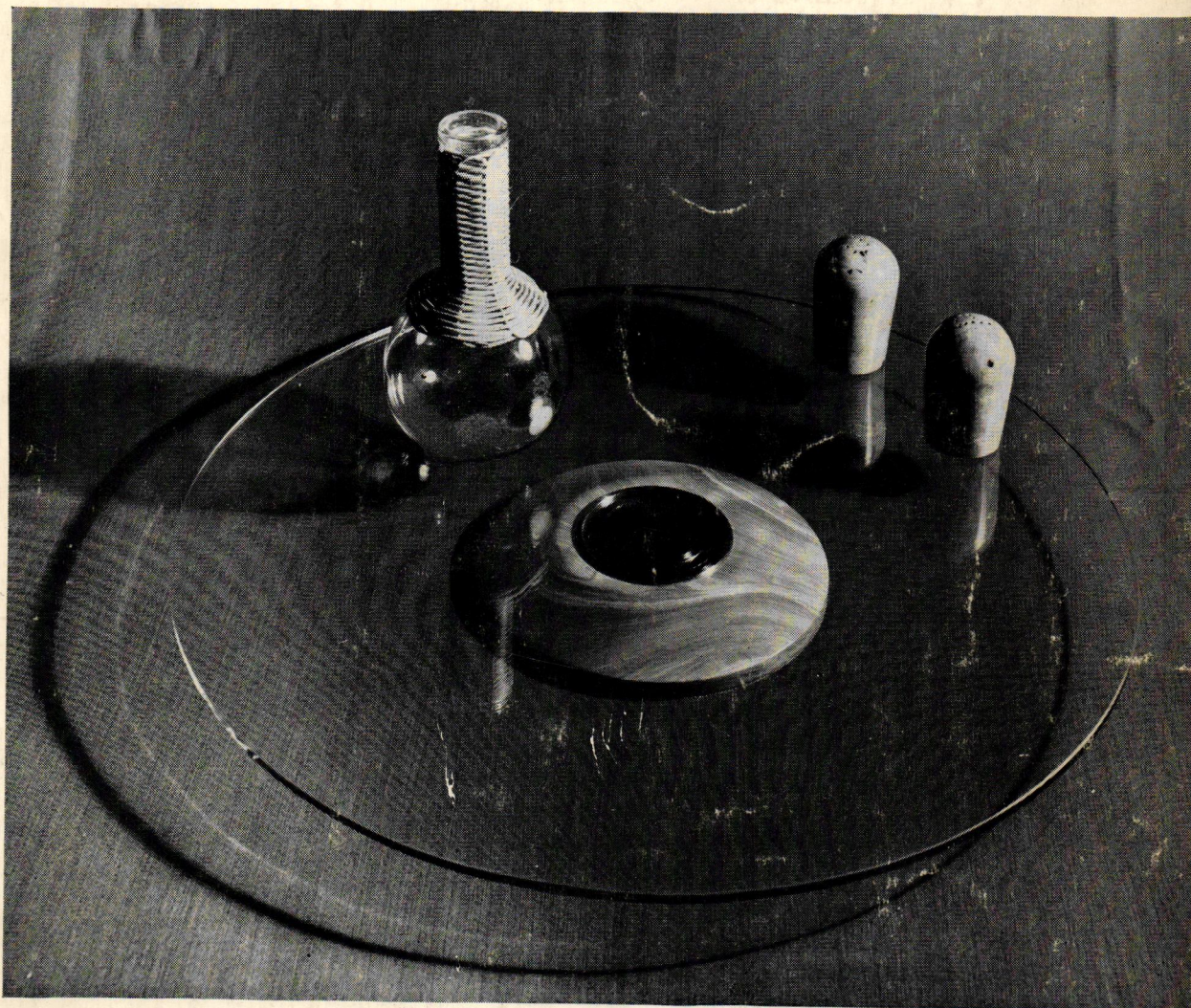


NO. 3 / 20c



EVERYDAY ART QUARTERLY
A GUIDE TO WELL DESIGNED PRODUCTS

WINTER 1946
SPRING 1947

WALKER ART CENTER • MINNEAPOLIS

WITH THE DEATH IN CHICAGO of Laszlo Moholy-Nagy last November, the world lost one of the most creative personalities of our time. There is hardly a field of art in which Moholy-Nagy did not experiment and make important contributions: painting, photography, photomontage and photograms, typography, stage sets, films, light displays, industrial products. From his earliest days as an artist, he was preoccupied with the potentialities of light as a medium of expression; light is as much an element of his photographic experiments as it is of the transparent plastic space modulators developed in his later years.

Moholy-Nagy's influence has been most strongly felt in the field of education. Unusually gifted as a teacher, he taught continuously since 1923 when Gropius appointed him to the staff of the Bauhaus in Weimar. His importance as a teacher and his achievements at the Institute of Design in Chicago are discussed on pages one to three of this issue.

Laszlo Moholy-Nagy, 1895-1946

Born in Hungary
graduate in law from the University of Budapest
1916 turned to painting and writing
1920 moved to Berlin and became one of the founders of Constructivism
1923-1928 taught at the Bauhaus, where he was co-editor with Gropius of all Bauhaus publications
1928-1934 worked in Berlin as painter, stage designer, experimenter
1935-1937 continued this work in London. Exhibitions of paintings, sculpture, photographs. Designed special effects for H. G. Wells' motion picture "Things to Come"
1937-1946 Director of the Institute of Design, Chicago.

