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	Wittenborn	I. B. 24

Art can be itself. It needs no longer to invoke a representative image to justify its existence. The working structure has become the real subject matter of all the arts (Modern music, poetry, the modern skyscraper, bridge and painting.) The Whole development of modern art has proven that it is possible and desirable to express passion, feelings, magic and aspirations for beauty with this contemporary subject matter.

While the problems of structure and space in the art of architecture and modern art are necessarily different, they are similarly based; true integration as in Gothic times, can be secured by the cooperation between artist and architect. In the Calderone Theater (Hempstead, L.I.) the glass mosaics of the 60'X18' wall act as a central art theme. The colors of the lobby and theater were selected to recall important color motifs of the mosaic mural and, with large mirrors reflecting the mural on the opposite walls, to create an effect that is of an all-enveloping, large, vital, visual color experience.

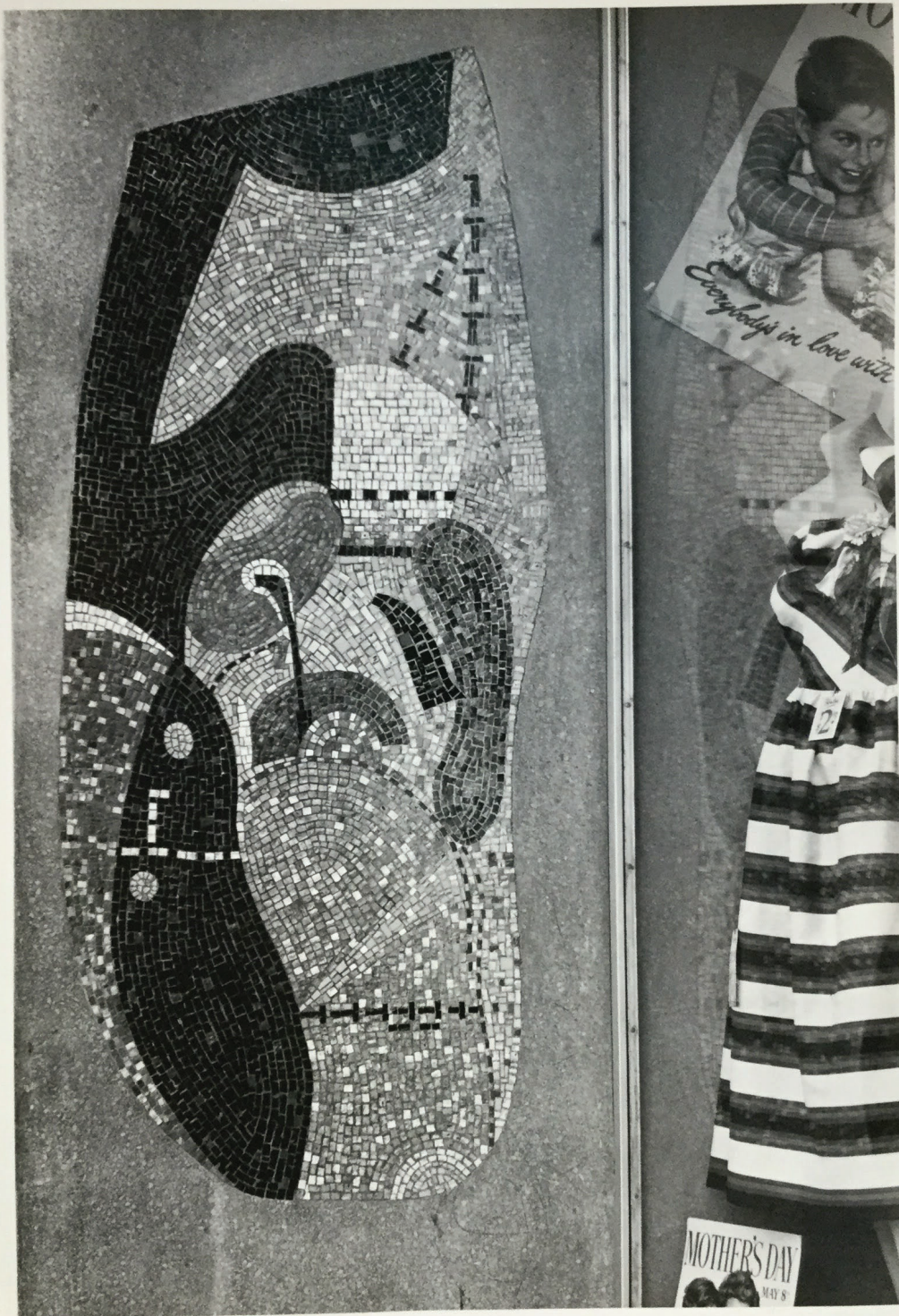
The artist, Max Spivak, feels that the representative image no longer conveys any impact to the spectator. Ever present associations with-associations with representational objects in color and in black and white in mass magazines, the photograph, the movies and now the televised image has made it infinitely harder to get any art impact from such representations. The non-objective artist meets the challenge of increasing man's visual experiences and enjoyment by acquainting the spectator with the underlying structure of art, and with the beauties created by relationships of form, space-tensions and color. Given any opportunity in relation to architecture, the new subject matter in art has and will be accepted by the spectator as an enriching experience; it will influence his attitudes toward design and color in the objects surrounding his everyday life.

