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Bellevue Arts Museum hosts
Raymond Loewy: Designs for a Consumer Culture

July 3-September 12, 2007

Bellevue , WA- Raymond Loewy was the most prominent industrial designer of the 20th century. As he once said, his firms created everything from lipsticks to locomotives. ***Raymond Loewy: Designs for a Consumer Culture***, opening on July 3 at Bellevue Arts Museum, showcases his work, placing it in the wider context of the shaping of a modern look for consumer culture. His career is brought to life by an array of original drawings, models, products, advertisements, photographs, and rare film footage of Loewy at work.

Loewy became involved in the emerging world of industrial design in the 1920s after a successful career in commercial illustration. He eventually would become the best-known industrial designer in the world. He spent more than five decades streamlining and modernizing silverware and fountain pens, supermarkets and department stores. Loewy and his teams designed the color scheme and logo for Air Force One, the John F. Kennedy memorial stamp, the Greyhound Scenicruiser, and the interiors for NASA's Skylab. Clients included such icons as Coca-Cola, Exxon, and Lucky Strike cigarettes.

Raymond Loewy: Designs for a Consumer Culture draws heavily on Loewy's personal archives, a treasure collection of images and information not previously available to researchers or the public. A national magazine said of him in 1950, "Loewy has probably affected the daily life of more Americans than any other man of his time." Many of his designs are still in use today.

“I invite everyone to step into the Museum and go back in time to the 1940’s where you’ll see a Studebaker automobile as well as other products designed by Raymond Loewy in the 30’s, 40’s, 50’s and 60’s, Loewy is recognized as one of America’s first industrial designers.” States Michael Monroe, Director of Bellevue Arts Museum

Bellevue Arts Museum presentation of this exhibition was made possible by the Charles Simonyi Fund for Art and Sciences and The Seattle Times.

Raymond Loewy: Designs for a Consumer Culture, made possible by a generous grant from the National Endowment for the Arts, is curated by Glenn Porter, Director Emeritus, Lynn Catanese, Head of Manuscripts and Archives, and Jim Hinz, former Library Conservator, all of the Hagley Museum and Library in Wilmington, Delaware. The exhibition is organized by the Hagley Museum and Library and toured by ExhibitsUSA. The purpose of ExhibitsUSA is to create access to an array of arts and humanities exhibitions, nurture the development and understanding of diverse art forms and cultures, and encourage the expanding depth and breadth of cultural life in local communities.

ExhibitsUSA is generously supported by the Adair Margo Gallery Inc.; Altria Group Inc.; James H. Clement, Jr.; ConocoPhillips; the Cooper Foundation; Douglas County Bank/Ross and Marianna Beach; DST Systems Inc.; Edward Jones; the William Randolph Hearst Foundation; the Helen Jones Foundation; the William T. Kemper Foundation, Commerce Bank, trustee; the Richard P. Kimmel and Laurine Kimmel Charitable Foundation Inc.; Land O’ Lakes Inc.; Mrs. Tom Lea; the National Endowment for the Arts; the National Endowment for the Humanities; SBC Missouri; the Society of North American Goldsmiths; Sonic, America’s Drive-In; Sterling Vineyards; the Summerlee Foundation; the Courtney S. Turner Charitable Trust; Valmont Industries; the Woods Charitable Fund; and the state arts agencies of Arkansas, Illinois, Kansas, Missouri, Nebraska, Oklahoma, and Texas.

Bellevue Arts Museum

Bellevue Arts Museum is the Pacific Northwest's center for the exploration of the fine art of craft and design. An emphasis is placed on regional craft artists as part of the national and international conversation on fine craft and design. Bellevue Arts Museum is located at 510 Bellevue Way NE, Bellevue, WA 98004. The Museum’s main information line is 425.519.0770 and website is www.bellevuearts.org

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