INSTITUTE SHOWS
IT'S NO HIGH HAT
TEMPLE OF ART

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Industrial Designers to
Exhibit Work.

BY JAMES O'DONNELL BENNETT.

Here is a cheerful piece about a Chicago educational activity that is going forward quietly and is producing practical results.

That activity is the division of industrial design in the Art Institute's art school.

"We feel," said Daniel Catton Rich, new director of the institute, "that our teachers of industrial design are not turning out learned superfluities who in these anxious days will face a heartbreaking ordeal in trying to find a job, but earnest, thoroughly trained young people who bring to American industry what American industry needs."

Few Graduates Out of Jobs.

"And the best proof," added Norman Rice, new dean of the art school, "that our graduates in industrial design are not superfluities is the fact that very few of them who have graduated in the last five or six years are today out of employment."

Then Emil Zettler, chief of the division of industrial design, added his testimony.

"Our graduate designers," said he, "are not the types who just dream designs that look attractive but are impractical and fantastic when submitted to the test of the shop. They are able to go on with the job they have sketched. They can carry it through the stages of fabrication and triumph over the practical shopman's favorite refrain, 'Why, Mister, it can't be done!' They win because they are able to produce detailed working designs."

Annual Show Opens Thursday.

The three Art institute officials stood amid hundreds of exhibits that are to go into the art school's annual show which opens next Thursday and will continue for a month. The exhibition will fill nine galleries in the east wing of the institute and the section of it devoted to industrial art will give Chicago manufacturers an extraordinary opportunity to study spirited designs of amazing variety.

For example: Pullman compartments for streamlined trains, casings for air conditioning units, store fronts, electric flatirons, movable desk lamps, bus stations, dishes, wall papers, wrappers, furniture, grills for doorways, teakettles, drinking bars for residences, humidifiers, stained glass, thermos bottles, stage designs, and so on. Scores of practicalities and adornments for home, office, and store.

And the designs are not the work of dabsters, but of gifted men and women who have given four years of their lives to comprehensive schooling under strict masters.

Design Swiping Disappearing.

"In European industrial centers," said Mr. Zettler, "such shows as the one the institute opens next Thursday are entered on a manufacturer's calendar of things not to be missed, and the exhibited designs often are sold out within two weeks. In this country until a few years ago the average manufacturer's idea—and he was candid about it—was that 'a design is something you swipe.' That
kind of banditry is disappearing. When a manufacturer sees how an Art institute graduate designer takes 25 cents' worth of material and transforms it into a thoroughly practical and highly attractive $2 article he sees a bright light and revises his notion that the institute is a highbrow temple holding itself aloof from the practicalities of life and of business. We are not aloof. What we are trying to do is to get good art into the practicalities.

"The first aspiration of a student entering an art school is to be a painter or a sculptor. Well, if he is not a person of extraordinary gifts he is going to have a long, hard struggle before he makes a living from his painting or his sculpture. Hence I advise many of our young people to major in industrial art."

There are 600 students in the institute's day school, of whom 150 are studying industrial art. Twenty of the 150 will graduate this week and carry the message of good art into the stores and factories of Chicago-land.

Art in Industry
(Story in adjoining column.)
Three designs, all by Miss R. L. Whyte, which will be included in the exhibition of the division of industrial design in the Art institute's art school, opening next Thursday.

A circular bar.

A desk lamp.

A child's tablecloth.