

EVERYDAY ART QUARTERLY
A GUIDE TO WELL DESIGNED PRODUCTS

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FALL 1949

WALKER ART CENTER • MINNEAPOLIS

on the cover

Double gooseneck desk lamp,
brushed brass. no PD2; \$25.
Middletown Manufacturing Co.

on page 1

This is the only lamp of the decorative base-
and-shade type shown here. It was chosen for
the ingenious way in which the current-carrying
wire was used as an element of design.
The base is formed of two sheets of Plexiglas
between which bits of colored metal have been
arranged together with the copper wire stripped
of its insulation. A solid wood block gives
stability to the lamp. \$135
Designed and made by Zahara Schatz

Hilde Reiss, editor,
is taking a leave of absence
for the coming year.
Lillian Garrett will be editor
during this period.

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CONTENTS FOR FALL 1949

Lamps and Lighting - - - - - 1

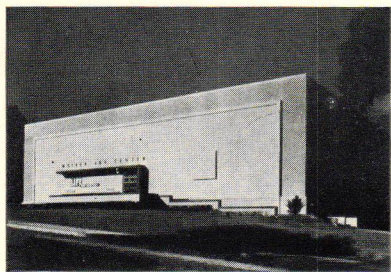
Made in Minnesota - - - - - 11

Product Review - - - - - 15

Everyday Art in the Magazines - - - 16

Addresses - - - - - cover

in the WINTER issue:
WHERE TO SEE EVERYDAY ART



THE WALKER ART CENTER

is a progressive
museum of the arts.

The objective of the Center is to give men, women and children an oppor-
tunity to know, enjoy and use the arts, to clarify the relationship of all
art to contemporary life, to be useful by reporting, explaining, teaching the
value of art to those who need or want this knowledge, to share with the
schools and libraries in broadening the cultural opportunities in America.

Editor: HILDE REISS, Curator of Everyday Art
Staff Photographer: JOHN SZARKOWSKI

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WHAT SHOULD A LAMP BE: a decorative object which incidentally sheds light? Or a device designed to give the best possible light in controlled quantities and directions?

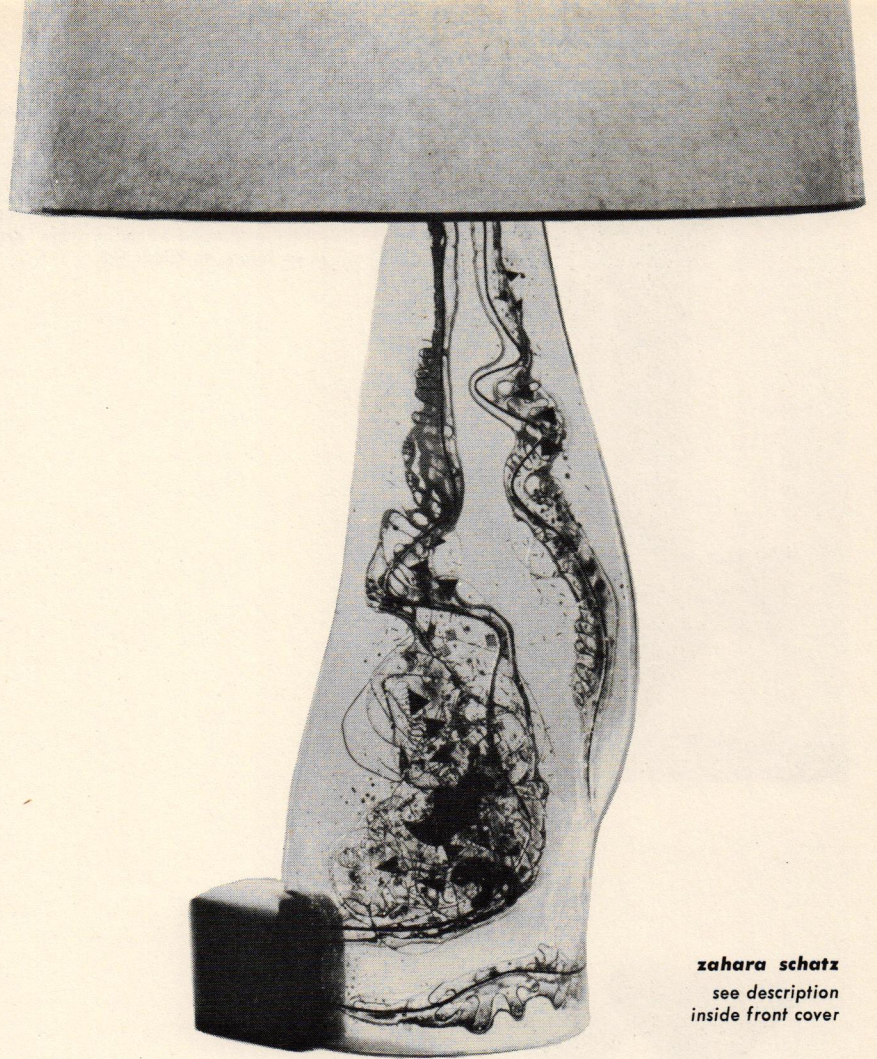
There are many handsome lamps being made today of the conventional base-and-shade type, with attractive bases of ceramics, wood, leather, or other materials. But these lamps do not generally make a contribution to better lighting. It is highly desirable to have sculpture and ceramics in the home, but not necessarily as bases for electric lights.

