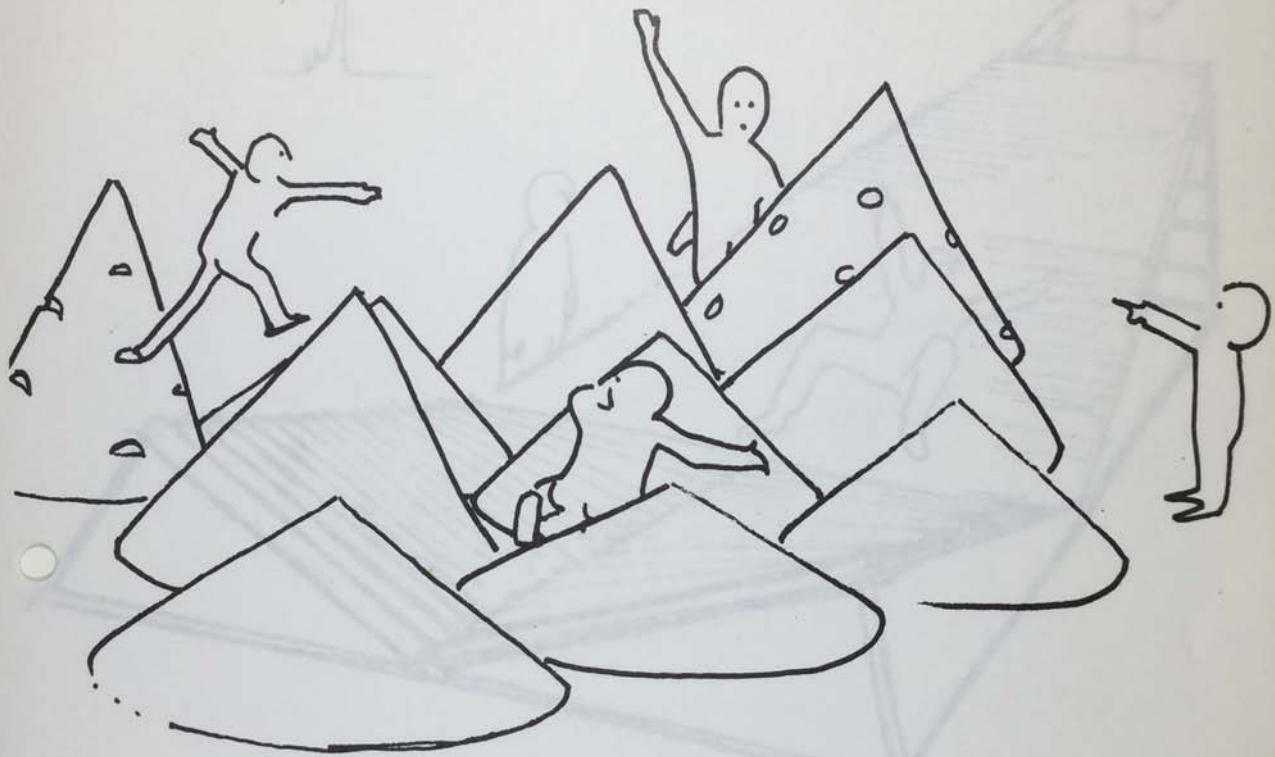
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Ethafoam Playground

Also enclosed in the ethafoam walking wall are building blocks and walking posts of varying heights having a measure of flexibility and become more unstable as they become longer.

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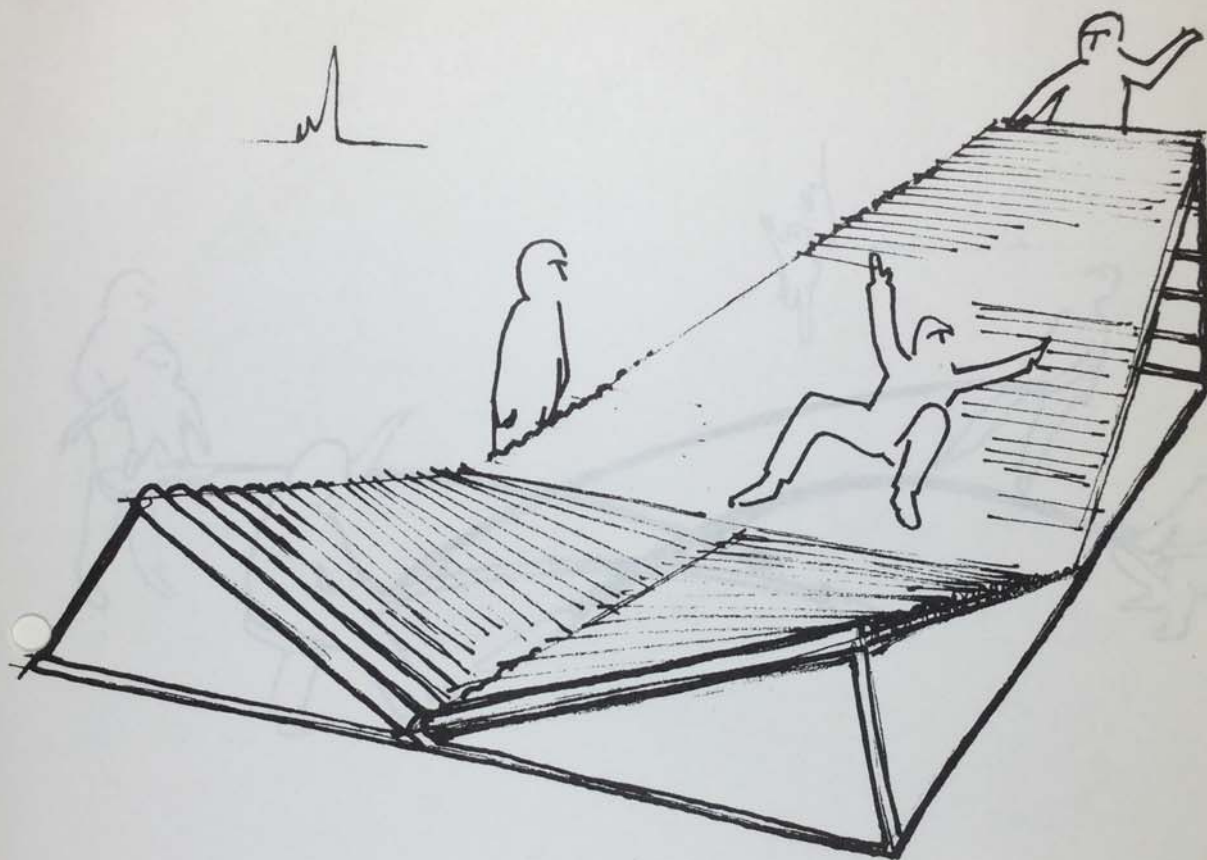


Ethafoam Playground

Another component of the ethafoam playground are nose slats spaced far enough apart to allow children to pass freely.

