

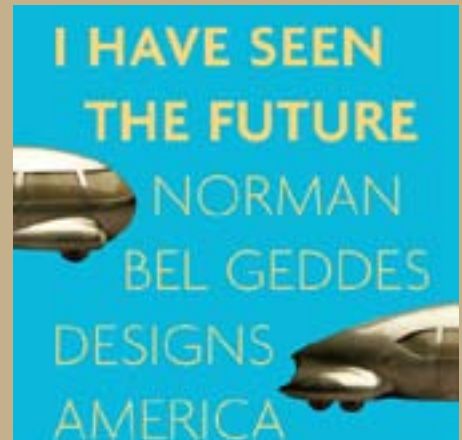


HARRY RANSOM
CENTER

I Have Seen the Future: Norman Bel Geddes Designs America

Name _____ Date _____

THE HARRY RANSOM CENTER is a humanities research library and museum. Current exhibitions are on display in the galleries on the first floor. The Gutenberg Bible and the First Photograph are on permanent display in the lobby. The Ransom Center is free and open to the public.



In the Gallery

I Have Seen the Future: Norman Bel Geddes Designs America

Norman Bel Geddes (1893-1958) was an innovative stage and industrial designer, futurist, and urban planner who, more than any designer of his era, created and promoted a dynamic vision of the future—streamlined, technocratic, and optimistic. *I Have Seen the Future: Norman Bel Geddes Designs America* explores the career of this complex and influential man through approximately fifty projects from the Ransom Center’s Bel Geddes collection.

1. Name at least five industries in which Norman Bel Geddes’s visionary and innovative designs made an impact.s

1. _____
2. _____
3. _____
4. _____
5. _____

2. Which of Bel Geddes’s books earned him a reputation as a “futurist”?



3. What is the “Bel Geddes Process”, and what impact did it have on the creation of information systems?

4. What was the major exhibit Bel Geddes designed for the 1939-1940 New York World’s Fair?

5. What medium of transportation was influenced by Bel Geddes’s *Futurama* exhibit and earned the recognition of President Franklin D. Roosevelt?

6. How did Bel Geddes use aerial perspective to his advantage when presenting models of future redeveloped areas? Give an example of one of his more famous displays?

7. Describe the look of Bel Geddes’s “streamlining” inspired automobiles, locomotives, and aircraft.

8. How is Bel Geddes depicted in Henry Stanett’s cartoon in *The New Yorker*, December 10, 1932?

9. What was the “Total Living” campaign of 1941?

10. What ad campaign did Bel Geddes produce for a new form of gasoline?

11. What company did Bel Geddes and his wife, Anne Howe Hilliard, design a line of jewelry for?



12. What are three of Bel Geddes’s architectural designs that were never realized?

1. _____
2. _____
3. _____

13. What is the name of the publication started by Bel Geddes and his first wife, Helen Belle Sneider?

14. What is Bel Geddes’s most iconic radio design, what company was it designed for, and what did it look like?

15. What role did Norman Bel Geddes play in shaping modern American?

Need help? A guide to the exhibition is available at the front desk.

21st and Guadalupe Streets
The University of Texas at Austin
512-471-8944
www.hrc.utexas.edu

Gallery hours
10 a.m.–5 p.m. Tuesday, Wednesday, Friday
10 a.m.–7 p.m. Thursday
Noon–5 p.m. Saturday and Sunday
Closed Mondays.

Reading and Viewing Room Hours
9 a.m.–5 p.m. Monday–Friday
9 a.m.–noon Saturday

Tours
Free public tours are offered Tuesdays at noon, Saturdays at 2 p.m., and Sundays at 2 p.m.

Further Research

The Reading and Viewing Room, located on the second floor, serves readers requiring use of the Center’s manuscripts, rare books, and visual materials.

Learn more

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