

For Immediate Release

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**DaimlerChrysler Financial Services honors  
Cranbrook Academy of Art Graduates with the  
2007 Emerging Artist Award**

**Winners' works to be exhibited in Berlin**

Bloomfield Hills, MI - This year's DaimlerChrysler Financial Services Emerging Artist Award has been won by the architects Dharmesh Patel and Marty McElveen, recent graduates of Cranbrook Academy of Art's Architecture Department. The prizewinners will exhibit their works in the atrium of DaimlerChrysler Financial Services headquarters at Potsdamer Platz in Berlin from October 5-14, 2007. In addition, both artists' have received stipends for a one-month stay in Berlin and a networking and mentoring program run by the city's Künstlerhaus Bethanien, an artists' residency project.

The Emerging Artist Award, which is being presented this year for the third time, is a result of the long partnership between DaimlerChrysler Financial Services and Cranbrook Academy of Art. The award is presented annually in recognition of a particularly innovative work by a graduate of Cranbrook Academy of Art. It gives talented young artists the opportunity to enter into dialogue with fellow artists in Europe and thus further develop their creative capacity.

"The relationship between DaimlerChrysler Financial Services and Cranbrook Academy of Art has grown steadily over the past five years and today represents an inspiring example of the impact corporate patronage can have on art, education and culture in the community," says Reed Kroloff, Director of Cranbrook Academy of Art and Art Museum. "The DaimlerChrysler Financial Services Emerging Artist Award is an extension of this groundbreaking partnership, offering the Academy's graduate students the opportunity to present their work to new audiences in Berlin, one of the world's capitals of contemporary art, as they are launching their careers and seeking their own paths as artists."

The award winners -- Dharmesh Patel, who was born in Gujrat, India, and is currently a resident of Pontiac, Michigan, and Marty McElveen, a current resident of New Orleans, Louisiana -- have been working on architectural and design projects for several years. Both of them received Master of Architecture degrees in 2007 from Cranbrook Academy of Art.

"We bring these talented young people to Berlin so that they can benefit from the artistic and cultural environment of Berlin and Europe and gather a wealth of impressions and inspiration here," explains DaimlerChrysler Financial Services Board of Management Chairman Jürgen Walker. "Our experiences of the past two years and our employees' strong sense of identification with this partnership has increased our commitment to this project."

The award-winning outdoor installation created by the two artists consists of two pavilions and a reflecting wall that refer to elements of the Cranbrook grounds, which were designed by Eliel Saarinen. The installation invites viewers to linger, observe, and contemplate. "Technological progress has subordinated craftsmanship to industrial monotony and degraded our man-made environment to a state of apathy," says Patel. "Our works begin where human understanding and the human body 'fail' and look to technology for assistance." McElveen adds, "Digital technology enables us to take an entirely new approach to the way we perceive, create, and ultimately experience space."

"The special combination of creative design, skilled craftsmanship, and technology is clearly evident in the works of these two artists," says Walker concerning the jury's choice of Patel and McElveen for the award. "Their approach to architecture as well as their technical construction process are marked by tremendous innovative power."

Also on exhibition at the DaimlerChrysler Financial Services headquarters in Berlin will be the works of nine other Cranbrook Academy of Art graduates who were nominated for the award: Alexander Tochilovsky (2D Design), Amy Elizabeth Feigley (Sculpture), John Falley (Metalsmithing), Jung Min Lee (Print/Media), Katie Hinton (Painting), Matt Alexander (3D Design), Nancy VanDevender (Textiles), Suk Jin Choi (Ceramics) and Tommy Reynolds (Photography).

#### DaimlerChrysler Financial Services

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#### Cranbrook Academy of Art

Founded in 1932, Cranbrook Academy of Art is a preeminent graduate school

of art, design and architecture. The Academy is the only institution in the United States dedicated solely to graduate art education, granting the Master of Architecture degree and the Master of Fine Arts degree in 2D Design, 3D Design, Ceramics, Fiber, Metalsmithing, Painting, Photography, Print Media and Sculpture. Carl Milles, Harry Bertoia, Charles and Ray Eames, Maija Grotell, Eero Saarinen, Florence Knoll, Daniel Libeskind and numerous other Cranbrook artists have had a major impact on the art, design, and architecture of our time. Further information is available on the Internet at: [www.cranbrook.edu](http://www.cranbrook.edu)