

The Museum of Modern Art

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FOR IMMEDIATE RELEASE

"A Carnival at the Carnival," celebrating the first anniversary of The Children's Art Carnival in Harlem, at 641 St. Nicholas Avenue, will be held Saturday, May 23, from 11:00 A.M. to 5:00 P.M., and Sunday, May 24, from 1:00 to 5:00 P.M. About 2000 Art Carnival students, aged 4 to 12, their parents, and other children from the neighborhood have been invited to participate in the two-day festival.

Activities planned for the Carnival include film screenings of animated movies made by students of the Art Carnival film workshop, as well as some "Sesame Street" films; a slide and light show prepared by the Art Carnival staff and students; an exhibition of student art works; and an "art corner" display designed by the staff to demonstrate ways in which a simple home art studio can be constructed for a few dollars. At a special "Sesame Street" booth a member of the program's cast will sign photographs and distribute buttons; and a make-up artist will be on hand to turn children into "Sesame Street" personalities. The outside of the Art Carnival and the adjacent Harlem School of the Arts will be decorated with brightly colored helium-filled balloons attached to wooden horses separating the sidewalk from the street. In the enclosed outdoor area the Grant House Community Center steel band and the Youth Development Band of Arts and Culture will perform, children will make chalk murals on large rolls of paper, and free hot dogs (contributed by Sedco Foods) and Pepsi-Cola (contributed by the Pepsi-Cola Co.), cotton candy, lollypops, and bubble gum will be served to all.

Created and sponsored by The Museum of Modern Art, the Carnival serves about 2,500 children between the ages of 4 and 12. It consists of an area in which toys, peep shows, and color-design materials stimulate the children's visual, tactile and kinesthetic responses; and a studio-workshop with tables and easels and materials for making collages, constructions, mobiles, paintings, and animated films. The Carnival is located in rent-free space provided by The Harlem School of the Arts and is being

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financed by the Museum for a three-year period through contributions received from individuals and foundations. Additional funds are being sought to continue the Carnival beyond the three-year period.

The children who are enrolled in the program come from New York City Public Schools, Headstart programs, City day care centers, neighborhood churches, and other community organizations. The year is divided into four three-month periods. Children attend a minimum of one class per week, or a total of 16 sessions during the three-month period. In the case of the participating public schools in Harlem, there is a special "release-time" arrangement, which allows children to attend during regular school hours for a three-week period. After that time the children are invited to participate in the after-school sessions for three months. Children who are not enrolled in the Carnival through a group or organization are offered an opportunity to attend one of several hour-long "open" sessions; they can then reserve a regular place in the following three-month term.

The staff of seven full-time instructors, seven part-time aides, and numerous parent volunteers is headed by Betty Blayton Taylor. Mrs. Taylor is a young artist and teacher who organized art projects for young children and teenagers under the Haryou Program before her appointment as the Carnival's Executive Director.

Community Consultants to The Children's Art Carnival are Mr. Romare Bearden, Dr. Kenneth Clark, Dr. Mamie Clark, Mrs. Ida Cullen Cooper, Mrs. Jean Hutson, Mrs. Murill Kellogg, Dr. Kenneth Marshall, and Mr. Cyril Tyson. The Board of Community Advisors, which meets regularly, consists of Mrs. Odilia Campbell, Mr. Theodor Gunn, Mrs. Doris Haywood, Mrs. Kenneth Marshall, Miss Martha Norris, Mrs. Nona Pierce, Mrs. Malikah Rahman, Miss Vivian Rogers, Mrs. Joan Sandler, Mr. William Songer, Mrs. Melba Taylor, Mrs. Lydia Thaxtan, and Mr. Wendell Wray.

The Carnival, originally created by Victor D'Amico, Director of the Museum's Department of Education, was presented at The Museum of Modern Art for many years with

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outstanding success. It has also been sent to children in Italy and Spain and was at the Brussels World's Fair in 1959. In India, a replica of the Carnival, constructed by the Museum, was presented to the Indian Government on behalf of The International Council of The Museum of Modern Art and The Asia Society in 1962.

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Additional information available from Susan Bernstein, Associate Director, and Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53rd Street, New York, N.Y. 10019. (212) 956 - 7294, 7501.