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.

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.

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.