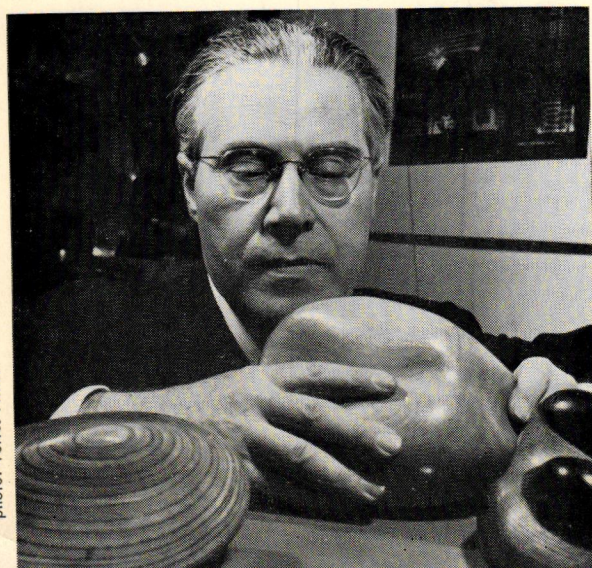


photo: Vories Fisher

EVERYDAY ART QUARTERLY

A GUIDE TO WELL DESIGNED PRODUCTS

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in the SUMMER issue:
SECTIONAL FURNITURE

Published by the WALKER ART CENTER
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Editor: HILDE REISS, Curator of the Everyday Art Gallery; Editorial Associate: BETTY SHOTWELL
Staff Photographer: ROLPHE DAUPHIN

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L. MOHOLY-NAGY

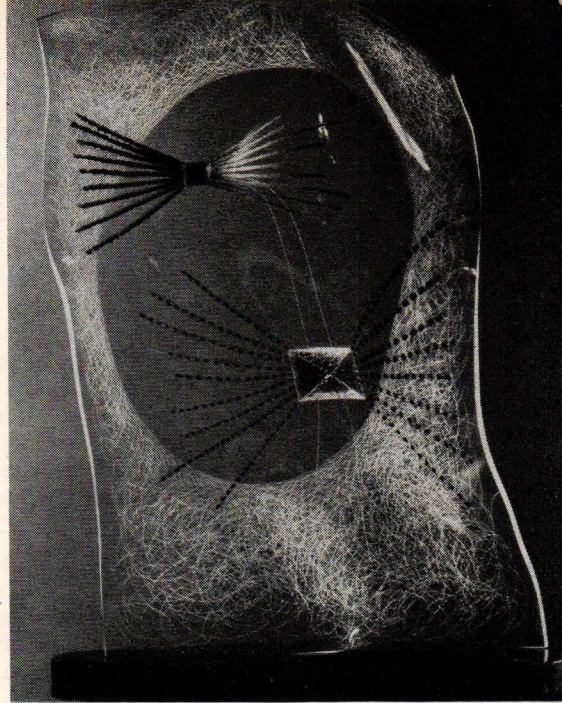
and the Institute of Design in Chicago

Ever since Moholy-Nagy came to the United States in 1937, his name has been linked with the Institute of Design in Chicago (first called the New Bauhaus) which he founded and directed. Here he continued the principles and educational methods of the Bauhaus, and together with a staff of excellent teachers he made the Institute the most important training center for designers in the country.

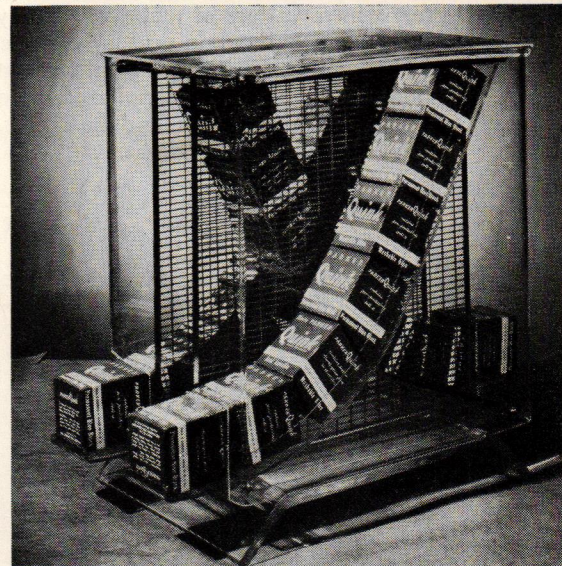
The significance of the Institute of Design (which now continues under the direction of Serge Chermayeff) in the picture of technical education in the United States today, lies in the fact that it offers the student *more* than mere technical training. While he is acquiring the knowledge and skill that will enable him to earn his living, the student is encouraged to develop himself as a creative individual; he is constantly stimulated to think and to evaluate, to question the status quo, and to rebel against conventional solutions to his problems.

Too many technical schools, with their fine buildings and elaborately equipped laboratories, produce narrow-minded specialists, who are usually well trained in technical subjects, but who are lacking in vision and are incapable of comprehending the wider, human aspects of their work. The effects of these educational shortcomings are widely felt, because designers exert an influence on our lives that is not to be taken lightly. It is easily forgotten that it is they who give

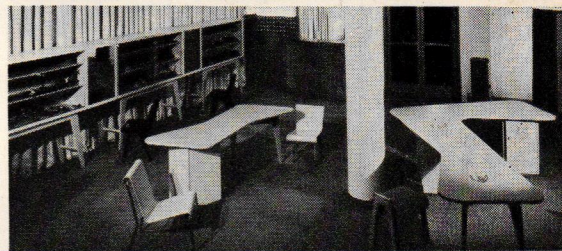
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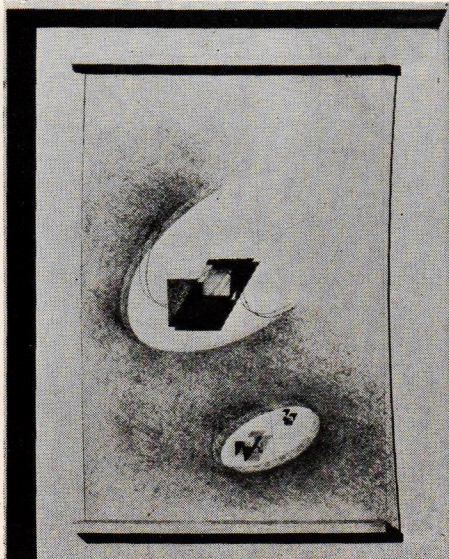
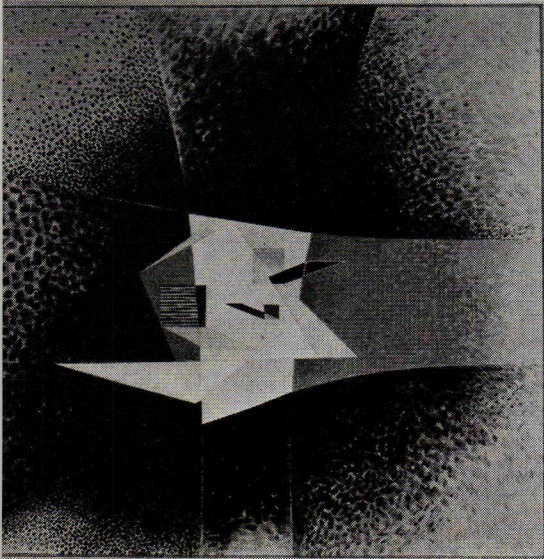
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4

