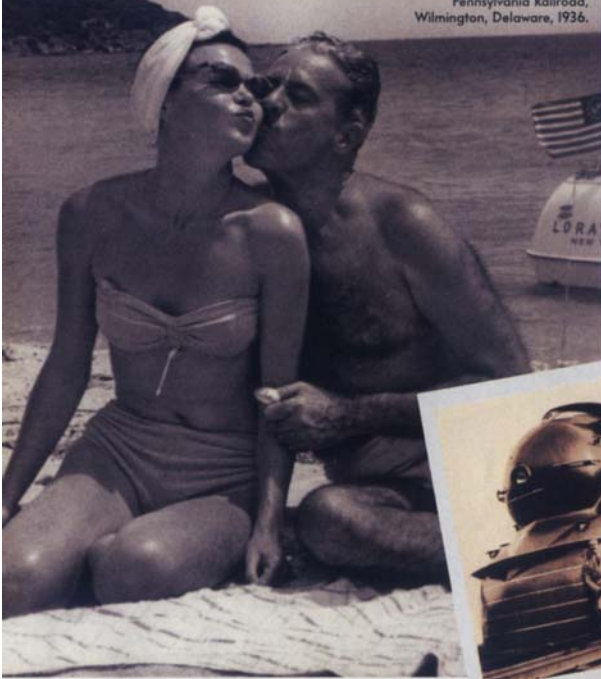


FANFAIR

Viola and Raymond Loewy in Saint-Tropez, December 1947; right, Lucky Strike package, 1940; below, Loewy with his K4S for the Pennsylvania Railroad, Wilmington, Delaware, 1936.



High Loewy INDUSTRIAL DESIGN'S KING

In the middle of the last century, **Raymond Loewy**—along with his industrial-design peers **Henry Dreyfuss** and **Walter Dorwin Teague**—re-invented the aesthetic of American consumer culture.

Industrial design was brought into nearly every aspect of day-to-day life, and Loewy, arguably, had the broadest reach. An entire morning could revolve around Loewy products: the electric razor (Schick), the toothbrush (Pepsodent), the

refrigerator (Sears Coldspot), the car (Studebaker), the cigarettes (Lucky



DESIGN
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Strike). "**Raymond Loewy: Designs for a Consumer Culture**" re-introduces Americans to Loewy's work and its lasting influence, exhibiting his products and logos, drawings, models, and personal archives, as well as rare film footage of the designer at work. The exhibition is at the Long Island Museum, in Stony Brook, New York, through May 21, and travels through 2008.



