mid-'50s plates and saucers made from a form of plastic, yet delicately designed by Loewy to give the appearance of china — and 1950s color charts and posters showcasing Loewy's work for Formica (including countertops with the popular Georgia forms of the time) and Avon (a "Loewy-designed drite sec,".tumps an advertisement, illustrating the value of the Loewy name).

Against one column is a fabulous 1946 television that looks like an octococp and one area is dominated by vintage Coca-Cola materials designed by Loewy, including a fountain, a jukebox and some Coke bottles. And all along the walls are many photos of Loewy's creations and the man himself, including the October 31, 1949, cover of Time magazine.

"He always initiated what the customer wanted," says Laurence Loewy, her house and the streamlining movement," architect Philip Johnson once said. "He designed cars that were a decade or more ahead of their time. He created kitchen appliances, crockery and furniture, and did design work for Greyhound, the U.S. Postal Service and NASA.

At their peak, designers such as Loewy, Norman Bel Geddes and Henry Dreyfuss were household names. Then, for decades, they were overlooked and their work was put aside. "But," she adds, "he would say, "MAYA" — most advanced, yet acceptable."

"He was always bringing home a new toaster," says Laurence Loewy, her house and office focus group." He was always bringing home a new toaster, for the staff to use and critique," Laurence Loewy says. "He had his own in-office focus group."

"Loewy designed dinette sets," trumpets an exhibit of his work shows, it just takes a little logic, some a desire to get it right — for the product and the public, she says. "There are some simple requirements," she says. "MAYA" — most advanced, yet acceptable."

The exhibit features a number of Loewy's greatest hits. There's a mid-1930s Sears Colloidite refrigerator, a sleek white appliance that won an award from a Paris designer. (One interesting touch: Instead of pulling it open, you push a large rectangular button to open the door.)

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ATTLE, Georgia (CNN) — They're items you see every day. Air Force One's design. Streamlined locomotives. Coca-Cola bottles.

The world Raymond Loewy created

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