WORK BY L. MOHOLY-NAGY

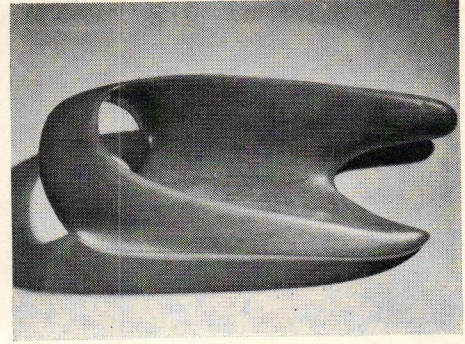
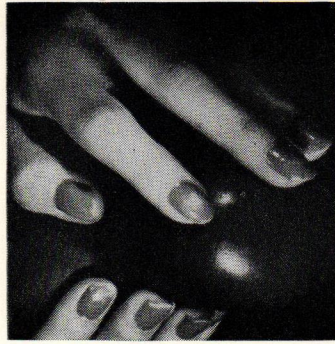
1. Space Modulator, Plexiglas. 1942
2. Counter display unit and dispenser for Parker inks, made of Plexiglas. 1946
3. Interiors and furniture for women's wear shop. In collaboration with R. B. Tague and students of the Institute. 1941
4. Painting on Plexiglas. 1940
5. Oil painting. 1945

MOHOLY-NAGY *continued*

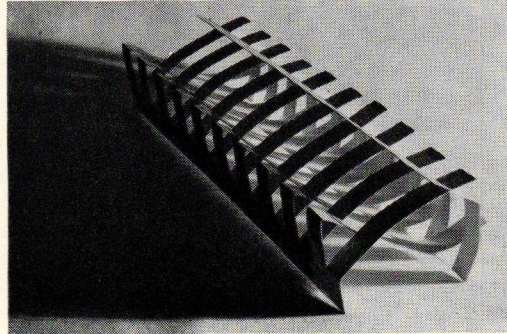
shape to our surroundings by designing buildings and bridges, fabrics and furniture, vehicles and doorknobs. Only the designer who understands the social, biological, and psychological implications of each problem will be able to produce completely satisfactory results.

The Institute's approach to education takes this necessary integration of all aspects of human activity into account. Already in the Basic Course for beginning students, emphasis is placed equally on technology, art, and science; exercises are planned to tap the student's emotional and intellectual resources simultaneously.

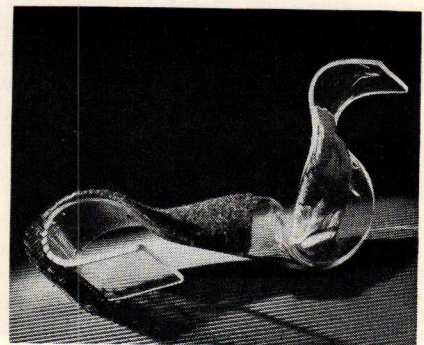
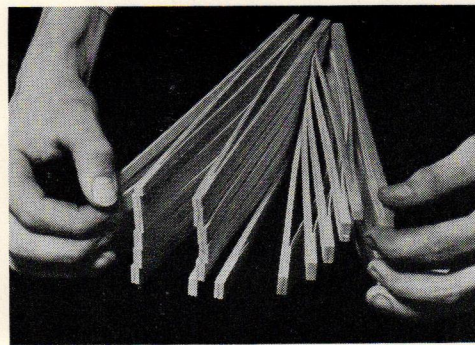
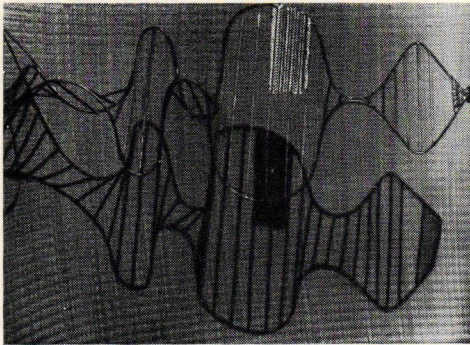
The photographs of student work on these pages illustrate this approach. Workshop experiences are considered fundamental; students are conditioned to creative thinking and acting, to inventiveness and intellectual curiosity through their direct contact with a variety of materials. Many exercises are built upon sensory experiences which are then correlated with investigations into tools and technology; these experiences provide a sound basis for the solution of practical problems. ●



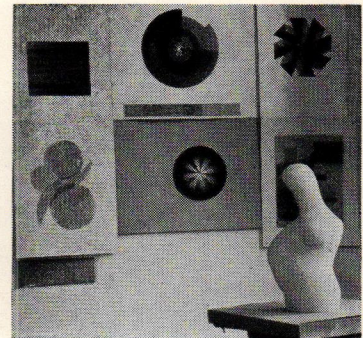
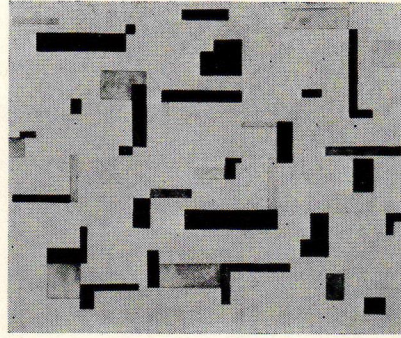
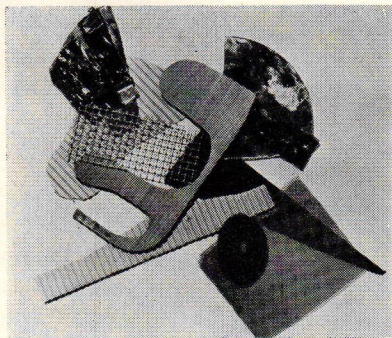
Students make *Hand Sculpture* to develop their sense of touch



