

## **IVAN PRESTON, A MASTER OF DOCTRINE AND HUMANITY**

*Edoardo T. Brioschi*



I met Professor Preston about ten years ago at one of the National Conferences of the American Academy of Advertising.

Our first talk involved a fundamental form of communication: the music in general and the opera in particular. On such an occasion, he showed me a deep knowledge of the Italian Opera and also sang me some short musical excerpts.

He declared at once he loved my country as well as he knew some Italian towns and regions very well. Also my language was not totally unknown to him.

These references to my country, its language, its music and its opera theatres, La Scala first of all, were how my following several meetings with Professor Preston always started.

I considered it an act of big friendship, because such references put me at ease: on the other hand, I had the opportunity to admire his loveliness and availability with everyone many times.

To these feelings he immediately added a strong attachment to the Academy, a true love for it, that continued till the end of his life, as I read and knew.

I remember his emotion and involving speech, when he was appointed Fellow of the Academy: at the same time, I remember his delight when he attended the first European Conference of the AAA, held in my University in June of the last year (even if he did not feel so well, as he admitted with me).

To be underlined is that Ivan Preston was not only a Master of humanity: he was also a Master of doctrine.

I fully realised this when I addressed myself to him for the confirmation of some of my interpretations concerning the American School in the field of business communication, that I wished to illustrate to the young researchers of my department.

Not only he gave me a fast answer, but he provided me with a plenty of details. Besides he declared himself to be fully available for any further request.

It has been an example of his generosity in the scientific field.

The character of Ivan Preston will then remain enduring in my memories.

In order to illustrate in a deeper way the personality of Ivan Preston, we also present here his portrait by Susannah Brooks and Herbert Jack Rotfeld, President of the American Academy of Advertising.