

THE MUSEUM OF MODERN ART

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Local general
Design
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FOR IMMEDIATE RELEASE
December 8, 1953

JANUARY DEADLINE FOR ENTRIES IN PLAYGROUND SCULPTURE COMPETITION

More than 200 requests for entry forms have been received from designers, artists and sculptors living in about 24 states who want to enter the Playground Sculpture Competition announced last summer by the co-sponsors, Parents Magazine, The Museum of Modern Art and Creative Playthings, Inc. Deadline for submission of entries is January 15, 1954. Prizes totaling \$2,000 plus additional royalties will be awarded the prizewinners whose designs will be exhibited at the Museum of Modern Art in New York next June.

The development of new kinds of sculptural playground equipment that will suggest to children a world of fantasy as well as offering the types of exercise associated with standard playground equipment, is the aim of the competition which is under the direction of Greta Daniel, Assistant Curator at the Museum of Modern Art. The program calls for pieces of play sculpture adaptable for public parks, housing developments and school playgrounds as well as for backyards of private homes. Models and drawings must be submitted for each design entered.

Six 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.

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.