The well-designed lighting instrument must have flexibility. Swivel joints, goosenecks, adjustable stems, are among the characteristics of the many free-standing or wall-mounted lamps shown on these pages. One can recognize that better light was the main concern of their designers.

Not only do these lamps give good light, they also have visual appeal. Slim rods, straight or curved; conical or parabolical reflectors; contrasts of dull and shiny, opaque and translucent surfaces; variety in position and relationships of parts – all these elements result in handsome objects.

But there are countless possibilities of built-in lighting still unexplored; there are hardly any fluorescent fixtures or lamps on the market that are of really satisfactory design.

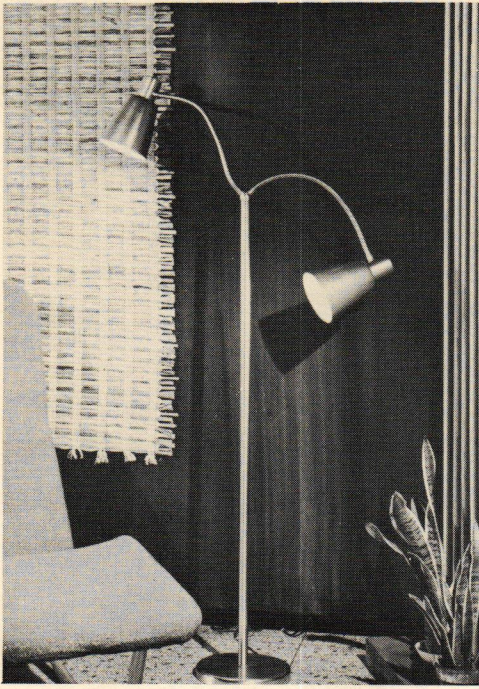
One cannot help but feel that lighting design still has a long way to go.



