

5504640714

Natcha Choonhajinda

The Guggenheim was known by world.

1071 words

What would people do to deal with the excess money from their income? In general, they will pay for what they want even though it is not necessary. But The Guggenheim family was different. This family has Meyer Guggenheim as originator who built up mining and smelting business that is perfectly successful. As the name Guggenheim has spread to the world as a wealthy family. As the time went on, they abandoned it and accepted the path of philosophy. This family has eleven children, and some of them (Daniel, Solomon, Simon) were credited as highly influential philanthropists. Harry, Daniel's son, was followed his uncle Solomon to be a philanthropist in his own way. Peggy Guggenheim, Solomon's niece who became famous in the field of modern art.¹This family significantly involved in contributions and representations in the area of establishing the series of foundation and encouraging art in the position as philanthropists like no one has ever done before.

Daniel was the first who was interested in family business, but later he spent the rest of his life to be a philanthropist. He and his wife ,Florence, established the Daniel and Florence Guggenheim foundation which supports arts, education and aviation around the world.² They had been the benefactors of the New York Botanical Gardens, New York's Guggenheim Museum and many experiments of aviation. His

¹Wikipedia contributors. "Guggenheim family." *Wikipedia, The Free Encyclopedia*. 2 Sep. 2012. <http://en.wikipedia.org/wiki/Guggenheim_family>

² Wikipedia contributors. "Daniel Guggenheim." *Wikipedia, The Free Encyclopedia*. 3 Sep. 2012. <http://en.wikipedia.org/wiki/Daniel_Guggenheim>

son ,Harry, was fascinated in flying and airplane in both military and civilian.³ After the world war I, Daniel and Harry were attracted to the aeronautics, so Daniel used his fortune to establish The Daniel Guggenheim Fund to be the channel for promoting Aeronautics in the United State. Lastly, Harry became the president of his father foundation. The Guggenheim fund was used for establishing the schools of aeronautical engineering at New York university and constructing research centers at universities around the country, and improving the education of aviation in the elementary and secondary schools. Moreover, it provided "modal airway" between San Francisco and Los Angeles. The flight was not making only for profitable reason but they also built it for a safe service until it ended in June 1929. The last program was making a rooftop for navigating pilots to find routes by painted arrow on the top of the rooftop pointing to the north and nearest airfield. When the Guggenheim fund achieved its objective, it was ended in Sep. 1929.⁴They still continued the Guggenheim Medal Fund that gives a reward to anyone who has made outstanding contributions to aviation. The first person who received this reward was Orville Wright. Everything that Daniel and Harry had done came from their generosity, hoping to benefit the society. In addition, Harry and his wife also established Newsday to give news and information to American citizens.

The sixth son of Guggenheim, Simon, engaged in mining and smelting industry. He moved to Denver and donated money for building Guggenheim Hall not only to recall the birth of their first son, John Guggenheim, but also gave knowledge

³ Jennifer Schaub. "Guggenheim family."*Learning to give*. 2 Sep. 2012.<
<http://learningtogive.org/papers/paper267.html>>

⁴The World's Forum for Aerospace Leadership—and its members."Who Was Daniel Guggenheim?"*American Institute of Aeronautics and Astronautics*. 4 Sep. 2012<<http://www.guggenheimmedal.org/Pages/GuggenheimBio.aspx>>

about astronautics and aeronautics.⁵ After his son died in 1922, Simon and his wife established John Simon Guggenheim memorial foundation to recall of his son by giving scholarships for philosophers and artists to study abroad more and more every year.⁶ His benevolence gave opportunities for everyone to study in the field they want.

For Solomon Guggenheim, he was successful in his father company as industrialist and began to collect artworks with Hilla Rebay such as the old master, mainly collecting abstract or non-objective paintings. Until he set up his apartment to show his artwork collections in New York and presented his work in other areas, he established The Solomon R. Guggenheim foundation not only to exhibit his artworks but also foster and further the production of art for public. From great acceptance, he decided to create his own museum called "museum of non- objective painting" in 1939 that display artworks of many famous artists like Picasso, Chagall, Kandinsky, and many other modern artists.⁷ Eight years ago, Solomon and Rebay let Frank Lloyd Wright who was the famous architect to create new design for his museum building. As a result, it was praised as one of the most significant building in the world owing to its distinctive figure like cylindrical shape. He died before it was opened in 1959 ,and the museum was renamed it to "Solomon R. Guggenheim museum. There were various kinds of art in this museum such as Kandinsky 1911-1913, painted by Vasily Kandinsky. This painting connected directly to the museum history because it was the center of important cultural, education academy and international network of museum.⁸ Visitors can experience more in uniqueness and special exhibition of modern and contemporary art. Moreover, it provided several classes for anyone who

⁵ Wikipedia contributors. "Simon Guggenheim." *Wikipedia, The Free Encyclopedia*. 4 Sep. 2012.<http://sv.wikipedia.org/wiki/Simon_Guggenheim>

⁶ Dr. Mitchell G. Bard. "Simon Guggenheim." *Jewish Virtual Library*. 5 Sep. 2012.<<http://www.jewishvirtuallibrary.org/jsourc/biography/Guggenheim.html>>

⁷ Guggenheim contributors. "history" *Guggenheim*. 7 Sep. 2012.<<http://www.guggenheim.org/guggenheim-foundation/history>>

⁸ Cuito, Aurora, Bunn, Michael. *Guggenheim*. 2001. p.90-136.

was interested in. Hence, it surely gave spectators knowledge and contentment. Since it was still developed and continued updating the collection of art and museum all the time, it attracted the number of visitors to come and indulge in the piece of artworks every year.⁹By distributing his arts that he loves to the public, the social was totally benefited.

Influenced by her uncle, Solomon, Peggy Guggenheim decided to collect the art and focused on modern arts. With encouragement from her friend Marcel Duchamp, She finally opened the gallery called Guggenheim Jeume in London. Her gallery presented artists such as Kandinsky, Yves Tanguy, Wolfgang Paalen. Therefore, she received good positive criticism.¹⁰ She thought it is not enough for her to stop , so she continued to open a gallery called The Art of This Century Gallery. In addition, She founded a museum named The Peggy Guggenheim Collection in Italy and later became one of the most prominent museum for European and American art. It was exhibited in Guggenheim museum as the host around the world. In her view, the painting was not just a thing for her but it was her life. In the end, she just realized that art collection were the lover of her life. Her affection to the arts made people fall in love with painting and make her collections became more famous.¹¹

After considered all things, this family uses their wealthy for making benefit in the way that they expected or intended to do for the world. They should be announced as "monumental family in the world" . Everything they had done has been positively continued up until now. Therefore, this family will be recognized by the world all along.

⁹ Vail, Karole. *The Museum of Non-Objective Painting*. 2009. p.234-238.

¹⁰ Guggenheim contributors. "Venice" *Guggenheim*. 9 Sep. 2012. <<http://www.guggenheim.org/guggenheim-foundation/architecture/venice>>

¹¹ Anton Gill. *Art Lover : A Life of Peggy Guggenheim*. 2009. p.35-57.

