1955

"Required": One Trip to Chicago

Donna Danielson

Iowa State College

Follow this and additional works at: http://lib.dr.iastate.edu/homemaker

Part of the Home Economics Commons

Recommended Citation
Danielson, Donna (1955) ""Required": One Trip to Chicago," The Iowa Homemaker: Vol. 35 : No. 13 , Article 3.
Available at: http://lib.dr.iastate.edu/homemaker/vol35/iss13/3

This Article is brought to you for free and open access by the Student Publications at Iowa State University Digital Repository. It has been accepted for inclusion in The Iowa Homemaker by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.
A sneak preview of the professionals, a cultural excursion, a formulating period for job ideas — any or all of these terms might describe the applied art senior study tour. The tour, A.A. 401, is required for graduation, but the word “required” has seldom had such a pleasant connotation.

Chicago is the Classroom

Chicago, Minneapolis and Kansas City are the classrooms for this course. The assignment is to view some of the world’s greatest art and to watch the professional artists at work. This year the group, under the direction of Professor Janet Navin, visited Chicago. The location of the places to be visited must be considered to enable a maximum of art to be seen within a minimum of time. The group does all its traveling in a chartered bus.

Over 59 Stops on Tour

This year over 59 studios, museums, shops and stores were toured, including the Chicago Art Institute, one of the greatest in the world. There the seniors, graduate students and staff members saw original paintings by Cezanne, El Greco, Matisse, Van Gogh and Rembrandt; and sculpture by Mestrovic, Taft, Manship and Milles. They visited the miniature model rooms known as the Thome Rooms.

Saw Merchandise Mart

Because most of the girls are preparing for a professional career, the tour included many of the commercial art establishments. The group visited show rooms in the Merchandise Mart — show rooms of such famous furniture names as Dunbar and Paul McCobb, as well as a number of smaller shops. They visited large decorating departments, layout, advertising and fashion departments and television studios, craft studios, the Institute of Design at the Illinois Institute of Technology and apartment dwellings by Dr. Ludwig Mies van der Rohe.

Visited Ben Rose Studio

The group also visited Collins, Miller and Huttons, the country’s largest photo engraving firm. Here they saw the processes involved in printing the large four-color magazine ads. Another feature was the visit to the studio of Ben Rose, one of the nation’s leading textile designers.

They encountered seven floors of “Christmas Fairyland” at Silvestri’s Art Manufacturing Company. There they saw Younker’s Christmas window in the making and a $40,000 plaster nativity scene to be used atop the marquee of Carson, Pirie and Scott. The final official stop on the tour was at the Little Traveler’s Gift Shop in Geneva, Illinois, which features imports from all over the world.

Time Out For Play

The trip didn’t consist entirely of art tours, however. There were opportunities for the women to window shop, to eat in “name” restaurants and to hear the best in music at symphonic concerts and in musical stage plays.
But the greatest reward of the tour is the preview these women get of a life as a professional artist. The tour is a final summary of the Applied Art Department's aim: to provide the students with a love of art, an ability to judge art and practice in the fundamental principles of art. Through seeing the commercial processes, the girls get an understanding of the career ahead of them. They actually see professionals at work in advertising, greeting card, kitchen and textile design, display art and interior decorating.

But past history proves that the majority of the girls will become homemakers and want to earn at home. The Applied Art Department attempts to furnish these women with a background so they can earn money at home with their creative, craft, interior or textile experience. And on the tour, examples of the type of work that can be combined with a family are pointed out.

The field trip is no last minute affair. Tour leaders and tour sites are decided upon almost two years in advance, so preparations are always going on for two trips at once.

The 1956 trip is over, but even now, Professor Neva Peterson, 1957 tour leader, is working on the next tour. This year's trip is not forgotten, however. As one senior expressed it, "To me, the study tour seemed to pull all four years of art courses together into one broad picture of art, present and past, its sheer beauty and commercial value. Nothing could serve as a better representation for the Applied Art Department, its philosophy and methods."