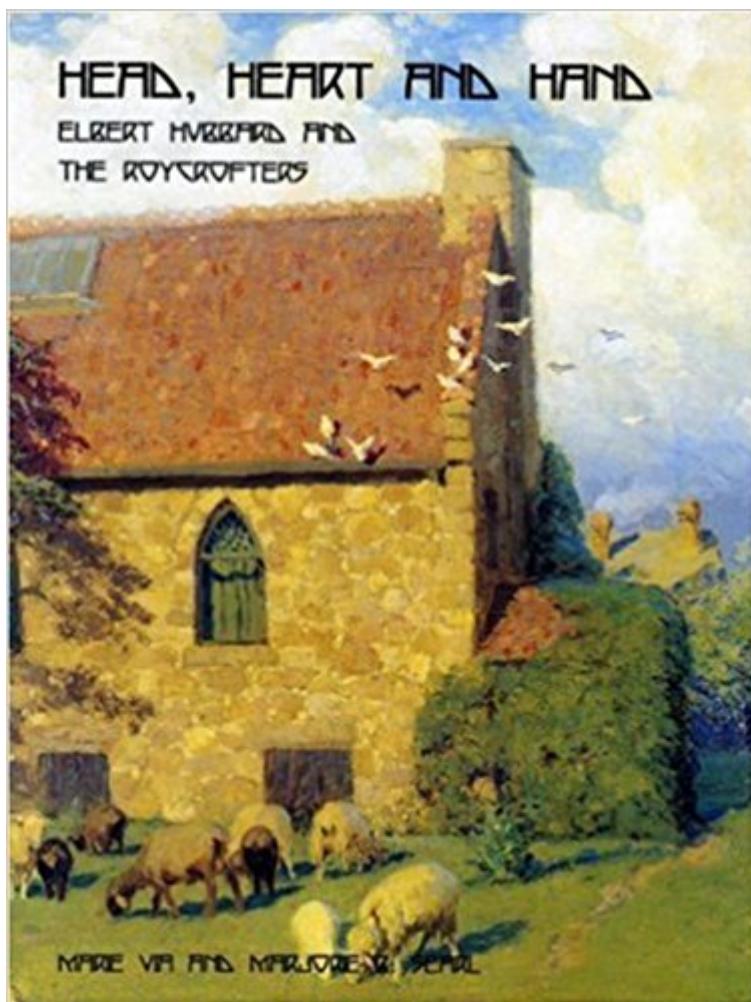


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# Head, Heart And Hand: Elbert Hubbard And The Roycrofters



## Synopsis

This lavishly illustrated catalogue accompanies Rochester's Memorial Art Gallery's exhibition of the same name, the first major assemblage of objects produced at the Roycroft community in upstate New York under the leadership of the charismatic Elbert Hubbard. A consummate entrepreneur, Hubbard successfully married capitalism with basic tenets of the Arts and Crafts ideology; the Roycrofters sought to personify the best aspects of the American character in their work, which is strong, spare and often surprisingly refined. Most of the 200 works in the exhibition are pictured, with colour photographs of the personalities and places figuring in the Roycroft's peculiar history bringing the community vividly to life. Essays in the catalogue include a sociological overview anchoring the Roycroft in its turn-of-the-century milieu; an examination of the history of the Roycroft shops; and an exploration of Hubbard's role in the creation of America's consumer culture through his trademark brand of advertising and promotion. Contributors: Jack Quinan, Rixford Jennings, Frederick R. Brandt, Jean-François Vilain, Robert Rust, Kitty Turgeon-Rust, Charles F. Hamilton, Tran Turner, Laurene Buckley, Bruce A. Austin, Marjorie Searl, Marie Via.

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## Customer Reviews

This volume was written in 1994 to accompany an exhibition on The Roycrofters produced by the University of Rochester's Memorial Art Gallery which subsequently went on tour. Authored by various hands, and well illustrated with both color images and reproductions of historical

photographs, it still remains a useful volume for those interested in the American arts and crafts movement in general and Elbert Hubbard's Roycrofters in particular. In addition to a short introduction to Hubbard's fascinating life it includes separate sections discussing Roycrofter bookmaking, furniture production, copper work, leather work and art more generally. Each chapter has source notes and there is a general bibliography and a list of known Roycrofters; it is not indexed.

Beautiful book in perfect condition.

Reading about the Roycroft furniture design and crafting, reminds us why some utilitarian pieces become valuable heirlooms and most just disposable expenses. Not only the designs creating a style of a period but the careful quality of the construction create utilitarian pieces that last forever and grow in appeal and appreciation. It also reminds us that it makes economic sense to look for these qualities when purchasing pieces for use because they are likely to last much longer than the mass produced pieces that seem cheaper but which are not sustainable or a good buy. There are more and more quality pieces available today following the Hubbard, Hitchcock, Chippendale, Shaker, Mooberry, examples.

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