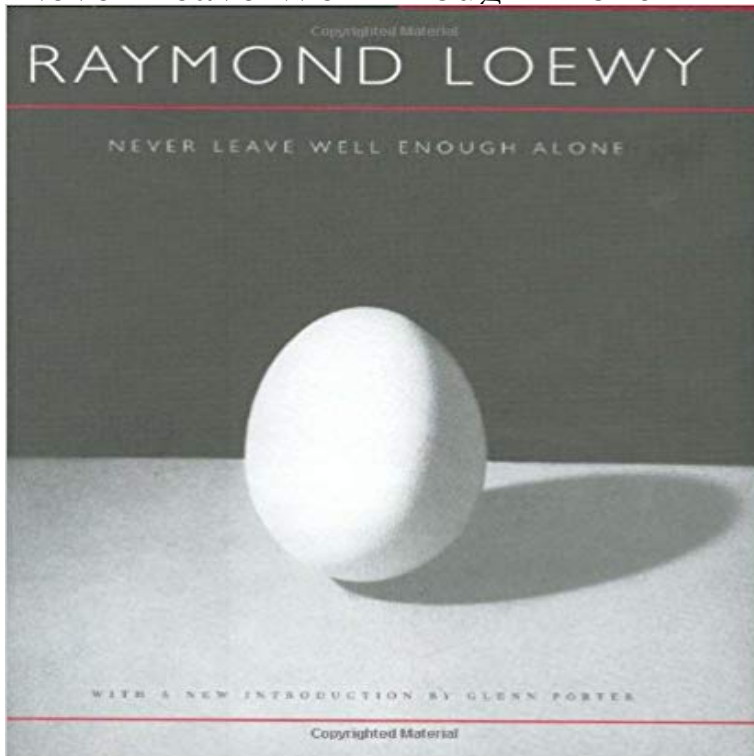


Never Leave Well Enough Alone



Between the 1930s and the 1960s, Raymond Loewys streamlined designs for thousands of consumer goods?everything from toasters and refrigerators to automobiles and ocean liners?radically changed the look of American life. Regarded as the father of modern industrial design, he appeared on the cover of *Time* in 1949; in 1990, he was selected as one of *Lives* 100 Most Important Americans of the 20th Century. Whether they realized it or not, Americans at mid-century lived in a Loewy-designed world, from the cigarettes they smoked (Lucky Strikes packaging), the soda they drank (the restaurant Coca-Cola dispenser), the toothpaste they used (Pepsodents toothpaste tube), the cars they drove (his organization was Studebakers design and styling department), the buses (Greyhound) and trains (the Pennsylvania Railroad) in which they rode, and the department stores (Gimbels, Foleys, and Lord & Taylor) and grocery stores (Lucky) where they shopped. *Never Leave Well Enough Alone* was first published in 1951 at the height of Loewys career. His company, Raymond Loewy Associates, served as design consultants to more than a hundred of the worlds largest corporations, and products manufactured to their specifications sold in excess of \$3 billion annually. Written and designed by Loewy, this profusely illustrated book is part autobiography and part design manifesto. Acclaimed for its wit, its idiosyncracies, and its insight into the Loewy aesthetic, this volume stands as a remarkable document of the American Century and a still-vital meditation upon the importance of industrial design in daily life.

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Raymond Loewy (1893-1986), a brilliant designer and, without doubt, the most versatile ambassador of this discipline, **Raymond Loewy: Never Leave Well Enough Alone!: Philippe Tretiak** The Hardcover of the Never Leave Well Enough Alone by Raymond Loewy at Barnes & Noble. FREE Shipping on \$25 or more! **Never Leave Well Enough Alone Industrial Designers Society of** Buy Never Leave Well Enough Alone by Raymond Loewy, Glenn Porter (ISBN: 9780801872112) from Amazons Book Store. Free UK delivery on eligible orders. **Never Leave Well Enough Alone: Raymond Loewy, Glenn Porter** Never Leave Well Enough Alone. Raymond Loewy. 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