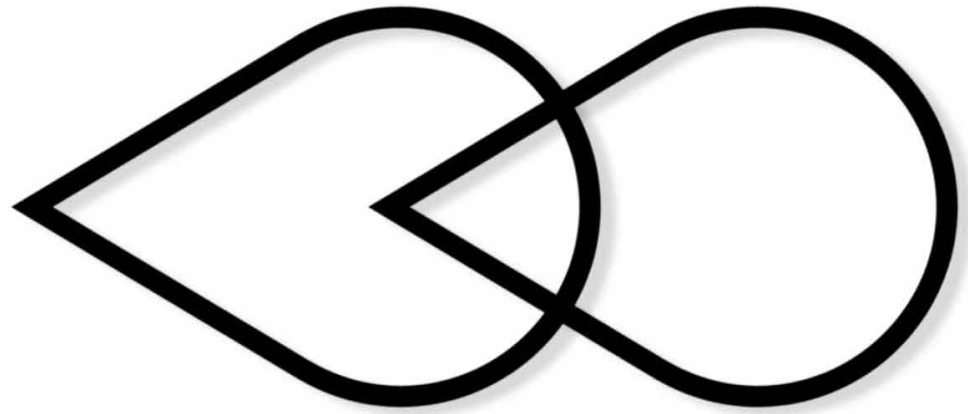
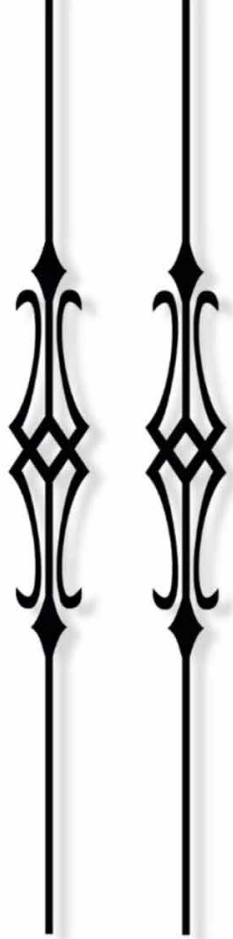


DSGN122

Streamline Moderne





Streamline Moderne

1930 - ~1950

- As a reaction to Art Deco and a reflection of poor economic times
- As the great depression (USA) progressed, industrial designers began designing pure-concept objects with elements of aerodynamics.
- The teardrop shape and other elements suggested speed and lack of resistance.



Streamline Moderne

1930 - ~1950

- This gave consumers a sense of efficiency & movement, which was comforting in a stagnant time.
- Other aspects of design in this period centered on hope & fantasy in order to get people to buy their way out of the depression.
- Mass production & the assembly line were used to increase efficiency of production & make products available to many.



The difference between Art Deco & Streamline Moderne

- Streamline Moderne represents the last phase of Art Deco
- Art Deco focuses on surface ornament, color & abstractions of natural forms applied as decoration
- Streamline Moderne focuses on machine aesthetic for mass production, functional efficiency, and a more abstract aesthetic.
- SM was inspired by the Bauhaus

[https://www.youtube.com/
watch?v=Zci4r1MWz7c&ab_channel=InfolioTV](https://www.youtube.com/watch?v=Zci4r1MWz7c&ab_channel=InfolioTV)



Raymond Loewy

1893 - 1986

- Loewy emigrated from France in 1919 to the USA
- Initially worked as a window display designer and fashion illustrator in New York
- Was responsible for many American iconic designs during the 20th century
- His designs covered many aspects of life



