

# Raymond Loewy

## Quotes

*Design, Science, Believe, Doe, Quality, Thinking, Excellence, Simplicity, Littles,  
People, Experience, Black, Beautiful, Difficult, Airplane, Important, Clients,  
Veneer, Ambition, Enough*

Good design keeps the user happy, the manufacturer in the black and the aesthete unoffended.

~Raymond Loewy

Between two products equal in price, function and quality, the one with the most attractive exterior will win.

~Raymond Loewy

The most beautiful curve is a rising sales graph.

~Raymond Loewy

It's a simple exercise; a little logic, a little taste, and the will to cooperate.

~Raymond Loewy

The most reliable appliance has simplicity and quality, does what is demanded of it, is economical to use, easy to maintain, and just as easy to repair. ...It also sells best and looks good.

~Raymond Loewy

It would seem that more than function itself, simplicity is the deciding factor in the aesthetic equation. One might call the process beauty through function and simplification.

~Raymond Loewy

It all must start with an inspired, spontaneous idea.

~Raymond Loewy

I can claim to have made the daily life of the 20th Century more beautiful.

~Raymond Loewy

A designer must always think about the unfortunate production engineer who will have to manufacture what you have designed; try to

understand his problems.

~Raymond Loewy

Good design is not an applied veneer.

~Raymond Loewy

Ugliness does not sell.

~Raymond Loewy

The main goal is not to complicate the already difficult life of the consumer.

~Raymond Loewy

Design is too important to be left to designers.

~Raymond Loewy

People will turn to you, follow you, support you only as long as they are confident that you are doing your best.

~Raymond Loewy

Design, vitalized and simplified, will make the comforts of civilized life available to an ever-increasing number of Americans.

~Raymond Loewy

Form, which should be the clean - cut expression of mechanical excellence has become sensuous and organic.

~Raymond Loewy

If America wants to make "made in America" a symbol of excellence and worth. They have to make everything of high quality, otherwise the best.

~Raymond Loewy

Never leave well enough alone.

~Raymond Loewy

There is a frantic race to merchandise tinsel and trash under the guise of 'modernism.'

~Raymond Loewy

I believe most in educated intuition, in what you get through profound experience.

~Raymond Loewy

I believe one should design for the advantage of the largest mass of people, first and always. That takes care of ideologies and sociologies.

~Raymond Loewy

No manufacturer, from General Motors to the Little Lulu Novelty Company, would think of putting a product on the market without benefit of a designer.

~Raymond Loewy

I alienated the automotive industry by saying that cars should be lightweight and compact.

~Raymond Loewy

Industrial design keeps the customer happy, his client in the black and the designer busy.

~Raymond Loewy

I sought excitement and, taking chances, I was all ready to fail in order to achieve something large.

~Raymond Loewy

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