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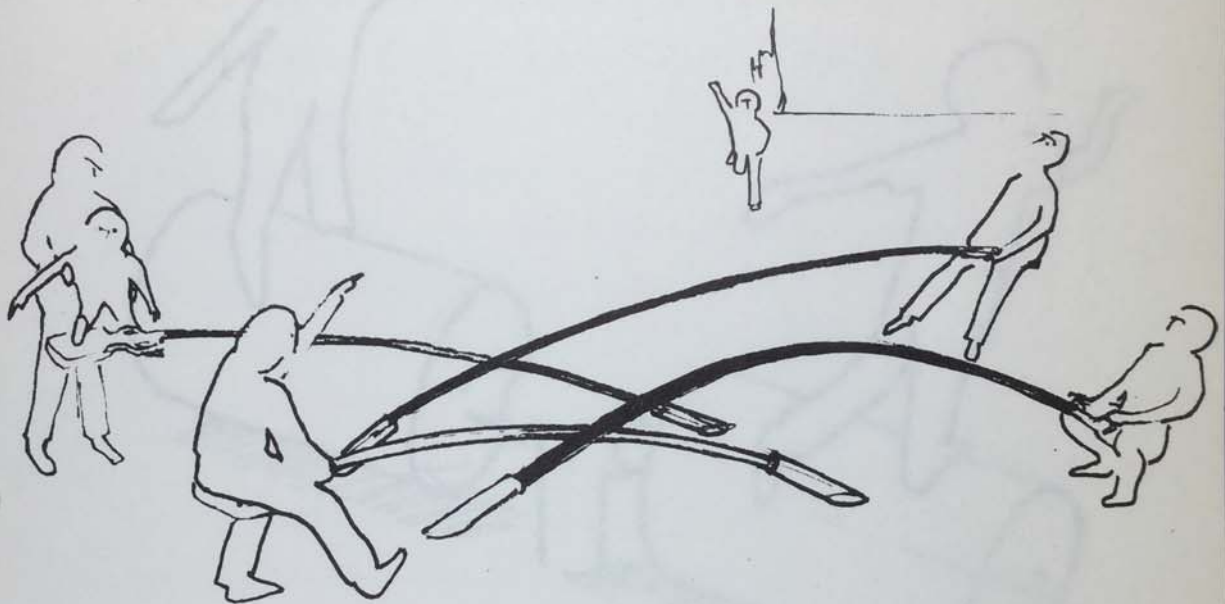


Conveyor Slide

A slide consisting of parallel rods of P. V. C. pipe mounted on ball bearings attached to an outer frame. This structure will eliminate much of the friction experienced on the conventional slide. Due to this, a slide which is slightly elevated will present an exciting experience while eliminating the danger factor of height, especially for small children.

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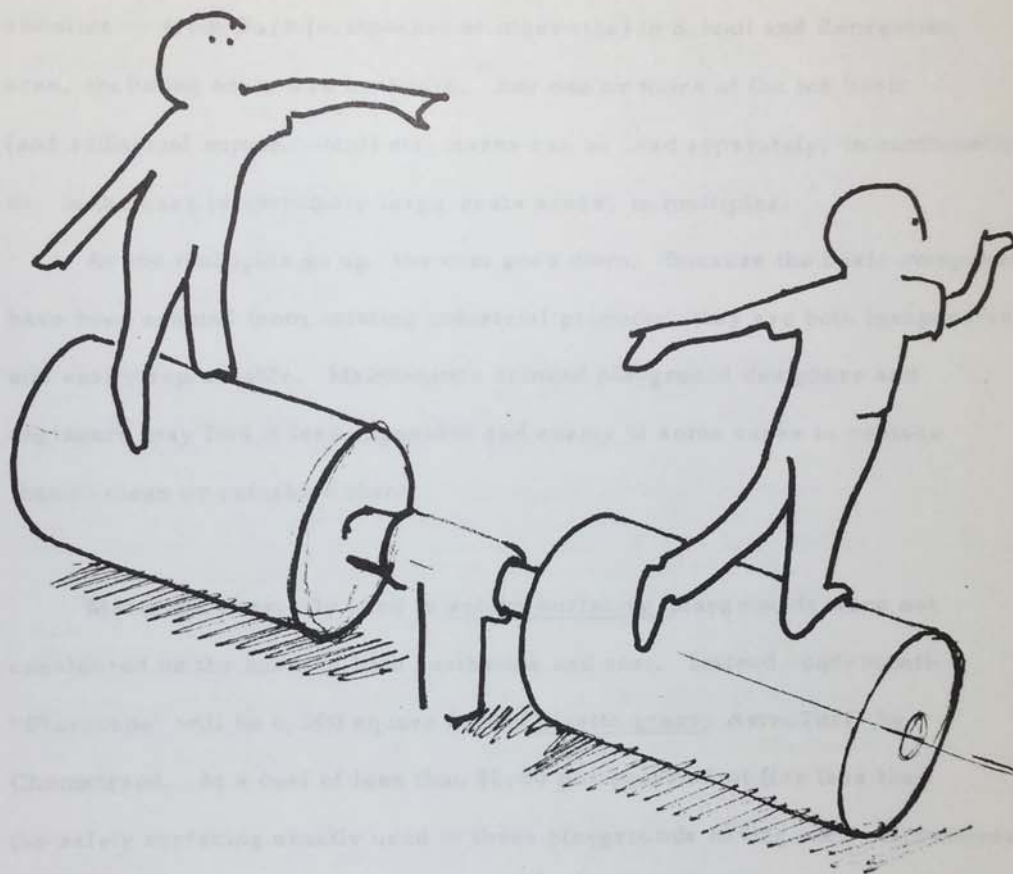


Rocking Rods

At last a see-saw that needs only one child to operate. A flexible fiberglass rod is anchored to the ground at an angle at one end. At the other end is a seat on which a child can see-saw without a counter weight (another child). There are no surprising jolts when the opposite child gets off.

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Log Roller

Logs will be replaced with ethafoam covered drums which revolve on an anchored base. Since both barrels turn on the same horizontal member -- turning one turns the other creating competitive sport. For the solitary user, a sense of balance can be developed.

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"Playscape" has been designed to be flexible for any space and play situation -- from Park (vestpocket or otherwise) to School and Recreation area, including one's own backyard. Any one or more of the ten basic (and additional supplemental) structures can be used separately, in combination, or, in the case of extremely large-scale areas, in multiples.

As the multiples go up, the cost goes down. Because the basic components have been adapted from existing industrial products, they are both inexpensive and easily replaceable. Maintenance-minded playground designers and engineers may find it less expensive and easier in some cases to replace than to clean or refurbish them.

Materials currently used in safety-surfacing playgrounds were not considered on the basis of both aesthetics and cost. Instead, underneath "Playscape" will be 6,000 square feet of plastic grass: AstroTurf, by Chemstrand. At a cost of less than \$2.00 per square foot (far less than the safety surfacing usually used in those playgrounds having such refinements) this green and resilient turf is washed by rain and easily cleaned by hose, brush or vacuum cleaner.

Surrounding the high and climbable structures will be ten foot jumping pillows made of du Pont nylon (currently being used in pole-vaulting pits). Children will actually be encouraged to jump from high places onto this bounceable and durable material already proven in Olympic competition.

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NEW PROJECTS COMMITTEE MEETING

April 18, 1966

Present: Mrs. Jakobson - Chairman Mrs. Hofer
 Mrs. Auchincloss Mrs. Shaw
 Mr. Berkson Mr. Soeiro
 Mrs. Blinken Mrs. Stern
 Mr. Burden Mrs. Wharton
 Mr. Crimmins Mr. Zimmer
 Mr. Donnelly
 Mr. Eastman
 Miss Goddard
 Mr. Green
 Mr. Hodges

Mrs. John Jakobson opened the meeting and introduced Mrs. Clifton R. Wharton and Miss Sarah Goddard, attending for the first time; and Bill Berkson, a Museum staff member, attending as an observer.

