

Discover the Revolutionary Designs of John Vassos: Industrial Design for Modern Life

Industrial design has always played a crucial role in shaping our everyday life. From the functional yet aesthetically pleasing furniture we sit on to the sleek and intuitive gadgets we use, design has the power to enhance our experiences and improve our quality of life. One master of industrial design, whose groundbreaking creations continue to influence the modern world, is John Vassos.

Born in Romania in 1898, John Vassos immigrated to the United States as a child and later became one of the most prominent industrial designers of the 20th century. His unique approach to design blended elements of art and technology, resulting in innovative products that were both visually stunning and highly functional.

Vassos's designs spanned various industries, including radio, television, automobile, and household products. He is best known for his collaborations with major corporations such as RCA, Motorola, and Philco. Vassos believed that design should not only serve a practical purpose but should also reflect the spirit of the modern age. His work embraced the sleek lines, geometric shapes, and futuristic aesthetics that defined the Art Deco and Machine Age movements of the early 20th century.

John Vassos: Industrial Design for Modern Life

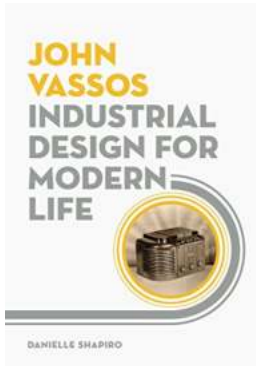
by Danielle Shapiro (Kindle Edition)

★★★★☆ 4.1 out of 5

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Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 288 pages



One of Vassos's most iconic works is the "Phantom" radio, designed for RCA in 1935. The radio's streamlined, avant-garde design challenged the traditional boxy and ornate radios of the time. With its bold combination of chrome-plated metal and Bakelite, the Phantom radio became an instant sensation. Its sleek appearance and innovative features, including push-button tuning and illuminated dials, set a new standard for radio design and solidified Vassos's reputation as a pioneer in the field.

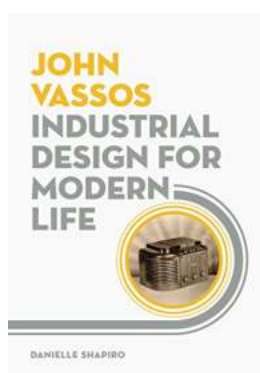
Another notable creation by Vassos is the "Predicta" television, introduced by Philco in 1958. The Predicta television defied conventions with its distinctive swivel screen design, which allowed viewers to adjust the angle for optimal viewing. The TV's futuristic look and user-friendly features made it a popular choice among consumers seeking a modern home entertainment experience.

Vassos's visionary approach to design extended beyond electronics. He also made significant contributions to the automobile industry with his innovative car designs. In the 1940s, he teamed up with the designer Alexis de Sakhnoffsky to create futuristic concept cars that incorporated advanced aerodynamics and sleek, streamlined forms. Their designs, although never mass-produced, served as inspiration for future generations of automobile designers.

What made Vassos such a revolutionary figure in industrial design was his commitment to understanding human behavior and anticipating the needs of the modern consumer. He believed that design should not only be visually appealing but should also enhance the functionality and usability of everyday objects. This human-centric approach set him apart from his contemporaries and earned him a place among the design greats.

Today, John Vassos's designs continue to inspire new generations of industrial designers. His forward-thinking ideas, combined with his ability to seamlessly blend art and technology, remain relevant in the fast-paced world of modern design. Whether it is the sleek smartphones we carry in our pockets or the minimalist furniture pieces that adorn our living spaces, Vassos's influence can be seen everywhere.

John Vassos's legacy serves as a reminder that industrial design has the power to shape and improve the way we live. His innovative creations continue to impact the world and remind us of the importance of thoughtful and forward-looking design. So next time you use a beautifully designed product, take a moment to appreciate the trailblazing work of John Vassos and his contribution to modern life.



