



Streamliner: How Raymond Loewy Streamlined His Persona and American Industrial Design

Monday, February 21, 2022

6:30-8pm

Online Zoom Program

Raymond Loewy was one of America's greatest industrial designers, enjoying a career that spanned from the 1920s to the 1970s. He started his design career in America as an illustrator for magazines, soon establishing himself as one of the premier Art Deco artists working in New York. Within a few years, Loewy felt a desire to branch out into designing products and began his industrial design career with a Deco makeover of a duplicating machine. John Wall, author of "*Streamliner*," a Loewy biography, will take us through Loewy's early Art Deco designs and trace the influence of that movement into later designs such as locomotives and a ferry for the Pennsylvania Railroad, and Sears Coldspot refrigerators. Wall's program will also introduce the audience to Loewy's groundbreaking work with Studebaker and International Harvester, and his corporate logos and other work.

John Wall is the author of *Streamliner: Raymond Loewy and Imitation in the Age of American Industrial Design*, published by Johns Hopkins University Press in 2018 and due out this year in paperback. Wall started his career as a journalist, and more recently worked for over two decades as a media relations professional at Penn State University's College of Agricultural Sciences and at Juniata College. As a journalist, he reported on advertising and design, sparking an interest in Loewy's work, which eventually resulted in authoring *Streamliner*. Wall is currently retired in Altoona, Pa., where he lives with his wife, Sharon.

