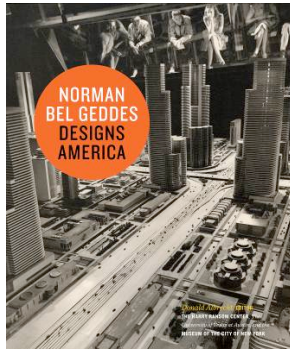


For Immediate Release

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*Norman Bel Geddes
Designs America*

**By the Harry Ransom Center, at The University of Texas at Austin,
and the Museum of the City of New York**

Edited by Donald Albrecht

**Accompanies a major exhibition at the Harry Ransom Center
and the Museum of the City of New York**

Whether you're cruising down the interstate, enjoying a Broadway show, dining in a sky-high revolving restaurant, or watching a football game in an all-weather stadium, you owe a debt of gratitude to Norman Bel Geddes (1893–1958). A paradoxical figure of equal parts visionary and pragmatist, serious inventor and inveterate promoter, naturalist and industrialist, democrat and egoist, Bel Geddes played a significant role in shaping not only modern America but also the nation's image of itself as innovator and leader into the future.

Norman Bel Geddes Designs America (Abrams; November 2012; U.S. \$65.00/Can. \$75.00; ISBN 978-1-4197-0299-0) is the first book to explore the entire life and career of the influential industrial designer, urban planner, and futurist. With more than 400 illustrations drawn from the Harry Ransom Center, most previously unpublished, it examines for the first time his fantastical schemes for streamlined ocean liners, yachts, trains, buses, flying cars, and his most renowned project, the Futurama exhibit at the 1939–40 New York World's Fair, which to this day remains a useful model for city planning and design. The book also explores Geddes's designs for the American home, from innovative radios to stoves and refrigerators and plans for factories, offices, nightclubs, and television studios. Essays by

leading scholars look at Geddes's revolutionary concepts for theater sets, costumes, lighting, and the theaters themselves.

Norman Bel Geddes Designs America is published in conjunction with a landmark exhibition opening at the Harry Ransom Center, at The University of Texas at Austin, in September 2012, after which it will travel to the Museum of the City of New York.

About the Author

Donald Albrecht is the curator of architecture and design at the Museum of the City of New York and an independent curator. A leading expert on twentieth-century architecture and design, he wrote *Cecil Beaton: The New York Years* and edited *Paris/New York: Design Fashion Culture, 1925–1940* and *The Work of Charles and Ray Eames*, which was published by Abrams.

About the Book

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400 color and black-and-white illustrations

About the Exhibition

I Have Seen the Future: Norman Bel Geddes Designs America

Harry Ransom Center, at The University of Texas at Austin

September 11, 2012–January 6, 2013

I Have Seen the Future: Norman Bel Geddes Designs America

Museum of the City of New York

Dates to come

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