

EyesOn Design Awards at the North American International Auto Show 2006 Honor Achievement in Automotive Design

A new automotive design award judged by designers is given only at NAIAS

Detroit, January 10, 2006—The elite of the automotive design community assembled today at the North American International Auto Show (NAIAS) in Detroit to honor excellence in automotive design by participating as judges for the new EyesOn Design Awards at NAIAS 2006.

Unique among automotive design awards, the EyesOn Design Awards at NAIAS 2006 are the only automotive design awards to be judged solely by designers and they are only awarded to vehicles, both concept and production, introduced at NAIAS. The EyesOn Design Awards are hosted by the Detroit Institute of Ophthalmology, a non-profit organization dedicated to improving the lives of the blind and visually impaired through education, support and research.

Tom Gale, Chief Judge for the EyesOn Design Awards, is the former head of design for Chrysler who is best known for bringing design to the forefront of the company and distinguishing its products. He is responsible for many memorable vehicle designs, including the Viper and the Prowler, to name a few.

As Chief Judge, Gale assembled one of the most significant groups of leading automotive designers ever gathered in one place at one time. Willie D. Davidson from Harley Davidson, Giorgetto Giugiaro from ItalDesign-Giugiaro and Michael Graves from Michael Graves & Associates served as presenting judges with Gale while current and retired studio heads from around the world, leading automotive design educators and special designers who have made an impact on the profession served as members of the design jury.

“The goal was to create an awards program that celebrates the design profession,” said Gale. “I’ve made many friends and contacts in the industry over the years and this gathering of colleagues to judge the new vehicle introductions at NAIAS is indeed an honor.”

Vehicles were judged in three categories that embody critical elements of vehicle design:

The Aesthetics & Innovation Award, which focuses on the aesthetics of design; the very essence of design and the innovative what it brings out a new and significant design standard was conferred upon Mazda’s Kabura Concept.

The Concept Implementation Award, which centers on a concept scheme, or attribute, that is crafted to bring out the true brand or product character in a new and significant way was earned by the Camaro by Chevrolet.

The Functionality Award, which focuses on how design conveys function in an efficient and useable way that enables the user to execute daily life in a proficient and constructive way was given to Ferrari’s FXX.

The list of Lead Designer Judges who participated in the vehicle judging reads as a veritable Who’s Who in the automotive design community and includes: Chris Bangle, Director, BMW Group Design, Germany; Wayne Cherry, VP, Design, GM (Retired), Michigan; Trevor Creed, Senior VP, Product Design, DaimlerChrysler, Michigan; Bryon Fitzpatrick, Chair, Transportation Design, College for Creative Studies, Michigan; Chip Foose, Foose Design Inc., California; Fabrizio Giugiaro, ItalDesign-Giugiaro, Italy; Dale Harrow, Head of Vehicle Design Department, Royal College of Art, England; John Herlitz, VP, Design, DaimlerChrysler (Retired), Michigan; Kevin Hunter, VP, CALTY Design Research, Inc. Toyota, California; Chuck Jordan, VP, Design, GM (Retired), California; Tom Matano, Chairman, Transportation Design, San Francisco Academy of Art University, California; J Mays, Group VP Design, Chief Creative Officer, Ford Motor Company, Michigan and England; Imre Molnar, Dean, College for Creative Studies, Michigan; Shiro Nakamura, Senior VP, Design Director, Nissan Motor Company, Ltd., Japan; Ken Okuyama, Design Director, Pininfarina, Italy; Peter Pfeiffer, Senior VP, Design, Daimler Chrysler AG, Germany; Joel Piaskowski, Chief Designer, Hyundai Kia Design, California; Stewart Reed, Chairman, Transportation Design, Art Center College for Design, California; Jack Telnack, VP Design, Ford Motor Company (Retired), Florida; Tom Tjaarda, Chairman, Tjaarda Design, Italy; Mark Trostle, President, Creative Services, ASC Inc., Michigan; Ed Welburn, Vice President, Global Design, GM, Michigan; and Nate Young, Executive Vice President, Chief Academic Officer, Art Center College for Design, California.

Distinguished American crystal designer, Steven V. Correia, with input from Gale, created the crystal sculptures that were given to each winner of an EyesOn Design Award. They are made of the finest ocular crystal and reflect both the artistry of the automotive design process and the work of the Detroit Institute of Ophthalmology.

Award sponsors for the EyesOn Design Awards at NAIAS 2006 include Dassault Systemes for the Aesthetics & Innovation Award, and SAE World Congress for the Functionality Award. Additional event sponsor include College for Creative Studies, Dow Automotive and KPMG.

About the EyesOn Design Awards at NAIAS 2006

The EyesOn Design Awards at NAIAS 2006 are hosted by the Detroit Institute of Ophthalmology (DIO) and are an extension of the celebration of automotive design that occurs each June when the DIO hosts the annual EyesOn Design car show, which honors the past, present and future of automotive design. In addition to being recognized as major design achievement events in the automotive design community, both the EyesOn Design events raise funds to benefit the work of the DIO to provide educational programs, and to support leading-research and programs to enhance the lives of the blind and visually impaired.

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