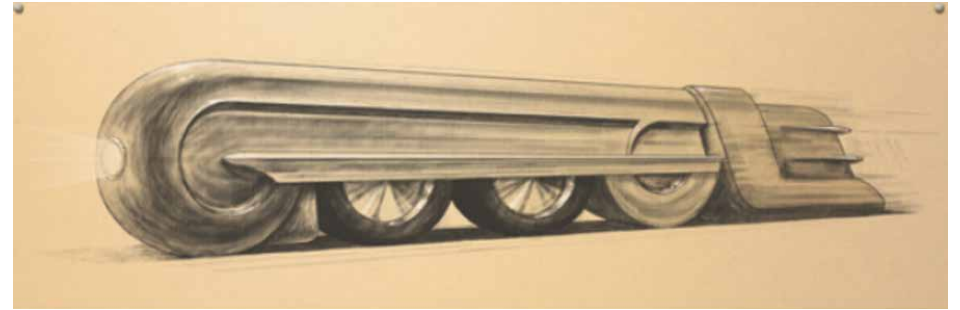
Raymond Loewy, RCA Radio, 1933



Raymond Loewy, pencil sharpener, 1934



Raymond Loewy, cabinet, 1970s



Raymond Loewy, S1 Locomotive,
1939



Raymond Loewy, Frigidaire electrics, 1950s



Raymond Loewy, Le Creuset, 1958



