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Art and Industry (1962): Speech 01

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NOTES FOR SPEECH ON ART AND INDUSTRY

From C.P.'s 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 active 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."

Plato: "Beauty of style and harmony and grace and good rhythm depend on simplicity."

Good art has a real relationship to industrial competition. A Beautiful, simple machine can be efficient. Where does beauty win out over Victorian fussiness? CP?

~~Art is more than amateur recreation.~~ Only after considerable experiment does society arrive at a satisfying design. Sometimes it is dependent upon the development of suitable material---ie new glass, new stronger metals, nylon etc.

In the airplane, today not only are Boeing, Martin, Lockheed efficient, they are beautiful machines, simpler, better proportioned more perfectly balanced than earlier designs.

Auto is an example of the relation of beauty to utility. After 1925 sleek body design became the order of the day. Once powerful efficient body design became important in selling cars, the high point in the industry today is public acceptance on a basis of

appearance. Part of the success of the Rolls Royce (non-changing appearance) is that it early attained a satisfying basic design and has been constantly redesigned along the lines of sensible application of aesthetic principles.

It has been said that man is generally prone to undervalue art in its relation to human welfare. I go one step further, we have undervalued art in its relation to industrial progress.

Art has rendered tremendous service to the advancement of civilization. It is built on human experience. Scene, picture or object of order produces a feeling of well-being...easily comprehended and no need to exert effort to correct in harmonious situation.

There has always been a relationship between simplicity and good art---Greek temples, cave men's drawings. The basic elements of art are line, form and color. May add tone and texture.

In architecture is a close relationship between materials and design---mud block Indian structures....stepped pitched Norwegian dwelling reduces snow load and also is aesthetically harmonizing with the gross forms of spruce tree. The Chinese pagoda and the Japanese temple resemble downward branching evergreens. Only lately have buildings had functional designs.

Of late marketing is done with consideration for artistic principles. Product must be good to look at and presented in a pleasing manner.

Radio is a case in point... one was excessively embellished sometimes started, complete gamut of color and finishes today.

In the better ad lay outs aesthetic qualities are in evidence and the spectacular distortions catch the eye but studies have found that aesthetic ads are more effective for recall.

Is a new movement away from the stereotyped form that many feel has beset mass media, towards a more freewheeling treatment of art. Pushing the trend is the impact of foreign imports and foreign advertising.

Raymond Lowey... industrial designers have had a profound influence on what the eye sees in a product, what the product costs and how well it works. In 1953 the Studebaker was redesigned by Loewy, began the automobile industry move to the low silhouette that continues today.

In non-glamorous products such as bags, made attractive and ~~kd~~ dramatized so sold more.

Color--- selection of color is becoming a marketing science. G.M. has 650 standard colors and combinations and more non $\frac{1}{2}$ -standard combinations.

One of the greatest success stories is the telephone. Now are dozens of fashion colors, more than 10 million color phones have been installed despite the fact that they cost money and black ones are free.

Sylvania: Had a problem because people couldn't distinguish between wattage sizes.. so they created color identification for sizes... red for 100 watt, blue for 75 watt, green for 60 watt etc. Within 6 months sales jumped as much as 66%/

Kleenex led in color tissues, towels, other followed.

Color is an art form. Historically fine artists have led color tastes...abstrance painters using color and patern to express emotion have conbined in us a new desire for bolder use of color. Led way to pink typewriters, ;urple chairs.

Oleo without yellow owould not sell; gray packagewont sell soap/ Howard Johnson is know by its orange roof.

The best design is the best business. in all the visible aspects of a companyis communication with the public.

There are ondications all over that better design that is a part of a total dorporate entity is being sought and practised on a higher level.

Industrial deign alone is a 40 million collar business today and billtions more on re-tooling after product acceptance by management. Packaigng industry is a 17 billion dollar one.

Proctor and gamble gaine an edge by being the first major soap producer to introduce a pacement printed in flouresecent inks TIDE.

Soft voice often proving more effective than screaming.

Chemical firms are expanding record sums in cultural activi ties... to enhance company prestige. Cart collections seve as a business toool to "attract important customers. Some stress fine art in advertising, music is used as an image builder, big business men support cultural organizations.

Art for arts sake at reynolds metals....new buildings sculpture in aluminum. Interest in contemporary design is closely

tied to selling their product. They set up architectural contest to honor their father, prize was for the best design in Aluminum. Executives are exposed to art, sculpture, paintings, so they will be influenced.

Interest was begun for most valid reason--- the business of promoting aluminum:

- 1) to find a way to print on aluminum foil
- 2) construction industry which has become biggest single market for their products. They set up a department in 1953 to explore the possibilities in 1956 "aluminum in modern architecture" gave the company new stature among architects. In graphic arts designers have tried to create field of new risks. Made own corporate image. Have gone from humble beginning as maker of foil for cigarette packages to one of the top 100 of U.S. industrial companies. Even sponsor urban renewal plans..

Industry should sponsor art as Medici did in Florence.

SPEECH BY ALFRED BUSH -BROWN;

Art is more than amateur recreation it has an important role to play in our whole economy. Is dangerous not to realize this is more than just the act itself...must be an integral part. History knows a century by the contributions of its men of culture...its artists, musicians and painters. European common market products are cutting into our overseas markets, good design has transformed the Japanese product.... neglect role of art at our peril. Must not neglect role of art when our cities' physical aspect is one of

one of decay. $\frac{1}{2}$ population has fled to straffied dispered suburs...
must not miss the opportunities for giving our in itutions for
communications and transportation the locatoons and forms that can
inspire a pluralistic community to civic action. Art does not
reflect lifegso much as life emulates art. Should create not reflect.

Thomas Hart Benton...New york times mag sect. octover 28, 1962
"Best way to honor an artist its to put him to work." In Mexico
art is used in her national life. Full of the pulsoe of life as
people life it.

Too often modern designs are conceived in the spirit of unique-
ness rather than meeting the need for functional excellence. Often
design is prostitute for appeal. Should be more than a gimmick.
Change is not necessaryily improvement.

It is not only manufactureres fault----customer demand the
latest, most modernistic.. Rather than newness might be concentration
on evolution of proven design/

Auto industry typeifies cahnge for changes sake. Wolkswagen
has not done this and evidence is that VW has comtined to increase
its sales in this country while other foreig authos have decreased.

For decades no changes were made in bsic design of sewing
machine. Then after WWII foreign machines began to invade the market
with completely new cncpts and hurt our manufact. We rushed to make
changes without adequate testing and inadequately tested designeswere
marketed, failed and customer confidence wanted. Must get back

to simple straightforward approach.

A generation ago pioneers set out to convince manufactureres that an a tractively desiged product would out sell an ugly one. Norman Bel gEddes, Loewey etc. In the 1930s after Loewy redesigned one manufactureres ratdio set at a retooling cost of \$15,000, its sales rose 700%.

~~Are approximatey 300 industrial designers.~~

Chase Bag co.....dull, ordinary product, but started advertisi with animated bags, imaginative

correlation, similarity, bearing,
dependence, connection, relevance, link,