

Warren Reinecker: *General Motors Automotive Designer*

After graduating from Art Center in 1964, Warren Reinecker was hired by General Motors Design into the Graphic Design Studio as a junior designer working on automotive graphics. He joined a small team that consisted of two designers, two lettering artists, a studio engineer and a studio manager. Reinecker and the designers in this group, collaborated with the production studios to create the badging and emblems that identified all of GM's cars, trucks and non-automotive products.

In 1974, Warren was promoted to assistant chief designer and moved to the Corporate ID Studio where he was involved with corporate logos and the dealer signage program. He later returned to Automotive Graphics in the 90s.

Warren Reinecker was an exceptional designer with a very sophisticated ability to render his ideas with precision and life. His colleagues, including vice president of GM Design Ed Welburn, recognized his skill and sought out his work as inspiration for their own artistic development. He spent his entire career at GM Design, retiring in 2006 as a lead program designer for the Corporate and Brand Identity studios. Sadly, two years later, he passed away suddenly at age 67.

There are many of us still working at GM Design who had the great fortune of working with Warren. I personally had the privilege to work with him for 12 years. He was a kind and generous person, a great storyteller and a creative set designer. Warren also was a very talented actor with leading roles in several productions. His last starring role was in "The Dresser" where he received high praise from the Detroit Free Press theater critic.

The work in this exhibition is curated from the GM Design Archive & Special Collections: Warren Reinecker Collection, and is formed primarily from recent acquisitions of his original art which spans his entire career, including student work. It illustrates the range of his expertise, as both a designer and artist, but is by no means inclusive of his overall output. We are very thankful to Steve Lofman for his generosity and assistance with this exhibition and the establishment of the Warren Reinecker collection.

With this exhibition, we honor our colleague and friend.

Susan Skarsgard
Manager, GM Design Archive & Special Collections