

*LEPOiD turbine 1981 - and all other images in:
50 Jahre technische Ästhetik / 50 ans d'Esthétique Technique:
Louis L. Lepoix Industrie Designer
Hardcover – Illustrated, 1 March 2003
by Louis L. Lepoix and Erika Kübler (Autor, Illustrator)*

*Front Page:
The **Puch Maxi** is a moped that was produced by
the Austrian manufacturing company Puch through the
1970s and 1980s, that is well known for its reliability,
ease of maintenance, and fuel economy (up to 120 mpg).
These mopeds gained world wide acceptance during
the 1973 oil crisis.*



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Erika Kübler



always feel:
welcome@hi-pe.at

*The French engineer and designer
Louis Lucien Lepoix was one of the most
productive industrial designers in the
second half of the 20th century. As early
as 1947, he designed the first vehicles
under Esthétique Technique or Technisch
Künstlerische Beratung in Friedrichshafen
on Lake Constance.*

*From 1952 Louis L. Lepoix chose Baden-
Baden as his place of residence. His design
studio FORM TECHNIC International
(fti design) looked after customers in
Europe and overseas. Fti design offices
were opened in Paris in 1956 and in
Barcelona in 1965.*

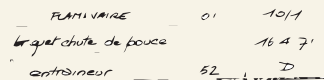
*The more than 50 years of activity of
Louis L. Lepoix encompassed around
3000 realized products, including the
interior design of the Concorde, as well
as more than 300 vehicles such as the
Bugatti Type 101, truck designs for Steyr,
Magirus, Berliet, Pegaso, Hannomag,
many electronic devices and the Kienzle
parking meter. Already since 1944
Louis L. Lepoix paid particular attention to
the use of solar and wind energy.*

www.lepoix-design.com

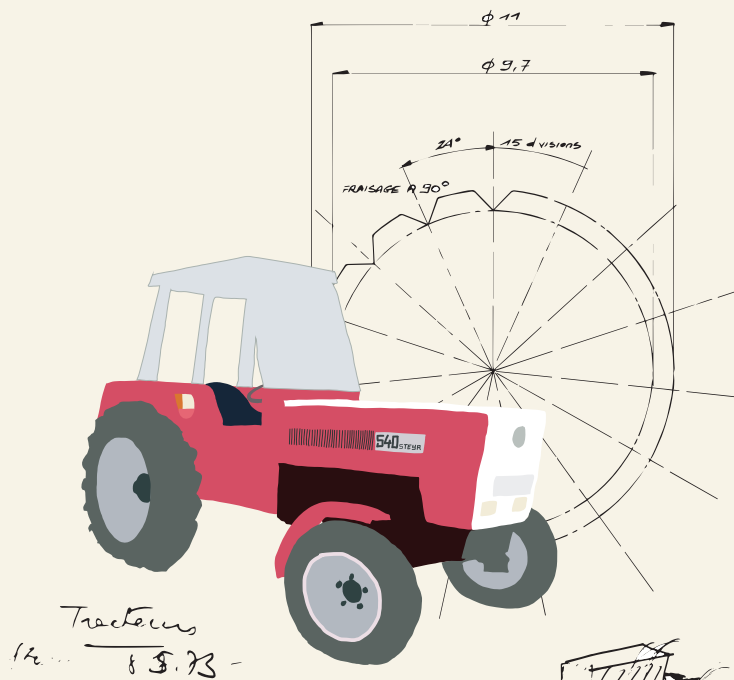
MIRALOUIS

Wintertime – 2021/22

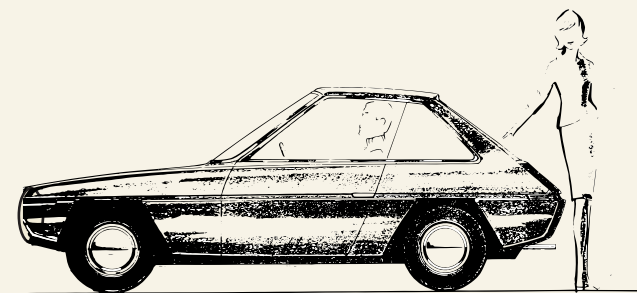




designed from January to April 1971, BIC introduced this lighter in 1973. Typically the cheapest lighter on the market, the BIC disposable lighter is extremely popular with selling 4,4 million units each day ...



The new Plus series from Steyr, with a completely new, angular-looking body, was officially presented in 1967 at the Vienna Fair, whereby the “Plus” was supposed to convey the added value of technology and innovation



form · technic international		PARIS	
SPYER		Model No.	SPY 910

for Steyr Daimler Puch AG,
unrealized, as it was regarded
too modern for the sixties



classic forearm crutch,
1976 developed on his own
initiative with the aim of
emphasizing aesthetics