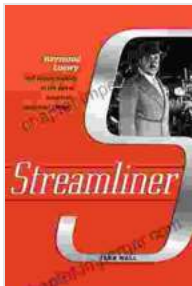


# Raymond Loewy and the Golden Age of American Industrial Design

By [Author's Name]

Raymond Loewy was one of the most influential industrial designers of the 20th century. His work shaped the look of everything from cars to trains to buildings. This book explores Loewy's life and work, and his impact on American design.



## Streamliner: Raymond Loewy and Image-making in the Age of American Industrial Design by Nicola Laneri

★★★★☆ 4.6 out of 5

Language	: English
File size	: 4871 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 427 pages
Hardcover	: 22 pages
Item Weight	: 2.2 pounds



Loewy was born in France in 1893. He studied engineering and art, and began his career as a fashion designer. In the 1920s, he moved to the United States, where he began working as an industrial designer. He quickly gained a reputation for his sleek, streamlined designs.

Loewy's work was influenced by the Bauhaus movement, which emphasized simplicity and functionality. He believed that design should be both beautiful and practical. He also believed that design should be accessible to everyone, not just the wealthy.

Loewy's designs were a huge success. He designed cars for Studebaker, Nash, and Chrysler. He designed trains for the Pennsylvania Railroad and the New York Central Railroad. He designed buildings for the 1939 World's Fair and the 1964 World's Fair.

Loewy's work helped to shape the look of American industrial design. His designs were characterized by their sleek lines, aerodynamic shapes, and bright colors. He also helped to popularize the use of plastics and other new materials.

Loewy was a visionary designer who helped to change the way we think about design. His work is still admired today, and he continues to be an inspiration to designers around the world.

## **Loewy's Legacy**

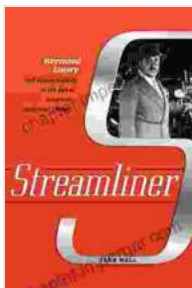
Loewy's legacy is immense. He is considered one of the most important industrial designers of the 20th century. His work helped to shape the look of American design, and his influence can still be seen today.

Loewy's designs were not only beautiful, but they were also functional. He believed that design should be both aesthetically pleasing and practical. He also believed that design should be accessible to everyone, not just the wealthy.

Loewy's work helped to make industrial design a respected profession. He showed that designers could play a vital role in shaping the world around us. He also inspired a generation of designers who went on to create their own iconic designs.

Loewy's legacy is a lasting one. His work continues to be admired and studied by designers around the world. He is a true pioneer of industrial design, and his influence will continue to be felt for many years to come.

Raymond Loewy was a visionary designer who helped to change the way we think about design. His work is still admired today, and he continues to be an inspiration to designers around the world. This book is a comprehensive exploration of Loewy's life and work. It is a must-read for anyone interested in design history or American culture.



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