



EERO SAARINEN:
SHAPING THE FUTURE
November 17, 2007, through
March 30, 2008

From the soaring concrete vaults of the TWA Terminal at JFK Airport in New York to the 630-foot-tall Gateway Arch in St. Louis, the iconic designs of Eero Saarinen (1910-1961) captured the aspirations and values of mid-20th-century America. Potent expressions of national power, these and other Saarinen-designed structures—including the General Motors (GM) Technical Center in Warren, Michigan—helped create the international image of the United States in the decades following World War II.

Cranbrook Art Museum is proud to present the North American première of the first major retrospective ever mounted on the career of Eero Saarinen. A native of Finland, Eero arrived at Cranbrook in the mid-1920s with his parents—the renowned sculptor and weaver Loja Saarinen and architect and educator Eliel Saarinen—and eventually based his entire professional career in Bloomfield Hills. Cranbrook’s National Historic Landmark campus, in particular the Art Museum designed by Eliel in 1942, serves as the backdrop for this homecoming and survey of one of the 20th century’s most productive, unconventional masters of architecture.

Following the North American première at Cranbrook Art Museum, *Eero Saarinen: Shaping the Future* will travel the United States until 2010 making stops at the National Building Museum, Washington, D.C.; the Minneapolis Institute of Art and the Walker Art Center in Minnesota; the Mildred Lane Kemper Art Museum at Washington University in St. Louis; the Museum of the City of New York; and the Yale University Art Gallery and Yale University School of Architecture, New Haven, Connecticut.

INTERNATIONAL SAARINEN
SYMPOSIUM
Saturday, November 17, 2007

An international symposium on the life and work of both Eliel and Eero Saarinen will be held at Cranbrook Educational Community in Bloomfield Hills, Michigan, and the GM Technical Center in Warren, Michigan. The symposium will examine the pivotal work and career of Eero Saarinen in the United States and abroad, and the design heritage that he received through his father, Eliel Saarinen, at Cranbrook.

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OPENING WEEKEND SCHEDULE

Friday, November 16, 2007

Exhibition Preview and Reception

6 – 8 pm

Cranbrook Art Museum

ArtMembers@Cranbrook and Dinner with the Saarinens Guests Only

To become a member of Cranbrook Art Museum, please call 248-645-3333.

Dinner with the Saarinens

8 pm

Kingswood Dining Hall and Auditorium,

Cranbrook Schools (designed by

Eliel Saarinen in 1931 with furniture

designed by Eero Saarinen)

Co-Chairs: Jane Schulak and

Julia Reyes Taubman

Guests of Honor: Susan Saarinen,

Eric Saarinen and Kevin Roche

Tickets: \$250 per person (Cocktail Attire)

For dinner information and tickets,

please call 248-645-3032.

Saturday, November 17, 2007

International Saarinen Symposium

9:45 am – 5:30 pm

(Registration begins at 8:30 am)

Morning Session

Performing Arts Center, Cranbrook Schools (designed by Eliel Saarinen in 1927)

Afternoon Session

GM Technical Center

(designed by Eero Saarinen in 1948-1956)

Fee: \$55 public;

\$45 ArtMembers@Cranbrook;

\$25 Full-time students.

Sunday, November 18, 2007

Saarinen House Self-Guided Tours

10 am – 1 pm

Cranbrook Academy of Art, Academy Way

(designed by Eliel Saarinen in 1928-1930)

Fee: \$12 public;

free ArtMembers@Cranbrook.

Check-in at Cranbrook Art Museum.

Kingswood School Guided Tours

11:30 am – 1 pm and 3 – 4:30 pm

Fee: \$35 public;

\$25 ArtMembers@Cranbrook.

Limited to 25 people, by advance

reservation only. Reservation deadline:

November 15. For information and tickets,

call 248-645-3142

or email info@cranbrook.edu.

Artist Talk and Book Preview

1:30 pm

Cranbrook Art Museum, deSalle Auditorium

Where Today Meets Tomorrow:

A History of the Planning and Development of the GM Technical Center

Susan Skarsgard, Design Manager,

GM Design.

Fee: Included with International

Saarinen Symposium Registration or

Museum Admission.