Denny Crimmins reported on the architectural project on which he and Michael Zimmer had been working. For the benefit of those who had not been at the last meeting, he explained that they were investigating the possibility of producing approximate scale models of New York buildings in the form of boxes with either photographs or drawings of the architectural details and some kind of historical or descriptive text. Two proposals inspired this project: 1) The Museum should have some kind of educational toy for children for sale in the bookstore, and 2) the Department of Architecture and Design could be more involved in Museum projects.

Mr. Crimmins said that he had met with John Massey, Director of Design and Advertising at Container Corporation who was quite interested in the project. Mr. Massey thought that six boxes could be produced to sell for \$2.50 a set. Mr. Zimmer said that the major problems would be choosing the buildings to reproduce and finding a meaningful compromise between the graphic and the educational aspects of the project. Mrs. Douglas Auchincloss said that the approval of the Department of Architecture and Design would have to be gotten; Mrs. Jakobson suggested that a meeting be arranged with Arthur Drexler. Also, the Department of Education has been working with Creative Playthings, Inc. on some toys, and Mrs. Elizabeth Shaw suggested that we find out if these projects would compete.

John Eastman then reported that he had investigated the possibilities of a docent program at the Museum. The Metropolitan Museum has a full-time, paid staff

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NEW PROJECTS COMMITTEE MEETING

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of docents, but this would not be feasible for the Museum. However, it is possible that graduate students at the New York University Institute of Fine Arts might be willing to act as guides on a part-time basis. Mrs. Jakobson asked if this kind of project, involving such administrative and organizational difficulties, were in the realm of the Junior Council's activities. Mrs. Auchincloss thought that it was not and that the Council was not equipped to handle such projects. Mrs. Alfred R. Stern felt that Junior Council members might be used as guides, not as docents; Mrs. Shaw pointed out that many of the requests for groups were for guided tours rather than lectures. The membership of the Junior Council will be polled to determine the interest in this sort of activity.

Mr. Eastman then asked that the committee reassess the idea of a Museum Journal for the articles of staff members. He felt that it should be published like a law review with major articles from outside sources; sponsorship by Xerox Corporation was a distinct possibility. The committee, however, decided that this kind of publication was not within the scope of the Junior Council.

Mr. Crimmins suggested that the idea of a staff journal be continued, and that other Museums be asked to participate by contributing articles. Mr. Berkson said that many people in the Museum were very interested in the idea of reviving the Museum bulletin, but Mrs. Shaw noted that the major obstacles were the problems of staff and finances. Carter Burden asked if it would be helpful if the Junior Council supported the idea of the bulletin. Mrs. Shaw said it might give some impetus, and Mrs. Auchincloss suggested that a memo be sent to Monroe Wheeler expressing our interest.

Parker Hodges then suggested that the Narcotics film evening be incorporated in a series of recent documentaries. He said that there is a revival of interest in the documentary form and that there are many films on contemporary problems. Mrs. Stern suggested a three-evening series during which films dealing with different problems would be shown on the same night. A committee was suggested to research and effect the project:

Mrs. Donald Blinken
Carter Burden
Carroll Cartwright
Parker Hodges
Mrs. Myron Hofer
Willard Van Dyke - Director, Department of Film

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NEW PROJECTS COMMITTEE MEETING

-3-

Mrs. Jakobson noted that the purpose of the planned symposium on art criticism needed definition and that high-level help would be required to arrange the event. Wilder Green suggested that Mrs. Jakobson speak to Alfred Barr or Frank O'Hara. Mrs. Blinken noted that the project might be eligible for financial support from the New York State Council on the Arts or the Arts Council.

Mrs. Jakobson then asked if anyone would be interested in working on the lecture series proposed for the teen-aged children of members. This would be presented in January or February of 1967, and would utilize the younger curatorial staff. David Soeiro offered to help.

Mrs. Jakobson thanked Mr. Soeiro for the informative material on legislation on the arts which he had been sending the Junior Council.

Mr. Crimmins then reported that he had met with Miss Mildred Constantine about the Subway Poster idea. In October 1967, a poster show is planned for the Garden Wing of the Museum. In connection with this show, the Museum hopes to announce an award for \$1,000 for the best designed American poster. It has been tentatively arranged that the subway station at 56th and 6th Avenue will be used to display the posters submitted for the competition. It is hoped that this award will be annual and that each year a different station will be refurbished and made available for the showing. Mr. Crimmins said that there are two areas in which the Junior Council could participate:

- 1) Sponsor a wall calendar from the Poster Collection.
- 2) Act as a pre-screening committee for the submitted posters.

Finally, Mrs. Stern announced that the final meeting of the Junior Council will be held at the Bronx Zoo on May 24. She asked the committee members to save the date.

B Rauch
4/21/66

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MICHAEL ZIMMER / ARCHITECT

295 Madison Avenue

New York 10017

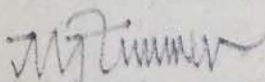
Memo

Re: Estee Lauder Playground

Date: 8 June 1966

Went to Tavern on the Green about ten, park and everything looking wonderful. Magnificent spread in restaurant, but was handed Press Kit in one hand and young Mrs Lauder in the other. Nice woman, seemed to know what was going on. Her husband explaining to press, but unfortunately I was standing behind so could not hear. Hoving arrives, is much photographed, stands around holding smile like for old fashioned photographer. Asked to look at architect, asks him where he got his suit. Much preoccupation with clothes and cosmetics in this kind of crowd. Group of pregnant ladies obviously the West 67th St Pregnant Ladies group that is going to be responsible for raising the money for the full-time counsellor that this playground will have. Very nice cork model, play toys. Hoving's daughter builds a house out of giant wooden slabs. Chuckles all around. Finally I am prevailed upon to sit down for a bit of the spread. Croissants good but regrettably no butter. O-J fresh, Champagne french. The Lauder's know how to do this kind of thing. This playground is first of ten so called, and seems to be a v. ~~g~~ good thing. Told a girl from Progressive Architecture to get in touch with the Junior Council re: Forburg Playground as they are thinking of doing an article on all these new playgrounds. Returned to my office feeling like I had been on a boat sailing: ie ~~had~~ half in the bag, and the day not even begun.

respectfully,



Michael Zimmer

6 / 8 / 66

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THE ESTÉE AND JOSEPH LAUDER FOUNDATION, INC.
666 fifth ave., new york, n. y. It 1-1900

Call L.A. on Monday to remind

June 1, 1966

The Estée and Joseph Lauder Foundation cordially invites you to a presentation of plans for an "Adventure Playground" that it is donating to the children of the City of New York.

Adventure playgrounds, based on a concept which originated in Europe, offer a new approach to creative play in this country. It is hoped that this pilot operation will stimulate other such contributions to New York and in other cities.

