



CANADA

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## NATIONAL DESIGN COUNCIL MEETS

The following remarks by Mr. George Hees, Minister of Trade and Commerce, to members of the National Design Council, opened the initial meeting of the Council in Ottawa on October 5, 1961:

"Mrs. Burrows and gentlemen, I am delighted to see you here. You are faced with a lengthy agenda for this first meeting of the Council and I do not mean to detain you. But, I should like to welcome you most warmly and to thank you on behalf of the Government and on my own account, for accepting the obligations of membership in the National Design Council. I know that you do so at no small sacrifice of time that would otherwise be devoted to your business and professional affairs.

"For some of you this may be the first occasion on which you have been directly involved as members of an official advisory body. The matters to which you will be giving attention are of the greatest importance for the future of industry in this country. As you are aware, I have often spoken to Canadian manufacturers about design and how this can help them compete in markets abroad, as well as in the domestic market.

"I regard design as being of equal importance with quality, servicing and competitive prices. It is one of the most effective means of upgrading the value of the products of Canada's economy. Through the skilled application of engineering and design knowledge, pieces of metal and wood, for example, can become a valuable piece of electronic equipment. There is little doubt that design is one of the skills

which can make a substantial contribution in further advancing our progress into the ranks of the advanced industrialized nations.

"If Canadian industry fails in any of the important aspects of production and distribution, it greatly lessens the prospect of holding our own with industry in other countries. Your collective experience and your wise counsel will be of the greatest assistance to the many interests throughout the country concerned with making and marketing goods.

### NEED FOR NATIVE INSPIRATION

"We must stop merely imitating successful foreign designs. The evidence of our dependence on the work of others in this field is all around us. You will have seen, as I have, Canadian products described as being 'Danish Inspired', or 'Scandinavian Style'. I do not wish to depreciate the splendid models that these and other industrial countries offer, but our designers, if given the opportunity, are surely capable of equally bold and imaginative and practical forms.

"Contemporary styles developed elsewhere are bound to have an influence on Canadian design. I am convinced, however, as I have said publicly many times, that we have the talent for originality, and the enterprise as well, to meet any competition on this ground.

"Many outstandingly-fine Canadian products prove that we have design skill in this country. It is our task and yours to persuade the business community to give more scope to designers so that