



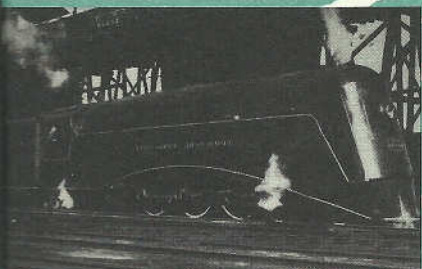
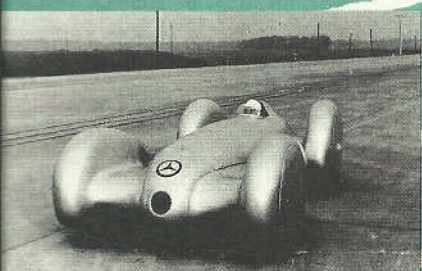
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The Esthetics of Minimized Drag

streamlined

A Metaphor for Progress

Lars Müller Publishers



Streamlining is a metaphor for progress, surprising in its formal diversity and breadth of content and meaning. It is not necessarily trying to achieve maximum speed, but aims to produce the highest possible degree of effectiveness; to this extent it has remained entirely up-to-date. But as an impetus it is a historical phenomenon that peaked twice, first in the thirties and then in the fifties.

In terms of design history, streamlining goes hand in hand with the idea of giving homogeneous form to previously unconnected parts. Elements were brought within a line and modelled into a sleek whole.

Streamlining is still effective and attractive today because of the simultaneous impact of this formal calming and its expressive and still powerfully effective dynamics.

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