

eero
saarinen
shaping
the
future

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eerogram

Global Sponsor

ASSA ABLOY

Saarinen, Eero, Collection Manuscripts & Archives, Yale University

ASSA ABLOY is pleased to present eerograms! eerograms are informative news blasts about architect Eero Saarinen, the Eero Saarinen: Shaping the Future exhibition and innovative solutions from ASSA ABLOY, the global sponsor of Eero Saarinen: Shaping the Future and the global leader in door openings solutions.

Not only are eerograms full of interesting "Eero" news, but they also highlight opportunities to attend exhibitions, exclusive events and receive Saarinen memorabilia. Watch for opportunities in your special delivery eerogram.

Eero Facts

"Always design a thing by considering it in its next larger context. A chair in a room, a room in a house, a house in an environment, an environment in a city plan."

This quote was one of Eero's "six pillars of architecture". He believed that each building should maintain a consistency throughout—from its physical structure to interior furnishings and hardware. His principles were based on both the traditional view of architecture (form follows function) combined with a more modern view (for his time) of the experience of architecture.

While there are several examples of this throughout Eero's work, a particular example of him staying true to his principles are the door handles in the Cranbrook Science Museum (see image above).

Thursday, August 20th marks Eero's birthday. Please join us in celebrating the legacy he has left on the architecture world by viewing this special birthday message

<http://www.assaabloydss.com/eerogram/birthday/flash.htm>

The Exhibition



Saarinen, Eero, Collection Manuscripts & Archives, Yale University

As the exhibit approaches its New York City run on November 10, 2009, it is the perfect time to mention coverage of Eero in the media. His prominence has been well documented in the media, most notably in a July 2, 1956 Time Magazine cover story.

While Eero gained widespread media exposure, he had a lot of detractors, specifically architectural critics. His work was often criticized because of his commitment to his belief that buildings should be timely, as opposed to timeless. He expressed this through his use of materials and technologies symbolic of the time his buildings were conceived. This was a different way of thinking for many architectural traditionalists and critics.

Eero understood the value of media exposure and what it could do for his business. Eero's relationship with the media was further enhanced by his second wife, Aline. An art critic for The New York Times, Aline was critical in keeping Eero's work recognized after he passed away at the young age of 51.

The exhibit has brought a whole new wave of media coverage of Eero and how he helped shape the American landscape, from the iconic St. Louis Arch to the corporate campus concept he helped conceive.



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Boone-Pickens Stadium,
OklahomaStateUniversityFootball Stadium

The Maiman Company has built on its environmentally-conscious reputation by expanding its green-certified product line. The Maiman Company has received SCS certification for Chain of Custody by the Forest Stewardship Council (FSC), signifying that Maiman offers many products whose wood has been harvested from responsibly managed certified forests. Maiman's green credentials are further advanced by certification that many products contain no added urea formaldehyde (NAUF).

With The Maiman Company's Stile and Rail architectural wood doors you get the same beauty and structural integrity in a 90-minute fire rated door as you do in a simple non-rated door. The Maiman Company's experienced craftsmen can custom-make these doors to virtually any design specifications, and there are over 70 different species of wood from which to choose. The Maiman Company's Thermal Fused flush doors may be the most technologically advanced doors on the market. Available in over 130 different faces, these flush doors exceed industry expectations in performance tests for durability and fire-ratings and are chemical and scratch-resistant.

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