

# PARLEY ON DESIGN VIEWS U.S. IMAGE

## Arts Studied as a Cold-War Link to Backward Lands

By ADA LOUISE HUXTABLE

Image making, the art of projecting oneself as one wishes to be seen, will be explored on an international level this week in Aspen, Colo.

The theme of the 1963 International Design Conference, opening today, is "Design and the American Image Abroad." The five-day session will study how visual communication and the arts, from postage stamps to buildings, project American ideas and ideals abroad.

It will also examine how other countries are using visual techniques to do the job.

This year's program is a marked change for the Aspen Conference, an annual event that has become known for abstract, cerebral discussions of subjects as rarefied as the air in the Rockies.

In contrast, "Design and the American Image Abroad" will try to offer concrete, constructive evaluations of a specific problem by experts on films, publications, exhibitions, posters, products and architecture.

The meeting's sponsors believe that the arts of design are the most effective means of communication in many countries that play a major role in the cold war, where illiteracy is often high. The United Nations Educational, Scientific and Cultural Organization estimated last month that adult illiteracy was as high as 90 per cent in Ghana and 84 per cent in Pakistan.

Visual techniques are of primary importance in shaping the American image in these and other critical areas.

The high spots of today's session will be two contrasting movies on the Berlin wall, one made in East Germany and the other in West Germany. The differences in approach will be discussed by Wolfram von Hanwehr of the Department of Cinema at the University of Southern California.

### Commercial-Film Study

Tuesday's meetings will investigate the overseas film program of the United States Information Agency and will sample Soviet films. Wednesday will be devoted to the impact of American commercial movies abroad. Both sessions will be directed by Alan Pryce-Jones, writer and critic.

On Thursday and Friday, the conference will take up Amer-

ican picture journalism and United States Government publications and exhibitions.

The moderators are Thomas W. Braden, publisher of The Oceanside (Calif.) Daily Blade-Tribune and president of the California Board of Education, and Eliot Noyes, architect and industrial designer and consultant to the International Business Machines Corporation.

Panelists will include Reyner Banham, associate executive editor of the English magazine Architectural Review, Herbert Bayer, chairman of the department of design of the Container Corporation of America; George Englund, director of the film "The Ugly American"; Allen Hurlburt, art director of Look magazine; Patwant Singh, publisher of Design magazine in India, and George Stevens Jr., director of the United States International Motion Picture Service.

Andrew Heiskell, board chairman of Time, Inc., and Donald M. Wilson, deputy director of the United States Information Agency, will open the conference, which will continue through Friday.