Flat sheets cut and transformed into 3-dimensional objects

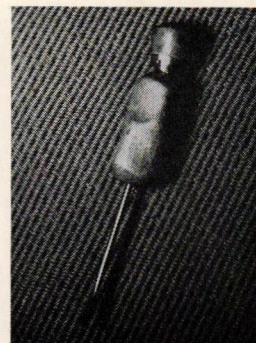
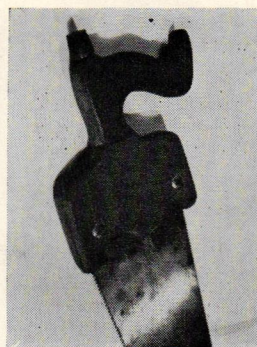
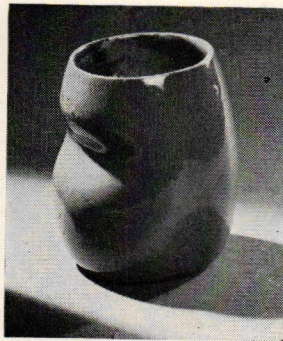
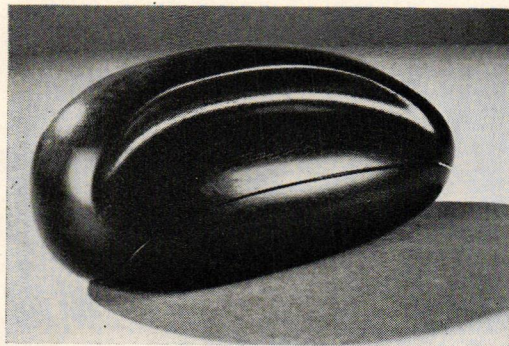


Investigating the structural, tactile and visual qualities of metal, wood, plastics and other materials

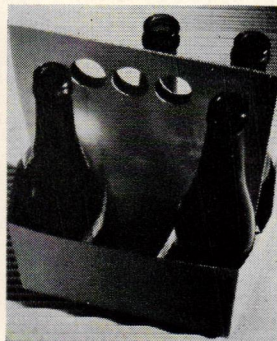
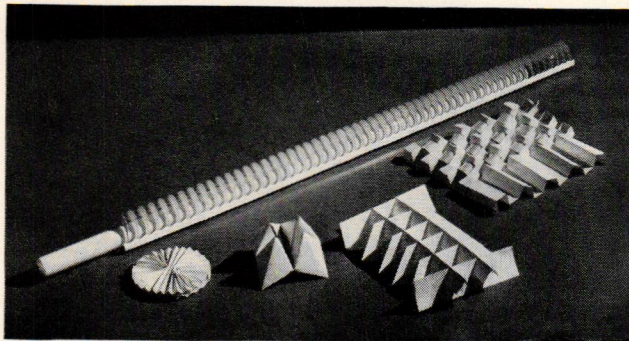


Abstract compositions of materials, studies of space relationships, sculpture and color exercises

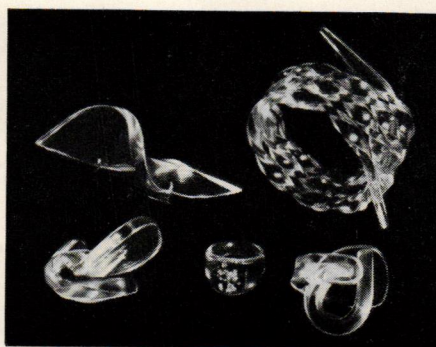
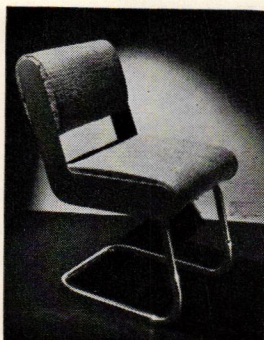
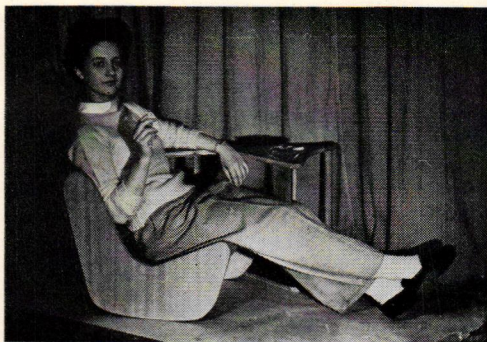
student work from the Institute of Design shows how free experimentat



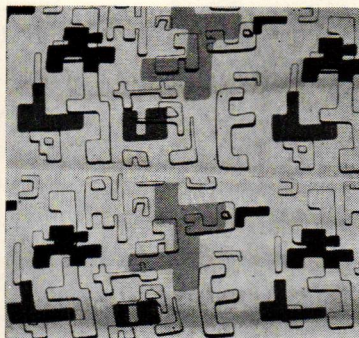
and they fall back on their tactile experiences when designing a new type of telephone, a glass tumbler, or tool handles.



result in a louvre for fluorescent tubes, a carrying carton for bottles.



students retain their experimental attitude when designing furniture or jewelry.



are the basis for exciting package and textile designs.

ads to practical applications in useful objects

suggested reading:

THE NEW VISION and ABSTRACT OF AN ARTIST by L. Moholy-Nagy
New edition, Wittenborn, N. Y. 1946

BAUHAUS, 1919-1928 by Herbert Bayer, Walter & Ise Gropius. Museum of Modern Art, N. Y. 1938

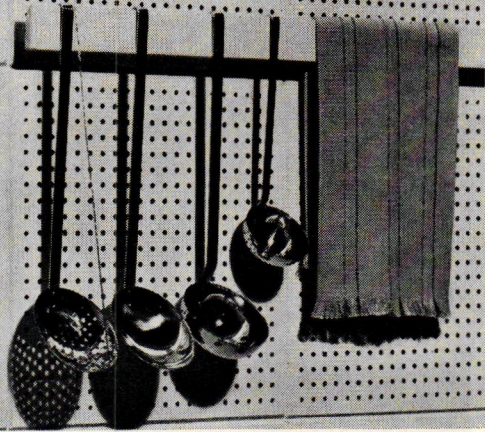
THE NEW ARCHITECTURE AND THE BAUHAUS by Walter Gropius
Faber & Faber, London, 1935

In preparation:
VISION IN MOTION by L. Moholy-Nagy. Theobald, Chicago, 1947

Articles by Moholy-Nagy:
NEW EDUCATION — ORGANIC APPROACH
Art and Industry, March, 1946

DESIGN EDUCATION Architectural Review,
January, 1946

PHOTOGRAPHY IN THE STUDY OF DESIGN
American Annual of Photography, 1945



DO YOU POUR LIQUID from a baby's head? Have you seen birds, bees, and flowers — hollow and with tiny holes in them? If not, perhaps you have encountered dachshunds or scotties sliced in the middle.

