Finding aid prepared by Denise Villegas.
Processing and finding aid creation funded by a grant from the Getty Foundation as a part of the initiative Pacific Standard Time: Art in L.A. 1945-1980.
Los Angeles County Museum of Art Balch Art Research Library
5905 Wilshire Blvd.
Los Angeles, CA, 90036
323-857-6118
library@lacma.org

Additional encoding by Jessica Gambling.
**Title:** Photo Services Department Art and Technology slides  
**Identifier/Call Number:** PHO.001.001  
**Contributing Institution:** Los Angeles County Museum of Art Balch Art Research Library  
**Language of Material:** English  
**Physical Description:** 0.81 Linear feet, 1 box.  
**Date:** 1970-1971  
**Creator:** Los Angeles County Museum of Art Photographic Services Department.

**Biographical/Historical note**
Intrigued by the advanced technology used by corporations in Southern California in 1966, Maurice Tuchman, Los Angeles County Museum of Art (LACMA) Curator of Modern Art, began to imagine what an artist could create in an industrial environment. The idea of linking art and industry eventually led to the creation of the Art and Technology Program. Tuchman presented his idea to LACMA’s Board of Directors in November 1967 where it was resisted. Tuchman felt so strongly about the program that he told the Board he would raise the majority of funding himself, protecting the Museum’s finances in case of failure.

With support from Marilyn Chandler, Tuchman eventually had nearly forty corporations willing to participate in the Art and Technology Program. Over sixty artists responded to Tuchman’s invitation to participate in the program. Pairings were made based on a mutual desire to work together between an artist and a corporation. Artists were given information about a few of the participating corporations which people at LACMA thought might interest them. Then, the artists were invited to tour corporations to get an idea of what they might wish to create for the Program. Corporations agreed to house an artist in residence if they felt they could provide the resources needed by the artist based on his proposal. Eventually, twenty-three pairings were made. Although Tuchman’s primary interest was not in simply creating an exhibition, eight Art and Technology Works were shown at the U.S. Pavilion at the 1970 World’s Fair in Osaka, Japan. Fifteen pieces from the Art and Technology Program were later displayed in the exhibition, Art and Technology (EX.1399) at LACMA in 1971.

The greatest criticism of this program came from the Los Angeles Council of Women Artists in the summer of 1971, soon after the Art and Technology exhibit was displayed at LACMA. While a great variety of artists were represented, no residencies were offered to women artists for the Art and Technology Program. The Council of Women Artists felt that the lack of female artist representation in the program was a great oversight. Despite this, the Art and Technology Program was well received; seen as being an innovative, successful experiment.

**Scope and Contents note**
This collection is comprised of 286 35mm slides, 193 in color and 93 in black and white, depicting work created as part of the Art and Technology Program organized by the Los Angeles County Museum of Art (LACMA).

19 of these slides are related to the partnering of artist Tony Smith with the Container Corporation to create an untitled piece commonly referred to as “Cardboard Cave”, labeled as “Cave” on the slides. Images include the installation process and the piece as it was displayed in the U.S. Pavilion at the 1970 World’s Fair in Osaka, Japan as well as models and the installation of the sculpture at LACMA in May, 1971.

20 images are of Andy Warhol’s “Rain Machine”. The artist was partnered with Cowles Communications. These slides show the installation process and the piece as it was displayed in the 1970 World’s Fair at Osaka, Japan as well as models and the installation of the piece at LACMA from May 1971 – September 1971.

40 slides are of Claes Oldenburg’s “Giant Icebag”, the result of Oldenburg’s initial pairing with Walt Disney Productions and eventual collaboration with Gemini G.E.L. These slides show the artist at work at Walt Disney Studios, sketches and models that led to the creation of “Giant Icebag” the installation and display of the piece at the 1970 World’s Fair in Osaka, Japan, and the piece installed at LACMA in May 1971.

25 slides relate to R.B. Kitaj’s “Lives of the Engineers”, the result of Kitaj’s pairing with Lockheed Aircraft Corporation. These slides depict work in progress at Lockheed Corporation and its installation at LACMA in 1971.

33 slides depict Newton Harrison’s “Gas Plasma Tubes”, the result of Harrison’s pairing with Jet Propulsion Laboratory. These slides show the artist working at Jet Propulsion Laboratory, the installation of “Gas Plasma Tubes” at the 1970 World’s Fair in Osaka, Japan, and the installation and display of “Gas Plasma Tubes at LACMA in 1971.

