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Title:

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ADDRESS BY DON DUNSTAN, PREMIER OF SOUTH AUSTRALIA.

"GLASS BY DESIGN EXHIBITION" - AUSTRALIAN DESIGN CENTRE.

19th October, 1970.

I WAS VERY PLEASED TO BE INVITED TO OPEN THIS SPECIAL EDUCATIONAL EXHIBITION "GLASS BY DESIGN", WHICH HAS BEEN ASSEMBLED BY THE INDUSTRIAL DESIGN COUNCIL.

THE EXHIBITION, AS YOU WILL SEE, HAS BEEN VERY CAREFULLY PLANNED. IT IS DESIGNED TO SHOW NOT ONLY THE EVOLUTION OF DESIGN IN GLASSWARE FOR EVERYDAY USE, BUT ALSO TO DEMONSTRATE THE GREAT VERSATILITY OF GLASS, AND THE VITAL ROLE IT PLAYS IN MODERN SOCIETY.

GLASS MAKING, OF COURSE, IS ONE OF THE AREAS OF MANUFACTURING IN WHICH HAND CRAFTSMANSHIP IS OFTEN JUST AS IMPORTANT AS MASS PRODUCTION. IN SCANDINAVIA, FOR INSTANCE, A LONG TRADITION OF HIGH QUALITY CRAFTSMANSHIP HAS BEEN COMBINED WITH MODERN INDUSTRIAL TECHNIQUES, AND THE RESULT HAS BEEN THE PRODUCTION OF SUPERBLY DESIGNED GLASSWARE AND FURNITURE AT A PRICE EVERYBODY CAN AFFORD TO PAY. THE SCANDINAVIAN TRADITION IN DESIGN HAS OF COURSE GIVEN THOSE COUNTRIES WORLD-WIDE MARKETS. IN SOUTH AUSTRALIA, WHERE WE HAVE, TRADITIONALLY, A WORK FORCE OF HIGHLY SKILLED CRAFTSMEN AND TECHNICIANS, IT HAS OFTEN SURPRISED ME TO FIND THAT BY AND LARGE MANY OF OUR INDUSTRIES HAVE TENDED TO BE A LITTLE SLOW IN TAKING NOTE OF HOW GOOD DESIGN AND A STRONG EXPORT SITUATION GO HAND IN HAND. IT IS BECAUSE OF THIS THAT THE GOVERNMENT IS MOST INTERESTED IN ESTABLISHING WAYS BY WHICH THE MANUFACTURE OF HIGH-QUALITY DESIGN PRODUCTS CAN BE ENCOURAGED IN SOUTH AUSTRALIA. SPECIFICALLY, I HAVE ASKED THE INDUSTRIAL ADVISORY COUNCIL TO RECOMMEND HOW THE GOVERNMENT CAN PRACTICALLY ENCOURAGE THE DEVELOPMENT AND USE OF DESIGN TECHNIQUES AND TALENT BY SOUTH AUSTRALIAN INDUSTRIES, HOW IT CAN ASSIST IN STRENGTHENING THE INFLUENCE OF THE AUSTRALIAN DESIGN COUNCIL, AND HOW OUR TECHNICAL EDUCATION CAN BE ORIENTED TOWARDS SERVICING DESIGN INDUSTRIES.

THE GOVERNMENT BELIEVES THAT IN FACT THERE IS NO REASON WHY SOUTH AUSTRALIA SHOULD NOT BECOME TO BE RECOGNISED AS BEING A LEADING DESIGN INDUSTRY STATE OF AUSTRALIA AND A MAJOR DESIGN INNOVATOR IN WORLD WIDE TERMS. WE HAVE, AS A NATION, SURELY PASSED THE STAGE WHERE UNTRAINED PEOPLE DESIGN INDUSTRIAL PRODUCTS. OUR ARCHITECTS, OUR GRAPHIC ARTISTS, OUR POTTERS AND OUR

CRAFTSMEN SHOULD BE DEEPLY INVOLVED IN DESIGNING FOR MASS PRODUCTION.

THIS IS WHAT HAS BEEN ACHIEVED IN SCANDINAVIA, WHERE THE DESIGNER AND CRAFTSMAN ARE HIGHLY RESPECTED BY THE MANAGERS AND MARKETING EXPERTS OF INDUSTRY. IT IS SOMETHING WE SHOULD STRIVE TO ACHIEVE HERE. THEREFORE THE GOVERNMENT INTENDS TO HELP EXPAND THE INDUSTRIAL DESIGN CENTRE AND ITS CONSULTANT SERVICES TO ASSIST THIS COMBINATION OF EXPERT DESIGN AND INDUSTRIAL TECHNIQUE AND TO BROADEN THE DESIGN SCOPE OF TECHNICAL TRAINING.

BUT GETTING BACK TO THIS EXHIBITION, TODAY WE CAN SEE HOW UTILITY AND ELEGANCE CAN BE SUCCESSFULLY COMBINED IN THINGS AS DIFFERENT AS LABORATORY EQUIPMENT AND BEER BOTTLES, GOBLETS AND SURFBOARDS. IN THE FUTURE I EXPECT THAT GLASS WILL BE USED IN INCREASINGLY DIVERSE WAYS. FOR INSTANCE IT IS ALREADY BEING USED IN THE MANUFACTURE OF FURNITURE AND IT HAS SIGNIFICANTLY EXTENDED THE TRADITIONAL HORIZONS OF FURNITURE DESIGN.

THIS EXHIBITION INCLUDES A SECTION WHICH SHOWS SOME PROJECTED DEVELOPMENTS FOR FUTURE USES OF GLASS. IN FACT, THE WHOLE EXHIBITION IS INFORMATIVE AND STIMULATING AND I AM VERY PLEASED TO DECLARE IT OPEN.