Raymond Loewy, Anscoflex II,
1953



Raymond Loewy, Coca Cola
dispenser, 1949



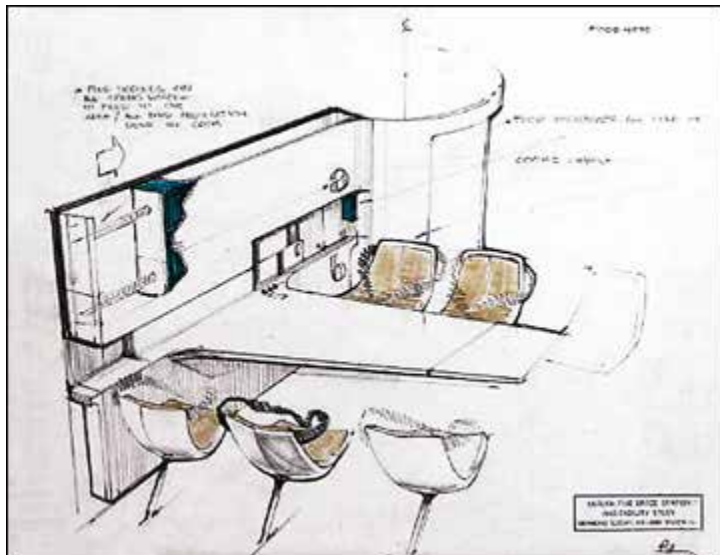
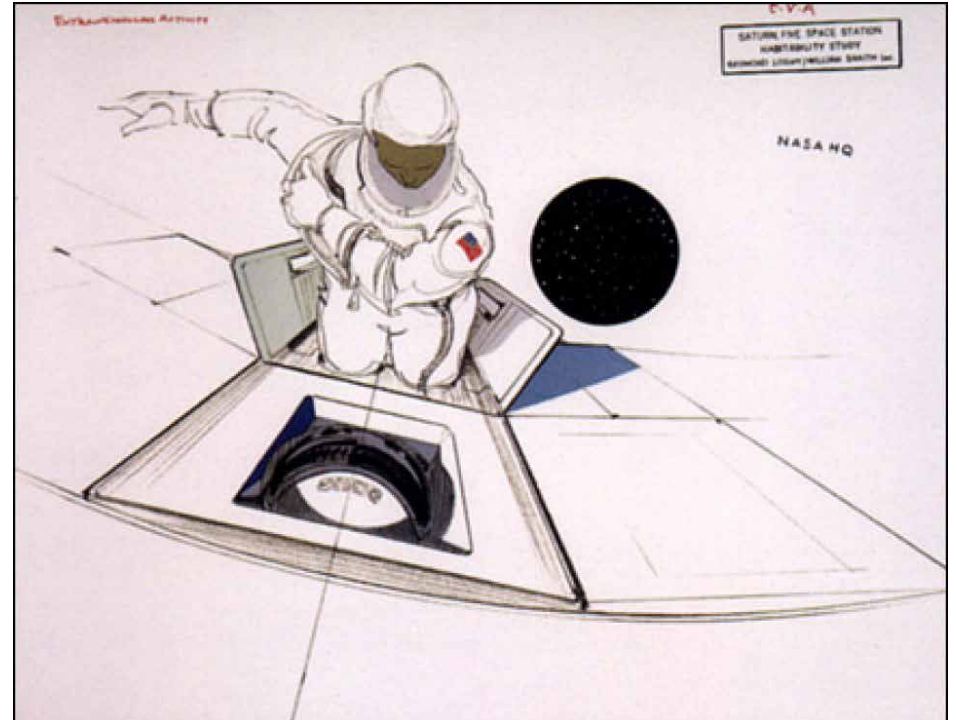
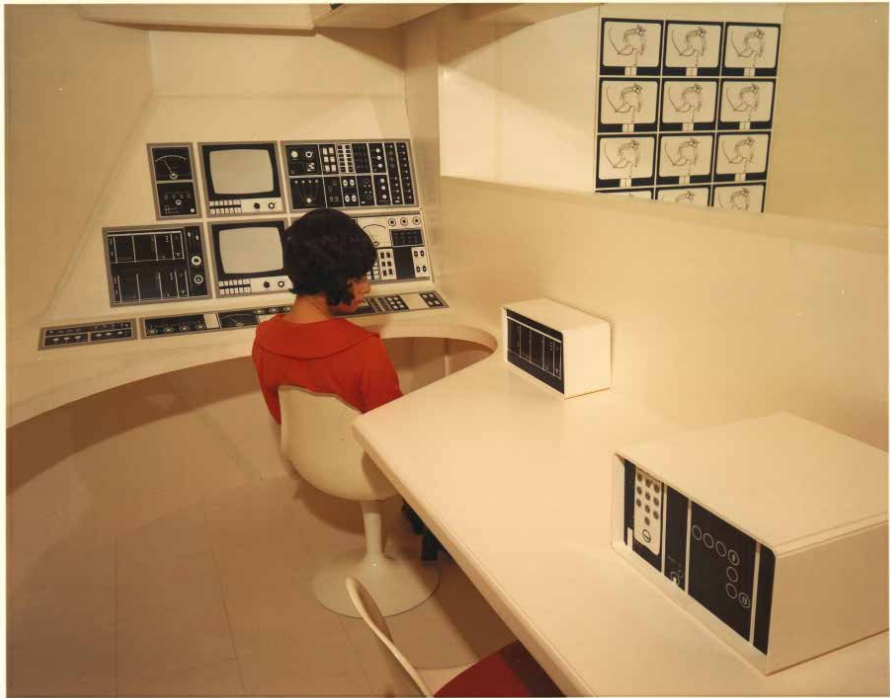
Raymond Loewy, Shell logo, 1971



