

Movement. A yeasty stirring, significant of big changes to come—that is London 1937. First the work already done by the Art and Industry Council (the Government body, under the wise Chairmanship of Mr. Frank Pick) is bearing good fruit. A most interesting report has been published, is being widely read by all here, and many of its recommendations are now being adopted by British industrialists.

An internationally known Art School and Studios were opened recently in Westminster by Lord Hollenden. An exhibition there of work formerly done by this school on the Continent and by teachers on the British staff is attracting interested crowds.

Other exhibitions include the recent French Surrealist Exhibition which, while exciting laughter among the wider public, has begun, in its more thoughtful aspects, to influence certain English artists.

Tendencies everywhere are towards a greater ease of expression. The tight geometrical form is giving way to a much freer interpretation of ideas. Here Ashley and his school of thought are taking the lead, and posters and announcements (notably those for the Milk Marketing Board) are appearing in a form new to the hoardings and the Press. Moreover these are meeting with a wide general approval.

Packet design is now taking a much more important place in the thoughts of designers. This is partly due to the German lead, such designers as Hadank being greatly admired for their scholarship and integrity to high standards. Credit must also go to Mr. Ryan of "Shelf Appeal" whose splendidly produced periodical gives a continuous picture of all that is newest and best in this field.

Then, too, the Paris Exhibition is proving a great stimulant. This truly international exposé is being taken very seriously in England for we feel that it is going to have an effect on the planning and design of goods all over the world, and we are determined that our contribution shall be the finest of which we are capable.

The near future is great with possibilities. Art, Industry, and Advertising are being welded together to produce something that goes further than the development of commercial interests and the making of money. This "something"—this new Force in Education, if you will—is already penetrating more and more into the national life, educating the social unit to better standards of taste and thought, thus opening the way to reforms throughout the social fabric.

SIR WILLIAM
CRAWFORD:

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