MA 2129

Max Spivak
175 Madison Avenue
New York 16
Murray Hill 6-7243

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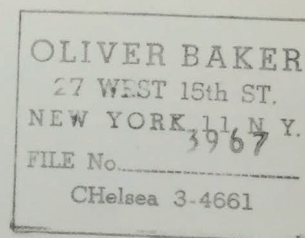


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Max Spivak
Stone Mosaic
Popular Cotton Shop
Brooklyn, N.Y.

MA 2130



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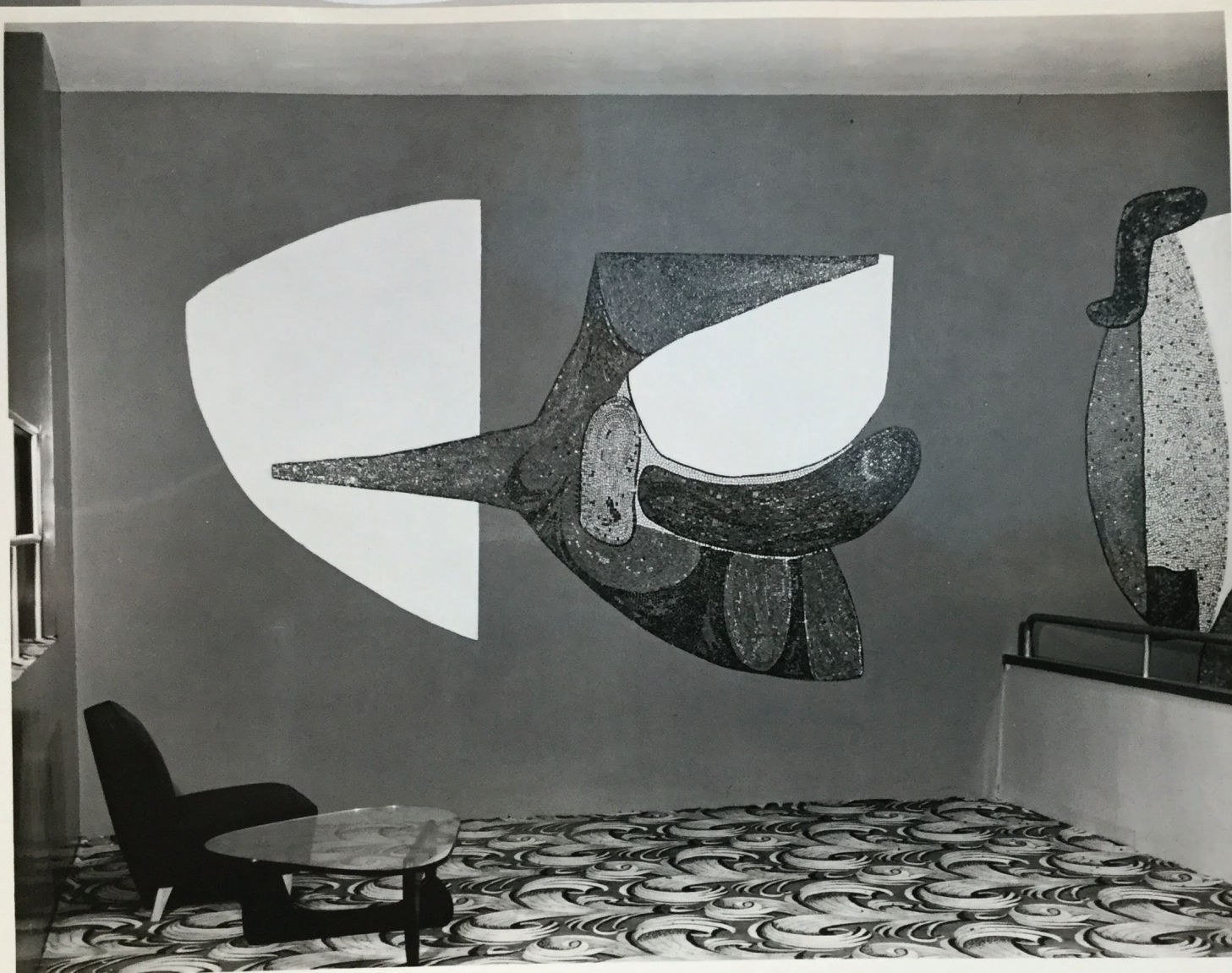
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MA 2131

OLIVER BAKER
27 WEST 15th ST.
NEW YORK 11, N. Y.
FILE No. 3990
CHelsea 3-4661

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Ben Schnall
PHOTOGRAPHER
New York City

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Max Spivak

Glass Mosaic

Caldonne Theatre, Hempstead, L.I

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laser pictures - credit Mortimer Levitt Gallery
if possible the photographer

Theatre mural - Calderone Theatre -
Hempstead, L. I.
Wm. Lessage architect
credit photographer

stone mosaic -
Popular Cotton Shop - Bklyn NY.
Sam J. Glaberson architect
credit photographer

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Red, Hume 9/20

1910

Feb

1 Cocteau

Le mystère laïc.

