

THE MUSEUM OF MODERN ART

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MUSEUM OF MODERN ART ANNOUNCES FORMATION OF INSTITUTE OF MODERN ART

The Museum of Modern Art announced today the formation of the Institute of Modern Art, a separate non-profit organization which will assume responsibility for the Museum's school for children and adults and, in cooperation with the Museum and the National Committee on Art Education, develop new activities in the field of art education.

The Museum's school, known as the People's Art Center, was founded in 1948 as part of the Museum's Department of Education. It now has an enrollment of about 800 children and 500 adults who take weekly art classes including painting, ceramics, photography and art appreciation. Directed by a staff of 30, classes are held at 21 West 53 Street, in the Museum annex, and each summer on Long Island. The school also gives free in-service courses to approximately 100 New York City elementary school teachers who, although not specially trained in art education, handle all art work through the sixth grade. The National Committee on Art Education, created in 1942 under the sponsorship of the Museum, consists of more than 1,000 elementary school high school and college art teachers from various parts of the United States.

Victor D'Amico, who has been Director of the Museum's Department of Education since 1937, will be director and president of the new Institute.

Development of new teaching materials for schools and for home use by parents will be one of the major objectives of the Institute. The school itself will be adapted into an observation center for teacher training and closer cooperation will be established between the Institute and graduate schools.

In the international field the Institute of Modern Art plans to set up an exchange program for foreign students and teachers and to construct a world traveling Children's Carnival based on the Carnival attended by more than 55,000 children since 1942 in New York and already presented with great success in three European countries.

The Institute will cooperate with the Museum's Department of Education in its activities, such as the exhibition program for 175,000 New York City Public School children in operation since 1937 and the Children's Carnival and other special educational exhibitions presented at the Museum itself.

In television and toys the activities of the new Institute will be extensions of educational programs in which the Museum school has pioneered. For example, members of the school staff and students, under the direction of Victor D'Amico, presented two thirteen week television series, "Through the Enchanted Gate," in 1952. Later

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this material was put into book form while kinescopes of the programs are now circulated to education groups throughout the country. The Museum school staff has also explored toy design and art kits, a field in which it now plans to concentrate in an effort to meet the demand for this kind of material in a way that will not stifle creative impulses, as so many art kits now on the market tend to do, according to Mr. D'Amico.

In announcing the formation of the new Institute of Modern Art, Mr. D'Amico made a strong plea for support of art education in general. "Interest in art is growing at an extraordinary pace all over the country. There is an urgent need for teaching techniques and materials that will help direct this interest and energy into channels that will bring the best results in terms of individual enjoyment and growth. There is some danger that in our newly awakened concern with the sciences we will neglect these other aspects of education, particularly the arts, which have so much to contribute to the development of complete human beings.

"All over the country, schools are adding and stepping up courses in mathematics and science - this is, of course, necessary. Unfortunately the extra time given to science is in many instances taken from the arts. In some schools, art has been dropped from the curriculum entirely, while in others only those who do not rate high academically or who have a low I.Q. are encouraged to elect it. If we lose our cultural freedom and sacrifice the richness of a broad program of learning, we shall unwittingly play into the hands of the enemy and fulfill his wishes by our own lack of wisdom and foresight."

Members of the Board of Trustees of the Institute of Modern Art are: Henry Allen Moe, Chairman; Victor D'Amico, President and Director; Rene D'Harnoncourt, Mrs. Walter Hochschild, Olive Lyford, H. Robert Mandel, Mrs. Bliss Parkinson, Joseph Revson, Mrs. John D. Rockefeller 3rd, Mrs. James Scheuer, and Arthur R. Young.

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