

THE MUSEUM OF MODERN ART

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EXHIBITION OF TOYS AT MUSEUM OF MODERN ART

An exhibition of approximately 80 toys, selected for their combined esthetic qualities and play value for children, will be on view at the Museum of Modern Art, 11 West 53 Street, from October 14 through December 27. The work of two designers, A. F. Arnold and Joseph Zalewski, both fathers of young children, the toys are designed as premiums to be used by industry either as give-aways or as self-liquidating premiums, that is, sent in return for a box-top and a small fee. Experimental toys as well as some which will be available on the market for the Christmas season are included. The exhibition is intended to interest parents and teachers as well as designers and manufacturers.

The exhibition, called PREMIUM TOYS DESIGNED FOR INDUSTRY, is under the direction of Victor D'Amico, Director of the Museum's Department of Education and of the Museum's school for children and adults. Gaily painted "joggle" toys, an educational numbers mobile, three-dimensional jig saw puzzles, maze games, "flying saucers" and "rockets" made of a variety of materials from paper to plastic, which the children can assemble themselves, imaginative space men strung together on thread, Christmas tree decorations and simple but effective paper mobiles are among the toys in the exhibition, which Mr. D'Amico describes as a pioneer effort in the presentation of well designed toys based on a consideration of the child's psychological and creative needs. The exhibition has been made possible through the cooperation of Davis, Delaney, Inc.

Although toys designed as premiums are severely limited by production methods and price range, this category of toy production was selected by the Museum because premium toys reach a vast number of children and it is in this area, the Museum feels, that there is the greatest need to raise standards.

"Toys have an important place in the creative growth of the child," Mr. D'Amico says, "both in influencing his art expression and in developing his taste. They are his first possessions and the objects of profound interest and affection. Through them he is introduced to the elements of design, texture, pattern, form, color and rhythms as they become the tools of his activity and his imagination.

The designers, A. F. Arnold and Joseph Zalewski, deserve credit for their intelligent and sympathetic approach to the problem of toy design. While their designs may not be copied, they should serve as inspiration for other designers and manufacturers as a means of increasing the understanding of parents and teachers in selecting toys for children."

Both designers independently became interested in toys for their own children. Mr. Arnold, an industrial designer whose work has been exhibited in the Museum of Modern Art, the Art Director's Club of New York and in the American Institute of Graphic Arts, began to make toys for his son three years ago because he could not find toys on the market which combined esthetic standards with play value for the child and permitted both him and his child to play together. Mr. Zalewski, now teaching in the Graduate School of Design at Harvard, became interested in toy design through making mobiles for his son's birthday party. When the designers met, some time later, they decided to join forces in designing a number of premium toys, many of which are included in the current exhibition.

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