COMMERCIAL PICTURES AND THE ARTS AND TECHNICS OF VISUAL PERSUASION
A Conference at Hagley Museum and Library
November 8, 2019 • Wilmington, Delaware

8:30 – COFFEE, LIGHT BREAKFAST
9:00-9:15 – WELCOME
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. Oeland’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
Multisensory 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 of 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

Advance registration required. Registration is free. Lunch on site can be purchased in advance for $15. 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.

Image: Detail from Frustrating the Iron Eaters by Herbert Stitt, 1919. From the collection of Hagley Museum and Library.