

Jan 2, 1978

File

To: Carl Stone

From: Al de Grazia

Subject: Activities Report, December 1978

1. I wrote the first draft of "What Profiteth a Business from Art?" and began revision based upon suggestions of staff. This essay is intended for magazine publication and educational distribution by Cultural Resources. It ~~recounts~~ recounts the profitable aspects of arts-support activities, suggest new motives for business to engage in art, and outlines how a <sup>non-arts</sup> business can discover its own arts-activities profile.

2. Conversations were initiated with Earl Voss, speechwriter for the Department of Energy aimed at ~~the~~ revealing the considerable contributions that the arts can make to the conservation of energy by means of speeches and public communications <sup>emanating from</sup> the DOE. A parallel aim is to develop a pamphlet for business on arts-support and voluntary energy conservation.

3. ~~At~~ In a meeting with Al Stern of the White House Office, ~~we were invited to use~~ we were invited to use this good office for any business group, who would wish to innovate an arts-support program, including to begin with ~~the~~ trucking interests who might support the ~~use~~ use of truck bodies for <sup>new</sup> mural art.

4. Peter Kyros of the Federal Council ~~is helpful~~ <sup>hopes that he</sup> may be helpful in ~~strengthening~~ our efforts to support a set of pilot projects ~~for~~ <sup>testing</sup> innovative means for business support of the arts, and ~~he~~ offers his ~~own~~ participation and presence should we wish to engage a group in discussion of such support.

5. Dr. Ramchandran, Deputy Secretary-General of the United Nations, received some suggestions from me on the development of ~~the~~ <sup>the</sup> new <sup>UN</sup> program of Habitat, which he will direct.

6. I ~~also~~ contributed ~~a~~ <sup>a</sup> memorandum to the United Nations World Conference on Wastes and Wastes Disposal, at the invitation of Dr. Rashmi Mayur, ~~the~~ <sup>the</sup> Chairman. A copy is attached for the files.

7. The proposed Cultural Resources - ~~Halography~~ <sup>Halography</sup> joint educational seminar and policy-exploration <sup>meeting</sup> advanced ~~to~~ <sup>to</sup> a preliminary <sup>oral</sup> agreement. ~~and will be settled in~~ <sup>I expect a letter with suggestions for agenda and personnel by January 8, and a New York definitive discussion on January 22.</sup>

8. Some progress was made on a memorandum producing a set of pilot projects for innovative business programs in support of ~~the~~ <sup>the</sup> culture, including a subsidiary memo on energy <sup>conservation</sup> and arts support.

9. In a meeting with Louise Wrenier of the Department of Commerce, I ~~gathered up~~ <sup>gathered up</sup> information on the use of the arts as ordinary business activities, ~~and~~ <sup>and</sup> a matter that she is no longer pursuing directly.

X 10. No progress ~~was~~ <sup>was</sup> made on The Newsletter dummy and I shall have to ~~be~~ set that up soon.

X 11. ~~I~~ I participated in the several staff meetings and seminars of The Office and attended part of the ~~the~~ NEA Council meeting.

12.

X 13. I ~~utilized~~ utilized four days at the end of December to wipe out an ~~accrual of time~~ <sup>spent on the job in</sup> ~~from~~ October and November. Happy New Year!

X Charles Lieber, publisher of 1001?'s, is trying to set up a press conference - policy conference at a room in Lincoln Center for sometime in late February.

MEMORANDUM

TO: CARL STOVER

FROM: ALFRED de GRAZIA

DATE: JANUARY 29, 1979

SUBJECT: ACTIVITY REPORT FOR JANUARY 1979

1. I completed a draft and revision of "What Profiteth a Business from Art." It is being read now from the perspectives of several experts.
2. I helped Jeffrey Norton and Charles Lieber, two New York publishers, to bring their plan for a National Audio-Visual of American Craftsmen at Work to the NEA.
3. I helped Elizabeth Hite and Bonnie Vierthaler of Seattle to revise plans for an artist-in-business residence program proposal and it appears to be moving favorably with Eudorah Moore.
4. I made progress in the organization of a College of Consultants on Arts-Government Relations with a group of political scientists, under the leadership of Professor Kevin Mulcahy of Claremont Men's College. Envisioned is at least one professor in each State who would be on call for State Arts Agencies and others whose talents in arts development may not include public administration. The College as a whole would sponsor the consultants and conduct training conferences. The American Political Science Association is favorable. Other endorsing or sponsoring groups are to be contacted. We are beginning to examine sources of funding. *governmental  
affairs  
and*
5. I continued the preparation of a program of pilot projects for which support is to be obtained. Each project is intended to bridge the gap between the first stage of development in which ideas and suggestions arise for methods of encouraging arts-support and the third stage in which projects might be deployed fairly widely. In other words, the pilot projects are aimed at providing demonstrations of feasibility, technique, and costs.
6. The Holography Museum of New York City, under the leadership of Rosemary Jackson, is now ready to move ahead with Cultural Resources towards a conference on February 27, 1979 in New York at the Museum. The Conference is tentatively named "Policies for the Development of a New Art Form." It will occupy a day's time. Cultural Resources will extend the invitations and conduct the conference. The Holography Museum will act as Host and provider of resources. Foremost on the agenda is to define and present holographic art for its own sake, as distinguished from an industrial, military, and scientific technique, to the philanthropic community. A second aim is to lay the groundwork for supporting a First World Congress on Holographic Art in August, 1979.