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Architecture and design expert Reed Kroloff joins Chicago Architecture Foundation as Senior Advisor for Programs and Industry Collaboration

Chicago, Ill – The Chicago Architecture Foundation (CAF) is honored to announce that Reed Kroloff is formally working with the organization as Senior Advisor for Programs and Industry Collaboration. To this newly created position, Kroloff brings a wealth of programming experience and thought leadership in the fields of architecture and design, driving CAF's ongoing efforts to expand its public engagement through lectures, exhibitions, competitions, festivals and digital content. Central to the plan is the identification of new opportunities for designers to interact with CAF audiences at both its downtown headquarters and in community settings across the city.

Kroloff is currently a partner in jones | kroloff, a renowned architectural consultancy offering services to leading institutions in culture, higher education and the private sector. Their clients have included The High Line, the Whitney Museum of American Art, the University of Chicago, the American Society of Interior Designers, the History Chanel and many others. Most recently, Kroloff served as Director of the Cranbrook Academy of Art and Art Museum outside Detroit, and prior to that, as Dean of the Tulane University School of Architecture in New Orleans. Previous to these positions, he served as editor-in-chief of *Architect* magazine, during which time the publication received more awards for its editorial and design excellence than any magazine of its type.

“Reed’s wealth of knowledge and rich background in architecture, design, media and education is an incredible asset to CAF,” said Lynn Osmond, President and CEO of Chicago Architecture Foundation. “Our city is home to some of the brightest visionaries working in the field today, and we’re excited at the prospect of collaborating with Reed and local design professionals to develop new, creative programs that will inspire people to discover the power of architecture and urban design.”

Kroloff has collaborated with CAF in the past, serving as moderator for lectures and dialogues such as "Architecture Is...", a series co-presented with the MCA. Reed writes and lectures widely and is a regular visiting critic at architecture schools and professional organizations across the country. He holds degrees from the University of Texas at Austin and Yale University and is a recipient of the prestigious Rome Prize from the American Academy (2003). In addition, Kroloff has made considerable volunteer contributions toward the advancement of architecture in service to society, from innovative nonprofits like Public Architecture to industry advisories such as the United States General Services Administration Register of Peer Professionals.

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The Chicago Architecture Foundation is a nonprofit organization dedicated to inspiring people to discover why design matters. CAF pursues this mission through architecture tours, exhibitions, lectures and youth and adult education programs. A permanent exhibition, *Chicago Model City*, includes a highly detailed scale model of Chicago. The Chicago Architecture Foundation is located at 224 South Michigan Avenue, Chicago, Illinois 60604. For further information visit www.architecture.org or call 312.922.3432; become a Facebook fan at www.facebook.com/chiarchitecture or follow on Twitter at www.twitter.com/chiarchitecture.