zahara schatz
see description
inside front cover

lamps

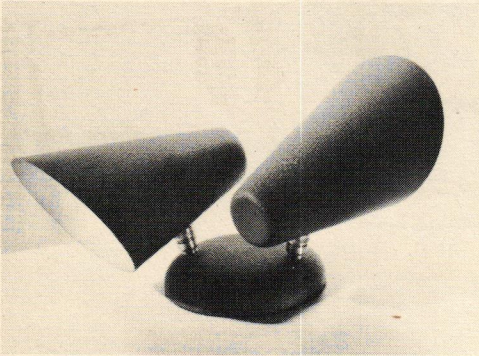
and lighting



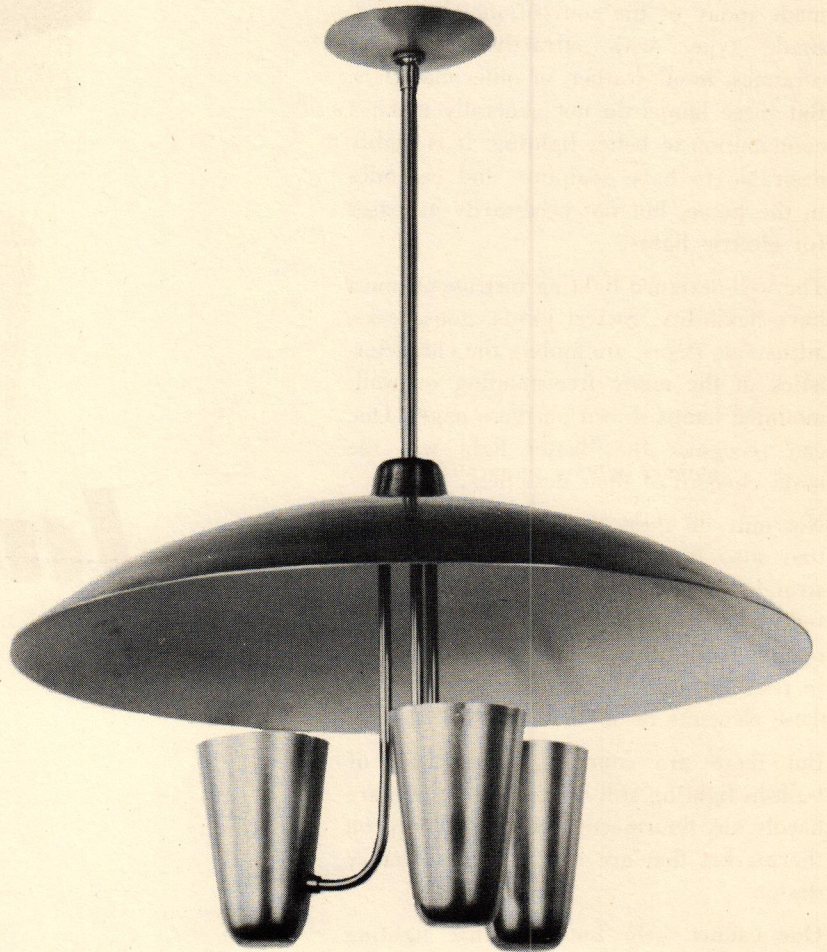
middletown manufacturing company
ledlin light designers distributors

