



Postmark Atlanta  
Atlanta Stamp Collector's Club  
September 2011 Newsletter

I hope everyone had a good summer. There are lots of stamp events coming up this fall.

If you missed the August 16 meeting we had a very interesting slide show of one-of-a-kind aero philately covers and stamps presented by Don La Berteaux. If you are interested in this area of collecting you should contact either Don or Linda Ames about joining SEAMS (Southeast Airmail Society).

### **UPCOMING EVENTS**

September 6                      Regular Atlanta Stamp Collector's Club meeting and auction. Meeting at Atlanta Library branch at 980 Ponce de Leon. This is the corner of Ponce de Leon and Frederica and there is a Marta bus stop at that corner. Meeting starts at 7:00.

September 10 – 11              Ocala Stamp Show [www.floridastampdealers.org](http://www.floridastampdealers.org)

September 20                      Regular ASCC meeting. Program "Show and Tell" – Please bring an item from your collection to talk about. It does not have to be rare – just something you want to tell others about – why you like it – how you acquired it – whatever makes it "Showable" to you.

September 24 – 25              Georgia Stamp Show. Stamp Dealers Association of Georgia, The Mansour Center, 995 Roswell St. Marietta, GA

October 1 – 2                      MEMPHEX 2011 Stamp Show. Agricenter International  
7777 Walnut Grove Rd. Sponsor Memphis Stamp Collectors Society.  
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But industrial design did more than improve sales of consumer goods; it created an opportunity to turn common household items into works of art. Industrial designers brought influences from other areas of expertise, such as stage design and advertising.

“It crossed over,” says Derry Noyes, U.S. Postal Service art director. “An architect was doing industrial design; people who designed furniture also designed interiors. They all knew each other, and they were all on a mission together. It was an exciting time to be in the field of design.”

Noyes can personally attest to the collaborative nature of industrial design. Her father, Eliot Noyes, was an architect and the first director of industrial design at the Museum of Modern Art in New York. His circle of friends included many noted designers, including Charles and Ray Eames, who were honored on a 2008 issuance also art directed by Noyes.

“They were all so excited about what they were doing,” she recalls. “You could sense it when they got together. They were like little kids at the dinner table, just talking away and turning each other on with their ideas.”

Following the lead of industrial designers, Noyes and designer Margaret Bauer sought a balance between function and beauty in the *Pioneers of American Industrial Design* pane. The first decision was to not take the standard approach of featuring the designers’ portraits on the stamps. “What’s more interesting,” Noyes says, “is what they made.”

But displaying product designs presented a challenge. The detail of a large design, such as a locomotive, would be lost at stamp size. So although Henry Dreyfuss and Raymond Loewy did in fact design trains, Noyes opted to highlight their smaller-scaled accomplishments. For Loewy, she selected a pencil sharpener, which he had given the same streamlined shape as his train design.

In addition to the four godfathers of industrial design — Dreyfuss, Teague, Bel Geddes, and Loewy — the stamps also feature Peter Müller-Munk (whose "Normandie" pitcher brought the sleek grandeur of the Normandie ocean liner to the dinner table), Eliot Noyes (whose smooth design for the "Selectric" captured three-fourths of the typewriter market in four years), and Russel Wright (who brought elegant simplicity to flatware).

“It makes you think a little bit,” Noyes says. “Somebody actually designed that fork. There’s a person behind it.”

From the USPS website [www.beyondtheperf.com](http://www.beyondtheperf.com).

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