

**Press release**

**Publishers for Architecture  
and Design**

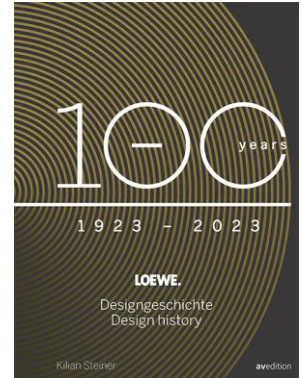
We recommend for review in your journal / newspaper:

**Loewe. 100 Years Design History**

**Ed. Loewe Technology GmbH**

**Author: Kilian Steiner**

- **First design history of a cult brand**
- **Catalogue to accompany the exhibition in Kronach (3/2-10/31 2023)**



In the iF ranking, Loewe is among the top 10 German companies awarded for exceptional design performances. This is a good reason to take a close look at the design history of the company on the occasion of its 100-year anniversary. The design historian Kilian Steiner distinguishes three historical phases: The first phase (1923 to 1945) marks the build-up and destruction of the Loewe brand. In the second phase (1945 to 1985), the focus was on the rebuilding of Loewe and overcoming numerous changes. The third period from 1985 onwards saw the rise of Loewe to an internationally renowned design brand. For the first time, the creative minds in product and communication design who contributed to the development of the brand are named and previously unknown details of the Loewe corporate history are revealed.

From its foundation in 1923 to the invention of the electronic television in 1931, Loewe has evolved into a globally operating design brand. A unique combination of German engineering, excellence, exclusive design and sustainability have shaped the brand culture.

Publisher

The publishing house **avedition GmbH**, publishers for architecture and design, was founded in 1992. Strategically the publishers specialise in interdisciplinary areas of design such as interior and exhibition architecture, scenography as well as product and communication design.

**German / English**  
200 pages, hardcover  
100 photos  
6.1 x 8.7 in  
EAN 9783899863901  
€ 32 (D), \$ 42  
**March 2023**

contact:  
Jürgen Kummer  
Sales and PR  
tel: +49 (0) 711 / 220 22 79-0  
presse@avedition.de

**avedition GmbH**  
Senefelderstraße 109  
70176 Stuttgart  
Germany  
tel: +49 (0) 711 / 220 22 79-0  
fax: +49 (0) 711 / 220 22 70-15  
www.avedition.com

Publishers:  
Dr. Petra Kiedaisch  
Bettina Klett

Register Court and Register  
Number:  
Stuttgart HRB 747066