



# Founders of American Industrial Design

*Carroll Gantz*

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## **Founders of American Industrial Design** Carroll Gantz

As the Great Depression started in 1929, several dozen creative individuals from a variety of artistic fields, including theatre, advertising, graphics, fashion and furniture design, pioneered a new profession.

Responding to unprecedented public and industry demand for new styles, these artists entered the industrial world during what was called the "Machine Age," to introduce "modern design" to the external appearance and form of mass-produced, functional, mechanical consumer products formerly not considered art.

The popular designs by these "machine designers" increased sales and profits dramatically for manufacturers, which helped the economy to recover; established a new profession, industrial design; and within a decade, changed American products from mechanical monstrosities into sleek, modern forms expressive of the future. This book is about those industrial designers and how they founded, developed, educated and organized today's profession of more than 50,000 practitioners.

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