

AMERICAN DREAMING



Packard Clipper - Bill Brownlie

Detroit's Golden Age of Automotive Design 1946-1973



Chevrolet - Carl Renner



Dodge - George Krispinsky



Lincoln - Charles Balogh

"Cars today are almost the exact equivalent of the great Gothic cathedrals – the supreme creation of an era, conceived with passion by unknown artists."

Roland Barthes, 1915-1980
French Theorist
and Philosopher

Exhibition: April 17 - May 2, 2015

The gallery of the
University Technology and Learning Center
Lawrence Technological University

Opening Reception: Friday April 17, 4 - 8 pm

Panel Discussion: Wednesday, April 29, 7 pm

Architecture Auditorium (A200)

Retired automotive designers and art historians discuss the era, the art and it's place in American art history.

For every vintage or classic car we admire, there was an artist who worked in small groups in the car companies' design studios who dreamed, designed and drew that car with pencil and paper. Company policy mandated preliminary artwork be destroyed after the final designs were selected for production, so the vast majority of this artwork has disappeared. This exhibition is an opportunity to see the rare automotive artworks created in Detroit and their contribution to American culture.

This exhibit of original automotive concept art is the subject of a documentary film, **"American Dreaming"** scheduled to be released in 2016. Private collectors nationwide have lent artworks for this exhibition. Exhibition runs from April 17 - May 2, 2015. The exhibit is open to the public daily from Noon - 5 p.m. in the gallery of the University Technology and Learning Center.



Lawrence Technological University
21000 West 10 Mile Road, Southfield, MI 48075
(248) 204-4000