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Art and Industry (1962): Speech 05

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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 social sense, it must recognize the basic truth that creation and love of beauty are elemental for the experience of life; an image of the age was a mirth and beauty of old preindustrial times.

None of this means, we need to bring back the one project.

Walter Gropius — great architect was called by Nazi’s capitalist by Communistic incursions by Americans because he tried to go off that beaten path to create a beautiful whole.

He said: ‘We need to control industrial work — give direction to mass technology must take best features of our industrial society develop them in lasting value to make a modern form of new tradition from these.

Creativity should be instantaneous.

* * * Perfect form: Beauty requires not only harmony in technical perfection but in proportions.

One must be able to see correct mixture to fit form better to use machinery...
In Europe, the Bauhaus was established to produce designers who were skilled in the detailed knowledge of materials and working processes. It influenced the industrial production by architects who collaborated with industry.

Great heritage seems to have left an alchemy of original surfaces.

Humanize the part of machines. Among the industrially created and compacted "unit of the community," the people.
1957 - new plant in Equinick

well designed, high clean.

Lawn - largest project in state -

1876 finish - just one thing

modern yet all new

light - continuous beam spanning

own research - utilizing energy from my

spin - 1800 or feet of

of largest one from swing in W. C

can be exposed from any of 3 directions
Art & Industry.

Art is more than amateur recreation.

Only after considerable experiment and study can we arrive at a satisfying design. The time is dependent upon development of suitable material — new, strong metal etc.

In airplane — today not only are they more efficient — they are beautiful — safer 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 design became order of the day. Once graceful efficient body design became quite common in selling.

The blow went...

Man is generally careless to undervalue art as it pertains to human welfare. I go one step further — undervalue art — its relation to industrial progress.

Art has vitalized technical service & advancement of science to build on human efficiency.
Some nature in object of order, form, feeding, wellbeing - easily confused.
I need to exert effort to correct harmonious order.

Cars - high point of industry today;
A good product for high appearance.
Aesthetic form, large non-changing.
Aesthetically balanced along the line of possible and by aesthetic principle.

Art always been related.
Elements of art are line, form, color, may add tone and texture.

In architecture, close wrought iron materials and design - much black.
Indian structure - step pitched.
Monumental design and line answer.
Tall / slim in architectically harmony with grove from.
Chinese pagoda, Buddhist temple
Chinese downward branching everywhere.

Only lately time buildings and functional design.
Of late, marketing is done with consideration for aesthetic sense. Product must be sold to look at and presented in a pleasing manner. Ad campaigns once embellished with skill and art now feature a burst of color and finesse.

In better days, our aesthetic sense was an essential part of the package as it caught the eye, studies have found that aesthetic ads are more effective for recall.

In a new moment away from the stereotyped form that many feel has bent from media toward a more overwhelming treatment of ad, perhaps the trend is the component of focus import of foreign advertising.

Lionel — industrial design has been a potent influence on what one eye sees in a product, what the product costs, how well it works.

1953 — automobile designer B. Loewy began automotive moves to show vehicles that continue today.

In non-glamorous products such as cars — made with care, beauty, and dollar.
even more animated say -

Color

All of an of color is becoming a marketing science. - 9 in the 650 standard colors are non-standard color.

One of the great success stories is Telephone - new design for new color - more than 10 million color phones have been installed despite the fact they are made for black.

Sylvania - had problem because there was no distinction between voltage and color. Created a color identity for each - red for 100 watt, blue 75, green 60, etc. Within 6 months sales jumped as much as 66%.

I learned led in color trends, too!

Other features:

Color is an art form. Not to daily.

Lines have led color and color - abstracts.

Colors using color pattern to express emotion have combined in the new design.

Colors are 37 colors - lead way to new ephemerally, people.

Also without yellow was not pan - gray package went well - soap.

Howard Johnson storage - roof.

The best design is the best content - all middle a part of a board's communicate with the power.

Indication all even that best design - that is part of a total corporate entity as being subject - something else...
Industrial design alone is a 40 million dollar business. Many of these are not sold after product acceptance by management. Packaging materials is 17 million dollars.

Proctor & Gamble gained an edge by failing the first major soup campaign to substitute a package printing fluorescent color for Tide.

Soft versus often seems more effective than screaming.
Art is more than amateur recreation. It has some important role to play in our whole economy. It is dangerous not to realize this.

To more than just the art shop—

must be integrated part.

History shows a
century by the contributions of its
men of culture—its artists, musicians,
and painters.

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Article by Thomas Hart Benton

"Best way to honor an artist is to give
him back his true work,"

In America Art is used in
her national life. I see a sense of
life a people that live it.

Too often modern design
are conceived in the spirit of
uniqueness rather than meeting its
need for functional excellence.

Prohibitive design for apparel
more than a gimmick

change is not necessarily
improvement.
Not only manufacturer, fault —
customers demand & demand is latest.
Rather than merely might be concentration on evolution of present design —

Quite industry type for change for change sake. Volkswagen has first & evidence. A VW has continued to increase its sales in the country while other foreign auto have declined for decades. No change was made in basic design of existing models. Then after WWII, foreign companies began to invade market with completely new concepts & Joint our manufacturers. We needed to make change. Without adequate testing & inadequately the design was launched failed & customer confidence wands. Must get back to simple or right forward approach.

Industrial design decrease.

A genuine car age pioneers set out to convince manufacturers that an attractively designed product would sell an ugly one — women are good & loving
In the 1930s after the Louwen
machine was invented, its sales
were at a recording chart of
$15,000 in sales rose "700%.

All those 300 "adv. de. Firms
Dear Mr. A—

I should like to suggest that our school of art work more closely with industry and that our senior schools work more closely with leading industrialists. This is a principle.