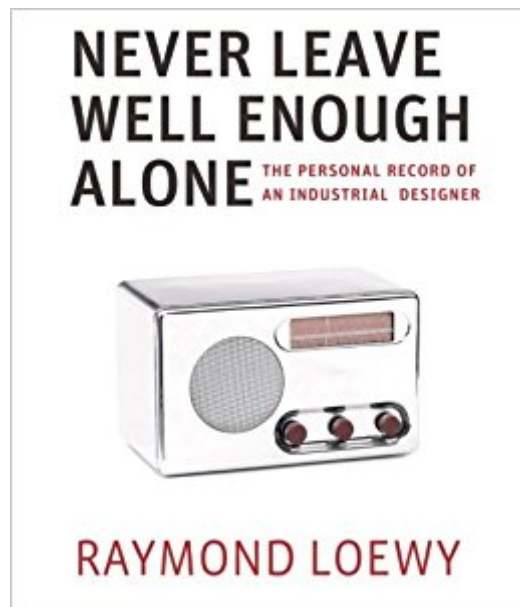




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Never Leave Well Enough Alone: The Personal Record Of An Industrial Designer



Synopsis

Never Leave Well Enough Alone, first published in 1951, is the classic introduction to modern industrial design by the 'father' of the movement — Raymond Loewy. Loewy (1893-1986) was responsible for transforming thousands of everyday objects into streamlined masterpieces, many of which are still popular and in-use in daily life today. Examples include corporate logos; packaging for Lucky Strike cigarettes and Pepsodent toothpaste; Studebaker and Greyhound automotive and bus design; buildings and household furnishings; and appliances such as toasters and refrigerators. This new reprint edition is formatted to Loewy's original design of 6 inches by 7 inches — his first foray into book design; and is illustrated throughout with drawings and photographic examples of his work.

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