

Factory & Office
bookmobiles to go
thru Office 1 a week or
at breaks, lending books to
& purchasing & selling books to
employees. Could be
managed w/ a local
bookstore.

Art Project Systems

Agrip

Co. A uses ^{employees} griffin

Preparing to set up
& manage art
programs for the
full-time or more
actively engaged employees.

Do I Equip a church by Holographic Art?

Could an audience be built up?

Is a Holography of the South Club possible?

Artist Rights - Patents, copy rights, ownership etc

Have you considered branch museums?

Couldn't you purchase a Museum for another city?

Holography should be recognized as an art in its own right

Price of Equipment

Forums - coming together
esp. important for the small
numbers of holographists

Destruction of early holography (presented by Museum of Modern Art)

② Need for linguistic language of criticism.

③ History

④ Studio for holographers
Congress

Special material needs
e.g. in formats etc

① Need ~~strong~~ personalities pushing for business support

⑤ Impact of holography
Creative aspects need stems
Commune form for work
Widespread network
~~But not new museums~~
Fellowships
Congress of World Holographic Art
Purchase Museum for another city & sell it to ~~some~~ corp in a city

"Standard of Living"

A note Jan 12 '82

(1) Amer. life style again as in many ways, by the
evening of progress in the arts as Chamber Music.
How do get people out of their homes
OPPORTUNITIES IN CHAMBER MUSIC (Law & Order)
Every ship & restaurant need to have an ensemble.

(8) Can't a big multi-national suggest a tour abroad?

(7) The Travel problem: Why travel?
Don't it better to develop a local
market? No matter how it seems
more difficult.

(10) Subject for Research = Does Radio TV dissemination help or harm
Unfair Foreign Competition actual audience size.

(9) What % of groups are union-members.

(12) TV & localization
& introduction
of chamber music
A meeting to recommend policies and programs
for support of chamber music, sponsored by
Cultural Resources, Inc., in collaboration
with Chamber Music America and the National
Endowment for the Arts.
tie-in to school systems - continuing education

(2) CM can function in a lot less structured environment.

(3) 275,000 chambers in country.

(4) Do you think it wise to suggest a given new type of chamber music,
given that a certain % of old type will survive.

(6) What's wrong w/ going the variety route in recording C/M?
~~important~~ Many places not known
perhaps for recording.

January 11 and 12, 1979

Washington, D.C.

(13) Wouldn't flow of information, advice, examples (Data Collection
Project & network)
The most important assistance - for self-help.

(16) Pharmaceutical companies should be interested in the possible affinity
to physicians for chamber music.

Why doesn't some real estate etc group
develop a rotten core arts - health
center that not only gives the post -
5 o'clock businessmen The arts & Ford
but even a place to stay — a
family cubicle - tent The whole
thing packaged for a modest sum
of \$800 like season tickets.

Women's Prison

Probably creative

Good source for arts
program

Good object of human
sympathy

(Lucia could draw up
program)

make Marion Craft, Dep.
Counsel to V-P.

It is said that ~~the~~ ^{none of}

^{of Queens, New York City,}
the 250 corporations ~~passing~~ ^{that,}

gross over \$5 millions annually ~~and~~
~~do~~ make contributions to the arts. By
This must be meant gifts to public
institutions, not the kinds of
business expense that ^{directly} support the
arts. Still the ^{figure} is ~~amazing~~
downtright dismaying

If co. becomes too
well known for giving,
it gets too many
applications, too many
refusals & ∴ negative
P.R.

Needed "a fall guy" for referrals.

- 1, Caserative effect of
watching parents
- 2, Why not double deductibility.
- 3, A lot can be
unlocked if atten
is switched.

Then ~~draw~~ list and examine all the dance-media producers:

- night clubs
- social clubs
- ballet schools
- ballet-classical companies
- ~~ballet~~-modern companies
- show-dance schools
- etc.

Ask how the quality and quantity of each can be improved in the context of business either as earnings or contributions of business.

Invent & Elaborate schemes that can do so. For example, ~~draw~~ Obtain 50 ^{small (100-500)} business companies as co-operators. Prepare panels of companies dance coaches, organizers, instructors. Let business companies solicit interest in better dancing and dance-management.