23 slides depict Newton Harrison’s “Harvesting Brine Shrimp”. These slides show the construction of the installation that would house the brine shrimp and the artist “harvesting” and “saving” shrimp.

38 slides document Rockne Krebs’ “Day Passage”, the result of Krebs’ pairing with Hewlett-Packard Corporation. These slides show the installation and resulting piece displayed at the 1970 World’s Fair in Osaka, Japan, the artist working on the project at Hewlett-Packard Corporation, and the installation and display of “Day Passage” at LACMA in 1971.
40 slides depict Boyd Mefferd’s “Strobe”, the result of Mefferd’s pairing with Universal Television. These slides document the installation of “Strobe” for the 1970 World’s Fair in Osaka, Japan, installation of the piece at LACMA in 1971, and the finished piece with guests walking through the strobe room.

23 slides depict Robert Whitman’s “Optical Environment” the result of Whitman’s pairing with Philco-Ford Corporation. These slides show the installation and display of “Optical Environment” at the 1970 World’s Fair in Osaka, Japan. They also depict Whitman working with his Art and Technology collaborator at Philco-Ford, physicist John Forkner.

3 slides show Richard Serra’s “Five Plates, Two Poles” as it appeared at LACMA in 1971. This project was the result of Serra’s pairing with Kaiser Steel Corporation.

7 slides depict the artist Robert Rauschenberg working on “Mud-Muse” at Teledyne Corporation.

14 slides depict the artist Oyvind Fahlstrom working on “Meatball Curtain” at Heath Corporation.

1 slide shows several letter A’s and T’s floating in LACMA’s reflecting pools. The artist responsible for this work is unnamed.

Slides are labeled numerically, but there are gaps in the sequence, which indicates that not every photograph taken related to the Art and Technology Program is included in this collection.

Arrangement note
This collection is arranged in numeric order. As a result of this arrangement, slides related to a specific project are grouped together with the exception of one slide from Newton Harrison’s “Harvesting Brine Shrimp” which is located at the end of the collection.

Conditions Governing Access note
Open for use by qualified researchers and by appointment only through the Los Angeles County Museum of Art Balch Art Research Library. Telephone 323-857-6118 or email library@lacma.org.

Conditions Governing Use note
Contact the Balch Research Library at 323-856-6118 or library@lacma.org for information on publishing or reproducing materials included in these records. Permission will be granted by the Los Angeles County Museum of Art as the owner of the physical materials, and does not imply permission from the copyright holder. It is the responsibility of the researcher to obtain all necessary permissions from the copyright holder.

Related Archival Materials note
Related materials can be found in the Modern Art Department Art and Technology records (MOD.001.001). These records include administrative documentation related to the creation of the Arts and Technology Program, additional information on corporate sponsors, correspondence between parties involved in the Arts and Technology Program, curatorial notes, drafts of essays on artists, transcripts of interviews and conversations with artists, and drawings of artists’ works.

Preferred Citation note
[Description of item], Photo Services Department Art and Technology slides, 1970-1971, Los Angeles County Museum of Art Balch Art Research Library, PHO.001.001.

Index Terms
The following terms have been used to index the description of this collection in the library’s online public access catalog.

Subjects
Los Angeles County Museum of Art. Art and Technology Program.
Art and technology
Art, Modern--20th century--Exhibitions

