

MODERN + CONTEMPORARY DESIGN



283

NORMAN BEL GEDDES medal

Rene Cambellan for Medallic Art Company | USA, 1933 | silvered bronze
3 w in (8 cm)

Medal designed to commemorate the 25th anniversary of General Motors. The Futurama exhibit was designed by Bel Geddes; the medal is a superb example of the streamline aesthetic prevalent during the 1930s.

Literature: *Designing Modernity: The Arts of Reform and Persuasion 1883-1945*, Kaplan, pg. 328

Estimate: \$1,500–2,000

Auction

25 March 2007
12:00 am ct

Wright

1440 West Hubbard Street
Chicago IL
t 312 563 0020
f 312 563 0040

wright20.com
bid@wright20.com

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