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Arts Trade Association Dinner: Speech Research (1963-1967): Report 09

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QUOTE MUSEUM ACT OF 1965. and 1966.

Purpose of it is to give recognition to the nation's museums as significant cultural and educational institutions and to assist the museum field by authorizing the Smithsonian to strengthen its activities of service to other museums. Cooperative and coordinated programs of museum training, research, surveys and publications. Early this year it was reliably predicted that the cultural uplift in which we are participating will climb even higher and will be accompanied by rising sales and prices. Born out by recent statistics... 1966 art auction market was \$425 million, up four times the turnover of ten years ago. This in turn is a big bite of the world's entire fine art market, estimated by Sotheby officials at 3 billion.

Importation of art works and antiques to the U.S. stood at \$141 million in 1965, an increase of nearly 100% over the 1960 figure. Many now buy fine art not for esthetics but for investment. Mass merchandising of art is new field... For ex. Macy's gallery, aimed at middle class buyers, Sears Roebuck at low cost budget art shows... since 1962 Sears has sold more than \$2 million in paintings, prints and sculpture. Retail promotions now aimed at stimulating artistic creation, investing in young artists, developing a new breed of art salesman. N.Y. Times, Jan 1965. has been called a cultural boom, cultural renaissance, cultural explosion. subject of highbrow and low brow explanations, called quantitative not qualitative... stress import. of quality.) Nevertheless is a ferment. Reportedly one of fastest growing markets, despite nomenclature. By early 1970s expected to be 7 billion. Consumer spending on the arts rose from 1953 to 1960 by about 130%, or considerably more than twice as fast as spending on other recreation and better than 6 times as fast as outlays for spectator sports. More servicemen on leave in NYC go to Modern Museum

than to any other attraction except empire state building. Localities brought out of their cultural isolation by rapid transportation methods. More accessible. New printing methods make reproductions, books etc. more easily dispersed. Higher incomes, more leisure, more private and govt. suppo, higher educ. growing civic pride in artistic achievement. levels. A report by the Long Range Planning Serfice of the Stanford ~~xxxxxx~~ Research Institute predicted that there would be an ever increasing group of professional artists, that they would have more discriminating sup;ort and the the whole makret would enlarge. One form of conspicuous consumption may be conspicuous cultural.

~~NEWSREEL xxx/19xx/63~~

Statistical Abstract, 1966

1955 were 13,000 students in art schools, in 1965 were 21,000

In 1950 there were 49,917 artists and art teachers, in 1960 were 67,518

(Check pages on survey of manufactures.)

Art today is being transported out of museums to places where larger numbers of people can view them. Dallas Museum of Fine Arts ie, maintains a rotating collection of paintings at Love Field. The EMFA circulates thousands of color slides to art clubs, individuals and classes. Virginia Museum of Fine Arts keeps open at nights and put the worlds first "artmobile on the road, touring with a changing exhibition of paintings and sculpture.

New support for art coming from government as well as business and foudnations. Cities and states as well as federal government.

Note grants on page 6 of Review of Programs of A dn H Foundations.

CONSERVATORS AND CONSERVATION

Supposedly Joseph Duveen advised his customers that art is an ideal investment because it doesn't require any upkeep. He was wrong. Sad experience shows that the strongest metals and stone, the finest pigments and canvas are subject to ravages of climate, chemistry and time. A "Ars long--vita brevis" similarly wrong. Not at all imperishable.

Deterioration often forgotten until too late. To make war on the forces causing destruction, is a pioneering center in U.S. for training and research in the profession of conservation... Conservation Center of N.Y. University's Institute of Fine Arts. Established under grant from the Rockefeller Foundation since 1950 and charged with responsibility of training students on graduate level for professional practice in art conservation and with performing research to improve both the understanding of deterioration and methods of conservation.

Until recently much "restoring" done by untrained people. Concentrate commercially on obscuring damage and making objects look attractive rather than preserving original characteristics for future generation. During last forty years several major museums and galleries established their own conservation laboratories, but in most smaller museums comparatively little scientific knowledge. Has been crying need for professional school. Science and technology important to the conservator.

Conservation encompasses two broad areas: preservation, or action taken to prevent harm, or retard deterioration and Restoration or action taken to reverse alteration, namely to rehabilitate what is degraded or damaged and to return the work of art, structurally and aesthetically to a former more stable state. In order to act effectively in both these areas, the conservator must be thoroughly versed in the history of art, the physical behavior and chemical properties of the raw materials of art, the technology of art and its historical development, deterioration and its causes, and the materials and techniques of conservation. Must also possess investigative, manipulative and artistic skills acquired through laboratory or studio practices. Finally must be imbued with deep respect for the artistic and historic integrity of the work of art and must have sensitivity to the nuances of form, color, texture and design with which the artist endowed his creation.

Interest in art and its conservation is on the increase. The upsurge of nationalism throughout the world has made nations more conscious of their past. In countries that formerly gave little heed to their cultural heritage, there is now increasing interest in establishing museums, promoting archeological excavations and preserving ancient monuments. Concern of the U.A.R. to save the art treasures and monuments of ancient Egypt threatened by the Aswan Dam project is a good example.

