

## Commercial Pictures and the Arts and Technics of Visual Persuasion

A conference at the Hagley Museum and Library Soda House

Nov. 8, 2019

8:30: coffee, light breakfast at Hagley

9:00-9:15: Welcome to conference

9:15-11:00: Panel 1. *Graphic systems*

Jennifer M. Black, Misericordia University

*"The Genius of Pictorial Advertising": Images and Consumer-Centered Advertising in the US, 1830-1900*

Michael J. Golec, School of the Art Institute of Chicago

*Utility, Luxury, and Projection: Affect and Cognition in T. M. Cleland's Advertising Illustration*

Paul S. Moore, Ryerson University

*Drawing its Own "Maplan": Hanff-Metzger Inc.'s Lost Blueprints of the Art of Persuasion, 1914-1937*

Respondent: Jennifer Greenhill, University of Southern California

11:00-11:30 break, coffee and snacks

11:30-1:15: Panel 2. *Multisensorial technics*

Britt Salvesen, Los Angeles County Museum of Art

*Selling Sight: Advertising the Third Dimension*

Wendy A. Woloson, Rutgers University-Camden

*Selling Lightning Sausages, Chair Seat Squawkers, Goo Goo Teeth, and Other Weird Stuff to American Consumers in the Industrial Age*

Ai Hisano, Kyoto University

*Creating a Visual Fantasy: Sensory Appeal and the Presentation of Naturalness in Food Photography in the Interwar United States*

Respondent: Erin Pauwels, Temple University

1:15-2:15 lunch

2:15-4:15: Panel 3. *Commercial environments off the page*

Anca I. Lasc, Pratt Institute

*The Power of Windows: Artistic Interventions in the Commercial World*

Anat Rosenberg, Radzyner Law School

*Ways of Seeing Advertising: A Cultural Legal History of the Hoarding, Britain c. 1860-1914*

Martin L. Johnson, University of North Carolina-Chapel Hill

*Farming with Dynamite: Using Motion Pictures as Spectacle, Evidence, and Means of Persuasion (1895-1930)*

Richard K. Popp, University of Wisconsin-Milwaukee

*Picturing a Knowledge Economy: The Time-Life Exhibition Center and 1960s Corporate Modernism*

Respondent: Jason Hill, University of Delaware

4:15-4:30: break

4:30-6:15: Panel 4. *Disruptive performances*

Ryan Linkof, Lucas Museum of Narrative Art

*The Arrow Man and the Quarterback: Marketing Male Desire in the Commercial Pictures of J. C. Leyendecker*

Astrid Van den Bossche, University of London

*Dreamatic Undergarments: Examining the material responses to the Maidenform Dreams campaign (Us, 1949-1969)*

Rose Bishop, Richard Avedon Foundation

*Avedon's Creature: Parody, Performance, and Commerce in The Fabulous Fifties*

Respondent: Alex Taylor, University of Pittsburgh

6:15-7:00: Closing summary

Vanessa Ruth Schwartz, University of Southern California

7:00-7:30: Reception

Advanced registration required. Registration is free. Lunch on site can be purchased in advance for \$15.00. To register, please contact Carol Lockman at (302) 658-2400, ext. 243, or [clockman@hagley.org](mailto:clockman@hagley.org).

The conference will be held in the Soda House Auditorium. Use Hagley's Buck Road entrance off Route 100 in Wilmington, Delaware. GPS: 298 Buck Road East, Wilmington, Delaware 19807. Additional directions are available at [www.hagley.org/directions](http://www.hagley.org/directions).

For those staying overnight, we recommend the Best Western Brandywine Valley Inn. There is a block of rooms available for attendees and shuttle service during the conference is provided.

Call (800) 537-7772 for reservations and indicate that you are attending Hagley's fall conference to receive the discounted rate.