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# Never Leave Well Enough Alone: The Personal Record Of An Industrial Designer





RAYMOND LOEWY



### Synopsis

Never Leave Well Enough Alone, first published in 1951, is the classic introduction to modern industrial design by the 'father' of the movement â " Raymond Loewy. Loewy (1893-1986) was responsible for transforming thousands of everyday objects into streamlined masterpieces, many of which are still popular and in-use in daily life today. Examples include corporate logos; packaging for Lucky Strike cigarettes and Pepsodent toothpaste; Studebaker and Greyhound automotive and bus design; buildings and household furnishings; and appliances such as toasters and refrigerators. This new reprint edition is formatted to Loewy's original design of 6 inches by 7 inches â " his first foray into book design; and is illustrated throughout with drawings and photographic examples of his work.

#### **Book Information**

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