

THE MUSEUM OF MODERN ART  
NEW YORK

11 WEST 53rd STREET  
TELEPHONE: CIRCLE 5-8900  
CABLES: MODERNART, NEW-YORK

SARAH NEWMAYER, PUBLICITY DIRECTOR

March 6, 1942.

TO City Editors  
News Photo Editors  
Art Editors  
Education Editors  
Feature Editors

Dear Sirs:

You are invited to come or send a representative

to a PRESS PREVIEW

at The Museum of Modern Art  
11 West 53 Street

on Tuesday, March 10  
2 to 6 P. M.

of CHILDREN'S FESTIVAL OF MODERN ART

This exhibition, the first for younger children prepared by the Museum's Educational Project, will be devoted entirely to 3-to-12-year olds. Adults will be admitted only if accompanied by a child.

Paintings by modern masters, particularly pleasing to children, will be hung at child's eye-level; Calder mobiles and toys will be set in motion when children press a button or turn a crank. In the center of the gallery will be a play area where children may paint, draw with chalk and crayon, put together jig-saw puzzles, or build a variety of abstract constructions through games designed by the staff.

The exhibition will open to the public Wednesday, March 11.

For further information please telephone me at Circle 5-8900.

Sincerely yours,

*Sarah Newmeyer*

Sarah Newmeyer  
Publicity Director

THE MUSEUM OF MODERN ART  
11 WEST 53RD STREET, NEW YORK  
TELEPHONE: CIRCLE 5-8900

FOR IMMEDIATE RELEASE

CHILDREN'S FESTIVAL OF MODERN ART AT MUSEUM OF MODERN ART  
ADMITS ADULTS ONLY WHEN ACCOMPANIED BY A CHILD

Children from three to twelve painting, fitting together jig-saw puzzles cut from modern color reproductions, constructing abstract compositions from odd-shaped pieces of brightly painted wood and cardboard, using saw, hammer, nails and varied materials to build constructions--surround these children with paintings by modern masters on the walls, Calder mobiles hung from the ceiling, and a narrow runway at the back where modern nursery animals run riot, and you have the Children's Art Festival at the Museum of Modern Art, 11 West 53 Street. The Festival opens to the public Wednesday, March 11--that is, to the child public. No adults will be admitted unless accompanied by a child.

The Festival, which will continue through April 26, is installed in the Young People's Gallery on the third floor of the Museum. It is the first extensive exhibition that the Museum's Educational Project, under the direction of Victor E. D'Amico, has arranged especially for young children in a gallery built to the scale of children three-to-twelve-years of age. Pictures are hung at child's eye level, and equipment is especially designed to suit their comfort and size.

The Festival is a gala combination of pictures, sculpture, toys and games gathered together to delight little folk and to encourage their interest in modern art. The play area in the center of the gallery is divided into two sections, one for children from three to six, the other for children from seven to twelve. A gate made in the contour of a child admits only those of each age level to their respective sections.

When the children raise their eyes from their own painting, drawing and the art puzzles and abstractions they are putting together they see original works by masters of modern art such as Renoir, Redon, Cassatt, Chagall, Klee, Zorach and others. When the very youngest children want to change from their own artistic efforts they

may step to the back of the room and play with the fantastic but easily recognized bull, fish, duck, bear and other animals designed by Alexander Calder. The wooden fish swims on dry land, the duck quacks as it waddles, the bear skates as he pushes a wobbling wheelbarrow, and the bull gallops in a somewhat equine fashion.

Other folk art toys are a balancing toy that may be set in motion and a horse and rider which at a touch canters back and forth for several minutes.

The object of the exhibition is to introduce children to modern art through observation and activity. Some of the jig-saw puzzles are made of color prints of the original paintings on the wall. The special games for making abstract designs involve principles underlying the works of the modern artists shown in the gallery. Other games include shapes made of varying materials which produce tactile experience. Still others include three-dimensional forms for making stables or mobiles. The staff of the Educational Project has originated many of the games and puzzles used in the Festival.

The following paintings are included in the exhibition:

- |   |                                       |
|---|---------------------------------------|
| ARND, Hans. <u>Mountains, Table,</u>    | MONDRIAN, Piet. <u>Composition in</u> |
| <u>Anchors, Navel</u>                   | <u>White, Black</u>                   |
| BAUCHANT, Andre. <u>Dawn</u>            | <u>and Red</u>                        |
| BOMBOIS, Camille. <u>Before Enter-</u>  | REDON, Odilon. <u>Vase of Flowers</u> |
| <u>ing the Ring</u>                     | RENOIR, Auguste. <u>Child Drawing</u> |
| CASSATT, Mary. <u>Mother and Child</u>  | " " <u>Little Margot Berard</u>       |
| CHAGALL, Marc. <u>I and the Village</u> |                                       |
| CHARLOT, Jean. <u>Mama Spank</u>        |                                       |
| KLEE, Paul. <u>Around the Fish</u>      |                                       |

Other works are a cat sculptured in stone by William Zorach and several mobiles by Alexander Calder. Mr. Calder, in addition, is the designer of the wooden toys shown in the Festival. The American Folk Art shown includes The Balancing Toy, Horse Weathervane, Bird (decoy), and Balancing Horse and Rider.