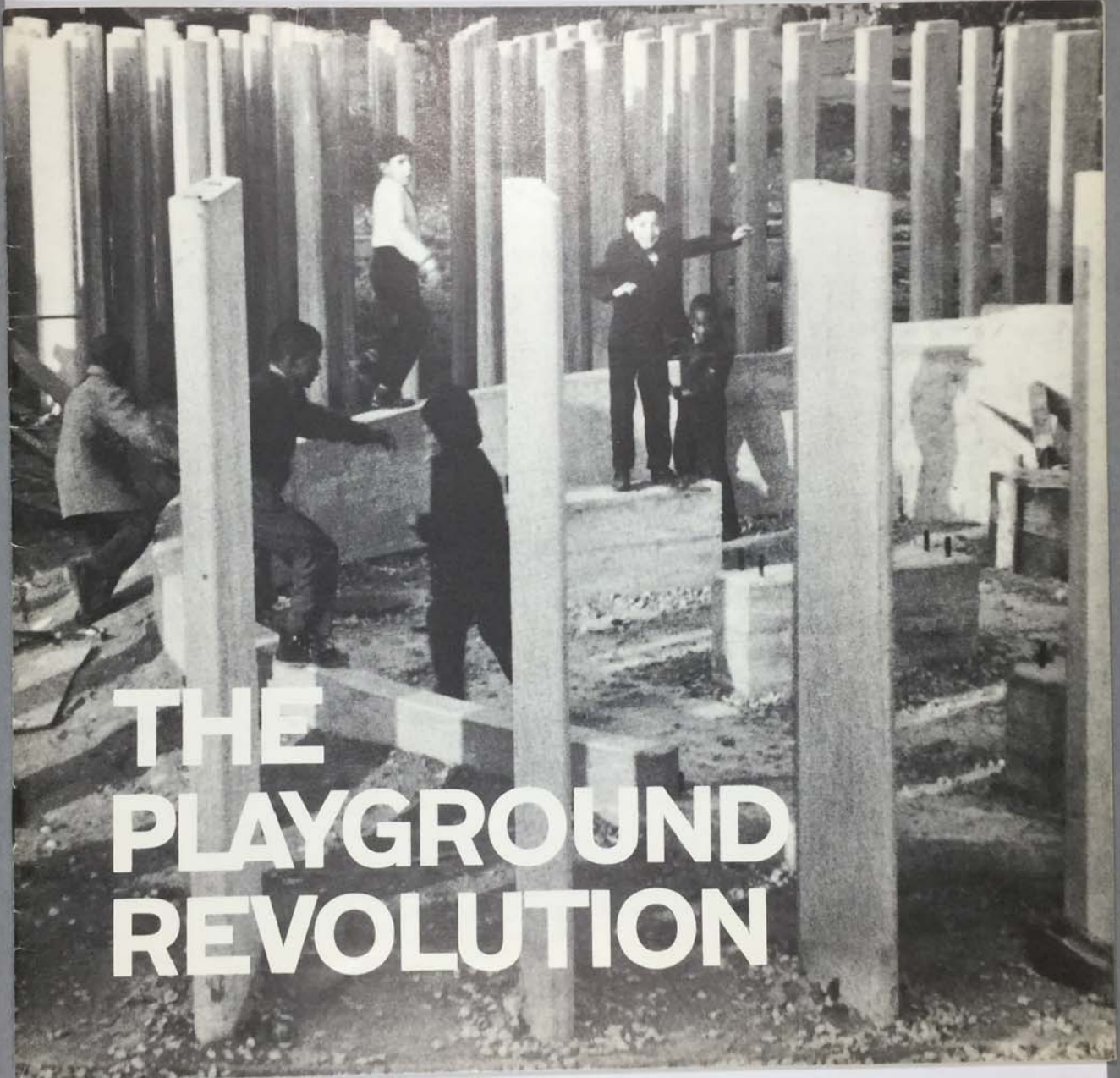
Parks Commissioner Thomas P. F. Hoving, who enthusiastically supports this playground project, will attend.

Wednesday, June 8, 1966
9:45 A. M.

Tavern-on-the-Green
67 Street and Central Park West

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THE PLAYGROUND REVOLUTION

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Cover Photographs: CONSTRUCTION AT CYPRESS HILLS PLAYGROUND, CYPRESS HILLS HOUSES

Linden Boulevard and Euclid Avenue, Queens

Designed by: Charles Forberg, Architect

with a committee with representatives from

The Park Association of New York City, Inc.,

The Museum of Modern Art and its Junior Council,

The Citizens Committee for Children.

Financed by: New York City (The Housing Authority),

The State Division of Housing and Community Renewal,

The New York Community Trust,

The Astor Foundation

PHOTOS: ROBERT MALKIN

Aroused citizen interest in better recreation facilities for the young has brought about a major change in philosophy and approach to New York City's Playgrounds. The actual results so far are mixed, and the job of citizen participation will continue for some years to come.

Published by
Park Association of New York City, Inc.
15 Gramercy Park, New York, N. Y. 10003

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NEW YORK TIMES, THURSDAY, NOVEMBER 17, 1966.

Mayor Urged to Set Up Council To Coordinate Cultural Affairs

By ROBERT ALDEN

A committee that has surveyed the cultural resources of the city at the request of Mayor Lindsay recommended yesterday that the Mayor set up a 13-member council to coordinate and guide the city's cultural life.

At the same time the committee, headed by Eugene R. Black Jr., cautioned that any change in the supervision of the city's cultural institutions "Must be carried out prudently in the context of maintaining the delicate balance" between the private and public roles in the arts.

Mr. Black said that his eight-man committee was seeking at this time only to recommend that the city appropriate more money for the performing arts and to outline a governmental structure for planning and administering an over-all policy toward the arts, not trying to determine what that policy should be.

"That will come at a later stage," Mr. Black said.

After receiving the 46-page report at City Hall yesterday morning, Mayor Lindsay said that at first reading he had found it "excellent." He said that he planned to circulate it among top aides in his administration and to sound out key people in New York's cultural community to determine their views.

Critical of Past Action

The report called the concentration of the arts in the city "of the greatest importance" to both the local community and the nation. It was critical of previous city administrations for having accepted a passive role in cultural affairs, "rather than initiating an active and comprehensive one."

In particular, the report said that members of the Bureau of the Budget charged with the responsibility for reviewing the monetary requests of cultural institutions were budget specialists and engineers and were "not necessarily qualified to make the policy decisions in cultural affairs that they are called upon to make."

The report said that there did not appear to be any pattern to explain why certain cultural institutions received city aid and others did not.

The committee found that at present budget allocations were frequently determined as a result of "individual emergencies or political pressures."

"As a result the field of the performing arts, in particular, appears not to have received its fair share of available city money," the committee said in a letter to Mayor Lindsay that accompanied the report.

"The committee feels strongly," the letter continued, "that the need exists, in light of very real economic considerations, for the city to develop thoughtful criteria for its fu-

ture role with respect to the libraries and cultural institutions in general, and the performing arts in particular."

Mr. Black's committee told the Mayor that it felt that his plan to establish a Recreation and Cultural Affairs Administration was "constructive and provides for the type of over-all structure that has been sorely needed in the city."

This new city administration is to have within its jurisdiction the Department of Parks and "the planning, conduct and supervision of cultural and recreational activities carried on by the city." Legislation establishing the new administration is to be submitted by the Mayor to the City Council the week after Thanksgiving.

The proposed 13-member Cultural Council would work within the framework of the Recreation and Cultural Affairs Administration.

Group Would Be Advisory

Its function would be advisory but, in the words of Mr. Black, "We would expect the council to prod the administrator and the administrator to prod the council and, in that way, we would get a lot of activity and a lot of things done."

Mr. Black's committee recommended that nine members of the proposed council be selected by the Mayor from a list of 23 names submitted by a cross-section of cultural institutions in the city, including, among others, the Lincoln Center for the Performing Arts, the Metropolitan Opera Association, the Brooklyn Public Library, the Metropolitan Museum of Art and the American Academy of Arts and Letters.

Three other members of the proposed council would be selected by the Mayor from the community at large, and the final member would be the Administrator of Recreation and Cultural Affairs.

The Black committee also recommended the appointment of two officials to serve "at the highest level immediately below the administrator." One of the officials would be responsible for New York's libraries and cultural institutions and the other would be responsible for the performing arts.

