

MR. CLAUDE ALCORSO:

I think our attempt to introduce creative design was such a dismal failure because:

Firstly, we were too early. For example, many people today might buy the Dobell or the Drysdale print for snob value. Not so 17 years ago.

Secondly, at that time the average department store buyer was even more conservative than the community as a whole. He played safe. He was prejudiced against anything that looked 'artistic'. He felt at home with the floral patterns.

Thirdly, many women buy their fabrics, carpets and furniture without correlation. So Buyers ask for something that 'goes with everything', whereas the artists' strong designs needed planned rooms.

Fourthly, our Government is only now beginning to realise that our creative talent should be shown to the rest of the world. It should not have been too much to expect that our embassies abroad would use these Australian artists' designs, or that they would be used in public buildings. But we are a long way from such appreciation even now.