

«Aesthetics of Efficiency» von Miro Schawaldner, 2025  
(photo film, without sound, 4 minutes, 2025)

In three scenes the film *Aesthetics of Efficiency* attempts to focus on the Gilbreths' work as influential figures in the industrial division of labour and rationalization of workflows. What they were doing at the time would be called management consulting today. They developed a method that is now known as "best practice" and they popularized the concept of the open-plan office. Furthermore they introduced in-house mail systems and designed furniture specifically for factory floors.

The film consists of stereoscopic photographs, most of which were taken in a lamp factory in Berlin Friedrichshagen between 1913 and 1915 as well as excerpts from letters between Frank Gilbreth (in Berlin, Germany) and Lillian Gilbreth (in Providence, United States).

