



פרופסור ג'ניפר וייזנפלד

דיקנית מדעי הרוח, המחלקה לאמנות, תולדות האמנות ולימודים חזותיים
אוניברסיטת דיוק, צפון קרוליינה, ארה"ב

Professor Gennifer Weisenfeld

Dean of Humanities, Department of Art, Art History and Visual Studies
Duke University, North Carolina, USA

Lecture | הרצאה

ELECTRIC DESIGN: LIGHT, LABOR, AND LEISURE IN PREWAR JAPANESE ADVERTISING

The Lecture will be held on Wednesday
5 June 2019, at 6:15 p.m.
Mexico Building, Hall 206 A
Tel Aviv University, Ramat-Aviv

ההרצאה תתקיים ביום רביעי
5 ביוני 2019, בשעה 18:15
בניין מכסיקו, אולם 206 א'
אוניברסיטת תל-אביב, רמת-אביב

Abstract

Electricity is a powerful enabling technology. It is also a social and cultural force of unparalleled proportions that has forever altered the landscape of daily life around the world. Certainly electricity produced bright lights in big cities; it was the visual language of the modern urban metropolis: burlesques, cinema, and illuminated signboards. It also facilitated the production of modern domesticity through the purveying of goods in the burgeoning consumer market. Nevertheless, electricity did not market or sell itself. Two companies at the forefront of creating this market that were actively engaged in innovative advertising design throughout the twentieth century were Toshiba and Matsushita. This presentation explores the industry's important cultivation of a nascent consumer market for electrical goods in the prewar period, and the role of graphic design and advertising in aestheticizing, visualizing, and commodifying the seemingly transformative social powers of electric energy.

Light refreshments will be served before the Lecture | כיבוד קל יוגש לפני ההרצאה