Raymond Loewy, Hoover logo



Raymond Loewy, Lucky Strike logo



Raymond Loewy, NASA Skylab, 1974



Raymond Loewy,
Union News
coffee shop at
the TWA Flight
Center, Airport
(JFK), 1962



SAN FRANCISCO MARITIME
MUSEUM

MUSEUM
SEE US HERE

NO PARKING
EXCEPT AS NOTED
BY SIGN



Coca-Cola

Coca-Cola Bottling Co.



ALBERTO TOMAS

DRINKS
7/25/05
#

Union Pacific Station, Las Vegas, Nevada

74656

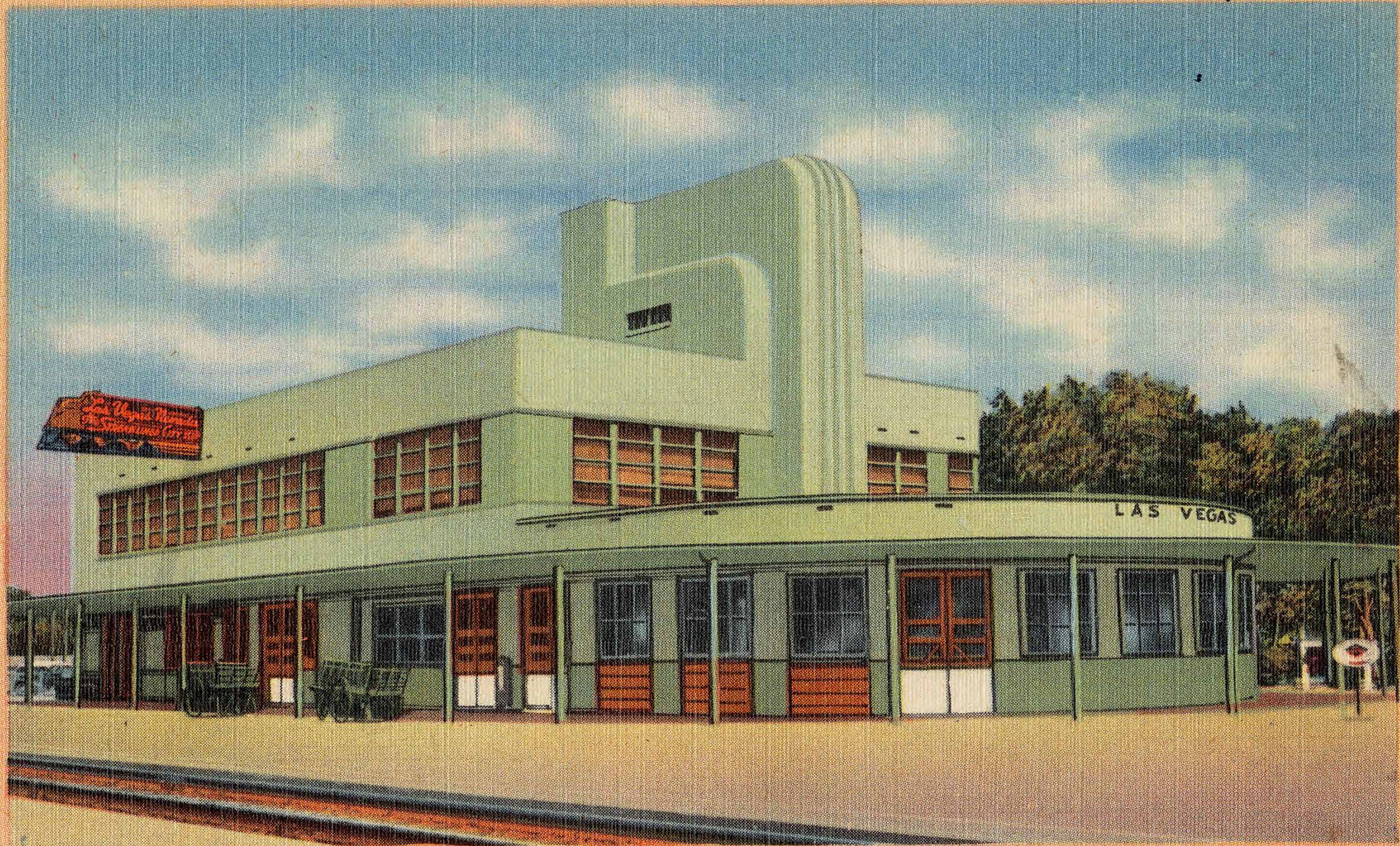
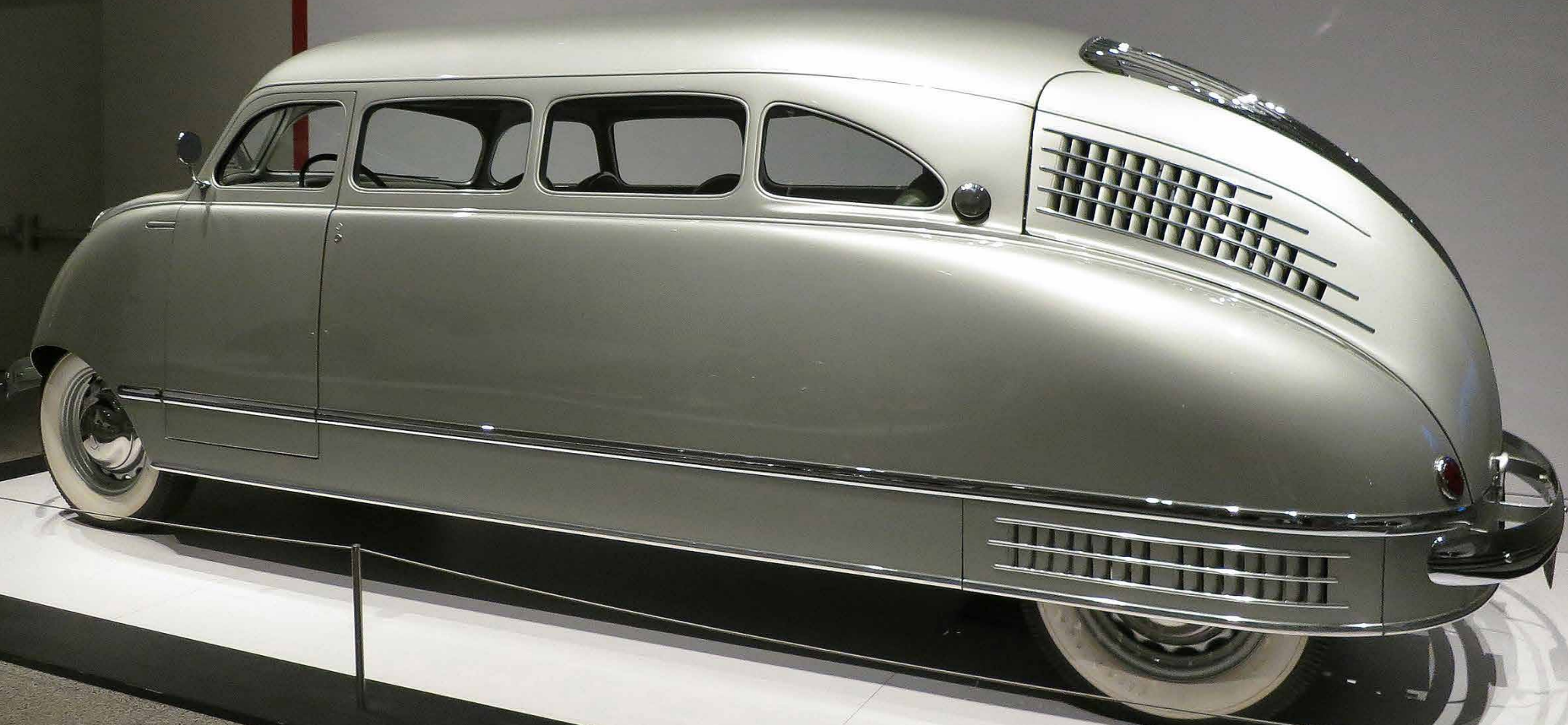
