Norman Bel Geddes

Image:



Norman Bel Geddes was born in 1893 and named Norman Melancton Geddes. In 1916 he married Helen Belle Schneider and they incorporated her name, changing his to Norman Bel Geddes.
Bel Geddes started his career designing sets and scenes for New York operas and shows; he also designed for at least one movie.
In 1927 he opened an industrial design studio and applied his “Streamline” ideals to many household and consumer products. Two of his books, Horizons (1932) and Magic Motorways (1940) were successful and influential.
His greatest success was his work at the 1939/1940 World’s Fair in New York. He designed the General Motors pavilion and the “Futurama” ride at that exhibit which took visitors for a trip 20 years into the future. It was the most popular exhibit at the fair. On completion of the ride visitors were given a button stating, “I have seen the future”.
Norman Bel Geddes passed away in 1958.

Link to Modernism Items:

- Norman Bel Geddes

Select One:

Designer

General Tags:

- Norman Bel Geddes
- Bel Geddes Manhattan