



Finding Aid for

**RAYMOND LOEWY COLLECTION, 1956-1974**

**Accession 2001.74**

Finding Aid Published: 12 January 2017



Benson Ford Research Center, The Henry Ford  
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## OVERVIEW

**REPOSITORY:** Benson Ford Research Center  
The Henry Ford  
20900 Oakwood Blvd  
Dearborn, MI 48124-5029  
[www.thehenryford.org](http://www.thehenryford.org)  
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**ACCESSION NUMBER:** 2001.74

**CREATOR:** Loewy, Raymond, 1893-1986

**TITLE:** Raymond Loewy Collection

**INCLUSIVE DATES:** 1956-1974

**QUANTITY:** 2.95 cubic ft. (3 boxes, 1 oversize folder)

**LANGUAGE:** The materials are in English and French.

**ABSTRACT:** The Raymond Loewy Collection, 1956-1974, contains reports and drawings related to the industrial designer's work on space transportation systems for NASA and designs for the Cornell-Liberty Safety Car.

## ADMINISTRATIVE INFORMATION

- ACCESS RESTRICTIONS:** The collection is open for research.
- COPYRIGHT:** Copyright has been transferred to The Henry Ford by the donor. Copyright for some items in the collection may still be held by their respective creator(s).
- ACQUISITION:** Acquired by The Henry Ford, 2001.
- ALTERNATE FORMS:** Selected material from this collection has been digitized and is available online at:  
<https://www.thehenryford.org/collections-and-research/digital-collections/search-results#advancedSearch=1&tab=artifact-results&s.0.in=collectionTitle&s.0.for=Raymond%20Loewy%20Collection>
- RELATED MATERIAL:** Related material held by The Henry Ford:  
- 1957 Cornell-Liberty Safety Car.  
<http://collections.thehenryford.org/Collection.aspx?objectKey=139983>  
- Liberty Mutual Insurance Company records, Accession 1775
- Related collections beyond The Henry Ford:  
- Raymond Loewy Archive, Accession 2251, Hagley Museum and Library. Finding aid available online at <http://findingaids.hagley.org/xtf/view?docId=ead/2251.xml>  
- Raymond Loewy Papers, ID No. MSS62142, Library of Congress. Finding aid available online at <http://hdl.loc.gov/loc.mss/eadmss.ms003009>
- PREFERRED CITATION:** Item, folder, box, accession 2001.74, Raymond Loewy Collection, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by staff of The Henry Ford, 2001.

DESCRIPTION INFORMATION: Original collection inventory list prepared by staff of The Henry Ford, 2001, and published in 2001.

Finding aid written by Janice Unger and other staff of The Henry Ford, September 2016, and published in January 2017.

Finding aid prepared using Describing Archives: A Content Standard (DACS) and local guidelines.

## **BIOGRAPHICAL/HISTORICAL NOTE**

Raymond Loewy (1893-1986) began his career in industrial design in 1929, when he designed the case that surrounded the Gestetner duplicator machine. Loewy is also credited with originating the term streamlining, which he defined as "beauty through function and simplification." Throughout his working years, Loewy created designs ranging from postage stamps and cigarette packages to refrigerators, Studebaker automobiles, and spacecraft components. Additionally, he designed logos for corporations and organizations, including Shell International, Exxon, and the United States Postal Service. From 1963 to 1973, Loewy was retained by the National Aeronautics and Space Administration (NASA) to be a habitability consultant for their Saturn-Apollo and Skylab projects.

Among Loewy's automobile design projects was the 1957 Cornell-Liberty Safety Car. A joint endeavor between Cornell Aeronautical Labs and the Liberty Mutual Insurance Company, this concept car featured innovative safety features including seat belts, head rests, and padded interiors, some of which can be found in modern automobiles. The Cornell-Liberty Safety Car is in the collection of The Henry Ford, and can be seen in the "Driving America" exhibit.

Over the years, Raymond Loewy founded three companies with a focus on industrial design: Raymond Loewy and Associates, New York; Raymond Loewy International, London; and Compagnie de l'Esthetique Industrielle, Paris. With his partner William Snaith, they also worked on retail store design, with customers such as Saks Fifth Avenue, J.L. Hudson, and Macy's.