In addition to Mr. Black, a partner in Lazard Freres & Co., the other members of the committee are Frederick B. Adams Jr., director of the Pierpont Morgan Library; James McN. Hester, president of New York University, Washington Square South; W. McNeil Lowry, vice president of the Ford Foundation; Thomas M. Messer, director of the Guggenheim Museum; John R. Stevenson, partner in the law firm of Sullivan & Cromwell; Roswell L. Gilpatric, partner in the law firm of Cravath, Swaine & Moore, and Robert E. Blum, director, Lincoln Center.

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LINDSAY APPOINTS 3 TO ART COMMISSION

Mayor Lindsay appointed as members of the Municipal Art Commission yesterday Adolph Gottlieb, a painter; Seymour Lipton, a sculptor, and Mrs. Mary St. John Villard, lay member.

Mr. Gottlieb succeeds Frank J. Reilly, whose term expired Dec. 31. Mr. Lipton replaces Miss Eleanor Platt, who resigned. He will complete her term, expiring Dec. 31, 1968. Mrs. Villard takes the place of John F. Hamlin, whose term expired last Dec. 31.

The three appointments complete the changes previously announced, under which Arnold Whitridge has retired as president and a member of the commission. He has been suc-

ceeded by Robert E. Blum as commission president. Daniel P. Davison has taken Mr. Whitridge's place as a member of the commission.

The commission reviews and approves designs for all city buildings, as well as all works of art to be placed in city buildings. It has charge also of preserving paintings and other works of art in public buildings.

Mr. Gottlieb was born in New York City and has studied at the Art Students League, the Academie de la Grande Chaumiere in Paris and the Parsons School of Design.

Mr. Lipton won first prize in the Art Institute of Chicago in 1957.

Mrs. Villard is chairman of the fund-raising campaign for Vassar College and vice chairman of the James Weldon Johnson Community Center.

NYT: 2/9/67

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THE IGNOBLE EXPERIMENT

BROOKLYN, N.Y. Deep in Brooklyn, a \$70,000 experiment sits on the grounds of the Cypress Hills housing project, ignored by passers-by and only occasionally recognized by the children for whom it was intended.

Late this spring, two "experimental playgrounds" opened officially at Cypress Hills, while the Rothschild Junior High School band played "Happy Days Are Here Again" and a swarm of children let 2500 colored balloons float skyward. Seldom had the vast housing project ("20th-Century tenements," one critic calls them) seen such color and excitement. As the balloons and the crowd disappeared, so did the focus of warmth and attractiveness that had momentarily brightened the project. Left were two round concrete play areas (one 72' in diameter, one 32') remarkable for their forests of vertical concrete slabs, arranged like a grouping of headstones seen through a fisheye lens.



The larger playground also has a tower, with a slide, a wading pool (with occasional water), and a grouping of sliced half culvert sections supported on concrete stems.

Although the completed project has some attractiveness as a piece of sculpture, its appeal as a play area seems to be minimal. It has none of the comfortable attractiveness that the natural materials (wood, sand, water, and trees) lend Central Park's Adventure Playground (see p. 50, JULY 1967 P/A), nor does it enhance the area the way Riis Plaza does (see pp. 170-172, JULY 1966 P/A). Perhaps the comparison with Riis Plaza, which cost \$1 million, is unfair, but the parallel with the Adventure Playground, which cost \$85,000, is not. The Adventure Playground is inviting, and, as a result, is constantly filled with children, mothers, and strollers.

The experimental playground, barren and forbidding, is almost constantly devoid of activity. "One of the supervisors took a group over there once, but I wasn't here then," recalled a woman at the Cypress Hills Children's Center last month, as if she were describing an expedition that has passed into legend, one to a far away swamp, instead of to a playground 30 yd distant. The mothers of smaller children, three to eight years old, for whom the experiment was concocted, don't like their children to play there because of the concrete.



On a recent afternoon there were two or three older boys (about 14 years old) playing a game of tag that could have passed as a Green Bay Packer workout. They darted in and out of the thicket of upright concrete slabs, scrambled over the half conduits on stems, and by their constant violent motion kept any smaller child who might have wanted to venture into the area at bay. When asked if the kids used the playground much, one of the tag players said, "Man, that's all they do use." But he was obviously referring to older children, and there is no evidence that the older ones have abandoned the traditional areas of the project used for



stoop ball and other diversions. What the playground does get used for, of course, is as a canvas for crude artwork. Within a few weeks of its opening, the concrete slabs were covered with anatomical drawings and misspelled four letter words.

This sculptural exercise was sponsored jointly by the New York City Housing Authority, the Museum of Modern Art, and the Park Association of New York City, all of which should have known better. The design, as executed, looks no more inviting that it did as a model. It belongs in the Museum of Modern Art's permanent collection of playgrounds — something to be stared at behind glass — rather than in the Cypress Hills project. Charles Forberg was the architect.

THE PERIL OF ST. BARBARA

THE VATICAN, ROME. St. Barbara, patron saint of architects, is in danger of decanonization. If her claim to sainthood is found spurious (she is one of 400 saints whose backgrounds are being examined by Pope Paul VI), architects will be without a spiritual patroness. According to legend, Barbara was slain by her irate pagan father when she ordered three windows, representing the Trinity, put into the family bathhouse. Her father, Dioscorus, was killed by lightning for his deed.

SCHOOLS

The Pittsburgh Plate Glass Foundation has granted Harvard University \$15,000 to study the relevance of systems analysis techniques to the solution of urban problems . . . At Auburn University, Auburn, Ala., J. Ingham Clark has moved from the position of director of the School of Architecture to that of dean of the School of Architecture and the Arts . . . Frederick Morris Wells will take over as chairman of the Department of Architecture at the College of Architecture, Art, and Planning at Cornell University next fall. He will also continue to serve as chairman of the college's Department of Design . . . New faculty appointments at the Rhode Island School of Design include Guntis Plesums, instructor of architecture . . . Yusing Y. Jung, a Toronto, Canada architect, will be visiting associate professor of architecture at Massachusetts Institute of Technology this fall . . . The College of Letters & Science of the University of Idaho has named James R. Jarrett as head of its Department of Art and Architecture . . . James D. Gough, Jr. has been appointed Director of the School of Architecture at Montana State University, Bozeman, Mont. . . Illinois Institute of Technology is offering graduate courses in air-pollution control. Courses in the Evening Division begin September 18.

AWARDS

Uri Hung of the Art Center School of Design, Los Angeles, Calif., has been awarded the \$500 first prize in the Royalmetal Corporation's student competition for the design of a branch bank interior. Judges were Albert Homer Swanke of the office of Alfred Easton Poor; Lawrence Lerner, president of Saphier, Lerner, Schindler, Inc.; and P/A's Editor, Jan C. Rowan . . . Recipient of a \$3000 fellowship for foreign travel and study is Louis R. Saur, winner of this year's James Harrison Steedman competition. Saur is a designer with the firm of Smith & Enzeroth, St. Louis, Mo.

. . . William Edward Roesner of Boston, Mass. has won the Rotch Travelling Scholarship for 1967. The \$6500 award will enable him to travel in Europe for a year . . . The American Society for Testing and Materials recently presented the Walter C. Voss Award for 1967 to Frank J. Hanrahan, who is executive vice-president of the American Institute of Timber Construction. Hanrahan was cited for his efforts in promoting research and education on the structural use of wood and for his participation in the formulation of standards and codes for wood and wood-base materials.

