

## Great Ideas of Humanity

One of a Series

Chicago Design Museum

“Commenting on the relationship between fine art and useful or technological art, John Dewey writes:

‘That many, perhaps most, of the articles and utensils made at present for use are not genuinely aesthetic happens, unfortunately, to be true.

But it is true for reasons that are foreign to the relation of the ‘beautiful’ and ‘useful’ as such.

Wherever conditions are such as to prevent **the act of production** from being an experience **in which the whole creature is alive and in which he possesses his living through enjoyment,** the product will lack something of being aesthetic.

No matter how useful it is for special and limited ends; it will not be useful in the ultimate degree — that of contributing directly and liberally to an expanding and enriched life.’”

— John Dewey,  
in *Art as Experience*, 1934

— Paul Rand,  
in *Thoughts on Design*, 1947,  
and *A Designer's Art*, 1985

“Some years ago in Kyoto I was fortunate enough to witness a young Japanese craftsman make the chasen you see here...

The invention of such an article could not possibly have been achieved by anyone lacking the ability to improvise and the patience to play with a specific material: to see the myriad possibilities and to discover the ideal form.”

— Paul Rand,  
in the essay  
*Design and the Play Instinct*, 1965

