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Collection Overview

Repository: Smithsonian Libraries
Title: Raymond Loewy papers
Identifier: SIL-CH.XXXX-0001
Date: [mid-1940s-early 1960s]
Creator: Loewy, Raymond, 1893-1986
Extent: 3 Boxes (2 letter sized boxes, 1 legal sized box.)
Language: Undetermined.
Summary: This collection spans the period from the mid-1940s to the early-1960s and consists of newspaper and magazine articles by and about Loewy, including the 1949 *TIME* magazine on which he appeared on the cover. Extensive clippings exist pertaining to his designs for automobiles. Also includes many articles and speeches written by and about William Snaith, a partner in the firm which was renamed Raymond Loewy/William Snaith, Inc. in 1961. A catalog from the exhibition, "Ten Automobiles," which took place at the Museum of Modern Art in New York City in 1953, is included. Other materials include brochures printed and designed by the firm, press releases, a listing of projects, honors, and membership. Some photographs of Loewy and his design team are included. The collection does not contain any original design materials or project files.

Administrative Information

Acquisition Information
The materials in this collection were donated to Cooper-Hewitt by Betty Reese, Loewy's publicist.

Location of Other Archival Materials Note

Location of Other Archival Materials Note
Canadian Center for Architecture, Special Collections. Vertical file documenting Loewy's work.

Other Finding Aids
No finding aid.

Restrictions
Unprocessed; access is limited. Permission of Library Director required for use.
Biographical Note

Industrial Designer. Born Paris, France, November 8, 1893, Loewy initially studied electrical engineering, and by 1909, he has designed and sold a successful airplane model. He immigrated to the United States in 1919 and became a naturalized citizen in 1938. Loewy began working as a freelance window display designer for Macy's and Saks Fifth Avenue, and as an illustrator for Vogue, Harper's Bazaar, and others, from 1919.

He designed the trademark for Neiman-Marcus in 1923. Loewy is identified as one of the founding fathers of industrial design. In 1929, he started Raymond Loewy Associates in New York, and by 1947, he appeared on the cover of TIME magazine. Loewy's designs always stressed the importance of the clean, functional, dynamic design of products. His schooling in electrical engineering translated into his designs for automobiles, trains, airplanes, ships, and spacecraft for NASA. He also designed interiors for many hotels, offices, and supermarkets. He is best known for his designs for the 1947 Studebaker Starlight Coupe; the 1953 Starliner Coupe; the 1961 Avanti; the 1947 line of Hallicrafter radio receivers; the 1929 Gestetner duplicating machine; the 1934 Sears Coldspot refrigerator; and the S-I steam locomotive for the Pennsylvania Railroad.


Arrangement

Unprocessed.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Automobiles -- Design and construction
Coldspot refrigerator
Corporate image -- Design
Design, Industrial -- United States
Interior decoration -- United States
Logos (Symbols) -- Design
Packaging -- Design
Radio -- Receivers and reception -- Design and construction
Supermarkets -- Design
Transportation -- Design

Types of Materials:

Clippings
Photographs  
Press releases  
Speeches  

Names:  
American Society of Industrial Designers  
Coca-Cola Company  
Cooper-Hewitt Design Archive  
Exxon Corporation  
Gestetner Duplicating Machine Company  
Hallicrafter  
Hupp Motor Company  
International Business Machines Corporation  
Loewy, Raymond, 1893-1986  
Raymond Loewy Associates  
Raymond Loewy/William Snaith, Inc.  
Sears, Roebuck and Co.  
Shell Oil Company  
Snaith, William, 1908-1974  
Studebaker Corporation  
United Air Lines, Inc.  
United States. National Aeronautics and Space Administration  

Occupations:  
Industrial designers  
Interior designers  
Packaging designers