

Raymond Loewy And Image Making In The Age Of American Industrial Design

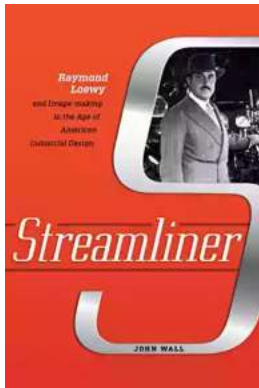


The Era of American Industrial Design

America in the mid-20th century experienced a major shift in its economy, culture, and design. This era witnessed the rise of industrial design as a profession, and one of its most influential figures was Raymond Loewy. Loewy was a French-born American industrial designer who transformed the way products were perceived and consumed. He played a pivotal role in creating the visual identity and image of American corporations and their products, making him an icon of image-making in the age of American industrial design.

Rise of Industrial Design

After World War II, America experienced an economic boom, giving birth to a consumer-driven society. With an abundance of products flooding the market, companies realized the need to differentiate their offerings from competitors. This led to the emergence of industrial design as a discipline that focused on creating aesthetically pleasing yet functional products that appealed to consumers.



Streamliner: Raymond Loewy and Image-making in the Age of American Industrial Design

by Nicola Laneri(Kindle Edition)

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Raymond Loewy became the driving force behind this movement. His influential designs captured the imagination of the public and reshaped the way people perceived everyday objects. Whether it was cars, refrigerators, or even spaceships, Loewy's designs were sleek, elegant, and futuristic.

The Power of Image

Loewy understood the power of image. He believed that a well-designed, visually appealing product had the potential to create desire and influence consumer behavior. He coined the term "Maya" to describe the illusion of a product's

appearance, asserting that people are more likely to buy products that have an attractive and compelling visual presence.

One of Loewy's most renowned works was the design of the iconic Coca-Cola bottle. His redesign transformed the soda's image, giving it a more distinctive and recognizable shape that remains unchanged to this day. The bottle's contour became an integral part of Coca-Cola's brand identity and contributed to its success.

Creating Emotional Connections

Loewy believed that design should evoke emotions and create lasting connections with consumers. He was a strong advocate for incorporating human-centric design elements, ensuring that products were not only functional but also emotionally appealing.

One of the best examples of this approach is witnessed in Loewy's design of the Studebaker Avanti, a futuristic sports car. The Avanti was a revolutionary design for its time, with its sleek lines and innovative features. It evoked a sense of desire and fascination in people, becoming an ultimate symbol of American automotive design.

Designing the American Dream

Loewy's influence extended far beyond industrial design. He played a significant role in shaping the visual identity of American corporations and the image of the "American Dream." His designs embodied the optimism and progress that defined post-war America.

He worked with major companies like Greyhound, Shell, and International Harvester, creating memorable logos, product designs, and advertising

campaigns that helped shape their brand identities. His collaboration with the Pennsylvania Railroad resulted in the iconic "S" logo and streamlined locomotives that became symbols of American modernity and efficiency.

Loewy's work encapsulated the spirit of the times, bringing together aesthetics, functionality, and the aspirations of a nation in transition. He understood the power of image-making and used it to shape the visual landscape of American industry and commerce.

Legacy and Influence

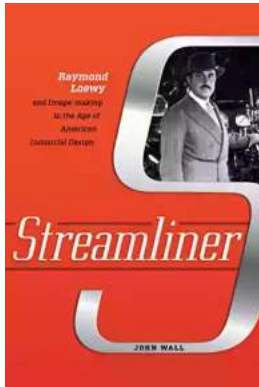
Raymond Loewy's impact on industrial design and image-making is undeniable. His designs continue to inspire and influence designers to this day, and his principles of creating visually compelling products with emotional connections to consumers remain valid.

Loewy's contributions have left an indelible mark on the field of industrial design. His commitment to aesthetics, functionality, and creating a sense of desire in consumers has shaped the way we perceive and interact with products. His legacy serves as a reminder of the power of image-making and the importance of design in shaping our world.

, Raymond Loewy was a visionary in the field of industrial design, who played a crucial role in image-making in the age of American industrial design. His captivating designs and understanding of the power of image continue to influence the design world and society at large. His legacy as an icon of image-making will forever be remembered and celebrated.

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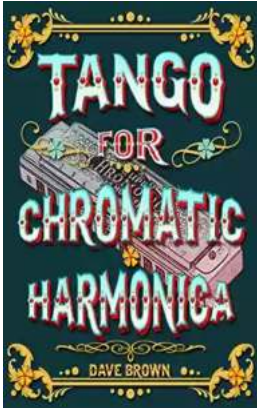


The true story of Raymond Loewy, whose designs are still celebrated for their unerring ability to advance American consumer taste.

Born in Paris in 1893 and trained as an engineer, Raymond Loewy revolutionized twentieth-century American industrial design. Combining salesmanship and media savvy, he created bright, smooth, and colorful logos for major corporations that included Greyhound, Exxon, and Nabisco. His designs for Studebaker automobiles, Sears Coldspot refrigerators, Lucky Strike cigarette packs, and Pennsylvania Railroad locomotives are iconic. Beyond his timeless designs, Loewy carefully built an international reputation through the assiduous courting of journalists and tastemakers to become the face of both a new profession and a consumer-driven vision of the American dream.

In *Streamliner*, John Wall traces the evolution of an industry through the lens of Loewy's eclectic life, distinctive work, and invented persona. How, he asks, did Loewy build a business while transforming himself into a national brand a half century before "branding" became relevant? Placing Loewy in context with the emerging consumer culture of the latter half of the twentieth century, Wall explores how his approach to business complemented—or differed from—that of

his well-known contemporaries, including industrial designers Henry Dreyfuss, Walter Teague, and Norman Bel Geddes. Wall also reveals how Loewy tailored his lifestyle to cement the image of "designer" in the public imagination and why the self-promotion that drove Loewy to the top of his profession began to work against him at the end of his career. Streamliner is an important and engaging work on one of the longest-lived careers in industrial design.



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