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OVER 500 EDUCATORS WILL ATTEND 18th ANNUAL CONFERENCE OF THE NATIONAL COMMITTEE
ON ART EDUCATION TO BE HELD IN THE MUSEUM OF MODERN ART, MAY 5 - 8, 1960

GENERAL PUBLIC INVITED TO MAJOR LECTURES FOR THE FIRST TIME

GOVERNOR ROCKEFELLER'S MESSAGE

EXHIBITION "ART EDUCATION FOR EVERY CHILD," ADDRESSED TO GENERAL PUBLIC, TO BE
INSTALLED IN THE GEODESIC DOME IN THE GARDEN

The 18th Annual Conference of the National Committee on Art Education will be
part of the Museum's 30th Anniversary Celebration. The four-day conference of
over 500 educators from all over the United States and Canada will discuss
topics of interest to art educators, including:

Educational Television
Certification for Art Teachers
Art Appreciation
Teacher Education

The meeting will include teachers from all levels from pre-school through college
and art school, and there will be particular study sessions for each age level.

For the first time the NCAE is inviting the general public to hear its major
speakers on Saturday, May 7. These include:

"Art and the Intellect" Harold Taylor, formerly President, Sarah Lawrence
College, Bronxville, New York

"The Art Museum and the Public" René d'Harnoncourt, Director, The Museum of
Modern Art

"A Human Necessity" Victor D'Amico, Director, Department of Education, Museum of Modern Art; and Chairman, National Committee on Art Education

"The Classroom of the World" Robert Iglehart, Professor and Chairman, Department of Art, The University of Michigan, Ann Arbor

The object of inviting the general public is to acquaint the parent, administrator, and classroom teacher with the fundamentals necessary to sound creative art education. The Committee believes that art education is not a special subject or activity, but a matter of healthy growth for all children and, therefore, should be the concern of everyone. In order to accommodate a wider audience the Cooper Union Great Hall and the Ethical Culture Society Meeting House have been engaged.

This year's conference emphasizes the importance of a high quality of aesthetic awareness in teaching art. Outstanding artists will talk to the entire membership about their work. For example: David Smith will speak on "Memories to Myself" and Henry Cowell on "How and Why I Compose." On Friday evening there will be a reception to which many artists are invited. Saturday evening is devoted to honoring Martha Graham. There will be a showing of two films "A Dancer's World" and "Appalachian Spring" in which she appears and a discussion of her work.

Governor Rockefeller has sent the following message to the Committee:

An exhibition "Art Education for Every Child" which was planned and developed by the Committee will open in the Geodesic Dome in the garden during the conference and will be open to the public beginning Friday, May 6. The exhibition is being installed by Wilder Green, Assistant Director of the Department of Architecture and Design. Mr. Green has developed a unique and exciting plan for the exhibition which will be a new departure in educational exhibitions. It

will be addressed to the general public and will present the fundamentals of art education dramatically and graphically.

This exhibition will be arranged in three sections. The first will be devoted to the basic fundamentals of art education: uniqueness, motivation, continuity, and depth of experience, sensitivity plus enrichment (appreciation), importance of the experienced art teacher.

The second section, which is a new experiment, will have models and special apparatus through which the visitor can explore some of the aesthetic elements: texture, line, color, for himself. Displays of children's work will parallel the models to illustrate their relationship to art education at various levels.

The third section will be devoted to educational projects demonstrated by automatic slide projectors and sound effects, among them "A New Approach to Creating in Wood for Elementary Grades" by Jean d'Autilia, Instructor in the People's Art Center.

The exhibition will be climaxed by a small theater where special projects will be demonstrated in a color-sound movie and slide talks. These will include a film "Birdiness" which depicts an Elective Art, Studio Practice class at the High School of Music and Art in New York City in an actual painting experience in water-color. The film shows the high lights in the progression of steps by teacher and students from motivation to display of finished paintings during an eighty minute session. The film was initiated as a device to foster creative teaching. It was produced and directed by George Kaye, Assistant Director of Art, Board of Education of the City of New York, and photographed and edited by Bernard Kasso, a teacher of art in the High School of Music and Art. A kinescope of an "Omnibus" tour of the Brussels World's Fair, including the Children's Creative Carnival, by Alistair Cook will be shown, and also a recorded slide talk of the Children's Carnival giving its background in the Museum and at the Trade

Fairs in Milan and Barcelona, and at the World's Fair in Brussels. There will be a regular showing of these films every day from 1 - 2 P.M., except Sunday. At other times there will be a continuous slide projection of "Understanding Children's Creativeness" by Jane Cooper Bland, Instructor in the People's Art Center.

THE MUSEUM OF MODERN ART
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Thursday,
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NATIONAL COMMITTEE ON ART EDUCATION MEETS IN NEW YORK

More than 500 teachers, artists and students from all parts of the country meet in New York today through Sunday (May 5 - 8) to attend the 18th Annual Conference of the National Committee on Art Education. Sponsored by the Museum of Modern Art, the Committee will hold 25 sessions dealing with this year's topic, The Art in Art Education. In order to indicate the value of art to the layman, four lectures on Saturday, May 7, will be the first in Conference history open to the general public. Free tickets are available by phoning the Museum at CI 5-8900.

The first of the Saturday lecturers, Harold Taylor, former President of Sarah Lawrence College, will speak on "Art and the Intellect" in The Cooper Union Great Hall at 10:00 am. At the Ethical Culture Society Meeting House, beginning at 1:45 pm, Rene D'Harnoncourt, Director of the Museum of Modern Art, will discuss "The Art Museum and the Public"; Victor D'Amico, Chairman of the National Committee on Art Education and Director of the Museum's Department of Education, "A Human Necessity"; and Robert Iglehart, Chairman of the University of Michigan's Department of Art, "The Classroom of the World."

Films of interest to the art teacher, a program in honor of Martha Graham, and panels on art instruction for various education levels are among closed sessions planned by the Committee. Gore Vidal, author of Visit to a Small Planet and The Best Man, will lead a discussion called "Television Principles of Setting up an Art Education Program." Alfred H. Barr, Jr., Director of Collections at the Museum of Modern Art, will speak to the Conference of a recent trip to Russia: "Art in the U.S.S.R. Now and Thirty Years Ago - A Traveler's Tales." Other subjects will include research, visual communication, the role of art history, and teacher education and certification.

Art Education for Every Child, an exhibition planned by the National Committee on Art Education and the Department of Education of the Museum of Modern Art, will be installed in the Buckminster Fuller Dome in the Museum garden, May 6 - June 26. Planned to present the fundamentals of art education to the public, the exhibition will illustrate the objectives of the Committee.*

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* A release on the exhibition will be issued.

According to Victor D'Amico, the Conference will stress the need for creative guidance by qualified teachers. "During the past ten years," he says, "art has been frequently used as therapy or as study aids. There should be a re-emphasis on aesthetic values in the creative process. We also believe in the participation of parents and children, with the parent as partner, not clinical supervisor. And we hope to help the layman understand his role in art. His reward is enjoyment of art and a kinship with professional artists. For the amateur, that is enough. The goals of exhibiting and selling lead to frustration."

Press tickets to all Conference sessions and further information are available from Herbert Bronstein, Assistant Publicity Director, Museum of Modern Art, 11 West 53 Street, New York City. CI 5-8900.