

NATIONAL ALLIANCE OF ART AND INDUSTRY, INC.
ART CENTER BUILDING, 65 E. 56th Street
NEW YORK CITY

A BULLETIN OF PROGRESS

June 15, 1932

TO MEMBERS:

Since the publication of the November-December issue of the Art Center Bulletin, in which an outline was given of the plan for reorganization, the activities of the Art Center have been taken over by a new corporation under the name of the National Alliance of Art and Industry. The Art Center will remain simply as a holding company for the property.

CHARTER - The National Alliance of Art and Industry was granted a charter as a membership corporation on March 14, 1932, under the laws of the State of New York.

BOARD MEMBERS - The Board of Directors, which is limited to thirty-three members, at present is composed of eighteen as follows: Richard de Wolfe Brixey, President; Wilford S. Conrow, Secretary; Burton Emmett, Treasurer; George D. Buckley; Earnest Elmo Calkins; Harvey Wiley Corbett; Ray Greenleaf; Harry A. Groesbeck, Jr.; Mrs. John Henry Hammond; Mrs. Ripley Hitchcock; Raymond M. Hood; Rodney Wilcox Jones; Abbott Kimball; Edgar A. Levy; Ben Nash; John Clyde Oswald; Paul B. Hoeber; and E. Tappan Stannard.

COMMITTEES - The work of the N.A.A.I. will be carried on and extended under the following Committees: Executive; Publications; Exhibitions; Competitions; Conferences and Conventions; Membership - Industrial, Professional and Associate; Vocational Service - Placement, Guidance and Scholarship. The appointees have been selected for their special qualifications according to the work of each committee.

MERGER OF THE ART ALLIANCE OF AMERICA - The members of the Art Alliance of America voted at their Annual Meeting, May 2, to merge with the National Alliance of Art and Industry and this action was ratified at the meeting of the latter's Board, May 4. The activities heretofore carried on by the Art Alliance will be continued by the same staff as part of the N.A.A.I. program. Similarly the Vocational Guidance Service and Regional Scholarships, heretofore conducted by the New York Regional Art Council are being continued by its staff, as part of the N.A.A.I. On May 16, the American Union of Decorative Artists and Craftsmen, better known as Audac, became a tenant in the Art Center Building.

FINANCES - A contribution was received from John D. Rockefeller, Jr., February 6, 1932, and a grant from the Carnegie Corporation on April 29, 1932 for the development of the new organization.

ADDITIONS TO STAFF - William B. Harris was appointed to the staff on May 16 to secure industrial members, a new group to be added to membership classes, and to extend relations in this field. At the same time, Olive Lyford was appointed Research Secretary to investigate the project of establishing a library of design information and a laboratory for design experimentation for the use of industrial and professional memberships.

MEMBERSHIP - Art Center Associates have automatically become members of the N.A.A.I. and the number has held its own despite present financial conditions. The Board of Directors takes this opportunity to express its gratification to those who have continued on the roster, thus giving their practical endorsement to the work of the organization. In some instances these members have increased their dues to meet the demands made upon the N.A.A.I. during these unusual times. The program arranged for Associates during the past season by the Membership Committee was as follows:

Visit to the Adolph Lewisohn collection, January 9;
Visit to the studio of Jules Guerin, February 7; Lecture on History of Wood Cuts by Wanda Gag, March 1;
Visit to Studio of Mme. Fausta Vittoria Mengarini, March 14; Luncheon to Mural Painters, April 2; Visit to Ravenna Mosaics Studio in Long Island City, April 25; Visit to Roman Bronze Foundry in Long Island City, May 3; Visits to Morgan Library, May 26 and June 1.

TRAVELING EXHIBITIONS - The work of circulating thirty-seven traveling exhibitions has been carried on with increasing contacts and sales in museums, libraries, clubs, etc. throughout the country. The department has for some time cooperated with the New York Society of Craftsmen and the Art Directors Club in circulating their exhibitions, after the material has been assembled and shown in the Art Center Galleries. This service is being extended to other organizations.

GALLERY EXHIBITIONS - During the past season the exhibitions in the galleries numbered forty-five. These included the annual showing of material assembled by the Art Directors Club, the Art Alliance of America, the American Institute of Graphic Arts, and the Pictorial Photographers of America, in addition to the semi-permanent exhibition in the gallery of the New York Society of Craftsmen.

EXHIBITIONS ASSEMBLED BY THE NATIONAL ALLIANCE - An exhibition of Packages and Containers, submitted for the Irwin D. Wolf Award, in which the American Management Association cooperated, was held in the galleries from March 1 to March 26, 1932.

An important exhibition entitled "The Designer and Industry" will open June 23 to remain on view until October 1. Manufacturers will display three-dimensional objects that have been especially sel-

ected as examples of the work of well-known designers. The committee of over 300 which will judge the material -- an innovation in jury history -- is composed of men and women whose interests are widely varied but representative in their respective fields.

CONFERENCES - A Design and Industry Conference will be held under the auspices of the N.A.A.I. and the American Management Association on Thursday evening, June 23, at 8:15 p.m. The subjects and the speakers are as follows:

Irwin D. Wolf, Secretary, Kaufman Department Store,
Pittsburgh, Pa.; Presiding.
"Utility and Art Trend" by Mark M. Jones, Consulting
Economist.
"The Economic Importance of Appearance" by Foster
Gunnison, of Cox, Nostrand & Gunnison.
"The Consumer Point of View" by O. F. Benz, Director
of Sales, DuPont Cellophane Company.
"Buying a Complete Design Project" by Ben Nash, Pro-
duction Development and Merchandising Counsellor.
Round Table Discussion - Four 5-minute Addresses.

Other conferences held since January 1 included: The second annual weekly series on "Industrial Design" conducted by the Industrial Institute, January 18 to February 29; The luncheon given in honor of Mural Painters, arranged by the Membership Committee, April 2; and an all-day conference on "Choosing a Life Career in the Design Arts," a discussion of vocational guidance problems organized by the New York Regional Art Council and the N.A.A.I., May 4.

PUBLICITY - Two special articles have appeared recently on the work of the N.A.A.I. These were "Industrial Design" by Gilbert Seldes in the May 28, 1932 issue of the Saturday Evening Post and in the "Art and Industry" General Bulletin, No. 28, May 31, 1932 issued by the Motor and Equipment Manufacturers Association.

ATTENDANCE - Since January 1 the galleries have drawn an attendance of over 18,000 visitors.

NOTE: A CORRECTION- The statement appearing in the November-December Bulletin, 1931, to the effect that all outstanding stock had been returned to the Art Center Treasury was printed in error, as the Society of Illustrators and the Pictorial Photographers of America still retain eight shares each.