

**8 Slide IDs - 3-5 min/slide**

**6 Short Answer**

**1 Essay Question**

**Example Slide ID**

Name: Wisteria Lamp

Designer: Tiffany & Driscoll

Date: 1901 or 1900s

Movement: Aestheticism or American Aesthetics

Location: New York

**Example Short Answer**

Who was John Ruskin and what were some of the points he was making in the *Stones of Venice*?

Please discuss the participation of the women at the Bauhaus. Why did they enroll, what were some of their challenges, and how did they respond?

**Properly Cite All Objects**

- ie. one example is the Wisteria Lamp (Driscoll & Tiffany, 1901, American Aestheticism) that took on natural forms and represented art for art's sake.
- ie. Appropriation took many forms in objects such as Legrain's Stool (1923, France).

**Cite Readings**

- ie. Ruskin mentions the importance of craft in his writing *The Stones of Venice*...
- ie. ...as Raizman mentions in his writing about the exotic...

**Essay Question**

- Pick one of the 5 questions given
- Properly cite at least 4 objects
- Properly cite readings
- Well written
- Well organized
- Answers total question

## Essay Preparation

Using at least 4 specific examples, please explain how Streamlining was applied to objects during the 1920s and 1930s. Explain why Streamlining was used. What was it meant to accomplish?

### Streamlining

- Science of aerodynamics describes ‘streamline’ as a smooth flow of air as well as the form of a body which would move through air with a minimum of resistance
- However, advertising copywriters seized upon it as a handy synonym for the word ‘new’
- Clean continuous lines from front to rear would aid in reaching all the objectives
- The technical requirements are not the only ones, however, and it is to be expected that further compromises will be necessary to provide convenience and comfort

### Consumer Engineering

#### Earnest Elmo Calkins

- (1868-1964), head of the New York advertising firm Calkins and Holden
- ‘modern’ ad agency, emphasizing the importance of good design in print advertisements, packaging, and promotional materials
- Business tool - shaping a product to fit more exactly consumers’ needs or tastes, but in its widest sense it includes any plan which stimulates the consumption of goods
  - The collapse of the stock market stunned everybody. It paralyzed the spirit of free spending that had prevailed for several years and people were restrained by fear and misplaced thrift.
- Sensing this growing demand for better taste in machine-made products is one of the earlier and simpler forms of consumer engineering.
  - Consumer engineering does not end until we can consume all we can make.
- Any interruption of this perfect balance is the concern of the whole industry, for it means that the supply of consumers is threatened.

### Main Points

- How to bring design to industry?
  - Machine aesthetic applied to mass production on a large scale
- Design as a motivation to buy a new product/replace/upgrade
  - Difference between classes
  - “Style change”
- Streamlining - smooth form, machine aesthetic
- MAYA - Most Advanced Yet Acceptable (push design to be new, but still accessible)
  - Reduces visual complexity

Art pieces to write about:

1. Harrison and Fouilhoux, Trylon and Perisphere, 1939 New York World's Fair

- Looking at things that could happen instead of what is happening now
- Became like an amusement park
  - Spend all day
  - Meant for everybody
- Less country focused > More corporation focused
  - What you buy shows who you are (national identity)

Norman Bel Geddes, Futurama, 1939 NY World's Fair

- Pavillion
- Created by General Motors, Norman Bel Geddes
- What city would look like
  - Cars, highways

2. Henry Dreyfuss, Big Ben, 1910

- Ergonomics - the study of people's efficiency in their working environment
  - Changing design
- Typeface
- The ring on the top
- Material
- Stable base
- Packaging - communicate what's inside

3. Raymond Loewy, Pencil Sharpener, 1934.

- Movement
- Users don't know how to fix it
- Tough material

4. Raymond Loewy, Coldspot Refrigerator, Sears, 1934.

- Simplifying
- Technologically advanced
- Tough material
- Smooth curves