

NEWSWORTHY TRENDS

Honoring Everyday Works Of Art

(NAPSA)—Extraordinary design—from cars to cooking utensils, from corporate to public spaces—affects the way we feel, think and operate. And yet, people do not always recognize the names behind the innovations.

Susan Kare, Karim Rashid, and Frank Gehry are just some of the architects and designers whose vision has altered the way the world looks—from mundane products to lofty landmarks.

Susan Kare, a graphic designer, has created digital symbols such as the “time-out” wristwatch and cursor for Macintosh as well as the dog icon used by Shopping.com.

Designer Karim Rashid has made stylish products more accessible with the Umbra snow shovels from Black & Decker and the “Oh” stackable chairs for Bed Bath & Beyond.

Architect Frank Gehry is responsible for the Guggenheim Museums in New York City and Bilbao, Spain.



Computer design has made technology a sophisticated element of style.

These individuals share more than a passion for great design; they are also recipients of Chrysler



Today's designers are making everyday objects things of beauty—and being honored for it.

Design Awards. For the past nine years, the Awards have celebrated innovation and excellence across design professions.

Trevor Creed, DaimlerChrysler's senior vice president of design, who spearheads the awards, knows a lot about redefining elements of style, image and functionality. He led the design team that created the Chrysler PT Cruiser, which combines unmatched design with ingenious functionality.

The people behind the scenes also deserve credit for making great design possible. Former New York Senator Daniel Patrick Moynihan was instrumental in the renovation of New York City's Grand Central Terminal, while Steve Jobs, the co-founder and CEO of Apple Computer Inc., championed the iMac and the G4 cube.

For the Awards' tenth anniversary, the program will honor six champions of architecture and design, including Moynihan and Jobs.

Whether it's creating a museum exhibit, lobbying for better public spaces, designing a CD cover or home furnishings, the Awards honor the people who make everyday life more aesthetically pleasing.

For more information, visit www.chryslerdesignawards.com.