



news from (58)  
THE OFFICE OF THE UNITED STATES COMMISSIONER GENERAL  
TO THE  
BRUSSELS WORLD'S FAIR-1958  
45 BROADWAY, NEW YORK 6, N. Y.

PUBLIC AFFAIRS DIVISION  
U.S. DEPARTMENT OF STATE  
Whitehall 3-8000 Extensions 109-113

for release: IMMEDIATE

January 31, 1958

MATERIALS FOR CHILDREN'S CREATIVE CENTER AT U.S. PAVILION  
SHIPPED THIS WEEK TO BELGIUM FOR WORLD'S FAIR - 1958

"Thousands of children visiting the U.S. Pavilion at the Brussels World's Fair, 1958 will be able to attend hour-long sessions at the Children's Creative Center where they will play with the toys and make their own pictures and constructions to take home," Howard S. Cullman, U.S. Commissioner General, reported today.

"The purpose of the center is to demonstrate, and let young visitors from all over the world participate in, the creative methods of art education used by the Museum of Modern Art," Mr. Cullman explained.

Thirty-four crates loaded with 12 specially designed toys, 104 gallons of poster paint, 48 dozen brushes, - cartons of drawing paper, pipe cleaners, colored tissue, corrugated paper, gold paper, straws, burlap and yarn will be shipped this week to the Brussels World's Fair for the "Children's Creative Center" which the Museum of Modern Art will operate in the American Pavilion.

The toys, designed to introduce young children to the fun and pleasure of experimenting with design, color and texture, include a space ship, a magnetic picture maker, two "color players," a mirror construction toy and a small zoo composed of a furry cat, a dancing rooster and the longest caterpillar in the world.

Easels, small butter tubs for stools, sponges, glass cups and all other equipment for painting pictures are being shipped along with jars of black, red, yellow, blue and white poster paint.

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Feathers, gelatin paper, felt, fine mesh and other materials are being sent so the children can make "feeling" pictures, or collages as they are called, or 3-D pictures of constructions.

The Children's Creative Center at the Brussels Fair will be a duplicate of the Children's Holiday Carnival at the Museum of Modern Art which has been attended by thousands of American children during the past 16 years. Based on principles of art education developed at the Museum's year-round school, the Center will serve to introduce children to the elements of art on a level in which they can participate and easily understand.

Victor D'Amico, director of the Museum's Department of Education and originator of the Carnival, will leave for Brussels early in April to set up the center. He will be accompanied by his wife, Mabel D'Amico, who is head of the art department at the Rye High School.

The Children's Creative Center at the U. S. Pavilion will be staffed by six teachers from the Museum staff. During the first half of the Fair, Eugene Grigsby, Lois Lord and Susan Lynn will supervise the children's activities and during the last half Charles Alston, Jane Bland and Margaret Stark will be in charge.

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