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MAX SPIVAK
175 MADISON AVE
N.Y.C. (16)

"SOFT TENSIONS"

TOP.
↑

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MAX SPIVAK
175 MADISON AVE
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"Euphonic adventure"

TOP
↑

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MAX SPILUAK
175 Madison Ave
n.y. (16)

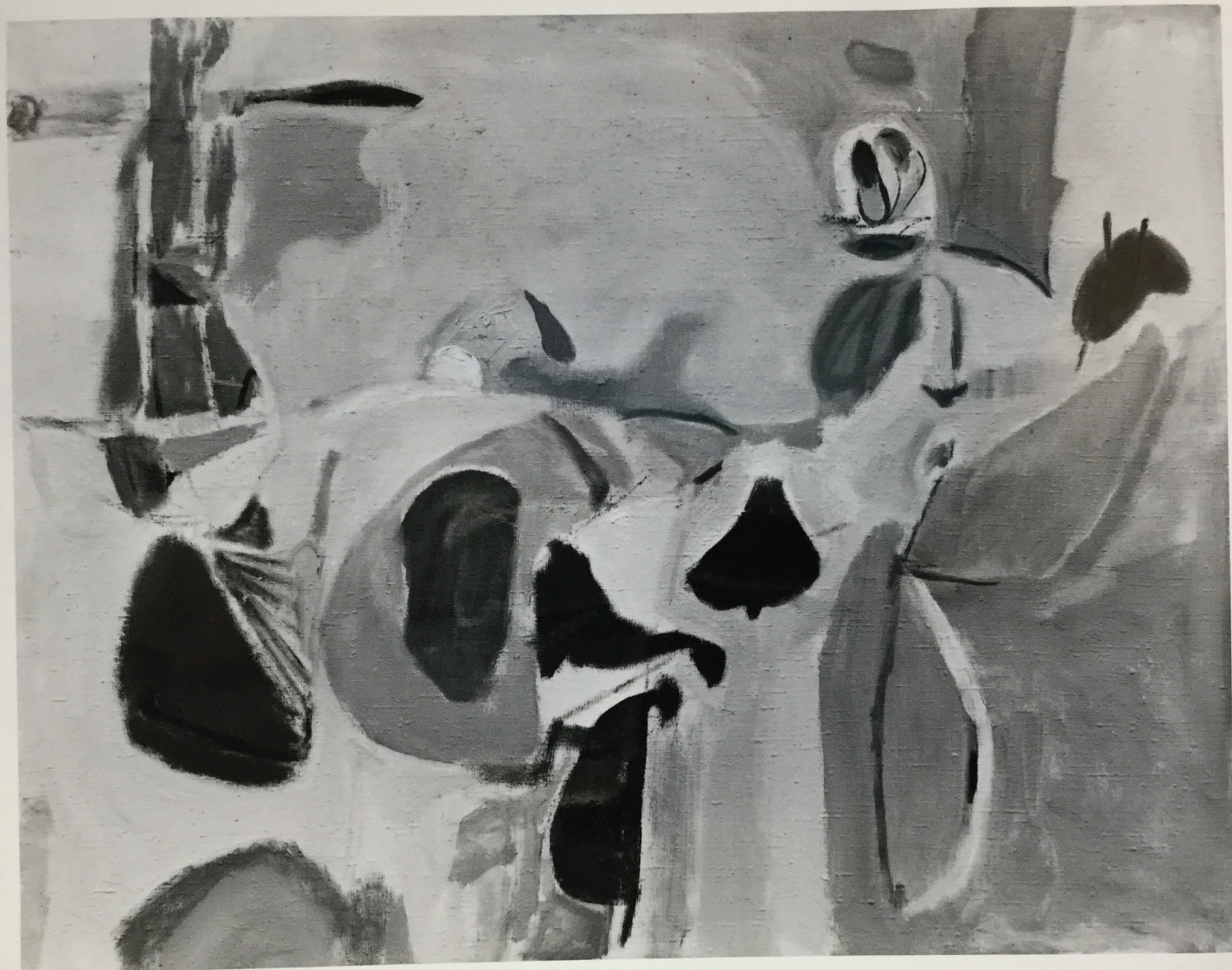
SOLAR PHRASE

TOP
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MAX SPIVAK
175 Madison Ave
N. Y. (16) N. Y.

"warm salents"

top
↑

OLIVER BAKER 27 WEST 15th ST. NEW YORK 11, N. Y. FILE No. <u>3506</u> CHelsea 3-4861
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PANOPTIC

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