Cranbrook Art Museum

Open Extended Hours

9 am – 9 pm Saturday, November 17

10 am – 5 pm Sunday, November 18

The exhibition, *Eero Saarinen: Shaping the Future*, is organized by the Finnish Cultural Institute in New York, the Museum of Finnish Architecture, Helsinki, and the National Building Museum, Washington, D.C., with the support of Yale University School of Architecture.

ASSA ABLOY is the global sponsor of the exhibition project.

ASSA ABLOY

Major Sponsorship for the presentation of *Eero Saarinen: Shaping the Future* at Cranbrook Art Museum is provided by the GM Foundation and Knoll.



Knoll

The International Saarinen Symposium is organized by Cranbrook Art Museum and is sponsored by Greater Helsinki Promotion Ltd., in partnership with the City of Helsinki, and the GM Technical Center, with additional support provided by the SmithGroup.



City of Helsinki



HELSINKI
business hub

SMITHGROUP
architecture engineering interiors planning

Additional support for the presentation of

Eero Saarinen: Shaping the Future at Cranbrook is provided by the Michigan Council for Arts and Cultural Affairs.



The 2007-2008 Exhibition Season and Education Programs are made possible, in part, by the Museum Committee of Cranbrook Art Museum and the members of ArtMembers@Cranbrook.

For additional information on the Eero Saarinen exhibition project, visit www.eerosaarinen.net.

CRANBROOK ART MUSEUM

MUSEUM HOURS

Regular museum hours are Wednesday through Sunday, 11 am – 5 pm; 4th Friday of each month, 11 am – 9 pm. The Museum is closed on Mondays, Tuesdays and selected holidays, including Thanksgiving Day.

ADMISSION FEES AND LOCATION

Cranbrook Academy of Art and Art Museum are located at 39221 Woodward Avenue in Bloomfield Hills, Michigan. Enter on the west side of Woodward Avenue between Lone Pine and Long Lake Roads. Free parking is available adjacent to the Art Museum and in the parking deck, located between Cranbrook Art Museum and Cranbrook Institute of Science. Museum admission is free for ArtMembers@Cranbrook. General admission for the Eero Saarinen exhibition is: \$10 adults and seniors; \$5 teens and full-time students with ID; children 12 and under are admitted free with adult admission. The nearest airport is Detroit Metropolitan (DTW), located one hour southwest of Cranbrook. For driving directions to Cranbrook and information about hotels, please call 1-877-GO-CRANBROOK (1-877-462-7262) or visit www.cranbrook.edu.

Cranbrook Art Museum

39221 Woodward Ave.

P. O. Box 801

Bloomfield Hills, MI 48303-0801

Cranbrook Academy of Art and Art Museum are part of Cranbrook Educational Community, which also includes Cranbrook Institute of Science, Cranbrook Schools and other affiliated cultural programs.

CRANBROOK

Cover image: Jefferson National Expansion Memorial, St. Louis, Missouri. Courtesy Eero Saarinen Collection, Manuscripts and Archives, Yale University.

Saturday, November 17, 2007

**INTERNATIONAL SAARINEN
SYMPOSIUM**

Morning Session

Sponsored by Greater Helsinki Promotion Ltd., in partnership with the City of Helsinki.

Location: Performing Arts Center,
Cranbrook Schools, 550 Lone Pine Road,
Bloomfield Hills, Michigan

Parking: 550 Lone Pine Road Lot

8:30 – 9:45

Registration; Coffee and Tea

9:45 – 11:15

Welcome and Speaker Introductions
Gregory Wittkopp, Director,
Cranbrook Art Museum

Sponsors' Welcome

Eero Waronen, Head of Communication,
City of Helsinki

Eliel Saarinen in Finland

Timo Tuomi, Head of Research, Museum
of Finnish Architecture, Finland

Eliel Saarinen's City Plans for Helsinki
and Beyond

Vilhelm Helander, Professor Emeritus,
History of Architecture, Helsinki
University of Technology, Finland

Eero Saarinen and Cranbrook

Mark Coir, Director, Cranbrook Archives

11:15 – 12:45

Lunch: Cranbrook Campus Dining Hall

12:30 – 1:00

Shuttles depart for GM Technical Center

Afternoon Session

Sponsored by GM Technical Center
with additional support provided by
the SmithGroup.

