

# The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 245-3200 Cable: Modernart

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FOR IMMEDIATE RELEASE

NEW, REVISED EDITION OF ART OF THE YOUNG CHILD PUBLISHED BY THE MUSEUM OF MODERN ART

A popular book intended for parents and educators, Art of the Young Child: Understanding and Encouraging Creative Growth in Children Three to Five has been reissued in a thoroughly revised, profusely illustrated edition by The Museum of Modern Art (distributed by New York Graphic Society Ltd.).

"Art to the child is more than a matter of painting pictures or making objects," says author and teacher Jane Cooper Bland. "It is a means by which he expresses his individuality and communicates his ideas about himself and his world." With this sympathetic and perceptive approach, Mrs. Bland discusses the interests and methods of work at each age level, and the general characteristics of painting, modeling, and construction, explaining growth through changing motivations and capabilities. Ways that parents' attitudes can help the child are discussed, and there are many specific suggestions for art materials and activities in the home.

Jane Cooper Bland, a well-known authority in art education, has for many years been an instructor in classes for both children and adults at the Art Center of The Museum of Modern Art. She is also an instructor in Art Education at the Bank Street College of Education in New York. At the 1958 World's Fair in Brussels she supervised the Children's Creative Center in the United States Pavilion.

Stressing the individuality of each child, Mrs. Bland sets forth for the parent and teacher the fundamental principles that should guide art education for the young child: the encouragement of the child's self expression, the time and opportunity for exploration, and the respect and acceptance of the child and what he creates. This approach is embodied in the teaching methods used in classes at the Museum's Art Center, developed by its Director, Victor D'Amico, a pioneer and leading expert in the field. "The ages from three to five years are recognized as one of the most vital and fruitful periods in the creative development of the individual," he notes in the preface.

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Art of the Young Child illuminates this crucial period with sixty illustrations, including fifteen in color, largely work of children at the Art Center's classes. Among the titles in the field of art education published by The Museum of Modern Art are:

Art for the Family by Victor D'Amico, Frances Wilson, and Moreen Maser and Experiments in Creative Art Teaching by Victor D'Amico.

Art of the Young Child was first published in 1957. This third, revised edition has completely new illustrative material.

DETAILS:

ART OF THE YOUNG CHILD: Understanding and Encouraging Creative Growth in Children Three to Five by Jane Cooper Bland.  
64 pages; 60 illustrations (15 in color)  
Clothbound, \$3.95; paperbound, \$2.50  
Published by The Museum of Modern Art, New York

DISTRIBUTION:

United States and Canada: New York Graphic Society Ltd.  
United Kingdom: Trans Atlantic Book Service, Ltd.  
International: Feffer and Simons, Inc.

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Review copies and additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. 245-3200.