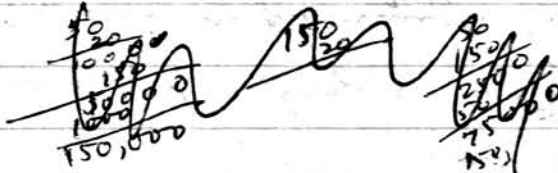
Bring ~~co-~~ teachers & voluntary groups together.

Results: $50_{\text{cos.}} \times 20_{\text{participants}} \times 150 \text{ hours/y} \times \$3/\text{hr} =$

\$450,000 added to ANP plus 50 instructors at 150 hrs at \$20 = \$150,000. Total \$600,000

added to ANP. Less cost of enlisting the 50 companies, ~~and getting~~ preparing a list of ^{teachers} ~~coaches~~, paying for the teachers, paying off costs.

Justification: absolute increase in folk dance practice and appreciation; possible spin-off performances; ~~saves on~~ energy-costly time usages; diverts (charges) ^{costs} ~~to~~ company leaders



making it a charge on customers and shareholders;
moral improvement (efficiency) in ordinary
production; ^{probable} ~~possible~~ occasional talent discovery.

Govt. Arts ~~Policy~~ Relations Academic Resource

Pol. Sci.

Soc.

Anthro

etc.

Articles

Very in Field

Conference

Community Respect

Interest of Poly. —

Enter

Regional Pol. Sci. Assns.

e.g. SE Regional Foundation

Humphrey Institute

LBJ School

NE

Hendrik F. (in West Coast)

} Hump's last speech on work.

Issue of Annals?

Functions of the Pol. Scientist:

- a) sponsored other scientists
- b) expertise
- c) better lobbying

Can business set up

teen-ages arts
program &

Then after a while
qualify to get
scholarships

for their ~~studies~~

workers to move
into higher arts.
training



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FOR
THE ARTS

A Federal agency
advised by the
National Council
on the Arts

CR - "Profit of Art in Business"

~~Profit~~
The Understanding That enables a businessman to make a profit is a comprehension of the rules of the game, which means doing what others are doing but doing it better.

The understanding that the outsiders (like me) has of business is that I can tell what it is that businessmen are doing even when they don't realize it. This does not make me a good businessman in the sense that I can turn a profit. Not at all.

But I can say that the businessman today is inclining towards artfulness as a way of doing business. ~~As a result~~ This I do by virtue of having the time to observe a lot of businessmen that they themselves lack.



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Further, I can say that the question
whether art is some intrinsic
perennial element in business, now
being discovered, is irrelevant to
~~the~~ turning art into profit.

I see business as a way
of behaving that makes ~~business~~ ^{business} a set of
~~A business~~ a profit. ~~It is not that~~ folkways,
rapidly or slowly
changing.

There is no absolute
rule of efficiency of
operation, or quality of output
that governs profits. ~~It depends~~
~~like a silk purse out of a sow's ear,~~
~~for many factors govern profits,~~
only some of them having to do
with efficiency and quality, while
~~many other~~ other factors have to do
with modes of behavior such that
other people (meaning stockholders,
directors, managers, workers,
clients, customers, and suppliers)
are somehow motivated to put
you into a position where you can
~~make a~~ profit.

If 66 Spent \$50,000
in building a 40 piece
concert band in 1 of its factory,
is this a better expenditure
than giving \$150,000 to
guaranteeing an extra week of
performance by a local symphony
orchestra?

Biddle: Could a presentation
be drawn up giving out
some 15 or 20 ways in
which a company can
support the arts.

B.C.A. } "126 ways to support the
put out } arts."

Can we get 500 ^{to 1000?} video-tape student teams
around the country to do a short tape on each art
form and use them to show what is being done in
art? Advantage for them from Congress newspapers.

Use this for all who ~~are interested in~~ ^{need}
stimulation of interest. For many other purposes.
Also to illustrate what aesthetic profile of Americans
do.

Get building in Princeton as HQ for teaching
in dep. sector and art support. Use also as
research center for " " "

Can't ~~form~~ ^{giant} corps. set up in
effect a Regional Office in their centers &
hire us to ^{help} set it up and guide it.

9570 X

70 Urban
 70 Lawrence in Cott
 70 Arnold of Legislature

I might be different if
 this could be done
 within a week's full.