

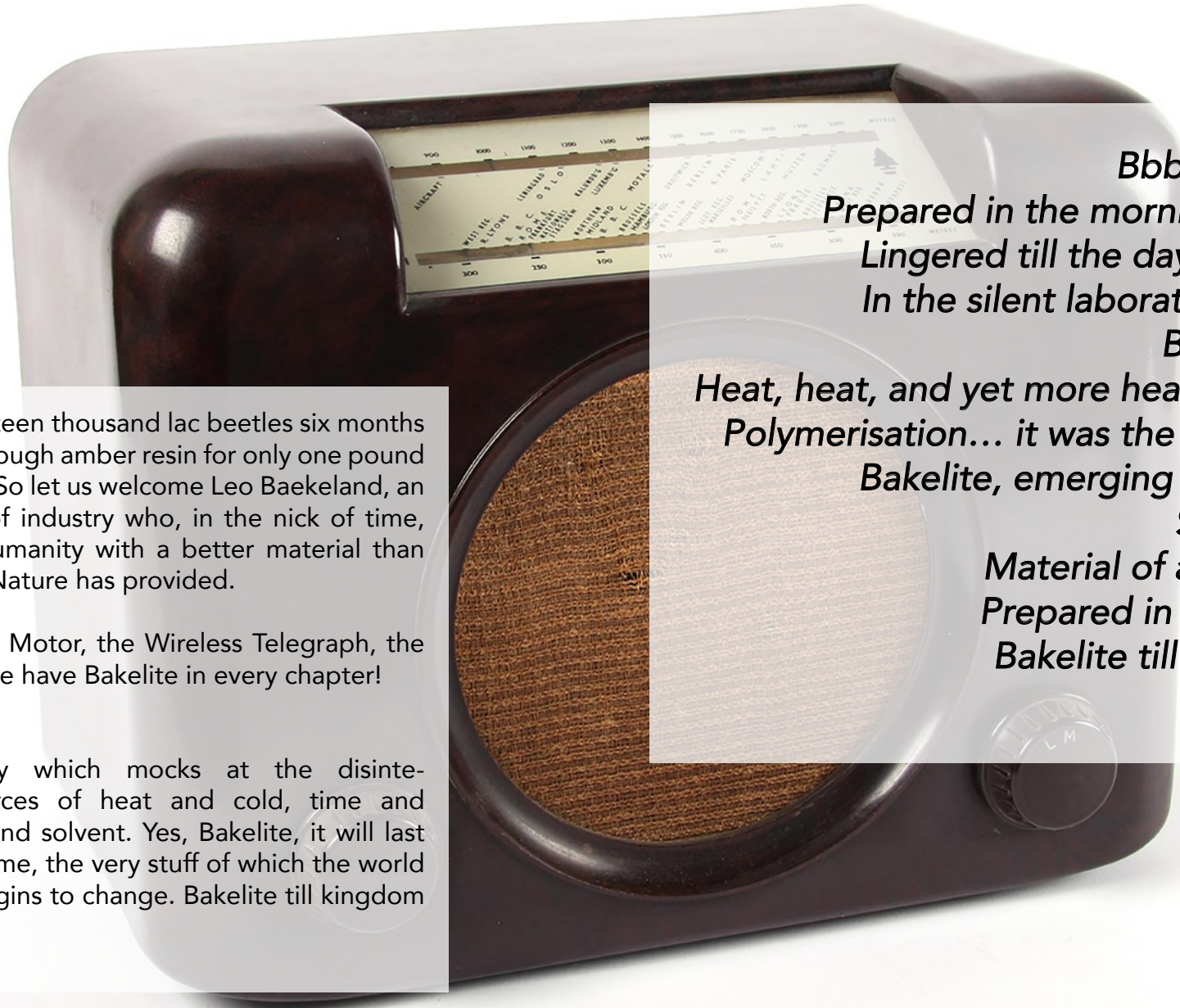
3 material of a thousand uses

"It takes fifteen thousand lac beetles six months to make enough amber resin for only one pound of shellac. So let us welcome Leo Baekeland, an alchemist of industry who, in the nick of time, presents humanity with a better material than any which Nature has provided.

The Liberty Motor, the Wireless Telegraph, the Radio Phone have Bakelite in every chapter! Bakelite...

...a solidity which mocks at the disintegrating forces of heat and cold, time and tide, acid and solvent. Yes, Bakelite, it will last you a life time, the very stuff of which the world is made begins to change. Bakelite till kingdom come."

*Bbbbbbbb Bakelite
Prepared in the morning of the world
Lingered till the day of crying need
In the silent laboratory of the earth
Bbbbbbb Bakelite
Heat, heat, and yet more heat, frozen in heat
Polymerisation... it was the heat that did it,
Bakelite, emerging from the mould
Shining, Shining
Material of a thousand uses
Prepared in the nick of time
Bakelite till Kingdom come*



Project 3: Speaking to the Masses

task one

Research

Bakelite was a material which revolutionised product design because it could be used to fabricate so many shapes, and with this boom in the manufacture of consumer goods came a need to market and advertise products to a wide audience. Compare the advert for a Bose Speaker Bluetooth speaker in 2017 to an advert for the RCA Victor portable from the 1950's.

<https://www.youtube.com/watch?v=hRRNeHPhIRo>

<https://www.youtube.com/watch?v=dyxVVX5xMak>

Discuss the following questions:

What similarities can you find in the advertising strategy?

What are the notable differences in the product?

Are there similarities?

Why do people want this kind of item?

What age do you think the target audience is?

Why do you think this is?



task two

Media

Bakelite as a material led to new forms in design, and a good example of this is the variety of styles, shapes and colours of radio sets there are from the era. Record a 30 second radio broadcast advertisement for this Bakelite radio featured on MoDiP website:

<https://www.modip.ac.uk/artefact/aibdc-006232>

task three

Composition

Write some instrumental music to accompany this spoken ad. Think carefully about how the music interacts with the spoken word to complement and amplify the text.