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Art and Industry (1962): Note 01

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Chemical firms are expending
more sums in cultural
activities - to enhance

Company Prestige. • Collects
same as "Business Tool" to

attract important customers.

Some stress ^{pure} art in advertising
music used as image builder
by business men support
cultural orgs.

Art for Art Sabe at Reynolds
new buildings, sculpture
in aluminum -

Interest in contemporary
design is closely tied with
selling their product.

I set up architectural
contest to honor their father, prize
was for design in aluminum.

Ex. ev. are exposed to art (sculpture, painting, etc)
social naturally influence them

Interest was begun for
most valued reason - success
of promoting aluminum

1) to find way to print on
aluminum foil.

2) construction industry
which has become largest
single market for its product.

Set up dept in 1953 to
explore possibilities - purchase

in 1956 "Aluminum in
modern architecture" - Guel
Co. new Statue among
architects.

In ~~crucial~~ art de ~~design~~
have tried to create feel of
new crispness - modern
Co. image.

~~These goals~~ went from humble
beginning a maker of foil for cigarette packs
to one of top 100 of U.S. industrial
companies

Over 50 years of silver
renewal products -

Industry should support
art as ~~to~~ medicine did
in Florence,