Formats
Black-and-white slides
Color slides
<table>
<thead>
<tr>
<th>Box, Folder, Sheet</th>
<th>Description</th>
</tr>
</thead>
</table>
| Box 1, Folder 1, Sheet 2 | **Warhol, Andy. Rain Machine. 1970-1971**
20 slides documenting Andy Warhol's "Rain Machine". This project was the result of Warhol's pairing with Cowles Communications. 12 of these slides show the installation process and the standing piece as it was displayed in the 1970 World's Fair in Osaka, Japan. 8 of these slides show models and the installation of the piece at LACMA from May 1971 - September 1971. |
| Box 1, Folder 2, Sheet 1-2 | **Oldenburg, Claes. Giant Icebag. 1970-1971**
40 slides documenting Claes Oldenburg's "Giant Icebag". This project was the result of Oldenburg's pairing with Walt Disney Productions and Gemini G.E.L. 16 of these slides show Oldenburg's work at Disney Studios. This includes images of the artist, his sketches, and models that led to the creation of "Giant Icebag". 19 of these slides show the installation and the piece in the 1970 World's Fair in Osaka, Japan. 5 of these slides show the "Giant Icebag" at LACMA in May 1971. |
| Box 1, Folder 3, Sheet 1-2 | **Kitaj, R.B. Lives of the Engineers. circa 1971**
25 slides documenting R.B. Kitaj's "Lives of the Engineers". This project was the result of Kitaj's pairing with Lockheed Aircraft Corporation. 4 of these slides show the installation as it appeared in LACMA in 1971. 21 of these slides depict work in progress at Lockheed Corporation on the various pieces that make up the installation. |
| Box 1, Folder 3, Sheet 2, Box 1, Folder 4, Sheet 1 | **Harrison, Newton. Gas Plasma Tubes. circa 1970**
33 slides documenting Newton Harrison's "Gas Plasma Tubes". This project was the result of Harrison's pairing with the Jet Propulsion Laboratory. 7 of these slides depict the artist working at the Jet Propulsion Laboratory. 7 of these slides show the installation of "Gas Plasma Tubes" prior to the 1970 World's Fair in Osaka, Japan. 8 slides show the tubes being installed at LACMA in 1971. 11 slides show "Gas Plasma Tubes" on display at LACMA in 1971. |
| Box 1, Folder 4, Sheet 1-2, Box 1, Folder 8, Sheet 1 | **Harrison, Newton. Harvesting Brine Shrimp. 1971**
23 slides documenting Newton Harrison's "Harvesting Brine Shrimp". 19 of these slides show the artist "harvesting" and "saving" shrimp. 4 of these slides show the construction of the installation that would house the brine shrimp. |
| Box 1, Folder 5, Sheet 1-2 | **Krebs, Rockne. Day Passage. 1970-1971**
38 slides documenting Rockne Krebs' "Day Passage". This project was the result of Krebs' pairing with Hewlett-Packard Corporation. 15 of these slides show the installation and resulting piece as it was displayed in the 1970 World's Fair in Osaka, Japan. 14 of these slides show the artist working on the project at Hewlett-Packard Corporation. 9 slides show the installation and display of "Day Passage" at LACMA in 1971. |
| Box 1, Folder 5, Sheet 2, Box 1, Folder 6, Sheet 1-2 | **Mefferd, Boyd. Strobe. 1970-1971**
40 slides documenting Boyd Mefferd's "Strobe". This project was the result of Mefferd's pairing with Universal Television. 18 of these slides document the installation of "Strobe" for the 1970 World's Fair in Osaka, Japan. 22 slides show the installation of the piece at LACMA in 1971 as well as the finished piece with guests walking through the strobe room. |
| Box 1, Folder 6, Sheet 2, Box 1, Folder 7, Sheet 1-2 | **Whitman, Robert. Optical Environment. circa 1970**
23 slides documenting Robert Whitman's "Optical Environment". This Project was the result of Whitman's pairing with Philco-Ford Corporation. 13 of these slides show the installation and display of "Optical Environment" at the 1970 World's Fair in Osaka, Japan. 10 slides show the artist working with John Forkner at Philco-Ford Corporation. |
| Box 1, Folder 7, Sheet 2 | **Serra, Richard. Five Plates, Two Poles. 1971**
3 slides showing Richard Serra's "Five Plates, Two Poles" as it appeared at LACMA in 1971. This project was the result of Serra's pairing with Kaiser Steel Corporation. |
Box 1, Folder 7, Sheet 2

**Rauschenberg, Robert. Mud-Muse. circa 1970**
7 slides documenting the artist Robert Rauschenberg working on "Mud-Muse". This project was the result of Rauschenberg's pairing with Teledyne Corporation.

Box 1, Folder 7, Sheet 2, Box 1, Folder 8, Sheet 1

**Fahlstrom, Oyvind. Meatball Curtain. circa 1971**
14 slides documenting the artist, Oyvind Fahlstrom working on "Meatball Curtain". This project was the result of Fahlstrom's pairing with Heath Corporation.

Box 1, Folder 8, Sheet 1

**Unknown artist. Several letters A and T floating in the reflecting pools 1971**
1 slide showing an installation in the reflecting pools at LACMA in which several letters A and T appear to be floating in the water. The artist is not named.