A Symposium on
DESIGN AND AESTHETICS IN WOOD
and a Proposed
DESIGN IN WOOD EXHIBITION
to be Sponsored jointly by
STATE UNIVERSITY COLLEGE OF FORESTRY
SYRACUSE UNIVERSITY SCHOOL OF ART
NEW YORK STATE SCIENCE AND TECHNOLOGY FOUNDATION
and the
WOOD AND WOOD PRODUCTS INDUSTRY
at
Syracuse, New York
Autumn, 1967

THE GUSLAR
IVAN MESTROVIC
SYRACUSE UNIVERSITY COLLECTION
There is a clear cultural lag in the design effectiveness of a large portion of the wood consumer goods produced by American industry. Our society's "tastemakers" have been turning more and more to materials other than wood or to imported articles. It is obvious to those of us who have a deep interest in wood that something must be done to reverse this trend.

Economic growth in the wood-dependent industries is directly related to the amount and quality of human creativity channeled into their products. The distinguished records of contemporary designers in the Scandinavian countries, particularly as demonstrated in furniture and other wood products, have provided the world with a classic object lesson in this respect.

To develop and stimulate creativity in designing with wood, the State University College of Forestry at Syracuse University is holding a three day "Symposium on Design and Aesthetics in Wood." The most creative leaders among artists, architects, industrial designers, landscape architects, art critics, industry executives, wood scientists and engineers will be assembled for the Symposium and asked to focus their thoughts and attention on wood as a design medium. To preserve the thoughts and ideas of the Symposium, a Proceedings will be published.

Coordinate with the Symposium we are planning a "Design in Wood" Exhibition where imaginative art forms and designs in the wood medium will be shown from both the historical and contemporary points of view. These will give a visual stimulus to reinforce and amplify the ideas generated during the Symposium. A "Design Book" will preserve the art forms and designs and, we hope, provide inspiration for years to come.

We are gratified that the New York State Science and Technology Foundation has enthusiastically endorsed the Symposium.
sium and has provided $25,000 for its support and for publication of the Proceedings.

However, we are forced to turn to leaders among the wood industries for support of the "Design in Wood" Exhibition and of the "Design Book" that will form its permanent record. The amount needed will approximate $30,000. If several of the leading wood products manufacturers will contribute $2,000 each, with a number of others contributing from $500 to $1,000, the Exhibition and its record in published form will be possible.

We believe that the contribution the "Design in Wood" Exhibition will make to the prosperity of the wood products industries will be substantial. We solicit your financial support for this "Exhibition" and the "Design in Wood" book that will arise from it. Proper recognition will be given contributors at the Exhibition and in the "Design Book."

Contributions to the "Design in Wood" Exhibition and the "Design Book" should be made to "The Research Foundation of State University of New York" and forwarded to the Foundation, Attention: Mr. Mort Grant, Director, P. O. Box 7126, Albany, N. Y. 12224. Accompanying the check should be a statement that the money is for the "Design in Wood" project.

We would welcome an opportunity to have a member of our committee call on you and describe in more detail the objectives and program of both the Symposium and the "Design in Wood Exhibition."

HARDY L. SHIRLEY | DEAN
STATE UNIVERSITY COLLEGE OF FORESTRY AT SYRACUSE UNIVERSITY