Art and Industry (1962): Speech 05

Isabelle Leeds
MEMORANDUM

SENATOR:

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

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

X ISABELLE
Walter Gropius

For an era to be called aesthetic in a social sense, it must recognize the basic truth that creation and love of beauty are elemental in the experience of happiness — since an image of the age is blessed.

We are seeing a beauty of life presentational now.

Among of the many, we see being controlled over progress.

Walter Gropius — great architect was called bad by many capitalistic by communities undervoice. By Americans, he came to go off that beauty in parks to create a beautiful whole.

need to control instead of

mind — give direction to mass technology must take best features of an industrial society perpetual need in lasting values, to make a modern for new tradition from these.

Creativity should be instantaneous.

**Perfect** — Beauty requires must only harmony in technical perfect unit but in proportions.

One mistake to the creative influence to figure how better to use machinery
Gropi

In Europe, Marion Baurhamt produced designs who were closely tied to the industrial production in an industry that collaborated with industry.

Great heritage seems to have left up silent and lost of original culture.

Humanize impact of machines. Among the cutters, dwell art and craft must climb into the community of the people.
Bottica

1957 - new plant in Egypt

well designed, efficient

Lawn - largest project in state

1876 powered - first street machine

modern yet all new

light - consider land opportunities

own river - electricity from river

square - 1200 ft. for feet of largest one from river in W. E.

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

Art is more than amateur recreation.

Only after considerable experiment do society arrive at a satisfying design. Time is dependent upon development of suitable material - wing, new shapes, metal, etc.

In airplanes - today not only are they more efficient - they are beautiful - under better professional and more perfectly balanced than earlier designs.

Art is an example of relation of beauty to utility - after 1925 and industrial change came. Steel body designs became order of the day. One powerful efficient body design became created in selling.

The new were.

Man is generally content to undervalue art as it relates to human welfare, I go one step further - undervalue art its relation to industrial progress.

Art has sought trained service to advancement of cities.

To dwell on human experience.
Some picture or object of order produces feeling of well-being - easily convince no need to exert effort to correct unhappiness, no matter.

Cars - high point of industry today we paused a brief time to have appearance. Design by Ford keeps non-changing appeal. To add an early ornament a cars seems basic design has been consistently released among the line of present automobile of aesthetic principles.

We always been related that in simplicity and good art - Greek

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

Incredible lines close - neat cut materials & design - much blacks Indian shrunken - step pitched Mexican drawing all lines, even lead + show or aesthetically harmonize with grass, form, eye see

Chinese pagoda - of temple resemble downward branching eagles, only lately have buildings and functional design.
Of late - marketing is done with
consideration for aesthetic sense.
Product must be good to look at
and presented in an appealing way.

Made cases — were decorated
embellished — sometimes not such a fresh
glam of color — finish.

In better days — our
aesthetic was simple as an audience
of the subject. An alternate
catch the eye — studies have found
that aesthetic acts are more
effective for recall.

In a new moment away from the
stereotyped form that many feel
the great mass media — toward a
more overwhelming treatment of art.

Purify the trend in the concept of found
import and foreign advertising.

Lexing — industrial designers have had a
repeated influence on what our eye says
in a product, what the product costs and how
well it works.

1953 — Astheimer designed by R. Laxmik
began automobile moves to low emissions
that continues today.

In non-glamour products — even
as days — made all attractive and demaureen
Even made considerable improvement in, 9 pm non-standard can.

Whether or not fire. This is, can.

Otherwise, the garbage can. Saw, was put.

10 million. Also, figuring out, fabric became.

Cotton, among others. 60 to 80, much more.

100 and. Even juniper, much much.

Styrene - used, determine. 4.5. Fine, less

124.5, in order.
Industrial design alone is a 40 million dollar business, way up billion an net-selling after product acceptance by management. Packaging will top 1.7 billion annually.

Procter & Gamble gained another by letting the feet from soap grow in substitute of package printed fluorescent tubes for Tide.

Soft voice often means more effect than screaming.
Art is more than amateur recreation; it has an important role to play in our whole economy. It is dangerous not to realize this.

To more than just the act itself, it must be integrated part of our national life. History shows a century by the contributions of its men of culture—the artists, musicians, painters.

Article by Thoma Hart Benton

N.Y. Times Magazine—Oct 25, 1963

"The best way to honor an artist is to give him work to do."

In America Art is used in our national life. It is a part of life as a people that live it.

T too often modern design is painted in the spirit of uniqueness rather than meeting the need for functional excellence. Prohibitive design for comfort more than a gimmick. Change is not necessarily improvement.
not only manufacturers, but customers demanded a concept that was different, not just better. A new concept for automobile design was needed. The customer wanted a car that was reliable, fuel-efficient, and had a unique design. Volkswagen introduced the Beetle, which became an instant classic and set the stage for the future of automobile design.

The industry typically changed for change's sake. Volkswagen had shown that a new concept could increase sales in the country, while other foreign auto producers had declined. To make changes without adequate testing or inadequate design that was unreliable and did not meet customer confidence was not an option. We must get back to simple, easy-to-own, easy-to-maintain cars.
In the 1930s after the Tommy
Mugger and Tommy Mugger
put at a retasting chart of
$15,000 its sales rose 700%.
All about 300 advert designs
Dear you 9 A -

I found this to suggest that our school of art work more closely with industry and that our school work more closely with dealers in art to try to 777 principle.