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10-24-1962

## Art and Industry (1962): Memorandum 03

Isabelle Leeds

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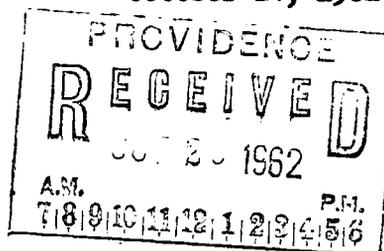
Leeds, Isabelle, "Art and Industry (1962): Memorandum 03" (1962). *Art and Industry (1962)*. Paper 10.  
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October 24, 1962 (N)

MEMORANDUM

FROM: Senator  
TO: Isabelle Leeds



Would you take responsibility for weaving together a speech of the article relating the importance of Art and Industry? In this connection, see the speech given by Dr. Bush Brown.

Bring in these two paragraphs from the letter to Mrs. Kennedy:

"Thought and planning should also be given to the role that art plays in industrial design and economic competition. Examples are the remarkably attractive factories that are being built in Western Europe, the simple and smart designs that the Japanese are perfecting in their products, and all the similar relationships between industrial design and economic success.

"In fact, two products can be equally good, but the edge will go to one or the other, as the direct result of the simplicity and purity of its design."

You should get the Library of Congress to do the necessary research in pulling together of examples where purity and beauty of design have given the industrial edge of one product over another and, equally, the one margin over another.

This would be an ideal type of speech to keep up our sleeve in connection with the Rhode Island School of Design.

CP:ls