

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