Television - JVC Videosphere

Object: Television

Place of origin: Japan (designed)
Japan (made)

Date: 1970 (designed)
1974 (made)

Artist/Maker: JVC Ltd (manufacturer)

Credit Line: Given by Adam Carey

Museum number: W.661:1 to 4-2001

Gallery location: In Storage

Descriptive line

‘Videosphere’ television set, made by JVC, Japan, 1970. Includes white ABS plastic television, two base units (one with alarm clock) and spare ring aerial.

Museum number

W.661:1 to 4-2001

Object history note

This Videosphere television set was acquired by Pamela Powers’ partner as a result of a points award scheme instigated by Alfa Romeo in the early 1970s. As an employee of Alfa Romeo he earned points for each sale he made and was able to convert the points into gifts which were selected from a catalogue. The JVC Videosphere was chosen for Pamela Powers, son, Adam Carey, in around 1970 or 1971. Adam, who was about 11 years old then, used the television in his bedroom at home in Chelsea.

Historical significance: The form of the JVC Videosphere alludes to a spaceman’s helmet. In the late 60s space travel had captured the public imagination and was influential on popular and high design. Dated to 1970 the Videosphere can be seen as a direct result of the popularity of the first moon landing which took place in 1969.

The Videosphere is known to have been produced in both orange and white versions. Such bright primary colours were typical of pop design, as was the choice of hard wearing, durable ABS plastic.

Historical context note

The Videosphere was aimed at a youthful market and was amongst the first television sets to be specifically styled as a second set for the home, notably the teenager’s bedroom.

URL

http://collections.vam.ac.uk/item/O62328/jvc-videosphere-television-jvc-ltd/