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Playgrounds

SUMMARY of research done on Playgrounds

Six new books on playgrounds will be published in the next year. Mr. Richard Dattner and Mr. M. Paul Friedberg will each be publishing a book on playgrounds. These books will deal with the psychological needs of play and the new designs that have been created to satisfy these needs. The books will include ideas for play areas for streets, sidewalks, roof tops, parks, vest pocket parks, terraces and back yards. Each book will show examples of the many playscapes that have been designed over the last few years.

Both Mr. Dattner and Mr. Friedberg felt there was a great need to make the public aware of the many possibilities available to communities that are seeking to build new playgrounds. Mr. Dattner suggested that an exhibition--slides, movies, models would help to show the public the vast possibilities now available for playgrounds.

After talking to Mr. Joseph Corrado (The Play School Association) and Mr. Arthur Grupper (PAL) I realized the need to make the public aware of the uses and the need for supervision of the new playgrounds. Mr. Corrado felt that the community could then provide the leadership needed to supervise these play areas. With this supervision the playgrounds would be protected. If the community could assure the protection of the playgrounds he felt that more financial help would be available to build these new playgrounds.

In sum, the feeling of those interviewed was to make the public aware of the possibilities available for playgrounds and to demonstrate the need for community interest and supervision.

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Judy Winslow 2/68

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PLAYGROUNDS

Mr. Richard Dattner- Telephone Interview on January 2, 1968

Mr. Dattner gave me some very interesting news. In the next six months there will be six books coming out on playgrounds.

A German book by Alfred Lederman called Creative Playgrounds and Recreation Centers (Praeger) will be published soon. This is a new edition of a 1959 book. Mr. Dattner said that he thought it was going to be quite good and would include several pages of photographs sent to Mr. Lederman from Mr. Dattner.

Mr. Dattner said that Lady Allen of England was going to publish a new book which will be very complete. Another English book is also being written by Mary Mitchell.

Mr. Dattner said that Mr. Friedberg is writing a book. Also the "Craftsman" are coming out with one by Will Accorse (Rinehart).

Mr. Dattner is in the midst of a work for Rinehart on play in cities--which will be called Design for Play. In his introduction he deals in depth with the psychological needs for play. (His wife is a psychologist.) Then he covers briefly the European playgrounds. Most of the book deals with play areas in New York city with illustrations. He includes ideas for play areas using streets, sidewalks and roof tops. He then deals with playgrounds for handicapped children.

Mr. Dattner suggested that with so many books being published in the next six months that we might wait a couple of years. He said that these books become out dated very quickly.

Mr. Dattner suggested that something the Museum might do would be to have an exhibition--slides, movies, models. A pamphlet could be worked up in connection with this exhibition. He said he would be very happy to lend any pictures or models needed. He said he had spoken to Arthur Drexler about this possibility some time ago.

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PLAYGROUNDS

Mr. M. Paul Friedberg--125 West 88 Street

I meet with Mr. Friedberg at 12:00 on Friday, January 12 and talked with him for about 2 hours.

Mr. Friedberg showed me the models for 10 West Pocket Parks that he is in the process of building in New York City. 90% of the money for these parks has come from the Federal Government (beautification) and 10% from the city. He has worked with 10 artists to create small communities for children. The central idea of all the playgrounds is to give the child a continuous play experience--allowing the child to climb all around the playground. Each playground emphasizes one type of material: cement, wood, and pipe and cable. These structures are not permanent as they are entirely above ground. This feature is very attractive to the Parks Department. The Parks Department does not seem to want to commit land on a long term basis.

Mr. Friedberg then showed me a number of slides of playgrounds that he has done and also ones that he liked. The following points were made: 1. The Amphitheater is an important part of a community area and play area as it brings people together to do interesting things and use the community areas. 2. Linked play is important in all playgrounds. 3. Small parks can be useful to create nature study areas. 4. Providing a play area for all age groups is important in planning a playground. A playground in Washington in front of the White House has successfully separated the play areas for different grounds without the use of unattractive fences. A means of controlling the age that play on different structures is by the height of the steps involved in that play structure. 5. The need for maintenance can be diminished by attempting to build structures that can't be destroyed.

Mr. Friedberg's book is coming out at the end of the year and will probably be titled, Playground is Dead. The book will deal with the old ideas of play and then with the psychological needs of play and the means to satisfy these needs. He will deal with the total environment and the need for continuous experience of play.

Mr. Friedberg felt that there was a great need to make the public aware of the many possibilities available to the communities that are seeking to build new playgrounds.

Mr. Friedberg showed me a new playground that he had designed for the school on 89 Street. Everything was great fun and I really enjoyed trying out all the new ideas although I felt about 3 feet too tall!

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PLAYGROUNDS

Mr. Joseph Corrado- The Play School Association, 120 West 57 Street-Pl-7-8860

I spent about a half hour talking to Mr. Corrado at the Play School Assoc. on January 3, 1968.

Mr. Corrado said that he would like to see the community made more aware of the new types of playgrounds and most importantly how to use them. He felt that there were enough new ideas of types of modern playgrounds but there was little understanding by the public of the use of these playgrounds.

Mr. Corrado felt that the main problem was the lack of supervision. Because the parents are not familiar with the new playgrounds the children are not properly instructed in their use and the result can often be the destruction of the play equipment.

Mr. Corrado felt the community needed to be made more aware of the new playgrounds and their uses. He felt that the community could then provide the leadership needed to supervise these play areas. With this supervision the playgrounds would be protected. If the community could assure the protection of the playgrounds he felt that more financial help would be available to build these new playgrounds.

Mr. Corrado felt that a conference that would bring together the different areas involved in creating a playground (social, human relations, professional recreation, architect, construction, and play designer), would be very useful. He felt that this would make the public more aware as well as help the different areas involved solve their problems.

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PLAYGROUNDS

Mr. Arthur Grupper- PAL, 34 East 12 Street, Room 404

I spent several hours with Mr. Grupper discussing playgrounds on Jan. 3, 1968.

Mr. Grupper did research for a vest pocket park on the West side between 96th and 97th Streets. This park was going to be run by PAL. The land would be donated by the city and the equipment by Dow Chemical. Dow Chemical's architect was Bunbart Albin. Dow Chemical wanted to use a new process called Spiral Generation (styrafoam on a base, long stripes welded together to form a dome). This would have created a very inexpensive shelter which could be built quickly. The City decided not to go ahead with this park.

Mr. Grupper said that the problem one faces in dealing with the Parks department is that the area supervisor has the power to say yes or no to a project. The area supervisor is usually very matenance oriented. Also the Park's Dept. is interested in only short term vest pocket parks. The reason for this is that they do not want to tie up the land.

PAL is interested in an adventure playground. They wanted a playground for various age groups. PAL lacked the funds but had the personnel to supervise the play areas.

Mr. Grupper told me about an interesting playground in Washington, D.C . called the Kennedy Playground. They have used old equipment such as a locomotive and a marine obstical course for the children to play with. He said he thought it was great fun for the kids as well as being inexpensive to build as most of the playscapes are donated. He also described a playground built by the community--Dauphin Street Block Organization--information attached.

Mr. Grupper then described the play streets that are PAL's special interest. PAL trys to find a basement on the street where they can keep their equipment that must be light and portable--Pole high(portable basket ball basket), games (checkers), putting green. PAL provides the supervision and instruction. PAL has also had a mobil puppet show which was a great supess. They also had an art mobil--they would bring easle, paint, paper and instruction to the children right on the street.

