

CLASSIC ERA GENERAL MOTORS DESIGN SKETCHES



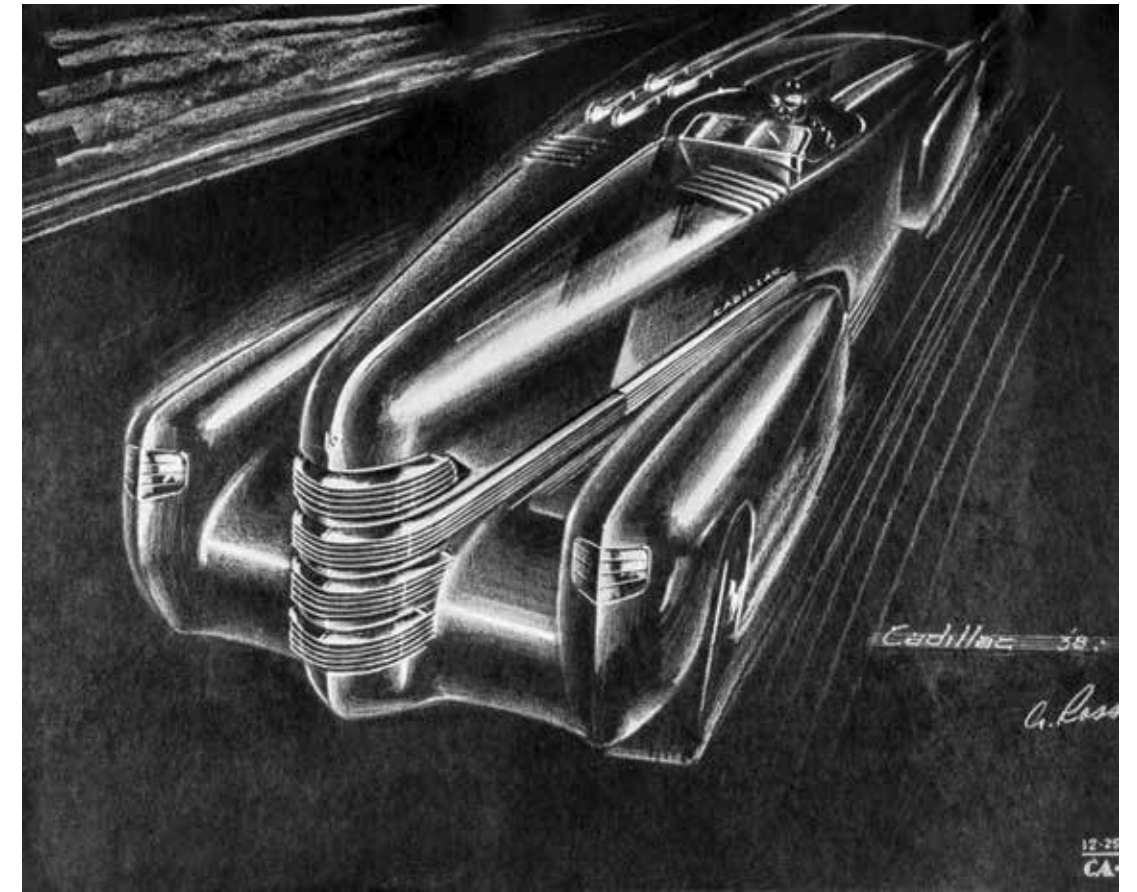
IMAGES COURTESY OF INSTAGRAM AND GENERAL MOTORS DESIGN

In early June, General Motors Design shared these five sketches on its Instagram account, noting:

Vice President of Design Harley Earl kept scrapbooks of design renderings in his office and now these sketches are some of the earliest examples of design artwork in the GM Design Archive & Special Collections. These renderings by the pioneers of automotive design date from the 1930s- 1940s.

These are most likely the work of designers reporting to Earl, rather than sketches he created himself and one can see many styling elements that were incorporated into future production models.

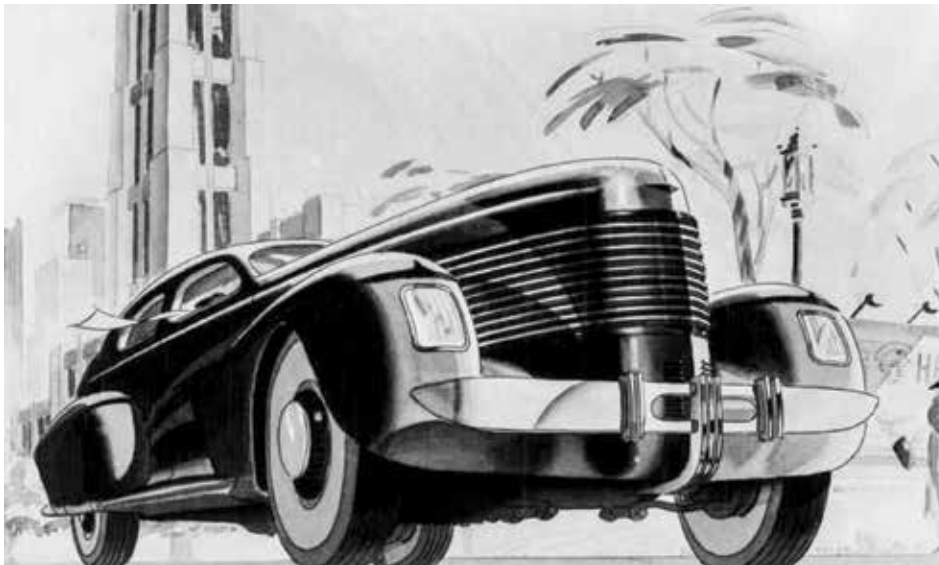
In "A Century of Automotive Style" authors Michael Lamm and Dave Holls write about Harley Earl's leadership style, which was similar to that of the man who hired Earl at GM, Alfred Sloan. >



“Earl developed ways for getting the most from his designers. For example, he rarely dictated and never gave clear, precise instructions. He purposely kept his suggestions vague.”



SCR Board member Robert Robin shared these images showing Harley Earl's grandson Richard with the 1951 Buick LeSabre show car (nc) at the 2020 Amelia Island Concours d'Elegance.



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“If he dictated, his designers would get to know what Earl wanted and would tailor their designs to suit his tastes. By remaining vague and ambivalent, thought, and by changing direction often and unexpectedly, Earl gave his designers the greatest possible latitude to use their imaginations.”

Harley Earl led General Motors design from 1927 to 1958. ●