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## Art and Industry (1962): Speech 05

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*C. roth*

# United States Senate

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## MEMORANDUM

SENATOR:

ATTACHED IS THE FIRST  
DRAFT OF THE SPEECH YOU REQUESTED  
ON THE REALTIONSHIP OF ART AND  
INDUSTRY.

BEFORE I PROCEED TO POLISH IT,  
I SHOULD LIKE TO KNOW IF I AM ON THE  
RIGHT TRACK.

ISABELLE

## Walter Gropius

For an era to become articulated in a visual sense, it must recognize the basic truth that creation & love of beauty are elemental for the experience of happiness — otherwise the image of the age is blurred.

Was a unity & beauty of old pre-industrial world.

Misuse of the machine. We need losing control over progress.

Walter Gropius — great architect was called Red by Nazis, capitalist by Communists & underdogs. In America because he tried to go off ~~his~~ best paths to create a beautiful whole.

need to control instead of mind — give direction to mass technology must take best features of our industrial society represent best & lasting values & make a nucleus for new tradition from these

Creativity should be inexhaustible

★★ ~~Perfect form~~ Beauty requires not only harmony & technical perfection but in proportions.

Use machines to free creative impulse to figure how better to use machine

Gutkin

In Europe, designer Bauhaus to produce designers who were able by their intimate knowledge of materials & working processes, to influence the industrial production of an item. Collaborated with industry.

Great heritage seems to have left us shunned & bereft of original impulse.

Humanize impact of machine.  
Among the industrial revolution, art & arch  
but touch into the computer & the people.

Bostick —

1957 — new plant in E. Georgia —

well lighted, upper, clear.

Lawn — largest <sup>low</sup> project in state —  
included ~~several~~

1898 funds — used at building machine

modern get at ~~center~~

light — Carbonium bond of under

our research — receives money from <sup>roy</sup>  
sponsor — 482,400 sq. feet the  
of largest one from money in N. E.

can be expanded for any of 3 directions

# Art + Industry

Art is more than an amateur recreation.

Only after considerable experiment does society arrive at a satisfactory design. Some time is dependent upon development of suitable material - steel, glass, new stronger metals etc. nylon etc.

In airplane - to day not only are wings more functional efficient - they are beautiful - simpler, better proportioned & more perfectly balanced than earlier designs.

Auto is an example of relation of beauty to utility - after 1925 ~~radical change came~~ sleek body designs became order of the day. Once powerful efficient body designs became capt in selling car  
see page 2

It has been said

Man is generally prone to undervalue art in its relation to human welfare, I go one step further - undervalue art in its relation to industrial progress.

Art has rendered the most service to advancement of civilization  
It built on human experience.

Scene, picture or object of order produces  
feeling of well-being - easily comprehensible  
& no need to exert effort to correct  
unharmonious situation.

Cars - high point of industry today  
in public - kept on basis of  
appearance. <sup>ratio of</sup> polls range  
(non-changing appear.) is that it  
early attained a satisfying basic  
design & has been consistently improved  
along the line of sensible applic. of  
aesthetic principles.

Has always been relat. bet an  
simplicity & good art. - Greek  
temples - came near drawing -

Basic  
Elements of art are line, form & color.  
may add tone & texture.

In architecture, close relat bet  
materials & design - mud brick  
Indian structures - steep pitched  
Moulgum dwelling resembles snow  
load & also is aesthetically harmonious  
with grove forms of spines.  
Chinese pagoda & of temple  
resemble downward branching evergreens.  
only lately have builders had functional  
design.

Of late - marketing is done with  
consideration for artistic purity.

Product must be good to look at  
& presented in a pleasing manner.

Radio case - once beautifully  
embellished - now not even a complete  
gamut of color & finishes.

In better ad lay-out  
aesthetic qualities are an evidence  
& the superficial distortions  
catch the eye - studies have found  
that aesthetic ads are more  
effective for recall.

Is a new movement away from the  
stereotyped form that ~~has~~ many feel  
has been mass-media - toward a  
more free-wheeling treatment of art.

Pushing the trend is the impact of foreign  
import & foreign advertising.

Loewy - Industrial designers have had a  
profound influence on what the eye sees  
in a product, what the product costs & how  
well it works.

1953 - Studebaker designed by P. Loewy  
began a visible move to less embellished  
that continues today.

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In non-glamour products - such  
as bags - made at rallies & devalued <sup>to</sup> <sub>sell</sub>



Even made animated bags -

## Color

Selection of color is becoming a marketing science. - 9 m has 650 standard colors <sup>can</sup> more non-standard colors.

One of greatest success stories is Kleenex - now dozen fashion colors - more than 10 million color pens have been installed despite the fact they cost \$1.00 per black on

Sylvania - had problem because couldn't distinguish between wattage sizes created color, denoted for size - red for 100 watt, blue 75, green 60 etc. Within 6 months sales jumped as much as 66%.

1) Cleaned led in color tissues, towels, other papers.

Color is an art form. Historically, early ~~the~~ fine artists have led color trends - abstract painters using color + pattern to express emotion have influenced in us new desire for bolder use of color - led way to pink typewriters, purple chairs.

Also without yellow would not pan - gray package won't sell soap. Howard Johnson - orange roof.

The best design is the best business - all visible aspects of a co's communication with the public -

Indication all over that better design - that is part of a total corporate entity is being sought - practiced on a higher level

Industrial design alone is a 40 million dollar business + billions in ret-salling after product acceptance by management. Packaging industry is 17 billion dollars.

Procter & Gamble gained an edge by being the first major soap powder to introduce a package printed in fluorescent ink for Tide.

Soft voice after rinsing more effective than creaming.

## Bush-Brown Speech -

Art is more than amateur recreation - it has ~~some~~ an important role to play in our whole economy. Is dangerous not to realize this.

Is more than just the act itself - must be integral part.

~~We know~~ History knows a century by the contributions of its men of culture - its arts - musicians & painters.

Article by Thorne Hart Benton

N.Y. Times Magazine - Oct 28, 1962

"Best way to honor an artist is to ~~give~~ ~~himself~~ put him to work."

In Mexico art is used in her national life. Full of pulse of life as people that live it.

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\* Too often modern designs are conceived in the spirit of uniqueness rather than meeting the need for functional excellence.

Prostitute design for appeal.   
 should be more than a gimmick.   
 Change is not necessarily improvement.

not only manufacturer's fault -  
customer demand ~~made~~ modernist, a  
latest.

Rather than newness might be  
concentration on evolution of proven  
designs.

Auto industry typical change  
for change's sake. Volkswagen has  
proof + evidence is VW has continued  
to increase its sales in this country  
while other foreign autos have declined.

For decades no changes were made  
in basic design of sewing machines.  
Then after WWII foreign makers  
began to invade market with  
completely new concepts & hurt our  
manufacturers. We rushed to  
make changes without adequate  
testing. inadequately tested designs  
were marketed, failed & customer  
confidence was lost.

Must get back to simple  
staight forward approach.

~~Industrial design dilemma~~

A generation ago pioneers set out  
to convince manufacturers that an  
attractively designed product would sell  
an ugly one - women's bell girdles, C. Lowry

in the 1930's after Looney  
re-designed one Looney. sales  
set at a retailing cost of  
\$15,000 its sales rose 700%.

are about 300 indent. designs

Meeting after 9 A -

I should like to suggest that our schools of art work more closely with industry & that our business schools work more closely with ~~leaders of the art~~ matters of artistic principle.