Mr. Grupper's suggestions of what needs to be done in this area involves a conference. He felt that bringing together people from the different areas involved in creating a playground would be very useful. (Architects, Construction, Professional Recreation, Anti-Poverty, Social Workers, Human Relations, Play Designer, Artists.). The greatest need he felt was to make people aware of the need for supervision and instruction on how to use the new creative playground. A conference he felt would prepare people for change, and would greatly aid the acceptability of the creative playground.

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PROPOSAL

To remodel an existing city-owned playground, located between Ninth and Tenth Avenues and extending from 45th to 46th Streets. Redesign plans have been developed by architect Michael Altschuler, in cooperation with a committee of neighborhood residents and the Special Projects Committee of the Council for Parks and Playgrounds.

BACKGROUND

The recreation area is presently known only as the "West 46th Street Playground" and could logically be named for a principal donor, or according to his choice.

The subject site occupies a 100 x 200 Department of Parks play lot, midway between Ninth and Tenth Avenues. The area divides into an upper yard with comfort station-recreation shack (facing 45th Street) and a lower yard (facing 46th Street), each being 10,000 square feet. It is a hard, dreary "people-proofed" yard, offering no relief in color or texture from surrounding streets, buildings and parking lots.

The yard serves the residents of the mid-forties from 8th Avenue to the River -- a conglomerate group including Irish, Italians, Blacks, Puerto Ricans, Greeks and others. Preschoolers, teenagers, young mothers, lunch-time office workers, the elderly, and derelicts as well, all make use of the facility. Lack of any playstreet in the west 40's and 50's places particular stress on the available short supply of open space. In its present form the West 46th Street yard does not offer any sort of a relief valve for the overwhelming sense of frustration in the youth of the neighborhood -- a frustration that is frequently expressed in meaningless vandalism.

NEW DESIGN

The existing division between the aggressive activities of the lower yard and the quieter activities of the upper yard has been incorporated into the new plan. All materials utilized for equipment indicate an understanding of the reality of vandalism and the need for continued maintenance.

The numbers on the attached rendering correspond to the numbers listed below. Items marked with an asterisk are considered essential to the basic concept of the project. The other items can be deleted or substituted with appropriate equipment that would serve the same age group.



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Michael Zimmer attended on behalf of Jr. Council

THURSDAY, JUNE 9, 1966.

The New York Times

City Accepts 'Adventure' Playground in Central Park

Project Mixes Imagination and Sand

By DOUGLAS E. KNEELAND

Petrea Hoving built herself a hideaway yesterday in the Tavern on the Green in Central Park and did what any sensible 8-year-old would have done at a champagne breakfast. She disappeared.

When her father, Parks Commissioner Thomas P. F. Hoving, had made the rounds of the grownups who between bites of pastry and sips of champagne were making "ooohing" and "aaahing" sounds over the architect's mockup of a \$70,000 "adventure" playground he looked hurriedly for blond, blue-eyed Petrea.

Almost under his hand, the cover of a colorful box-like structure moved and out popped a blond head.

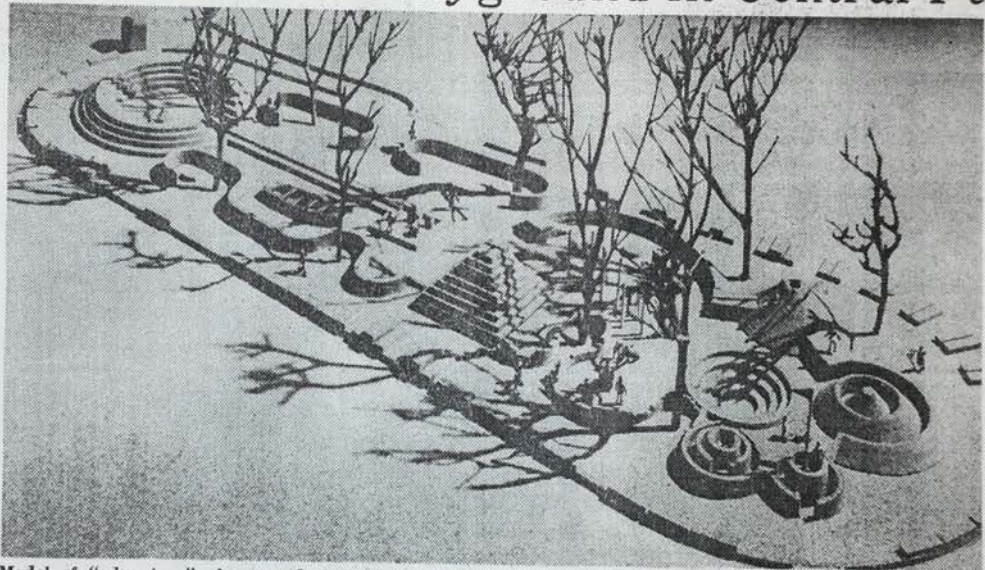
Petrea had displayed a pragmatic zeal in turning a display of bright, slotted wood panels into a very serviceable clubhouse for one.

Her enthusiasm brought a smile to the lips of Richard Dattner, the architect who conceived of the panels and of the other imaginative equipment to be provided in the continuously-play "adventure" playground. Such a playground consists of forms to challenge a child's imagination, rather than formal play equipment.

A Formal Acceptance

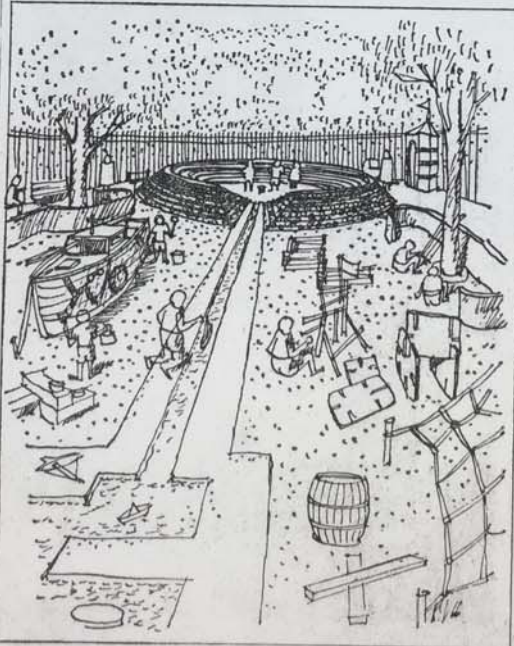
Mr. Dattner, a member of the firm of Davis Brody & Associates, was commissioned by the Estée and Joseph Lauder Foundation, Inc., to design the playground, which will replace the old-fashioned asphalt and swings play area at West 67th Street and Central Park West. Yesterday's breakfast was held so that Mr. Hoving could formally accept the gift of the playground from the foundation. He plans to build a series of similar areas over the city.

Mr. and Mrs. Joseph Lauder, chairman and president, re-



Model of "adventure" playground, designed by Richard Dattner, that will replace asphalt-and-swings play area at Central Park West and 67th Street. It will include splash-

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Water channel for sailing will lead from the pool. A boat



The smallest slide is at the lower left.

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Mr. and Mrs. Joseph Lauder, chairman and president, respectively, of Estée Lauder Inc., a cosmetics company, stood by beaming as their son, Leonard, explained the playground design.

Running his finger over the mockup of the playground, the younger Mr. Lauder noted that the trees in the present play area would be retained, some as hosts for treehouses.

Clean sand, he said, will replace the hot asphalt. A tiered splashing pool will command the northern end and mounds within mounds will dominate the southern. Climbing poles, a climbing roof, a little theater, a fortress, a real boat, a cargo net for clambering, a water channel for wood-chip rafts or paper boats, a tunnel and a "bumpy" slide will provide other attractions.

