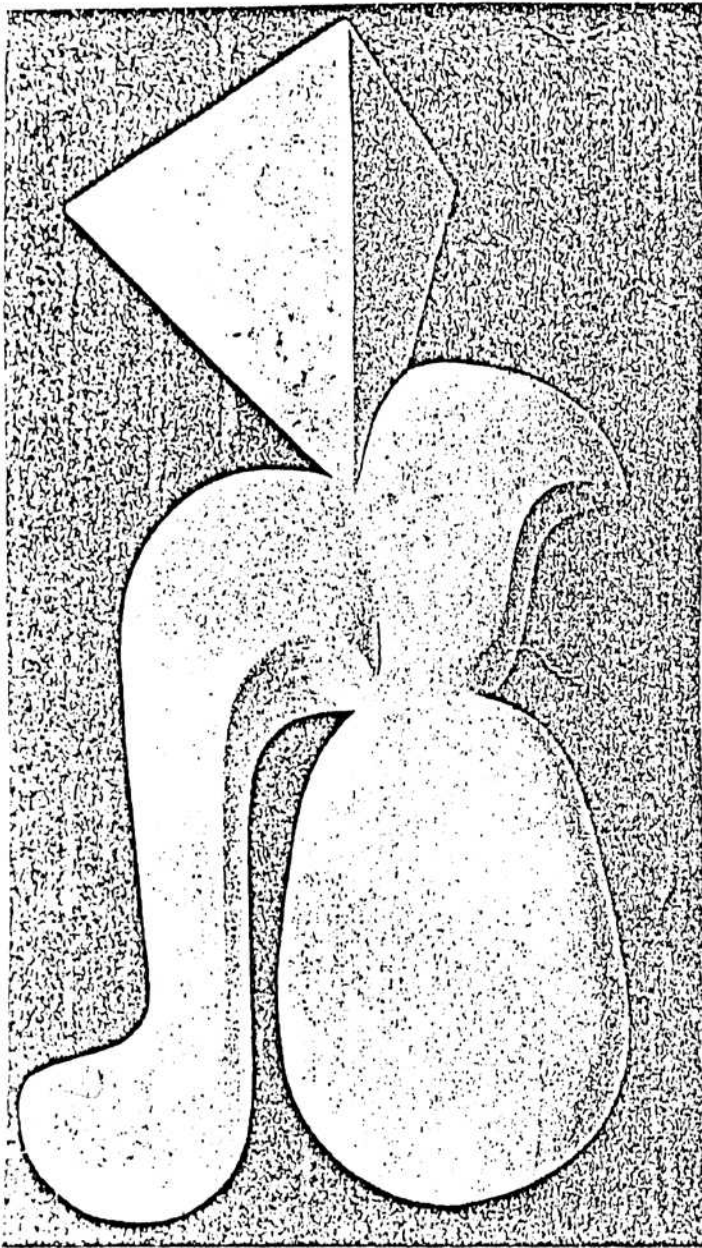


To:
Betsey Hite

BUSINESS



ESTHETICS



COMPANY ARTISTS

A prospering breed

SPECIAL ISSUE EDITOR:
Filing A. Clarke

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HIRING; HOSTING; HELPING; ENJOYING

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Covering Letter

Dear Mr. _____:

You might glance at this new treatment of a new subject: Business Esthetics. It's interesting in itself; it's also a surprising revelation of the numerous ways in which your business involves art and culture.

You may enjoy Business Esthetics enough to not route it down the line. Then again you may have no one to route it to. It's Public Relations, Personnel, Design, Accounting, Innovation.

If I may say so, take at least this copy home with you to read and show it around the house. Then give it to whoever at work is the closest in job and temperament to a Cultural Affairs officer, and let this person carry on with it. There's a plus on the bottom line of Business Esthetics--if not in this issue, then in the next, or the next.

Thanks, too, for your help in getting us off the ground.

Very truly yours,

BUSINESS ESTHETICS

Planned as a monthly magazine, except for August, BE will carry in each issue an extensive treatment of a special topic. The topic will move directly into a practical way in which a company can participate profitably in the arts. For instance, Number One, "Profits from the Artistic Ledger," will show how the artistic and cultural side of any business can be examined to determine whether they are contributing to the total effectiveness of the company. An eye-opener article will indicate how large a part the Esthetic Dimension is in business, even if they deal in nuts and bolts, and whatever their type--basic resources, fabrication, processing, distribution, sales, etc. Two case studies will show how the Esthetic Dimension is handled conciously in a few companies. A summary description will describe the spread of esthetic techniques around the country. The accounting and tax implications of business esthetics will be laid out. Illustrations will come from various corporate arts projects. Artists' claims of supplying profitability through innovation and worker morale will be advanced, with counterclaims. In all articles, specific names and activities will be stressed.