Biographical note adapted from the following sources:

- "The Father of Industrial Design Raymond Loewy," accessed on 11 July 2016 at <http://www.raymondloewy.com/about.html>
- "1957 Cornell-Liberty Safety Car," accessed on 11 July 2016 at <https://www.thehenryford.org/collections-and-research/digital-collections/artifact/139983>

## **SCOPE AND CONTENT NOTE**

The Raymond Loewy Collection, 1956-1974 (2.95 cubic ft.), contains reports and drawings related to the industrial designer's work on space transportation systems for NASA, and designs for the Cornell-Liberty Safety Car.

The bulk of the material (2.00 cubic ft.) consists primarily of studies and reports created by Raymond Loewy / William Snaith, Inc. for the National Aeronautics and Space Administration (NASA) regarding the habitability of the Skylab orbiting space station and a space shuttle orbiter vehicle.

Drawings and sketches compose the second portion of the collection (0.95 cubic ft.). Of special note are the 12 drawings related to the Cornell-Liberty Safety Car from 1957, which is part of the collections of The Henry Ford.

## **SUBJECT TERMS**

### Names, Personal and Corporate

Loewy, Raymond, 1893-1986

Snaith, William, 1908-1974

Raymond Loewy / William Snaith, Inc.

Cornell Aeronautical Laboratory

Liberty Mutual Insurance Company

National Aeronautics and Space Administration (U.S.)

### Subjects

Automobile safety

Automotive design

Industrial design

Outer space

Safety

Space flight

Space programs

### Genre and Form

Design drawings

Reports

## CONTAINER LIST

<b>Box no.</b>	<b>Description</b>
<b>Box 1</b>	<p>Aerospace Projects</p> <p>Lectures, "Aerospace &amp; Undersea Medicine," MIT summer program, 11-12 August 1969</p> <p>National Aeronautics and Space Administration (NASA)</p> <p>Correspondence, lectures, and memos, 1968-1974 (2 folders; includes a Compagnie de l'Esthetique Industrielle folder, with some items in French)</p> <p>Skylab habitability studies</p> <p>Assorted report pages, 1968-1973</p> <p>NASA's Terms and Code Definitions</p> <p>Apollo Applications Program (AAP) Habitability Reports</p> <p>Earth Orbital Space Stations</p> <p>Mid-Term Report, 15 August 1968</p> <p>Final Report, 31 December 1968</p> <p>Volume I (2 folders; 2 copies)</p> <p>Volume II</p>
<b>Box 2</b>	<p>Final Report, 1 July-31 December 1969, Volume I (3 folders; 2 copies, one a photocopy)</p> <p>Final Report, January to June 1970</p> <p>Volume I (2 folders; 2 copies, one a photocopy)</p> <p>Volume II (2 folders; 2 copies, one a photocopy)</p> <p>Final Report, April 1971/December 1971 (2 folders; 2 copies)</p> <p>Modular Space Station, Wardroom-Galley Module, Final Report, January to June 1969, Volume I</p> <p>Shuttle Orbiter, Final Report, January 1972/December 1972 (3 folders; 3 copies)</p> <p>Technical Proposal, Concept Design and Alternate Arrangements of Orbiter Mid-Deck</p>
<b>Box 3</b>	<p>Automobile Drawings and Sketches</p> <p>"Sedan, Cor 6", 1956 (colored pencil on paper; Object ID 2001.74.1.1)</p> <p>"Sedan, Cor 19b", undated (black pencil on paper; Object ID 2001.74.1.2)</p> <p>"Sedan, 1", undated (black/red pencil on paper; with notations; Object ID 2001.74.1.3)</p> <p>"Sedan", undated (black/blue pencil on paper; with notations; Object ID 2001.74.1.4)</p> <p>"Sedan" (black pencil on paper; Object ID 2001.74.1.5)</p> <p>"Sedan" (black/red pencil on paper; with notations; Object ID 2001.74.1.6)</p> <p>"Sedan, 2", September 1956 (black/red pencil on paper; with notations; Object ID 2001.74.1.7)</p> <p>"Sedan", undated (black ink on paper; Object ID 2001.74.1.8)</p>

“Seat configuration”, undated (colored pencil on paper; Object ID 2001.74.1.9)

“Seat and steering wheel configuration”, undated (black pencil on paper; Object ID 2001.74.1.10)

“Seat and passenger configuration”, undated (black pencil on paper; Object ID 2001.74.1.11)

“Visibility concerns”, undated (black ink on paper; Object ID 2001.74.1.12)

**Folder 1 (oversize)**

Graphic, color, color print, (24 x 35 inches; Object ID 2001.74.1.13)