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For Immediate Release

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**Reed Kroloff  
Appointed Director of Cranbrook Academy of Art**

Bloomfield Hills, MI- Following a national search, Reed Kroloff, currently dean of the Tulane University School of Architecture and the former editor-in-chief of *Architecture* magazine as well one of the leading voices in the world of professional design, has been appointed Director of Cranbrook Academy of Art, effective July 1, 2007. Mr. Kroloff will succeed Gerhardt Knodel, who is retiring from the Academy after more than 30 years of service.

Mr. Kroloff writes and lectures widely, and is a regular visiting critic at architecture schools and professional organizations across the country. He has been a leading organizer and planner for the rebuilding of New Orleans following Hurricane Katrina. In 2003, he was awarded the Rome Prize that is presented annually by the American Academy to scholars and professionals in architecture and other design fields. He is also the principal of Reed Kroloff Design Services that, in addition to its own design work, serves as a consultant for design competitions throughout the world. For his influential role as an advisor for design competitions through which firms are awarded the country's most coveted architectural projects, his practice was profiled in the *New York Times*. Under his direction as editor in chief, *Architecture* magazine received more awards for editorial and design excellence than any magazine of its type, and quickly became the leading design publication in the nation. His writing has also appeared in more than 200 magazines and newspapers as well.

"Given his national prominence, varied experiences and remarkable accomplishments," said Rick Nahm, President of Cranbrook Educational Community, "we are confident that Reed will help lead the Academy to a new level of greatness."

Mr. Kroloff has advised a range of clients on architect selection and design strategy, including, among others, nearly a dozen projects, ranging from the

Motown Center, a Detroit museum founded by Berry Gordy, an addition to the Fashion Institute of Technology in Manhattan, an aerial tramway system for Portland, Ore., to the Ministry of Culture of the Federal Government of Mexico, the Whitney Museum of American Art, and the University of Connecticut. In 2002, he teamed up with the architect and artist Mark Robbins on the competition for the 9/11 memorial at the Pentagon, which was sponsored by the Army Corps of Engineers.

Mr. Kroloff taught at Arizona State University, where he was a tenured professor, and the Assistant Dean. At ASU, he received the first-ever "Award for Academic Excellence" from the Arizona chapter of the American Institute of Architects. He was the architecture critic for *The Arizona Republic* from 1989 to 1995 and has received numerous awards for his accomplishments as both a teacher and a writer, including the Outstanding University Professor Award from the Golden Key Honor Society and the Jesse H. Neal Award for Editorial Excellence. He earned a Bachelor of Arts degree from Yale University in 1982 and a Master of Architecture from the University of Texas at Austin in 1986. From 1986 to 1987 he was a Lecturer of Interior Design at the University of Texas. Mr. Kroloff serves on numerous boards and advisory councils, ranging from the Register of Peer Professionals of the United States General Services Administration to the Public Architecture Foundation.

### **Cranbrook Academy of Art**

Founded in 1932, Cranbrook Academy of Art is a preeminent graduate level school of art, design and architecture. Offering an intense studio-based experience, Artists-in-Residence mentor students in art, architecture and design to creatively influence contemporary culture. The two-year Masters of Fine Arts program at Cranbrook Academy of Art enrolls more than 150 students who pursue degrees in nine disciplines including 2D Design, 3D Design, Ceramics, Fiber, Metal, Painting, Photography, Printmaking and Sculpture and a Master of Architecture degree. Upon successful completion of their course of study and work, each student presents a thesis project in a group exhibition at Cranbrook Art Museum. Cranbrook is an internationally renowned educational community dedicated to excellence in the arts, education and science. Cranbrook is located at 39221 Woodward Avenue in Bloomfield Hills, Michigan, and in addition to the Academy of Art, is comprised of the Art Museum, Institute of Science, Schools and other affiliated cultural and educational programs. For more information, call (248) 645-3300 or visit the web site at [www.cranbrook.edu](http://www.cranbrook.edu).