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What should a television look like? How should a dial on a radio feel to the touch? These were questions John Vassos asked when the Radio Corporation of America (RCA) asked him to design the first mass-produced television receiver, the TRK-12, which had its spectacular premier at the 1939 New York World's Fair. Vassos emigrated from Greece and arrived in the United States in 1918. His career spans the evolution of central forms of mass media in the twentieth century and offers a template for understanding their success. This is Vassos's legacy—shaping the way we interact with our media technologies. Other industrial designers may be more celebrated, but none were more focused on making radio and television attractive and accessible to millions of Americans.

In *John Vassos: Industrial Design for Modern Life*, Danielle Shapiro is the first to examine the life and work of RCA's key consultant designer through the rise of radio and television and into the computer era. Vassos conceived a vision for the look of new technologies still with us today. A founder of the Industrial Designers Society of America, he was instrumental in the development of a self-conscious industrial design profession during the late 1920s and 1930s and into the postwar period. Drawing on unpublished records and correspondence, Shapiro creates a portrait of a designer whose early artistic work in books like *Phobia* and *Contempo* critiqued the commercialization of modern life but whose later design work sought to accommodate it.

Replete with rich behind-the-product stories of America's design culture in the 1930s through the 1950s, this volume also chronicles the emergence of what was to become the nation's largest media company and provides a fascinating glimpse into its early corporate culture. In our current era of watching TV on an

iPod or a smartphone, Shapiro stimulates broad discussions of the meaning of technological design for mass media in daily life.

THE U. S. ARMY IN THE GULF WAR

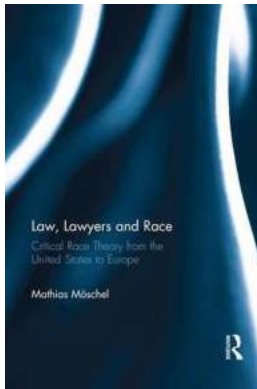
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Brig. Gen. Robert H. Scales, Jr., USA
The Desert Storm Study Project



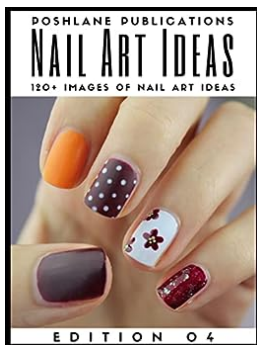
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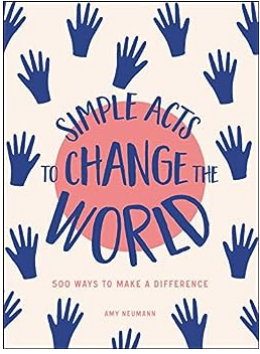
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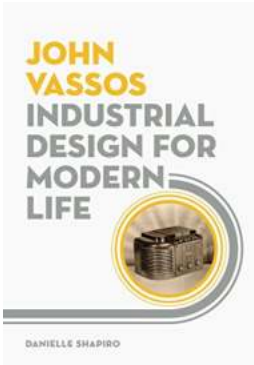
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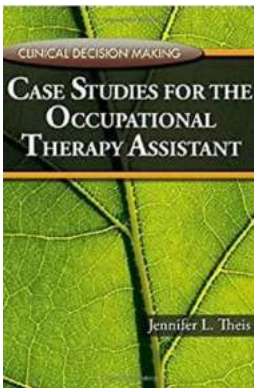
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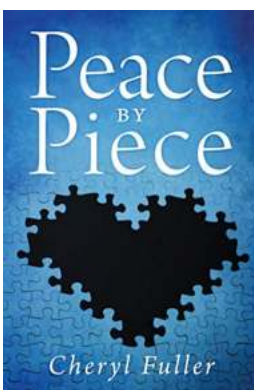
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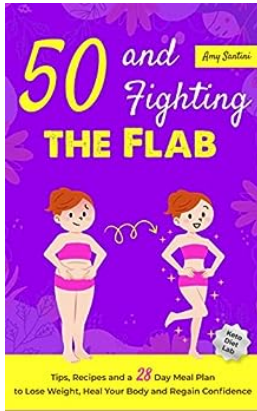
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