

# The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

No. 9  
FOR RELEASE:  
Tuesday, February 2, 1965

PRESS PREVIEW:  
Monday, February 1, 1965  
11 a.m. - 4 p.m.

An exhibition of 60 paintings and 25 collages from the Children's Art Carnival in India opens in the new exhibition gallery of The Art Center of The Museum of Modern Art, 4 West 54 Street, on February 2, 1965. The exhibition will be open daily from 10 a.m. to 5 p.m., Monday through Saturday until February 26. Located on the lower level of the Museum's new 54th Street wing, admission to The Art Center is free.

A unique educational and training center, the Children's Art Carnival combines a play area, where children play with toys designed to stimulate their creative interests, with a workshop where these interests can be expressed in paint, collage and construction.

Presented at the Museum almost every year since it was originated in 1942 by Victor D'Amico, Director of the Department of Education of The Museum of Modern Art, the Carnival was a gift to the children of India from the International Council of The Museum of Modern Art and The Asia Society, and is now permanently installed in the National Children's Museum in New Delhi.

The current exhibition was selected from over 14,000 works by 7,000 children from three to sixteen years of age made during the first five and a half weeks that the Carnival was in New Delhi while under the supervision of the staff sent there by The Museum of Modern Art. The staff, headed by Mr. D'Amico, installed the Carnival in New Delhi in October 1963, and trained a staff of Indian teachers to operate the Carnival and carry on the teaching through its tour of five cities: Hyderabad, Madras, Bangalore, Bombay and Ahmedabad.

Photographs dispersed throughout the exhibition show the Carnival, in construction as well as in operation, in New Delhi and on tour. In addition, a continuous projection of color slides shows the children and teachers at work.

more...

Other members of the staff sent to India included Frank Vitullo, of The Art Center, who supervised the actual installation of the Carnival; and Mabel D'Amico, former Chairman of the Art Department of Rye High School, Arlette Buchman, teacher of children's classes at The Art Center of The Museum of Modern Art, and Howard Machette, an art teacher from Birmingham, Michigan, who comprised the teaching staff.

While on tour, the Carnival was supervised by Dr. Prabha Sahasrabudhe, Director of the National Children's Museum in New Delhi. Now that the Carnival has been permanently installed there, he is planning a training center for teachers from India and East Asia, with the Children's Art Carnival as its focus for the observation and demonstration of creative teaching.

Also on view in the exhibition is a raffia toy elephant made by Indian craftsmen and presented to the children of The Art Center of The Museum of Modern Art by the children of India as an expression of their gratitude. Although the Carnival was a feature at the United States Trade Fairs in Italy and Spain in 1957, and at the United States Pavilion at the Brussels World's Fair in 1958, this is the first time it has been permanently installed in another country. The Carnival was presented by Mrs. John F. Kennedy to Mrs. Indira Gandhi during her visit to India in 1962.

\*\*\*\*\*

Photographs and additional information available from Elizabeth Shaw, Director, Department of Public Information, and Lynn Traiger, Assistant Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N. Y. 10019. Circle 5-8900.

Other members of the staff sent to India included Frank Vitullo, of The Art Center, who supervised the actual installation of the Carnival; and Mabel D'Amico, former Chairman of the Art Department of Rye High School, Arlette Buchman, teacher of children's classes at The Art Center of The Museum of Modern Art, and Howard Machette, an art teacher from Birmingham, Michigan, who comprised the teaching staff.

While on tour, the Carnival was supervised by Dr. Prabha Sahasrabudhe, Director of the National Children's Museum in New Delhi. Now that the Carnival has been permanently installed there, he is planning a training center for teachers from India and East Asia, with the Children's Art Carnival as its focus for the observation and demonstration of creative teaching.

Also on view in the exhibition is a raffia toy elephant made by Indian craftsmen and presented to the children of The Art Center of The Museum of Modern Art by the children of India as an expression of their gratitude. Although the Carnival was a feature at the United States Trade Fairs in Italy and Spain in 1957, and at the United States Pavilion at the Brussels World's Fair in 1958, this is the first time it has been permanently installed in another country. The Carnival was presented by Mrs. John F. Kennedy to Mrs. Indira Gandhi during her visit to India in 1962.

\*\*\*\*\*

Photographs and additional information available from Elizabeth Shaw, Director, Department of Public Information, and Lynn Traiger, Assistant Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N. Y. 10019. Circle 5-8900.