All of these objects, and many more, of course, may be seen in almost any gift shop, anywhere from coast to coast.

But locally speaking, we waded through quantities of porcelain figurines and became ill at the sight of china frankfurter mustard pots with china mustard dripping about the edges; all in the hope that a few objects worth exhibiting would turn up. We had to come face to face with rabbits peeking gleefully out of cabbage vegetable dishes, and with many other delights before departing.

Could it be that an object must be impractical, inappropriately shaped, have meaningless decoration, before it can be relegated to the gift department? Yes, it could be.

We lifted a particularly odd looking THING, rotated it slowly to give it every advantage possible, but it would not reveal its purpose. So we resorted to a salesgirl who seemed mildly surprised at our inquiry; however, in a flash she recovered and said brightly: "Why, I guess it's just a gift."

With that we retreated into the saner housewares and china departments, resolved to exhibit over and over again simple, well designed objects for everyday use that some day may counteract the present zany gift market.





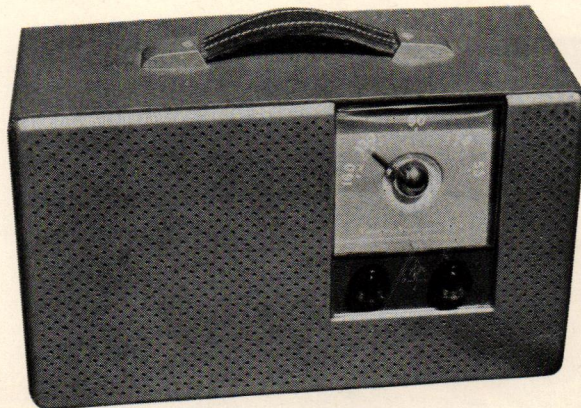
3 4

USEFUL GIFTS

for the home

On these and the following pages are photographs from the exhibition "Useful Gifts," held recently in the Everyday Art Gallery. Although most of the objects were selected from retail stores in Minneapolis and St. Paul, they represent merchandise available in all parts of the country.

The exhibition pieces were chosen on the basis of simplicity, intelligent use of materials, straightforward design, and pleasant appearance.



5

5



USEFUL GIFTS continued

Abbreviations: *des.* designer
mfr. manufacturer
ldr. lender

Complete names and addresses of designers, manufacturers, and retailers who lent objects for the exhibition are listed on page 16.

page 4

1. Set of stainless steel kitchen tools with holder. Plastic handles molded to fit the hand. \$8.95. *des.* Storm; *mfr.* Adel; *ldr.* Dayton.
Stainless steel mixing bowls. Available in three sizes. \$5, \$3.60, \$2.60. *mfr.* Carrollton; *ldr.* Powers.
"Smorgasboard" adjustable slicer, plastic handle. \$2. *mfr.* Gustafson; *ldr.* Dayton.
Chrome plated ladles. \$1.10, 95c, 90c, 69c. *mfr.* Arlington; *ldr.* Powers.
Guest towel with colored stripe. 75c. *ldr.* Gorder

6



7

2. "Frig-i-tor" ice bucket, polished aluminum, Lucite handle, Fiberglas insulation. \$7.95. *des.* Ziskin; *mfr.* Kromex; *ldr.* Dayton.
Two spun aluminum ice cube containers. Tall one has earthenware insert, may be used as champagne cooler. \$19.50. Low model is insulated with glass wool. \$13.95. Both have polished hardwood covers. *mfr.* Yorkville Craftsmen; *ldr.* Thiss, Boutell.

page 5

3. Silver plated serving accessories. Cake server, \$3; cheese server, \$3; salad set, \$5; silent butlers, \$7.50, \$5. *mfr.* Napier; *ldr.* Thiss, Johnson-Gokey, Schuneman, Young-Quinlan.
Silver plated covered jug with wicker handle. \$11. *mfr.* Rice; *ldr.* Johnson-Gokey.
Folding stand and tray, anodized aluminum and enameled masonite. \$14. *des.* Taylor; *mfr.* Taylor-Smith; *ldr.* Young-Quinlan.

4. Red lacquer coffee table. \$28. *mfr.* Glenn; *ldr.* Dayton.
Pottery bowl, blue and yellow glaze. \$6.50. *mfr.* Brayton-Laguna; *ldr.* Boutell.
Carved oak floor lamp, red cloth shade. \$32.50. *mfr.* Raymor; *ldr.* Dayton.
Maple chair with red webbing. \$27.50. *mfr.* & *ldr.* Home Furniture.

