



essai de rendre le bouton pression

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PLATIN VAINES 01 10/1
longueur chute de pousse 16 A 71
entraîneur 52 D

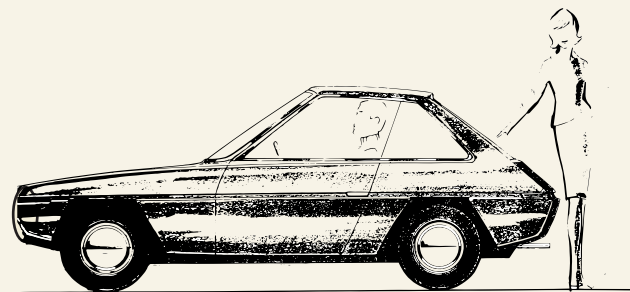
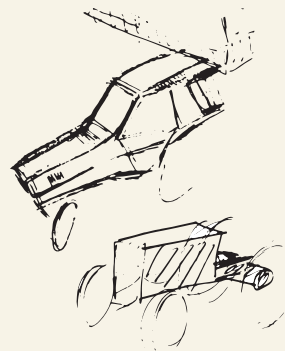
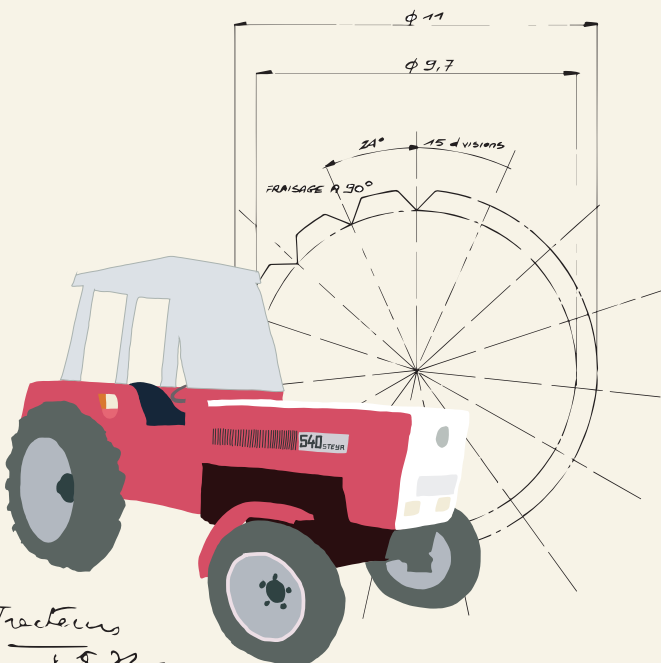
BIC lighter

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 with selling 4,4 million units each day ...

Tracteurs
14... 8 5.73 -

tractor STEYR 540

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
PAGE 10
STEYR

a **COUPÉ 1965**
for Steyr Daimler Puch AG,
unrealized, because to modern



ORTOPEDIA 1979

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



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

*Front Page:
The **Puch Maxi** is a moped that was manufactured 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.*



*Portrait
Lora Lamm
Image:
irenebrination.typepad.com
Photo:
Serge Libiszewski*



*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 as well as electronic devices and the Kienzle parking meter. Already since 1944 Louis L. Lepoix paid particular attention to the use of solar and wind energy.

MIRALOUIS

Wintertime – 2021/22





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Graphic Design in Milan 1953-1963 by Lora Lamm, Nicoletta Cavadini, Silvana Editoriale 2013



Portrait
Lora Lamm
Image:
irenebrination.typepad.com
Photo:
Serge Libiszewski



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After training at the Zurich School of Applied Arts, among others with Johannes Itten, Ernst Keller and Ernst Gubler and a short-term job with a commercial artist in Zurich, Lora Lamm moved to Northern Italy in 1953. In Milan, she worked in the advertising agency founded by Antonio Boggeri with Max Huber, among others, and designed for well-known companies such as Pirelli, Roche and Motta. Her first assignment was a packaging design for Motta. From 1954 she worked in the advertising department of the elegant department store chain La Rinascente, which was known for its unique print media, and designed a sales campaign for Japanese goods in 1956. She was responsible for the design and production of the in-house magazine Cronache. She followed Huber as Art Director at Rinascente in 1958.

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