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THE MUSEUM OF MODERN ART
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FOR RELEASE Sunday, January 21, 1935,
or any time during that week for the
broadcast Saturday night, January 26

In cooperation with The Museum of Modern Art, the American Federation of Arts announces the seventeenth of its new series of "Art in America" programs to be broadcast by the National Broadcasting Company over Station WJZ and national network Saturday, January 26, from 8:00 to 8:20 P.M. Eastern Standard Time. This program will be the last of the series. It will review briefly the subject of industrial art in the United States and will be prepared by Mr. Rene d'Harnoncourt, artist, lecturer and critic, who has directed the entire Art in America series of programs. Mr. d'Harnoncourt is Assistant to Mr. Frederick Allen Whiting, President of the American Federation of Arts.

Until recently the machine age in which we live has been condemned as a destroyer of beauty. When everything was hand-made, the skill and fineness which the worker put into the object under his hands resulted in a genuine art of handicraft. When the machine took over the manufacture of articles, an abortive attempt was made to reproduce by machine the characteristics of handicraft. But what had been beautiful when produced actually by the slow personal method of handwork became ugly and cheap-looking when turned out in mass production. So the machine was condemned for doing what it never should have been required to do.

Within the past few years, however, machine design has come into its own as an original art rather than an imitation of handicraft. Objects for mass production are now designed to bring out fundamental, simple lines, surface of material, weave of texture and all the intrinsically artistic elements of the object manufactured. Instead of applied beauty, the machine is showing us inherent beauty. The underlying aesthetic principles are the same, but today they are adapted to new use in the industrial arts. We are beginning to see that a frying pan, simple and unadorned but a perfection of shining metal in line and surface, may be not only a thing of use but of beauty and therefore an artistic as well as a

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practical triumph. Industrial art is bringing a new sense of beauty into American life.

The "Art in America" programs broadcast every Saturday night from October 6 to January 26 are a continuation of the series initiated by the General Federation of Women's Clubs and made possible through the cooperation of the Carnegie Corporation of New York, the American Federation of Arts, the National Advisory Council on Radio in Education, the National Broadcasting Company, the Metropolitan Museum of Art, the Art Institute of Chicago and The Museum of Modern Art.