Location: Design Center Dome,
GM Technical Center,
30100 Mound Road, Warren, Michigan

1:30 – 3:30

Welcome Address

Ed Welburn, GM Vice President,
Global Design

Speaker Introductions

Gregory Wittkopp, Director,
Cranbrook Art Museum

Eero Saarinen: Shaping the Future

Donald Albrecht, Independent Curator;
Exhibition Curator for *Eero Saarinen:
Shaping the Future* and Catalogue
Co-Editor; and Curator of Architecture
and Design, Museum of the City
of New York

GM Technical Center: The Drama of Form

Sandy Isenstadt, Assistant Professor,
Department of Art History,
Yale University

Eero Saarinen's Reception in the
20th Century

Kenneth Frampton, Ware Professor
of Architecture, Graduate School of
Architecture, Planning and
Preservation, Columbia University,
New York

Eero Saarinen's Legacy in the 21st Century

Reed Kroloff, Director, Cranbrook
Academy of Art, and Campus Architect,
Cranbrook Educational Community

3:30 – 4:30

Walking and Bus Tours of the GM Technical
Center Campus

4:00 – 5:30

Tours and Reception, Research and
Development Building

5:00 – 5:45

Shuttles depart for Cranbrook

Cranbrook Art Museum will remain open
until 9 pm on Saturday.

Full-day tickets only: \$55 adults;
\$45 ArtMembers@Cranbrook;
\$25 full-time students with ID.
Lunch is \$10 (by advance payment only).
Round-trip shuttle transportation between
Cranbrook and the GM Technical Center
is \$10 (by advance payment only).
Symposium fee includes admission
to Cranbrook Art Museum on Saturday,
November 17, and Sunday, November 18.
For additional information, please call
248-645-3312. Registration forms
available on-line at www.cranbrook.edu.

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INTERNATIONAL SAARINEN SYMPOSIUM

Registration Form

The International Saarinen Symposium registration fee includes admission to Cranbrook Art Museum and the *Eero Saarinen: Shaping the Future* exhibition all day Saturday, November 17, from 9 am to 9 pm, and all day Sunday, November 18, from 10 am to 5 pm. Space is limited; we encourage you to make a reservation in advance.

Name: _____

Business/Professional Affiliation: _____

Address: _____

Phone: _____ Email: _____

(Registration confirmation will be emailed)

Symposium Registration Fee:

- \$55 Public
- \$45 ArtMembers@Cranbrook
- \$25 Full-time students with ID (ID must be presented at Registration)

Additional Optional Fees and Reservations:

- \$10 Cafeteria lunch at Cranbrook (Saturday)
- \$10 Bus transportation to and from GM Technical Center (Saturday)
- \$12 Saarinen House Self-Guided Tour (Sunday)
- Free Saarinen House Self-Guided Tour for ArtMembers@Cranbrook (Sunday)

I am not a member of ArtMembers@Cranbrook and would like to join*:

- Individual \$45 (CAA Alumni, Student or Artist \$35)
- Household \$65 (CAA Alumni, Student or Artist \$55)
- Friends \$125
- Faculty and Curators' Circle \$250
- Saarinen Circle \$500
- Directors' Circle \$1,000

Second Name on Membership (Household and above):

Total (Symposium Fees and Membership Dues): \$ _____

(Please continue on the other side)

Payment method:

- Check enclosed, payable to Cranbrook Art Museum
- Visa
- MasterCard
- Discover

Name on Credit Card: _____

Account Number: _____

Security code: _____ Expiration date: ____/____ Credit Card Billing Zip Code: _____

Credit Card Holder's Signature: _____

Please mail your reservation form in the enclosed envelope or fax to 248-645-3324. Advance reservations by mail or fax must be received by Thursday, November 15, 12 noon. If you missed the November 15 deadline, a limited number of tickets will be available on site during Registration at the Performing Arts Center on November 17 (8:30 - 9:45 am). Registration and fees are non-refundable.

Symposium reservations will be accepted by mail or fax only. For information, please call the 24-hour Saarinen Symposium hotline at 248-645-3312.

*To receive more information on our membership program, including benefits and tax-deductibility, please call 248-645-3333.

Cranbrook Art Museum
P.O. Box 801
Bloomfield Hills, MI 48303-0801