

Honeywell Animals Find a New Habitat

Six of the famous computer component animals built by Honeywell are on display at the Museum. These six of the more than 100 animals made were "rounded up" by Morris Dettman, who sponsored these sculptures for a Honeywell advertising campaign that ran from 1964 to 1978. Honeywell put together the display of the animals along with an introductory case with illustrations of the ad campaign.

Each animal sculpture was produced from the contemporary computer components of the time. Since about half a dozen sculptors from the Boston area were used, several different types were produced. For the most part, the animals are either sculpted from styrofoam or formed from wire mesh and then the components put on the surface to form an appropriate mosaic.

The Story of the Animals

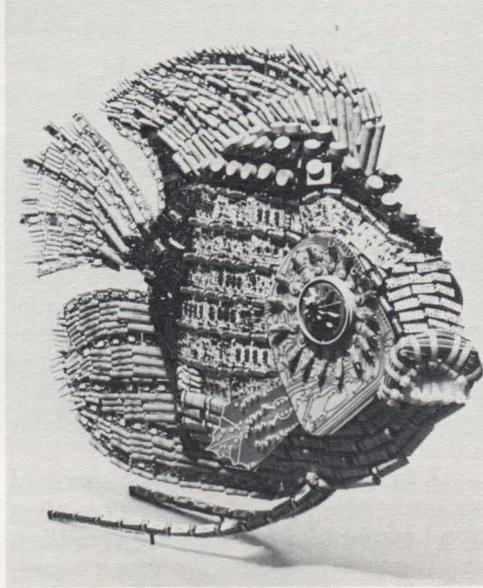
The first sculpture was a fairly primitive, pterodactyl-looking bird escaping from a cage. The headline proclaimed, "You're free. Honeywell's 'Liberator' lets you switch to the H-200 without re-programming."

The second sculpture was a racehorse. The headline was: "The Honeywell 200 is off and running."

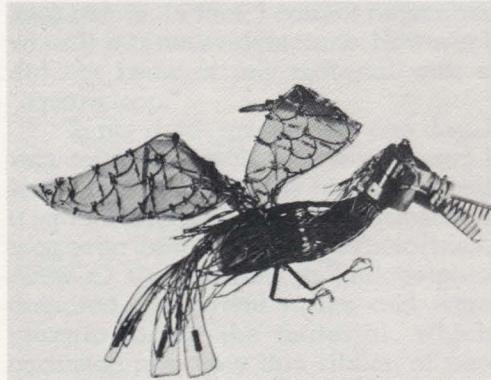
The dragon on display at the Museum was used with the slogan, "Honeywell's new computers introduce a little magic to banking." Walking around the case, the visitor can see how the components are attached to the wire mesh frame.

After use within the ads, the popular animals were often given as awards to employees and customers. We have heard that the pride of lions lie in rest in Phoenix and a six-foot span eagle is in Washington, D.C. The Museum would

like to play Noah and at least compile a listing—one by one—of the locations of the animals with a guarantee that we would take any in and preserve them for posterity.



Mr. and Mrs. Morris Dettman with a fish—or half a fish. Not all animals were done in the round since the purpose was photography for ads. Morry said, "The \$1,500 to \$5,000 price tags on any of the animals was quite cheap when you think of fees for models' time, props and so forth."



This early bird sculpture got the Honeywell ad campaign off the ground in 1964.

Wanted: Animals for the Permanent Collection.



A Search for Lost Animals

The whereabouts of most of the one hundred animals, sculpted between 1964 and 1978 for one of the longest running ad campaigns, are unknown. If anyone knows the location of any of the other animals, the Museum would like to increase the flock for its collection, along with any of the other ephemeral material that was made to capitalize on their appeal. To date, the Museum has only a deck of cards and several posters, although calendars, small replicas and other items were made.

Honeywell's animals are an important part of the culture of computing and thus appropriate to be collected by the Museum. Anyone who saw the ads didn't forget them. The transistors, resistors, switches, cabling, diodes, and later integrated circuits from which they were made brought the "insides" of the computers to the forefront, demystifying and even making light of the magical equipment inside of the computer "black box."

Twenty-one years ago, Morris Dettman had the vision to create these animals and this year he saw to it that the display was made and loaned to the Museum for the enjoyment of the public.



The fox has a styrofoam base and can be identified as one of the later sculptures because of the use of integrated circuits for the legs.