In this issue as in all issues, the topic of the month will be accompanied by several features: an Editorial on a controversial question respecting business activities in the arts and culture; brief reviews of the several best and most pertinent books and articles; letters from readers containing ideas, criticism, testimony; and some news items and statistics worth mentioning.

On Advertising and Consultation

Ordinarily, a magazine of 2000 subscribers and ten thousand readers cannot obtain much advertising unless it goes to a select heavy-spending group in a special field such as heavy equipment owners. Business Esthetics is in fact this type of magazine, because it is aimed at a small group of business executives and advisors, who testify by their very readership that they may be looking for big orders of specified things. For example, a musical instrument company can readily advertise its ability to furnish a number of company bands and give advice on how to set up the system. Again, a large decorating firm can offer art to beautify company offices and shops. Another concern can advertise advice on the management of company contributions. Muzak can advertise piped music. American Express or Fugazy can advertise special "Busmen's Holidays" plans for a company. And so on.

Business Esthetics in each issue will inform readers how, through the magazine and otherwise, they can get going on one or more types of arts activities.

BUSINESS ESTHETICS
CENTRAL THEME OF ISSUE

Vol. I 1980

#1	January	Profits from the Artistic Ledger
2	February	Truck Art
3	March	Company Artists: A Prospering Breed
4	April	The Corporate Aesthetic Profile
5	May	Piped Music and Ringing Cash Registers
6	June	Workers Look at Company Arts
7	July	Strike Up the Band!
<hr/>		
	(no August)	
8	September	Examining a Big Company's Arts Program
9	October	Inviting the Churches
10	November	Unions Investment in the Arts
11	December	Holiday Arts in Shop & Office

Vol. II 1981

#1	January	Multi-National Arts Interchange
2	February	Tax Accounting for Business Art
3	March	Dancing Exorcises Debits
4	April	Scraps Art: Why Throw it Away?
5	May	Streetcorner Boxes to Display Fine Art
6	June	Company Libraries
7	July	Arts-Use Seminars for Executives
<hr/>		
	(no August)	
8	September	Plant Exterior Aesthetics
9	October	Arts and the Energy Budget
10	November	The Corporate Dynamuseum
11	December	Camera Clubs

CENTRAL THEME OF ISSUE

Vol. III 1982

#1	January	Business Goes to Its Own Theatre
2	February	The Company Culture Tour
3	March	Poetry Clubs
4	April	Dressing for Work
5	May	Culture Contests and Togetherness
6	June	Art Auctions on Company Premises
7	July	Supporting High Technology Art
<hr/>		
	(no August)	
8	September	The Company Historian
9	October	Free Tickets for All to Everything
10	November	Cuisine Club in the Company Cafeteria
11	December	The Company Chorale

Vol. IV 1983

#1	January	Consciousness-Raising in Business Esthetics
2	February	Does Quality Art in Advertising Pay?
3	March	The Public Relations of Business Art
4	April	Business Gains of Art and Logic
5	May	"Business Stinks:" Olfactory Aesthetics
6	June	Giving the Work Group the Proper Setting
7	July	Culture and Collective Gargaining
<hr/>		
	(no August)	
8	September	Is Government Cooperation Worthwhile?
9	October	Work Interiors
10	November	Holoart: Visions of Work at Work
11	December	Business Esthetics in 1983: An Illustrated Review

Budget

BUSINESS ESTHETICS

B. Expenses (1st year incl. 6 months preparation)	11 Issues	6 month prepare
Editor/Publisher*	\$ 20,000	\$ 10,000
Assistant Editor	13,000	6,000
Secretarial Subscriptions Clerk	10,000	
Legal & Bookkeeping	5,000	
Special Issue Editors	5,000	5,000
<hr/>		
Rent & Warehousing Inventory	4,000	
Postage (not including partly gov't mailing) 22,000 pieces	11,000	
Telephone, etc.	3,000	
Miscellaneous	3,000	
Advertising circular 10,000	1,500	
<hr/>		
Composition @ \$15x50x11	9,000	
Layout, photographic, pre-press	6,000	
Printing & Paper (4000 copies) @ \$.30	13,000	
Mailing and handling @ \$4 per subscriber @ 1500	6,000	
	<hr/>	
	\$109,500	
	21,000 21,000
Depending upon investments and receipts, the above stringent budget can draw on another 30% of the annual cost of \$109,500.	+ 32,850	
	<hr/>	
	\$163,350	

* First year beginning 6 months before 1st issue, carrying through 1st year of publication.