Artist supply industry has doubled within the last 6 years. Probably more easels are in use in department stores and hotels for displaying signs than are in use in homes.

Industry has 195 million consumers. Painting and interest in arts is "in" status. Self therapy in painting. releasing inhibitions and tensions. In education field, Brandeis put \$660,00 into art studios: Dartmouth opened 7½ million dollar center. U. of Michigan spends \$150,000 on artist fees.

In 1950 were 150 art galleries in N.Y. and about same number spread thinly across country. Today are over 300 in NYC alone, and more than twice that many spread across country. Galleries in retail stores. Americans spent 3 billion for culture last year. About 70% more than 10 years ago. Today not just wealthy, Fricks, Morgans and Mellons but every one in act including govt.

hundreds of thousands of potential patrons due to prosperity, new leisure, new thirst for culture.

Business not only stimulates and encourages art, but improves design. Has been growing desire on part of our citizens for greater exposure to cultural excellence. Closely related to the increasing availability of leisure time in a in era of growing prosperity. It is to our national peril to ignore the role that art can and must play in our national life. (use speedah on interrel. of art and industry.

Some of things done by ~~xxxx~~ National Endowment for the Arts in R.I. Grant to an arts student, enabling him to visit art centers and museums to enrich cultural experience; to Advisory council on Cultural arts to develop programs, facilities and services at the community level. Projects of council include:

Sponsor series of lectures by staff of RISD, establish a traveling exhibition of original prints and drawings in conjunction with RISD. establish traveling exhibitions of reproductions; extend adult lecture program, technical assistance to museums, fine arts programs in libraries, sponsor conference on business and the arts. (go into smithsonian exhibition, traveling exhibit from natl gallery) children's programs.

Throughout nation: Is grant in aid program to enable novelists, poets and painters, sculptors teaching to take one year leave of absence to pursue creative work in the arts.; program to develop studio living quarters for artists at reasonable fees.; matching grants to conduct pilot study to demonstrate how small communities can best develop arts programs. *** was a pilot project to commission painters to create new prints for distribution in portfolios of the highest quality to high schools, libraries and educational institutions and through state arts agencies for teaching purposes; project to assist print workshops to develop original art work for exhibition by educational institutions and other non-profit orga. A project to make fine reproductions of drawing by contemporary artists, as well as historic drawings available to wider audiences particularly in educational fields; a national wide survey of community art resources to develop a program to meet existing needs.

Editorial comment --see attached.

As Roger Stevesn, Chairman of the arts endowment, said

"The role of government should and must be limited. We must help guide, but not dictate. We must assist, but not dominate. We must cooperate but not demand. The freedom of tradition of art in the Arts and Hum. must not be broken or even encroached upon."

arts are vital part of life and
New alliance of government, educational institutions, business and
civic groups all have responsibility for cultural progress.

lack of government patronage in u.s was in sharp contrast to
European traditions, where arts have been long considered necessity of life

Although govt always committed to fact that every individual
entitled to public education, was loath to aid the arts which are
such an integral part of a fully educated person.

"If the happiness of Society is the end of Government' as John
Adams and his friends believed, then it is up to our govt. today
to take the lead in setting a cultural climate, and in fostering
educated audiences who will in turn demand the services of the
finest talent American can produce."

Arts translate into eternal form, all of human imagination,
beliefs and highest aspirations. (check Stevens quotes.)page 4
LBJ "It is in our works of art that we reveal to ourselves and
to others the inner vision which guides us as a nation. And where
there is no vision, the people perish." "The vitality and well
being of the people is closely related to their capacity to always
produce a high level of art and to enjoy it and to appreciate it."

"It is important to know that the opportunity we give to the arts
is a measure of the quality of ~~the~~ our civilization.

"Freedom is an essential condition for the artist, and in proportion
as freedom is diminished so is the prospect of artistic achievement.
but government can seek to create conditions under which the arts
can flourish through recognition of achievements, through helping
those who seek to enlarge creative understanding, through increasing
the access of our people to the works of art and through recognizing
the arts as part of the pursuit of American greatness. "

role of governmen must be a small one. stand on sidelines and cheer. maintina proper atmosphere, enlarge acess of all people to artistic creation. heart of creation is inner vision, intensively peronsal vision,...only possible under freedom. Atmosphere in which arts can flourish shaped b y our schools and our surroundsings and the nature of our society...by giving artis and rthrie work a place of honor, by recognitziing the importance of their contribution, we not only "reflect by help to mold the values of our country." Artists are "pathfinders"(find other word) for our imagination and understanding

LEISURE Creative and constructive use of new leisure can geatly strengthen our country. On the other hand, the msuse or abuse of lesiure time can seriously undermine the very principles through which our co ntry has flourished.chedck speech. 1/6/66

What a real source of satisfaction the National arts and humanities program is to me perosnally. since a legislatorø's job as I view it is to translate ideas into action, there is a real sense of fulfillment when one can see con crete results. Use speech to Warwick arts foundation.10/9/1966

check page 11 on, speech to newport art assoc, march 12, 66