

The Knowledge Bank at The Ohio State University
Ohio State Engineer

Title: Art in Industry

Creators: Dohner, Donald R.

Issue Date: Nov-1933

Publisher: Ohio State University, College of Engineering

Citation: Ohio State Engineer, vol. 17, no. 2 (November, 1933), 19.

URI: <http://hdl.handle.net/1811/35089>

Appears in Collections: [Ohio State Engineer: Volume 17, no. 2 \(November, 1933\)](#)

Art in Industry

By DONALD R. DOHNER, *Director of Art Engineering*
Dept., *Westinghouse Co.*

MAN CRAVES beauty; this is a truism. Since earliest times man has adorned himself and fashioned tools and objects of everyday use to please the eye.

Probably man's desire for the beautiful came as a result of his intimate contact with nature, but whether or not this is true, he soon learned to incorporate into his every-day life qualities of beauty which satisfied himself and others. This development of the ability to create beauty is called Art. Thus we see that Art is man's attempt to express himself in any medium, honestly, in an orderly and beautiful manner.

Beauty is essentially an attribute of the innate qualities of any structural design. In order to be beautiful, a building, a machine, or a statue must have the elements of grace, symmetry, and simplicity. Also, the design must be well adapted to the medium in which it is expressed. Thus, stone requires different treatment than metal, etc.

The machine era has brought about a striking change in craftsmanship. The worker has lost the pride of creation and individuality. He has lost the ambition to improve his work and to set a higher goal for himself. The artisan has now become a mere machine tender. The machine is rapid, impersonal, and efficient. If a manufactured article is useful, the machine cares nothing of its beauty.

The flooding of the world with manufactured articles caused the conventional artist to retrench himself in consideration of the art of antiquity. However, Art was called upon to play an important part in industry. Mere mechanical perfection proved to possess an insufficient sales appeal. People were beginning to realize that Art can be made an every day affair, that it is for the many, not the few. The leaders in the field of advertising were quick to realize this fact, and prove to the manufacturer that when you appeal to the eye, you loosen the purse strings.

Life itself has changed in this new age; the tempo has quickened, the horizons widened. The machine is producing a new Art—Modern Art. This new Art cries out for freshness, directness of effort, and fitness of the unit to the materials and given purpose.

The young artist must realize that Art, to be successful, must be adapted to our manner of living. Mere imitation of the classical works is found to be insipid and unsatisfying. Modern works must be creative rather than derivative. It behooves the artist and the engineer to co-operate and to realize that the only Art that is vital is the Art that grows out of, and is related to, our lives, our needs, our materials, and our methods of doing things.

It is well for a man to respect his own vocation whatever it is, and to think himself bound to uphold it, and to claim for it the respect it deserves.—*Dickens.*

* * * *

You may be as orthodox as the devil, and as wicked.—*John Wesley.*

BURR-PATTERSON AND AULD CO.

1808 North High Street
Columbus, Ohio

Fraternity Jewelers

to

Theta Xi

Triangle

Alpha Chi Sigma

Alpha Rho Chi

Engineer's Council

Texnikoi

Eta Kappa Nu

Sigma Xi

Quadrangle Jesters

BARTON KAGEY, *Manager*
O. S. U. - 1923



Your father may
 give you your
spending-money,
but your bones
are your chief
means of support
... . drink MILK

