



NATIONAL DIORAMA STUDIOS

A WORD ABOUT THE DIORAMAS

The interest shown by Century of Progress visitors in this newest form of art, the Diorama, has been a source of gratification to the few who have nursed it through the experimental stages of its development. Conceived in its present form in Germany, it received its first public recognition as a real contribution to the arts at the Wimbledon Exposition in England. With the Century of Progress, the Diorama makes its debut in America.

The Diorama is not to be confused with the feeble attempt sometimes seen to assemble a number of toy figures and objects together in a box to form a miniature stage setting. The true Diorama represents the combined skill of the sculptor, painter and architect following scientific principles of perspective to create a scene of such realism as to astonish and captivate the observer.

Unlike the ordinary stage setting, every object entering into a Diorama is painstakingly worked out in a "forced" perspective so as to create in the mind of the observer an impression of vast distances and an almost perfect illusion of looking at the actual scene.

A Diorama composed by fine artists, having a thorough knowledge of the principles involved, can take its place with the better known forms of art and at the same time have an appeal to the average individual which no other more restricted form of representation can possibly produce.

The commission entrusted with the responsibility of obtaining for the State of Michigan a display which would be educational in character and at the same time be of such general interest as to attract wide attention, very wisely selected the Diorama as the medium by which to accomplish their purpose.

The sixteen Dioramas and the large relief map of the State of Michigan, comprising the principal part of the Michigan exhibit at the Century of Progress, were constructed by the National Diorama Studios and illustrate perfectly that by this means "the mountain can come to Mahomet."

The charm of Michigan's lakes and forests, and the facilities for joyous recreation which abound throughout the entire state, as well as the more important industrial activities, are presented in the most convincing way possible, other than transporting the observer to the actual places.

We of the National Diorama Studios are proud of our work at the Century of Progress. As in any other new development, we are constantly discovering new ways of improving our product. Our aim is to make each Diorama a little better than the one previously completed. Our ultimate goal, the perfect illusion of the actual, is perhaps unattainable, but we trust our work at the Century of Progress will help to establish the Diorama as a form of art with unlimited possibilities.

*I*T WILL be apparent that in addition to its unexcelled advantages in portraying scenes of historical or scientific interest for educational institutions, such as schools, museums of natural history, etc., the Diorama offers a fresh and interest compelling advertising medium for manufacturers who wish to show the interesting, but little known facts regarding the scope of their organizations and the manufacture of their products.

For others too numerous to list, the Diorama is worthy of serious consideration. Portable Dioramas for show window display, range in width from one to ten feet. For outdoor use in place of billboards, they can be built to include life size figures and objects. A width of one hundred feet is quite feasible for this form of Diorama.

The facilities of the National Diorama Studios are at your disposal. We invite your inspection of the portable Dioramas in our display room and our staff will gladly advise you how the Diorama can fit into your program.

THE NATIONAL DIORAMA STUDIO
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