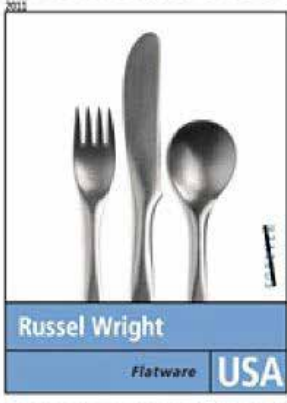
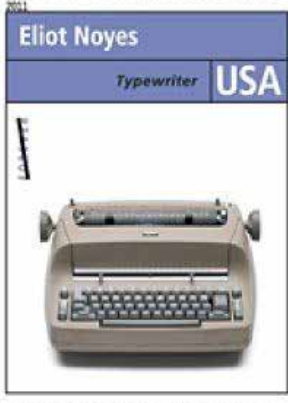
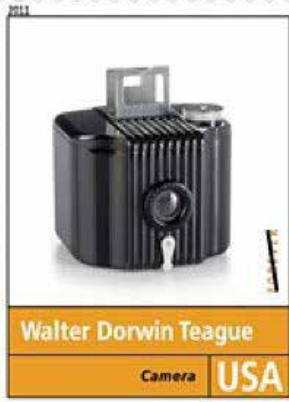
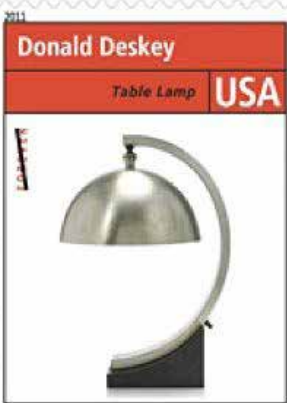
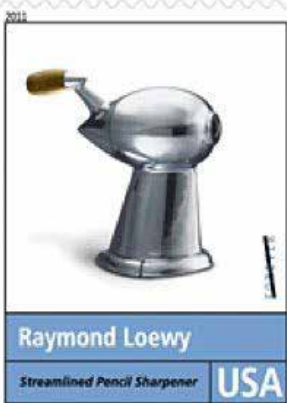
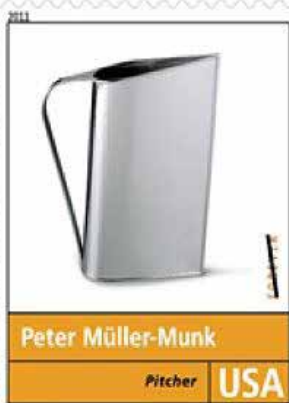


