4-18-2013

Eliel Saarinen and Raymond Loewy: Immigrants and Indigenous Design Innovation

Lisa S. Banu
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Eliel Saarinen and Raymond Loewy: Immigrants and Indigenous Design Innovation

Lisa S. Banu, Ph.D.
Design History
Eliel Saarinen at Cranbrook
Bloomfield Hills, Michigan
Cranbrook Dining Hall Window

Demonstrates Principle of Organic Design

Whole has the appearance of consistency but parts deviate (the window metal tracery in this example)
“The Leading Thoughts on the Cranbrook Development”

Saarinen’s Mission Statement for Design Education, 1925

Education is not only the teaching of knowledge, but above all the planting of the seed of a lifelong accumulation and digestion of knowledge—through self-education. The earlier the proper seed is planted in the young mind, the stronger will its roots be, and the more fruit of a true Culture will it bear.

However, the young mind cannot be receptive for Culture in its truest sense unless the eyes are opened, for the first: to see the richness of Nature, to desire for understanding of her construction, organic life and inner meaning; and, for the second: to learn to understand and appreciate human Art as a true expression of human life. In other words: the mind must learn to dwell with the problems that belong to the realms of Science and Art. Science is the investigation of existing values that are created by Nature. Art is the creation of new values during the progress of human evolution. The principles that govern the construction and the evolution in Nature are made evident through Science. And in understanding the principles of “Nature’s Art”, one senses the stronger—those of human Art.
Mr. Eliel Saarinen,
Director,
Cranbrook School,
Birmingham,
Michigan.

My dear Saarinen: Would you write to me such a letter concerning the Fellowship that I might show it to people who could help with the buildings and industrial equipment of the School? If these people felt that ten worth-while architects thoroughly approved and would like to see them help it might smooth our way a little, because I imagine many material men and manufacturers fear that were they to commit themselves to a radical architects venture like this they might agonize the "field" and refuse.

I am sending a request similar to this to the ten architects I consider leaders whom the others follow.

Needless to say I should deeply appreciate a candid expression from you in any event.

Faithfully yours,

Frank Lloyd Wright,
Taliesin,
Spring Green,
Wisconsin,
August 30th, 1932.
# Salaries and Expenses 1934

**Present Rate of Salaries & Expenses**

Jan. 1, 1934 - to July 1, 1934

<table>
<thead>
<tr>
<th></th>
<th>Per Month</th>
<th>Per Year</th>
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<tr>
<td>Mr. Wille</td>
<td>400.00</td>
<td>4,800.00</td>
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<tr>
<td>Mrs. Saarinen</td>
<td>100.00</td>
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<tr>
<td>Rentals</td>
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<td>Tuition (children)</td>
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<td>Hatchman &amp; uniform</td>
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<tr>
<td>Insurance</td>
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<td>960.60</td>
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<td>7,200.00</td>
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<td>Mr. Baseman</td>
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<tr>
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<td>(Bell)</td>
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<td>(Witt)</td>
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<td>(Materials)</td>
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<td>Rebinding and Repairing Books</td>
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<td>Books and Magazines</td>
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<td>Museum Salaries</td>
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<td>Sepecky</td>
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<td>Fredericks</td>
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<td>Loan Fund</td>
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<tr>
<td>Exhibitions and Entertainments</td>
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<tr>
<td>Academic Department</td>
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<td>Detroit City Plan - Salary and expenses</td>
<td>78.00</td>
<td>936.00</td>
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**Total Expenses**: $41,535.58
Office 1

1. Paintings by RL
2.函数的公式
3. 遵守规则
4. 物体，画，躺在，柜子里
5. 收藏品，画，照片
6. 纽扣，照片，照片
7. 物体，画，躺在，抽屉里
8. 纽扣，照片，照片
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30. 纽扣，照片，照片

Office 1

1. 邮政编码：999
2. 画，画，画，躺在，柜子里
3. 收藏品，画，照片
4. 纽扣，照片，照片
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Office 2

1. 邮政编码：999
2. 画，画，画，躺在，柜子里
3. 收藏品，画，照片
4. 纽扣，照片，照片
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PREFACE

Certain early life; Beginning of career. What I. D. has done for the world, for the standard of living, for improvement of the public's taste for convenience, to make life easier.

The Dept. of Commerce estimates that the pace of technological advance may be 15 years; if so, 10% of all scientific and technological achievements received since 1937. (check) (1946 to 1966 Design review)

A great painter, a great sculptor, a performer of genius creates their masterpieces through sheer talent and aesthetic intuition. This does not apply to industrial design. A successful design in this new art form is the end result of a syste (based on an engineering process)

INTRODUCTION

reader may wonder why

In many paragraphs the evolution of the profession is based on examples from my own experiences. The answer is simply that my own experiences are very much those of other my colleagues, and that it applies to other situations as well. Besides it enables me to give factual accounts based upon design realities and actual experiences.

There shall be illustrations from I.D. products from other countries and from leading designers from leading consumer and other designers. In other words, I shall endeavor to explain the subject in the most satisfactory way. But in order to do so I must present designs and their effects upon the entire image marketing process. One example I shall use is a recent 1958 article in the world of design as the complete image marketing process.