5. Portable radio, leatherette case, perforated metal front. Model 505, \$43.70. *mfr.* Emerson; *ldr.* New England.

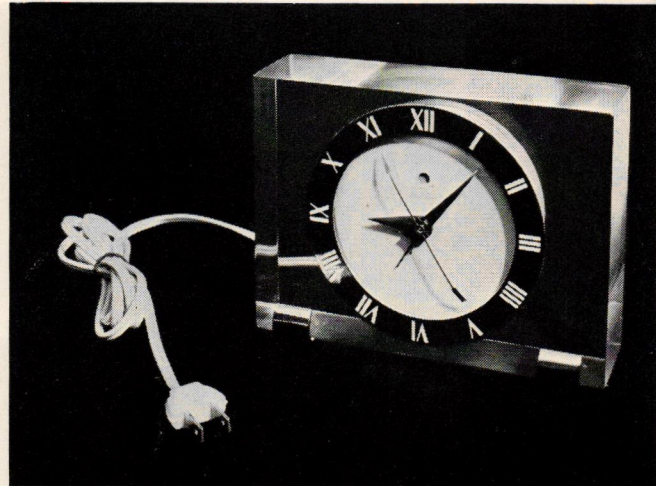
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6. Oregon myrtle ware. Tray, \$7.50; covered box, \$3.25; salt & pepper shakers, \$2.50; bowl, \$4.95. *mfr.* Myrtlewood Specialty; *ldr.* Emporium.
Salad set. \$1.50. *mfr.* Cambridge; *ldr.* Thiss.
Mahogany plate and bowl. \$2.50. Made in Haiti; *ldr.* Schuneman.

8

7. Plexiglas picture holders. \$12, \$20. *mfr.* Duchess; *ldr.* Young-Quinlan.
Stitched saddle leather picture frame. \$20. *mfr.* Linder; *ldr.* Johnson-Gokey.
8. Tray, salad bowl, salad servers. Glass, natural wood, white plastic wrapping. \$5.50 set. *mfr.* Mary Ryan; *ldr.* Johnson-Gokey.
"Crepe Suzette," adjustable alcohol burner and pan. Chrome plated stand, hardwood handle. \$30. *mfr.* Natl. Silver Deposit Ware; *ldr.* Thiss.
Laminated wood serving tray. \$2.95. *mfr.* Haskelite; *ldr.* Donaldson.
"Twirlaway" ashtray, chrome plated. Built-in sweeper puts ashes in covered section. \$5. *mfr.* Toledo Guild; *ldr.* Powers.





11 12

- 9. Pottery beverage set. Interiors and tops are off-white; outsides glazed blue, incised designs. Pitcher, \$10; tumblers, \$3 ea. *des. & mfr. Tepping.*
- 10. "Airlux" self-starting, solid Plexiglas electric alarm clock. \$25. *des. Bruce; mfr. Telechron; ldr. Dayton.*
- 11. 8-piece steak set in wood block. \$19.50. Meat slicer in wood block. \$5.50. *mfr. Case; ldr. Powers.*
 "Gourmet" slicer in laminated wood case, built-in sharpener. \$10. *mfr. Robeson; ldr. Powers.*
 Lacquered folding stand, natural oak tray. \$13. *mfr. Ficks-Reed; ldr. Donaldson.*
- 12. Black lacquer coffee table with ribbed glass top. \$53.75. *ldr. Emporium.*
 Oak coffee table with free-shaped pottery insert. \$95. *mfr. Tappan-Keal; ldr. Boutell.*
 Printed drapery fabric. \$11 yd. *des. Cooper; ldr. Dayton.*
 Cotton rug squares; may be sewed together to make room-size rugs. \$6.50 sq. yd. *mfr. Bartow; ldr. Dayton.*
 Brass table lamp. \$23.50. Swedish. *ldr. Chas. Anderson.*
- 13. Laminated plastic tray. \$7.95. *mfr. Haskelite; ldr. Emporium.*
 Decanter and liqueur glasses. \$3.95 set. *mfr. Borgfeldt; ldr. Emporium.*
 Hand woven place mat and napkin, gray and yellow. \$30, 16-piece set. *ldr. Gorder.*



13

PRODUCT REVIEW

manufacturers and designers are invited to submit new products to this department



photo: Idaka O'Suga

BARWA

designers & manufacturers: Bartolucci — Waldheim

price: \$34.95

materials: 1 $\frac{1}{4}$ " aluminum tubing, all exposed metal parts polished. Washable Fargo Cloth cover, held in place by a patented, balanced-spring arrangement. Available in navy blue, maroon, light aqua.

features: BARWA provides two resting positions. Upright, it is a comfortable reading and lounging chair with footrest. Tilted back on its second base, it places the sitter's feet slightly higher than the head. This position is recommended by doctors for complete rest and relaxation. Balanced design and the angular shape of the base keep BARWA from tipping over, either forward or backward.



photo: Stuart Gildart

ARM CHAIR

designer: Eero Saarinen

manufacturer: Knoll Associates

price: Upholstered, \$60. Webbed, \$40.

materials: Frame, laminated maple plywood. No springs; upholstery is made of rubberized hair over webbing.

PRODUCT REVIEW

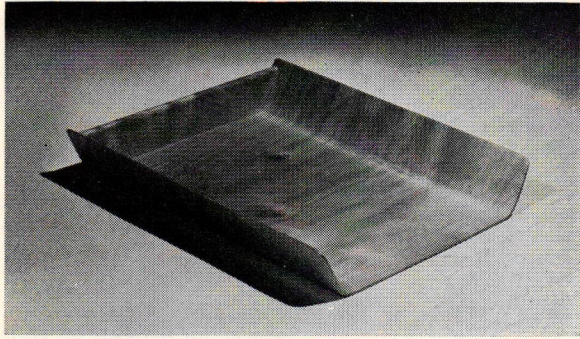


photo: Stuart Gildart

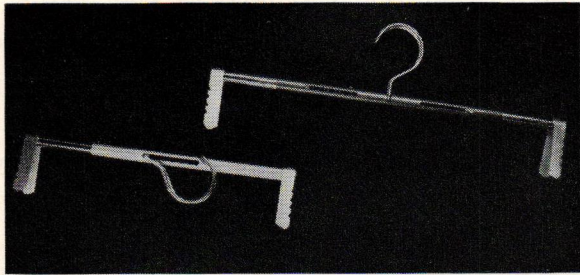
LETTER TRAY

designer: Florence Knoll

manufacturer: Knoll Associates

price: \$6.00.

materials: Molded birch plywood.