Photo by Ulom

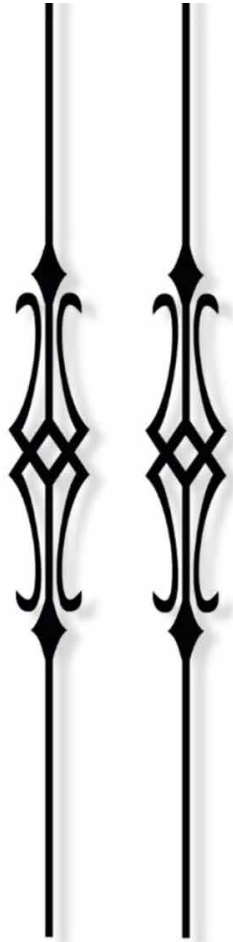
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STOUT SCARAB

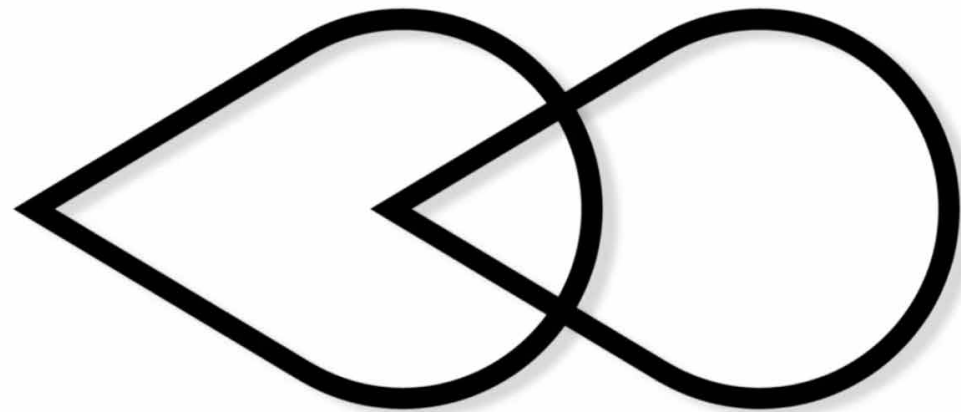




Art Deco



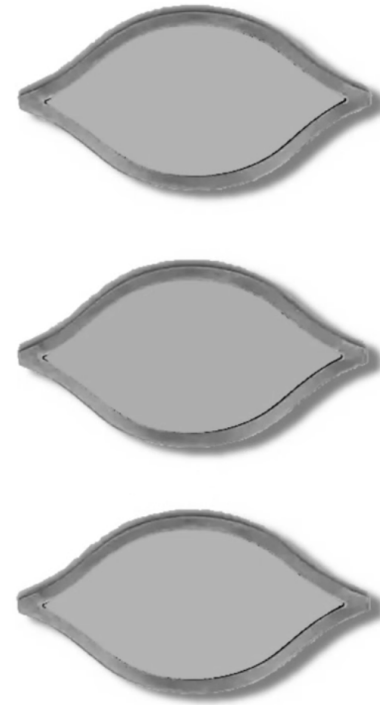
Streamline Moderne



Art Deco



Streamline Moderne









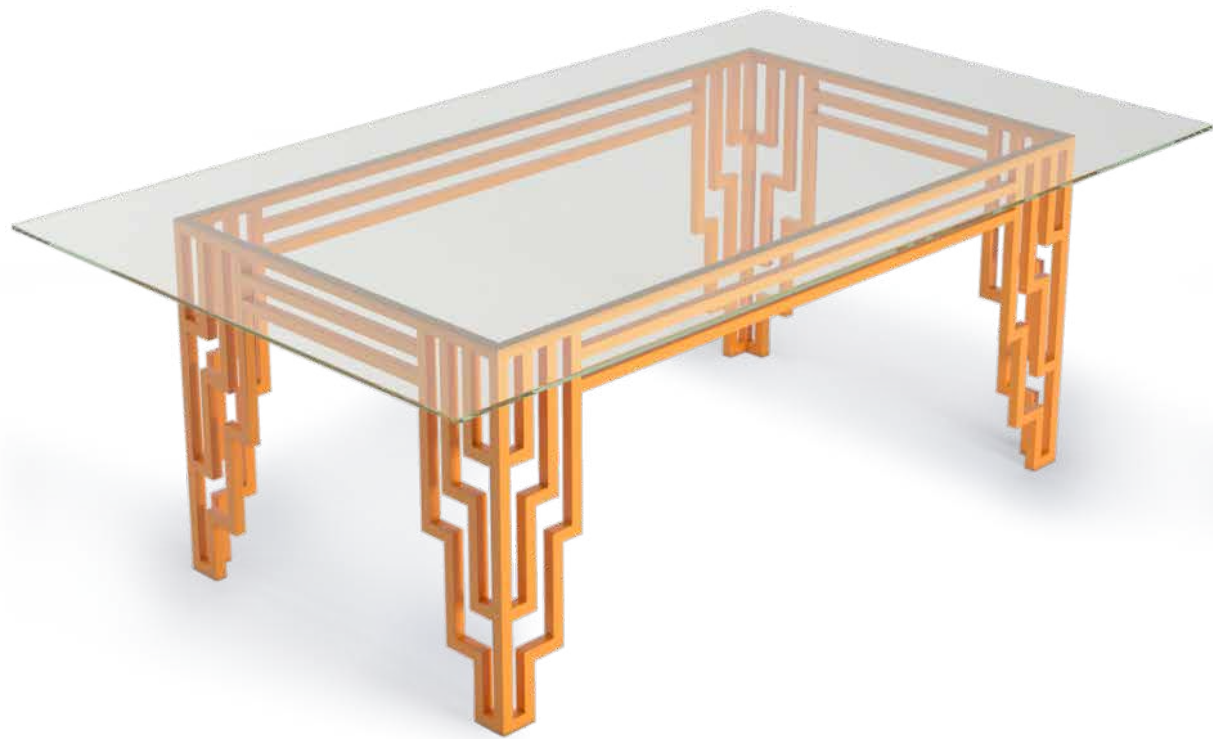


GREYHOUND

GREYHOUND

CLOSE

















For next class:
Surrealism