

THE MUSEUM OF MODERN ART

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FOR IMMEDIATE RELEASE

CHILDREN'S ANNUAL HOLIDAY FAIR OPENS AT MUSEUM OF MODERN ART

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An opportunity is again offered small children to participate in the annual festival, CHILDREN'S HOLIDAY FAIR OF MODERN ART, opening Wednesday, December 3rd, at the Museum of Modern Art, 11 West 53 Street. Barred to adults--who may, however, observe the youngsters from the other side of a fence--the Fair admits only children from four to eight years old. With the exception of December 24, 25 and January 1, the Fair will be open every day including Sundays through January 4.

Children enter the Fair through a red turnstile. In the first gallery are assembled works of modern artists arranged in sideshow style, on a merry-go-round, in a peepshow, and all bathed in light that streams through a "stained glass window" in holiday colors. The window effect is attained by picture transparencies in brilliant cellophane set against one of the Museum's plate-glass outer walls. Well-known modern artists, among them Kepes, Sternberg, Jules, Helfond, Stark, Eleska, Fuller and Weiner designed these cellophane cutouts especially for the Fair.

Eighteen bronze figures by Saul Baizerman are arranged on the merry-go-round. Nearby, sculptures by Zorach, Gross and Maldarelli are set in a small forest of carnival poles. No hands-off rule prevents the sculptures, mostly animals, from being touched and handled; the larger ones may be mounted by the children.

Most entertaining of all is Herman Cherry's mobile, CITY AND SUBURB. Composed of metal, chain, wire mesh, and string it has a farmer, a tree, a skyscraper, a barn, a railroad crossing, a policeman's hand, a car, and a cow with a swishable tail.

In both the first and second galleries are hung modern paintings which celebrate the spirit of a Fair. These include works by Mervin Jules, Tschacbasov, Toulouse-Lautrec, John Masteller, Mario Carreno, Darrel Austin, and Carol Blanchard. One of Jules' works is a wonderful Christmas tree toppling under its burden. Blanchard's THE GENTLE JOURNEY shows two people being wafted in a fairy-tale balloon toward the skies and Austin's TIGER IN THE MOONLIGHT has the spooky magic of animals at night.

In the second and larger gallery the children create their own art. Smaller "stained glass windows" can be made by pasting bits of cellophane within black mats on a table lighted through a ground glass top. Wall easels have poster paints in primary colors conveniently placed on the shelf at the bottom of the easel.

CHILDREN'S HOLIDAY FAIR OF MODERN ART is designed and directed by Victor D'Amico, Director of the Museum's Educational Program. Primarily intended for the childrens' enjoyment, the Fair also serves as a laboratory for testing the appeal of new ideas in toy and art equipment. A teacher observes the approximately 2500 children's participation and reactions, and the most successful ideas of the Fair are later employed in the classes for children held by the Museum's Educational Program.

The Fair is open mornings, except Sundays, from 10 to 12 o'clock and every afternoon, including Sundays, from 2 to 5. Wednesdays will be reserved for the children of Members. As the Fair can accommodate only 25 children at a time each child will be allowed no more than a fifty-minute sojourn. 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, Museum of Modern Art, Circle 5-8600. Reservations may be made for the following hours: 10 A.M., 11 A.M., 2 P.M., 3 P.M., 4 P.M. Each child is admitted for only one session. Reservation cards will be held at the Museum Information Desk on the day for which they are requested and should be collected at least ten minutes before the hour. No adults are allowed during the day but those interested may inspect the galleries on Thursday nights from 7:30 to 10:00.