HANGERS

manufacturer: StratoHanger Company

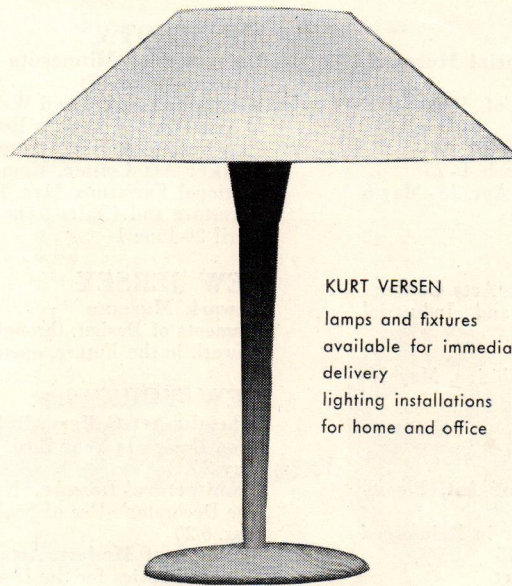
price: Trousers hanger, \$1; skirt hanger, \$1.25.

materials: Polished aluminum; center rod of skirt hanger available in blue, green, or beige anodized finish; three waist sizes.

features: Spring action helps preserve crease of trousers. Hook folds for packing. Skirt hanger holds two skirts.

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designers...
distributors...
importers...



KURT VERSEN

lamps and fixtures
available for immediate
delivery
lighting installations
for home and office

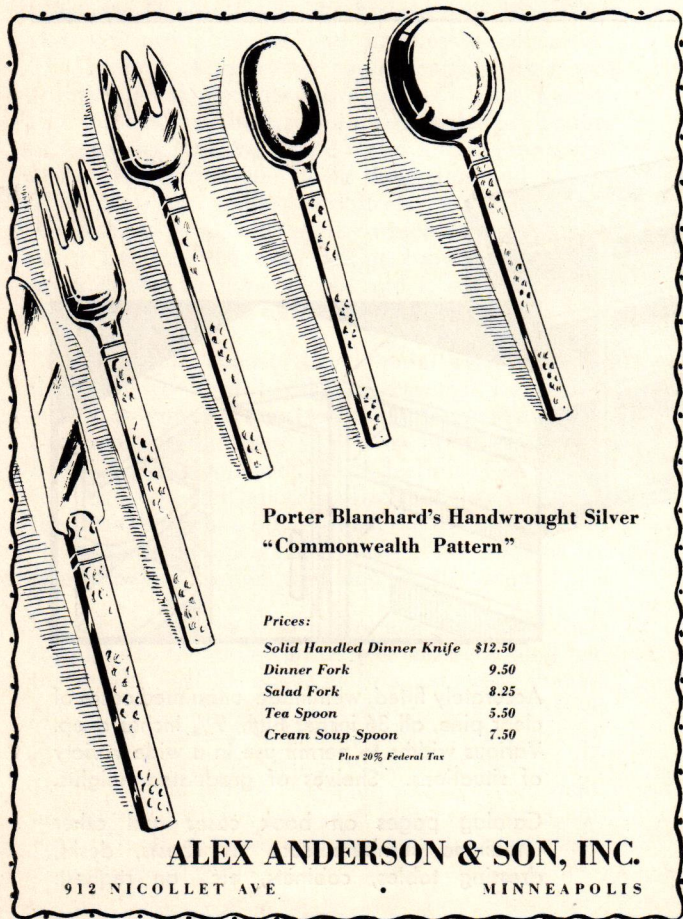
1214 NICOLLET AVENUE • MINNEAPOLIS • ATLANTIC 1439

ADDRESSES

Adel Precision Products Corp.
10777 Van Owen, Burbank, Calif.
Alex Anderson & Son
912 Nicollet, Minneapolis, Minn.
Chas. A. Anderson & Co.
1214 Nicollet, Minneapolis, Minn.
Arlington Machine Works
668 Jenks Ave., St. Paul, Minn.
Bartolucci-Waldheim
179 N. Michigan, Chicago, Ill.
Bartow Textile Co. Cartersville, Ga.
Blenko Glass Co. Milton, W. Va.
Geo. Borgfeldt
46 W. 23, New York, N. Y.
Ivan Bruce c/o Telechron
Boutell Bros. Minneapolis, Minn.
Brayton Laguna Pottery Co.
1450 Coast Blvd., Laguna Beach, Calif.
Cambridge Glass Co. Cambridge, Ohio
Cambridge Mfg. Co.
427 E. 76, New York, N. Y.
Campo-Del-Mar Pottery Co.
712 S. Olive, Los Angeles, Calif.
P. E. Camerer
Salem Church Road, St. Paul, Minn.
Carbone, Inc.
348 Congress, Boston, Mass.
Carrolton Mfg. Co. Carrollton, Ohio
R. W. Case & Son Bradford, Pa.
Dan Cooper 21 E. 70, New York, N. Y.
The Dayton Co. Minneapolis, Minn.
L. S. Donaldson Co. Minneapolis, Minn.
Duchess Creations
220 5th Ave., New York, N. Y.
Emerson Radio Corp.
111 8th Ave., New York, N. Y.
Emporium St. Paul, Minn.

Ficks-Reed Co. Cincinnati, Ohio
Glenn, Inc.
114 N. Maxson Rd., Los Angeles, Cal.
Glidden Pottery Co. Alfred, N. Y.
L. W. Gorder
1112 Nicollet Ave., Minneapolis,
Minn.
Harry M. Gustafson
135 S. LaSalle, Chicago, Ill.
Haskelite Mfg. Co.
135 S. LaSalle, Chicago, Ill.
Home Furniture Co.
911 Marquette Ave., Minneapolis
Institute of Design
632 N. Dearborn, Chicago, Ill.
S. Jacobs Co.
811 Nicollet Ave., Minneapolis, Minn.
Johnson-Gokey Shop
525 2nd Ave., Minneapolis, Minn.
Knoll Associates
601 Madison Ave., New York, N. Y.
Kromex 880 E. 72, Cleveland, Ohio
Emma Langseth Worthington, Minn.
Laura Lee Linder Pittsfield, Mass.
Myrtlewood Specialty Co.
Coos Bay, Ore.
Napier Co. Meriden, Conn.
National Silver Deposit Ware Co.
44 W. 18, New York, N. Y.
New England Furniture Co.
Minneapolis, Minn.
Powers Dry Goods Co.
Minneapolis, Minn.
Raymor Mfg. Co.
40 W. 25, New York, N. Y.