But we all know how important any design is, but also its mistakes. How we can realistically appraise its real contribution (error)
Personal letter dated 1958, describing plans for the possible liquidation of RLI
A date with Margaret Truman

Two week Plan ...

... to Win a Man
recognized for well over fifty years as the classic treatment for hayfever, are in reality too familiar to require enumeration. Among its well-known properties are its action as an anti-toxic-desintegrating agent in the anti-toxin and anti-sterilization contained in—

FROM RAYMOND LOEWY'S

RECIPE BOOK

CHAMPAGNE AND PEACHES: Place a nice juicy peach, previously peeled, at the bottom of a tall glass. Fill half with cracked ice and add a jigger of Grand Marnier. Crush the peach slightly, and fill the glass with brandy. Chop up cheese very cold. Stir and serve.

COFFEE CARAMEL SAUCE: Take a pound of caramelized sugar, 1/2 lb. of butter, 2 pints of heavy cream. Place in copper pan, blend well, add cream gradually, then add sugar until it reaches the consistency of fudge. Place in hot mold and serve immediately. Add to coffee for a creamier taste.

SHERBET: Prepare a mixture of 1/2 cup sugar, 1/2 tablespoon juice of lemon, 1/2 teaspoon of vanilla. Pour this into a blender and process until smooth. Chill before serving.

Another simple recipe for anyone interested in a drink. Take 1/2 cup sugar, 1/2 cup water, 1/2 lemon, and 1/2 orange. Blend well and serve over ice.

From RAYMOND LOEWY'S...

Cake: Take 1/2 cup of flour, 1/2 cup sugar, 1/2 teaspoon of baking powder, and 1/2 teaspoon of salt. Mix well and add 1/2 cup of butter. Mix until the dough is smooth. Pour into a baking pan and bake at 350 degrees for 20 minutes. Cool before serving.

Show picture: The show picture is a must in any restaurant. Make sure the picture is clear and attractive.

Dish: Decorate the dish with a beautiful plate and elegant silverware. Make sure the presentation is appealing.

Sauce: Make a sauce that complements the dish and enhances the overall experience.

From page 713 to page...
1972 Opening of Ayres Department Store
From Scrapbook

Come to see Lafayettes newest department store—Ayres Lafayette in the new Market Square Shopping Center—opening tomorrow at 11 a.m.

Come to see one of the most beautiful stores in the country—with interior plan and decor by Raymond Loewy of New York.

Come to see a wonderful array of fashions and furnishings keyed to casual living—for men, for women, for juniors, teens and children, and accessories for the home.

Come to shop for at Ayres' Lafayette shopping is easy, shopping is fun. Our watchwords: the famous Ayres' traditions of friendliness and courtesy, integrity and service.

A Guide to Ayres' Lafayette
### How to cook like a designer?

1. Why have a Chapter on Cooking?
   - Appeal to women?
   - Project lifestyle?

2. Reviews of NIWA

3. Interpretive problem

4. Different from Design Theory
   (MAYA principle)
   Interpretations of design theory

5. Different from Design History
   (personal history and motivation)

6. Interpretation of historians

### How to consume like a designer?

- **Metaphorical Method of Design**
  - Lakoff and Johnson

- **Contemporary Design Uses**
  1. Jerzey Seymour
  2. John Maeda
  3. Steve Jobs

- **Philosophical uses of digestion metaphors**
  1. Baudrillard
  2. Zizek
  3. Bennett

### Raymond Loewy Recipes

1. Sausages
2. Candy
3. Cake
4. Ice-cream
5. Daiquiris
6. Lipstick
7. Army Barracks
8. Mayo over peaches
9. Burgers
10. Strawberry Shortcake and Cold spot 1934
11. Trashcans and Trains 1937
12. Helen Peter’s Eyelashes and the MAYA principle
13. Swiss Cheese on Rye

### How to Design New dishes?

- **Recipe Rescue and Developing New Recipes**
  - Smithsonian 1975
  - Dave Butler Memo 1976
  - Industrial Design 1979
  - 1968 Unpublished Text

- **Critique of Loewy Legacy**
  - Victor Papane and Gui Bonseppie

- **Task: Design your dish. How do you digest life?**

- **Lesson Plans**
  - Shortcake in Dhaka
  - Consuming Modern Design
  - Personal Enthography

- **Loewy’s Recipes for success [and failure]**

  - **A. The priority of experience over theory. Continuity of aesthetic, gastronomic and literary taste**

  - **B. Shared dishes and experiences personal preference versus shared metaphorical taste.**

  - **Food examples demonstrate:**
    - A. The priority of experience over theory. Continuity of aesthetic, gastronomic and literary taste
    - B. Shared dishes and experiences personal preference versus shared metaphorical taste.

- **1. Use of culinary metaphors a cross cultural method (Loewy in Dhaka)**
- **2. Use of culinary metaphors as inspiration (consuming modern design)**
- **3. Experience design and multisensory issues of taste**
Future directions....

Pappy:
_Eliel Saarinen’s Design Strategies and Organic philosophy_

Refrigerators (and Blenders):
_The Cold Case of Designing the Modern American Woman_

National Museum of American History Archives, _Appliance Recipe Collection:_ GE, Frigidaire, Sears, Hamilton Beach, Sunbeam etc.