A Boy's Advice

After an extensive interview with his 6-year-old son William, Mr. Lauder said, he learned that the playground should have "lots of water, lots of things to climb and things to hide in, and a bumpy slide."

"We first wanted to do this several years ago when many of our friends were fleeing the city because they thought New York wasn't the place to bring up children," he continued. "We decided to build several of these to give the city just this little lift."

Commissioner Hoving said that work on the new playground was tentatively scheduled to begin in September and be finished by December.

"Building in Central Park is not normally something I'm in favor of," the Commissioner said, explaining that the site had been chosen because of the enthusiasm and persistence of the Mothers' Committee to Improve the West 67th Street Playground.

The committee, which had campaigned for a year against the dangers of the old asphalt playground, has pledged to raise funds to hire a full-time supervisor for six to eight months each year.

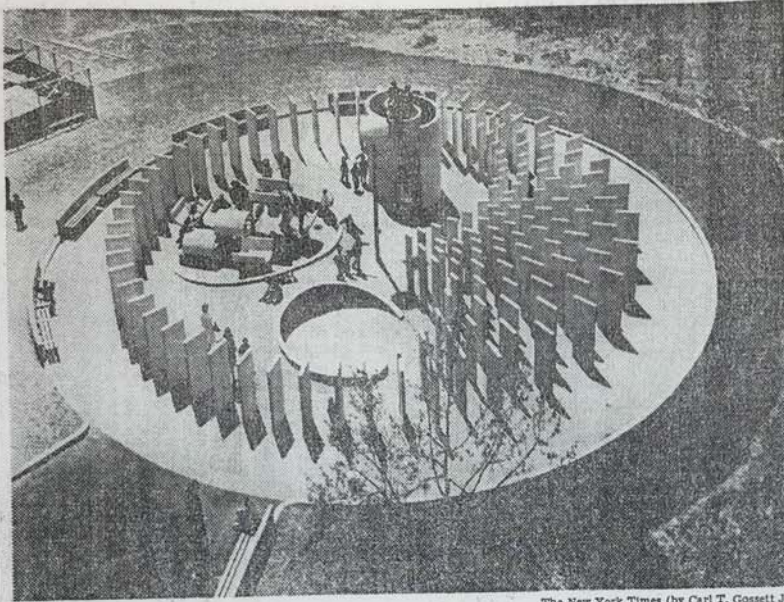


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THE NEW YORK TIMES, FRIDAY, MAY 19, 1967



The New York Times (by Carl T. Gossett Jr.)

FORM, OVAL; SUBSTANCE, CONCRETE; OBJECT, FUN: View of one of the playgrounds which opened in the midst of Cypress Hills Houses in East New York yesterday.

Newest Thing in Playgrounds Opens in Brooklyn

There were no swings, sandboxes, seesaws or merry-go-rounds, but the oval-shaped playgrounds that opened yesterday in the midst of Cypress Hills Houses in East New York were a hit with the youngsters.

In bright-colored jackets and with balloons of red and orange and yellow, hundreds of excited youngsters put their stamp of approval on the playgrounds, which reflect the so-called "playground revolution."

The playgrounds in the low-income housing project are the first of three experimental projects sponsored by the New York City Housing Authority, the Museum of Modern Art and its Junior Council and the Park Association of New York City.

Experimental Project Has Concrete Slabs as Maze, Towers and Vaults

The larger of the two playgrounds (72 feet in diameter) was the focus of attention yesterday during dedication ceremonies.

Its features include a forest-like area of seven-foot vertical concrete slabs, ranging from one to three feet in diameter. Through tricky placement, the maze of (soon to be bright-colored) slabs formed a fun-house for the youngsters, who dodged

in and out in games of hide-and-seek.

A concrete tower, which had a bright blue spiral slide, was another feature of the compact play area that sits on an edge of the development's trimmed lawn.

For adventurous youngsters, the playground also offered a complex of vaults, with spaces to climb in, slide over and hide in.

Cypress Hills Houses is in an area of East New York bounded by Linden Boulevard and Fountain, Sutter and Euclid Avenues. The development has 15 seven-story buildings and 1,442 families.

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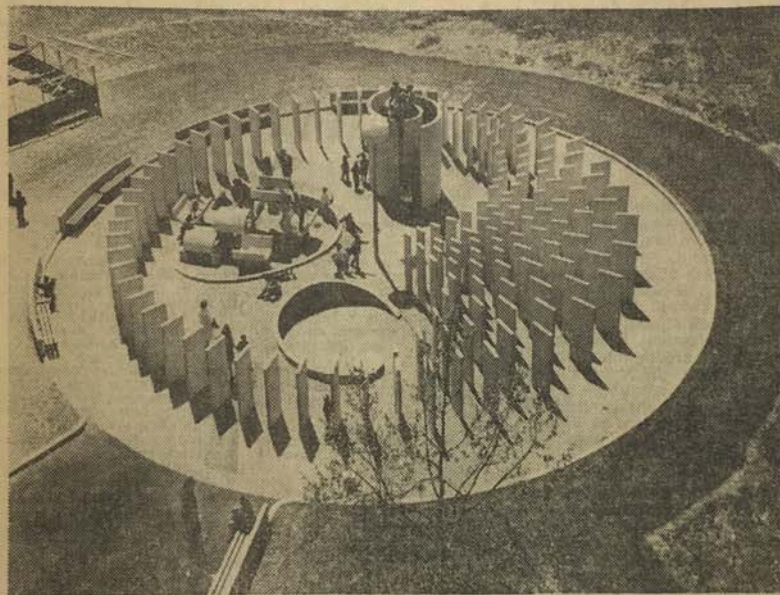
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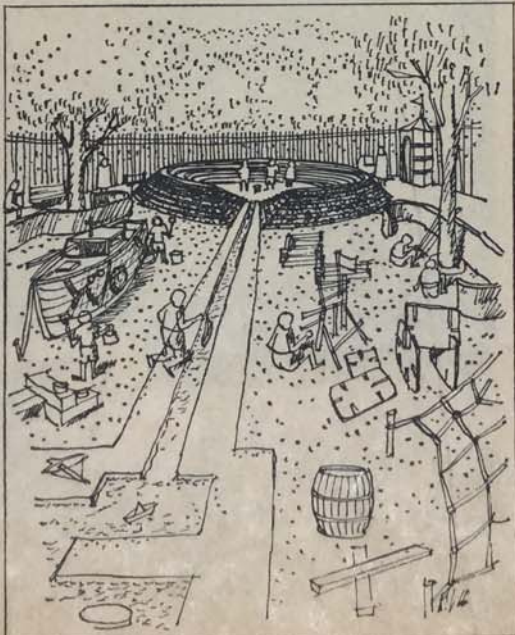
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Water channel for sailing will lead from the pool. A boat is at the left and a cargo net is at the lower right.



The smallest slide is at the lower left and climbing poles are at the center. The ground will be covered with sand.

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Tightly curled shoots (in certain pictures) can be boiled. Mr. Cole to partly opened which is poss



had been removed asparagus. But that the leaves m ly curled and no show. "Mature poisonous," Mr. pointing to a fern had begun to open. There is a born fern root all year Cole explained. In the fern is pulled the base it will be the root intact), a pana-shaped shoe Peeled and eaten taste like almost make a complete Cole said. "Crushed ferns entrance to a fern from escaping," vent any mosquito laughing. They a any from entering Another insect that Mr. Cole rec the juice of the

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