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THE MUSEUM OF MODERN ART

NEW YORK 19

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TELEPHONE: CIRCLE 5-8900
CABLES: MODERNART, NEW-YORK

SARAH NEWMAYER, PUBLICITY DIRECTOR

November 30, 1946

TO City Editor
News Photo Editor
Education Editor

Dear Sir:

At the press preview of the CHILDREN'S HOLIDAY FAIR OF MODERN ART on Tuesday, December 3, it will be possible to take photographs only from

10 until 11:30 A.M.
and from
2 until 3:30 P.M.

For several years past the children's holiday festival at the Museum has been designed in the form of a circus. This year, the pictures, the toys and even the furniture are new and are designed around the spirit of a fair.

After Tuesday, regular hours for the children will begin and photographers and reporters cannot be admitted to the Fair.

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

Sincerely yours,

Sarah Newmeyer

Sarah Newmeyer
Publicity Director

FOR IMMEDIATE RELEASE

CHILDREN'S HOLIDAY FAIR OPENS AT MUSEUM OF MODERN ART

The big event at the Museum of Modern Art to which small children look forward all year will open to them--and to them exclusively!--Wednesday, December 4. This year the Young People's Gallery will hold a Children's Holiday Fair of Modern Art. Only children from four to eight years of age will be admitted. No adult, even accompanied by a child, may enter although grownups may gaze over a fence at the young fry happily enjoying and busily creating modern art of their own time and in their own terms.

For several years past the event has been designed in the form of a circus. This year the pictures, the toys and even the furniture are new and are designed around the spirit of a fair. The most striking and beautiful innovation is a series of picture transparencies in brilliant-colored cellophane, fitted together very much in the manner of a stained-glass window. These cellophane picture-designs have been made especially for the Fair by well known modern artists, among them Kepes, Sternberg, Jules, Helfond, Stark, Eleska, Fuller and Weiner. The designs are framed as a group in a Mondrian-like pattern and set against one of the Museum's plate glass outer walls so that the light streams through, giving the effect of a modern stained-glass window.

This simulated stained-glass window is in the first gallery of the Holiday Fair. In the second gallery the children themselves create their own smaller stained-glass windows by pasting bits of cellophane within black mats. In order to see their design take shape the children work on a lighted table with a ground glass top.

The child enters the Fair through a red turnstile. Light streaming through the "stained-glass window" bathes in festive colors the moving toys and abstractions arranged in sideshow effect: a group of dance figures by Chagall; a construction head of wire and colored glass by Calder; an abstract mobile by Herman Cherry; and a peepshow where Russian wood carvings pass in endless parade. Other Russian wood carvings and small brass sculptures by Heinz Warneke are mounted on a merry-go-round, the center of interest in the first gallery.

Nearby, a slide changer enables the children to see in automatic review color slides of modern paintings. Near the merry-go-round modern sculptures, chiefly of animals, are set in a small forest of carnival poles reaching the ceiling and gayly painted in red, yellow and white. All of these sculptures can be patted and touched, and two of them are large enough for a young child to mount if he wishes. The sculptors represented are William Zorach, Chaim Gross, Oronzio Maldarelli, and Hugo Robus.

The second gallery is devoted to the child's own creative efforts. Instead of individual easels, the children will stand or sit at three large group easels arranged at different heights for different ages. In the center of the room is a long work table at which the child can make collages, and at the side the frosted-glass table lighted from beneath on which he designs miniature stained-glass windows.

In both galleries are hung modern paintings suggesting the spirit of a Fair. *These paintings are

Darrel Austin: THE WILD MARE	A. Nicholas Muzenic: INTROSPECTION
PRAIRIE DUST	Karl Priebe: JUGGLER
Mario Carreño: HUNTING SCENE	Tschacbasov: LAUGHING CLOWN
Dahlov Ipcar: WARMING UP	BIRDS NEST
Chet La More: THE BEWITCHED	MATERNITY
Martinez-Pedro: DOGS	Marguerite Zorach: TOPSAM FAIR

The Museum's annual holiday festival for children is planned and designed by Victor D'Amico, Director of the Young People's Gallery. This year Mr. D'Amico's new design in the spirit of a Fair will introduce approximately 2,500 small children to modern art through the enjoyable and effective medium of participation and direct observation. During the five weeks until the closing of the Fair on January 5, it will also be used as a means for testing out the appeal of new ideas, toys and art equipment conceived by the Museum's Educational Program. The most successful ones are later included as part of the teaching method of the classes for children or developed into exhibitions which are circulated over the country as an inspiration to teachers and parents.

The Fair will be open mornings, except Sundays, from 10 to 12 o'clock, and every afternoon from 2 to 5. Wednesday will be reserved for the children of Members. Work sessions will begin on the hour and will close ten minutes before the next hour. All places must be reserved in advance: telephone the Educational Program, Circle 5-8900. Reservations may be made for the following hours: 10 A.M., 11 A.M., 2 P.M., 3 P.M., 4 P.M. Only one reservation at a time may be made for a child. Reservation cards will be held at the Museum Information desk on the day for which they are requested and should be picked up ten minutes before the hour. No adults are admitted to the Fair during the day. The gallery will be open for inspection by adults Thursday nights from 7:30 to 10:00.

*All paintings except those by Ipcar, Muzenic and Zorach lent by the Perls Galleries.