

THE MUSEUM OF MODERN ART

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COMPETITION FOR PLAYGROUND SCULPTURE ANNOUNCED BY THE MUSEUM

A competition for the design of a new kind of playground equipment that will allow children to exercise their imaginations as well as bodies is being co-sponsored by Parents' Magazine, the Museum of Modern Art and Creative Playthings, Inc. Prizes totaling \$2,000, plus additional royalties, will be awarded to the winning designs to be exhibited at the Museum of Modern Art in June 1954. Entries must be post-marked not later than January 15, 1954.

The purpose of the competition is to encourage the design and manufacture of sculptural playground equipment which not only provides the types of exercise associated with standard equipment, such as swings, jungle-gyms, see-saws and slides, but also suggests to children a world of fantasy and recreates, for example, mountains, caves, airplanes, ships or animals.

Five prizes will be awarded: first prize, \$1,000; second prize, \$500; third prize, \$200 and three honorable mentions carrying awards of \$100 each. Creative Playthings, Inc. will manufacture at least one of the winning entries by the time of the Museum exhibition in June 1954 and perhaps three additional winning designs within the following year.

The play sculpture pieces called for in the competition should be adaptable for public parks, housing developments, school playgrounds and backyards of private homes. Models and drawings must be submitted for each design entered.

The jury consists of: Frank Caplan, Director of Creative Playthings, Inc.; Victor D'Amico, Director of the Museum's Department of Education; Rene d'Harnoncourt, Director of the Museum of Modern Art; George J. Hecht, President and Publisher of Parents' Magazine; Philip C. Johnson, Director of the Museum's Department of Architecture and Design; Edith Mitchell, Delaware State Director of Art and Joseph Prendergast, Executive Director of the National Recreation Association. Greta Daniel, Assistant Curator at the Museum is Competition Director. Entry blanks and official programs may be obtained from Miss Daniel at the Museum of Modern Art, 11 West 53 Street, New York.