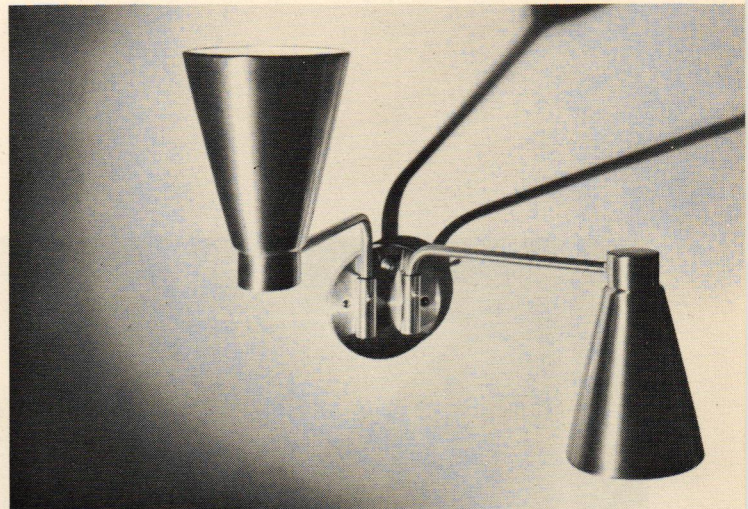
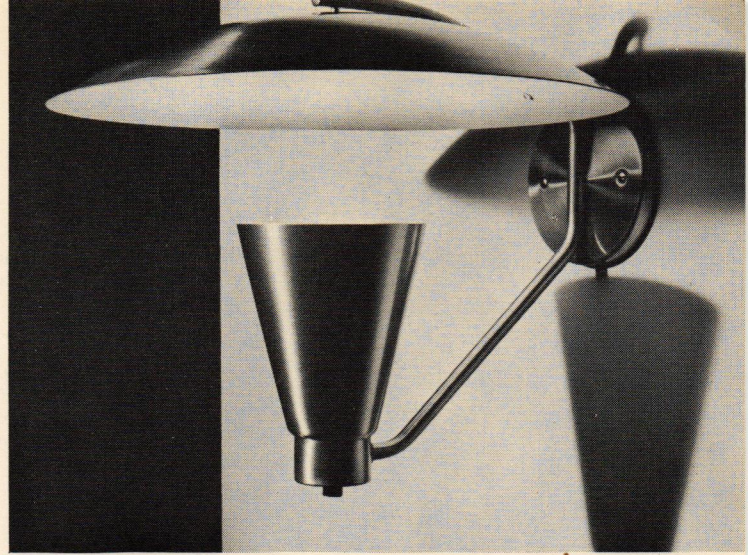
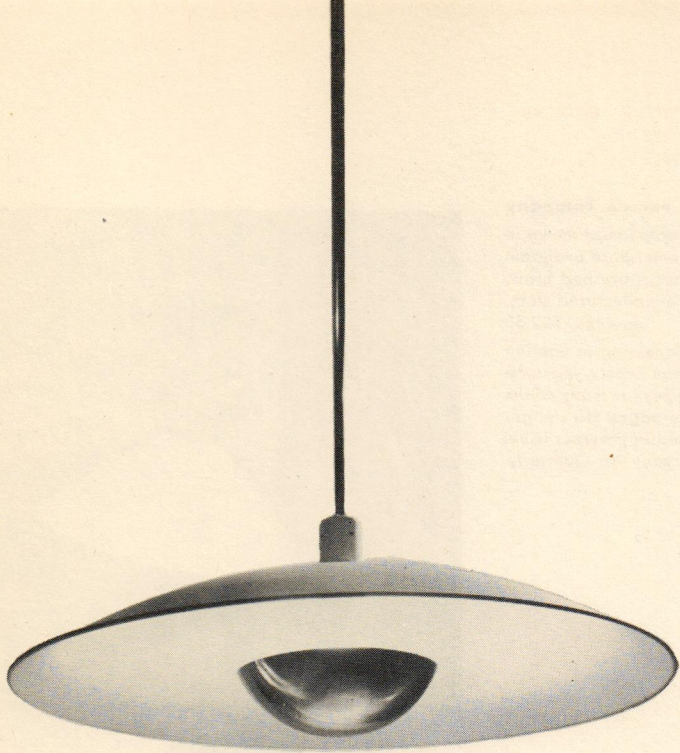
Floor lamp with two reflectors mounted on
goosenecks, brushed brass finish. no FD6, \$49

Two reflectors, swivel-mounted on a base, can be used
on the wall or on a shelf. Crinkle finish available
in six colors. no PD13, \$25



ledlin light designers
harry gitlin designer
Brass ceiling fixture for indirect light.
no 291-3S, \$97.50





gotham lighting corporation

Domelite ceiling fixture provides diffuse indirect illumination without dependence on ceiling surfaces. no 662-36 for 200-watt lamp; no 663-36 for 300-watt lamp; \$55

Right, three Formlite wall fixtures. The top one is fixed and gives indirect light; the other two are adjustable for direct and indirect light. Top to bottom: no 642E, \$36.50; no 641C, \$38.50; no 632C, \$29.50