



FLINT INSTITUTE OF ARTS

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Flint Natives Talk Mid-Century Aesthetics and Values at FIA Lecture New Book, *Designed For Hi-Fi Living*, Began with Vinyl LP Covers

Flint, MI – Flint natives Janet Borgerson and Jonathan Schroeder return to their hometown on Saturday, March 3 to present the lecture, *Designed for Hi-Fi Living: The Vinyl LP in Midcentury America*, at the Flint Institute of Arts at 2 p.m. in the FIA Theater.

Based on their recent book of the same name, “Designed for Hi-Fi Living” explores the aesthetics, as well as the underlying values, portrayed on album covers in post-war America. Throughout the 1950s and into the early 1960s, record albums offered tips on subjects as varied as entertaining at home to traveling abroad. In researching their book, record collectors and professors Borgerson and Schroeder examined hundreds of vinyl LPs from the decades immediately following World War II, noting depictions of mid-century living. Elements such as color, font, and layout, as well as repeated themes, locations, and patterns, helped the pair shape their study into 2017’s *Designed for Hi-Fi Living: The Vinyl LP in Midcentury America*. In it, they discuss nearly 150 vintage album covers, some of which feature modern art or the work of well-known designers or photographers, and how these records presented examples of modern living for ambitious Americans to follow.

The lecture, *Designed for Hi-Fi Living: The Vinyl LP in Midcentury America*, begins at 2 p.m. in the FIA Theater. The event is free and open to the public, with seating on a first come, first served basis. A book signing in the FIA Lobby will follow the talk and the book will be available for purchase at the Museum Shop. For more information, please visit www.flintarts.org or visit the FIA Facebook page at <https://www.facebook.com/flint.institute.arts/>

Both Janet Borgerson and Jonathan Schroeder are available for interviews. All interested media, please contact Chene Koppitz, FIA Communications Coordinator, at 810.237.7387 or ckoppitz@flintarts.org.

ABOUT THE AUTHORS

Janet Borgerson is a Visiting Fellow at City, University of London. She holds a B.A. from the University of Michigan and a Ph.D. from the University of Wisconsin, Madison, completing postdoctoral work at Brown University. A writing fellowship from the Cranbrook Institute gave her a taste of living with modern design. Her writing often draws on her background in art history, film studies, and branding. She credits her father with starting her on the road to record collecting through gifts of Monkees and Beatles LPs.

Jonathan Schroeder is the William A. Kern Professor in the School of Communication, Rochester Institute of Technology and a current trustee of the George Eastman Museum in Rochester, NY. He holds a B.A. from the University of Michigan and a Ph.D. from the University of California, Berkeley. He has written extensively on the intersection of branding and visual culture. He has fond memories of his first LP purchase: the *Shaft* soundtrack, released on Enterprise in 1971.

ABOUT THE FLINT INSTITUTE OF ARTS

The Flint Institute of Arts is Michigan’s second largest art museum and one of the largest museum art schools in the nation. The FIA’s mission is to advance the understanding and appreciation of art for all through collections, exhibitions, and educational programs. The FIA is located at 1120 East Kearsley

Street in the Flint Cultural Center. The museum is open Mon–Fri 12 p.m. - 5 p.m.; Sat 10 a.m. - 5 p.m. and Sun 1 p.m. - 5 p.m. Admission to the FIA is free to members and children under 12; Adults are \$7; Senior Citizens and Students with I.D. are \$5. Saturdays are free thanks to Huntington Bank. For more information, please call 810.234.1695 or visit www.flintarts.org.