

I. Is Holography an Art Form (Holoart)?

In theory, might it be a major art form comparable, say, to photography, filmmaking, or drama.

What are 20 ^{excellent} works of holoart?

- Technically advanced.
- Original steps forward (saltations).
- Beautiful to any eye.

What does it cost to see holoart on a ~~a~~ general widespread basis? What locations? What exhibits?

What does it cost to make a holoartwork?

~~What is the cost to~~ ^{top cost / minimum cost.} What's cost of owning holoart?

What are problems of conserving or preserving holoart?

^{Protecting the integrity of Base & backing its support}

II. How can holoart be guaranteed some significant degree of integrity so that some people can be largely or entirely holoartists?

III. To what types of philanthropy & business concerns would ~~a~~ holoart-support be relevant and appealing?

IV. What forecasts can be made of holoart development?

7 December 1978

A proposed set of
PILOT MODELS IN
ENERGY-CONSERVING ART FORMS

Artistic activities occupy ~~much~~ ^{all the} time of ~~some~~ ^{a couple of} millions of Americans, some time of perhaps 30 millions, and a little time of probably ~~100~~ ¹⁰⁰ millions. Art activities consume ^{non-human} energy, directly ~~in arts production~~ and performance, and indirectly in ~~dependent~~ dependent and related activities such as transportation of audiences, ~~production of~~ production of supplies, and publicity.

Thesis no. 1: Art activities, generally, and ~~some~~ certainly in discoverable ~~the~~ forms, are energy-conserving in ~~the~~ comparison with other human activities ~~that are substitutable by and for arts activities.~~

Thesis no. 2: Arts time ~~is~~ and arts activities are voluntary in large part and therefore can be individually and collectively ~~changed~~ ^{altered} without disrupting established interests and without ~~the~~ legislation.

Thesis no. 3: If a given ^{worthwhile} art activity is discovered to be energy-conserving, ~~and is worthwhile promoting as an art form,~~ ~~then it should be~~ ^{both} national ^{energy} policy ~~to~~ ^{and} promote ~~it~~, both refer national arts policy directly that it be ~~supported~~ supported.

Thesis no. 4: ~~Five~~ art forms can be ~~discovered~~ ^{are discoverable} which have ^{are} the ~~quality~~ ^{qualities} of energy-conserving ~~and can be discovered~~; their energy ratio to substitute activities can be estimated; ~~each~~ a cost-benefit ^{ratio} can be figured.

for each form; and the art form can be promoted

Thesis no. 5: A ~~the~~ low-cost pilot model can be set up in ~~the~~ ^{each} case of five different art forms which will produce ~~it~~ a favorable ~~the~~ costs/benefits ratio as art, ~~and~~ which will reduce by more than 25% the direct and indirect energy consumed by comparison with probable ~~the~~ substitute activities that would occupy the same time, which ~~will~~ can be extrapolated to an energy savings of at least \$50,000,000 per annum, and which can be achieved ~~with~~ with a favorable social turbulence/benefits ratio.

In line with these 5 theses, the following five types of art activities are recommended for pilot studies, and described briefly.

I. Book-reading: ~~is~~ A book, especially a borrowed book, represents a low/energy cost in relation to ~~the~~ consumption time. From a social policy standpoint, it represents a preferred type of popular activity provided only that the bookstore ~~has~~ some ~~real~~ artistic and informational value.

^{An exceedingly low-energy-cost activity and are also} Public Libraries are underemployed. The used book and magazine market is one of the cheapest forms of recycling known. Even a new book ^{of \$12.00 retail costs} represents on the average \$1.50 in ~~the~~ costs, and the ~~average~~ energy of procuring & using a book averages \$.25. ~~cost~~ The consumption hours of an average book ^{and an artificial energy in not reading it amounts to 150¢.} ~~cost~~ come to about \$2. The average energy ^{personal}

Three readers, one can almost cost \$4 per year
50¢ by 33 or 65 cents. All ~~the~~
The initial energy cost of 90 cents, or 9¢ an hour.
books average
Since ~~the~~
The initial energy cost of 90 cents, or 9¢ an hour.

use per ^{waking} waking hour ^{of personal time} of the American population is ~~\$~~ \$1.00/capita. ~~Reduced by the~~
~~# of children under 5 years~~ — /capita.

About 75 million Americans over 16
have read 2 or more books ~~in the~~ per annum. A total of
~~100 million book-hours would be involved if every one of~~
If 1 out of ten of these or 7.5 million read 1 more
book per annum, the energy savings would be
75 million hours times 90¢ or about ^{\$}67.5 million.

Inviting The Church in.

Churches need: Musical groups

Dance groups

Art (musical) (Painting) (Sculpture)

Composers =

Trade Unions: Compose their theme songs

Union Pension Fund Art purchases