Eileen & Rossi Reynolds
58 Edith, San Francisco, Calif.
Bernard Rice & Son
325 5th Ave., New York, N. Y.
Robeson Cutlery Co. Perry, N. Y.
Mary Ryan
225 5th Ave., New York, N. Y.
Eero Saarinen
Bloomfield Hills, Mich.
Schuneman's St. Paul, Minn.
Stephanie Pottery, W. A. Currie
1308 W. 8, Los Angeles, Calif.
Fred Storm
3063 Los Feliz Rd., Los Angeles,
Calif.
Stratohanger Co.
8472 Melrose Pl., Los Angeles, Calif.
Tappan-Keal Co.
1402 E. Washington Blvd.,
Los Angeles, Calif.
Taylor-Smith Corp.
32 S. San Gabriel Blvd., Pasadena,
Calif.
Telechron, Inc. Ashland, Mass.
Tepping Studios
3517 Riverside Dr., Dayton, Ohio
Thiss
902 Nicollet, Minneapolis, Minn.
Toledo Guild Products Toledo, Ohio
Viking Glass Co.
New Martinsville, W. Va.
Yorkville Craftsmen
223 E. 80, New York, N. Y.
Young-Quinlan Co.
Minneapolis, Minn.
Manuel Ziskin c/o Kromex



Porter Blanchard's Handwrought Silver
"Commonwealth Pattern"

Prices:

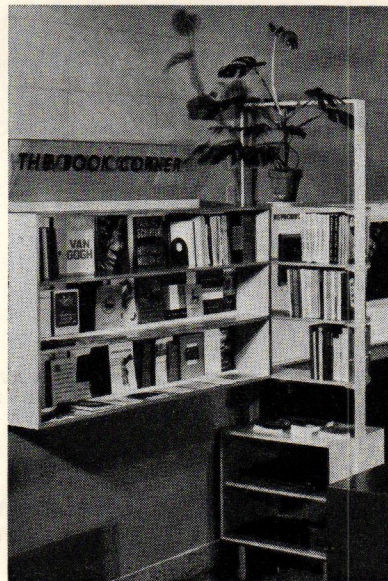
Solid Handled Dinner Knife	\$12.50
Dinner Fork	9.50
Salad Fork	8.25
Tea Spoon	5.50
Cream Soup Spoon	7.50

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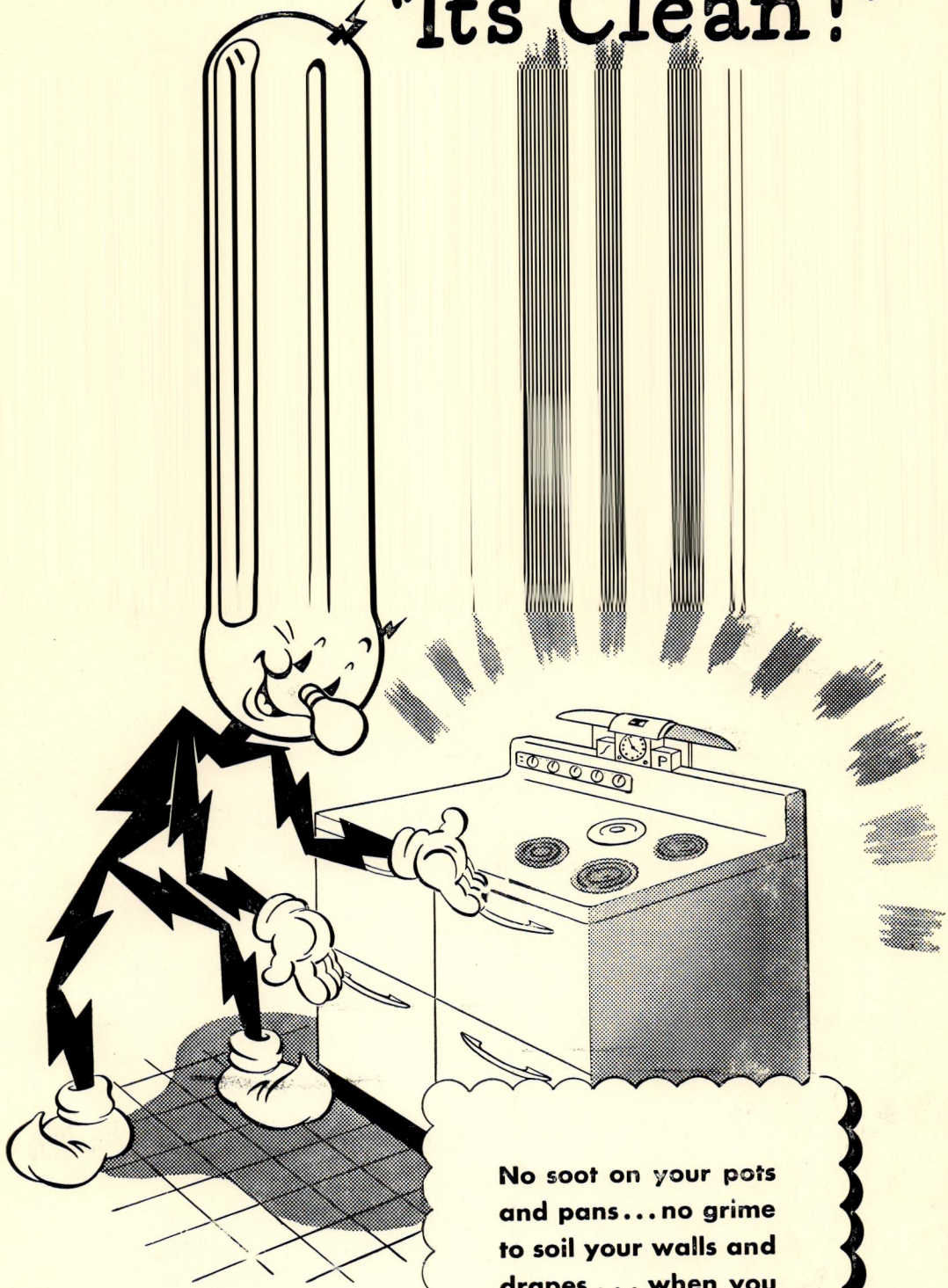
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