

CENTER FOR CREATIVE STUDIES' BILL ROBINSON FIRST TO RECEIVE EYE AND THE PUPIL EDUCATOR AWARD

GROSSE POINTE SHORES, Mich., June 5, 2000 — One of the underlying objectives of the EyesOn Design automotive exhibition is to honor distinguished members of the design profession. In keeping with this mission, the organizers of the 2000 show are debuting a new award — The Eye and the Pupil.

The award, which will be given to a distinguished design educator each year at the Eve of the Eyes reception is intended to serve as a tribute to the instructors who prepare young talent for the real world of designing automobile interiors and exteriors.

“We have a lifetime achievement award for automotive designers, but who are the people that train the designers? The educators, of course,” said Bill Scott, a director of interior design quality at General Motors and vice chairman of EyesOn Design. “That’s why we felt it would be fitting to honor a design instructor.”

This year, the inaugural award is bestowed upon Bill Robinson, a professor of Product Design and Transportation Design at the Center for Creative Studies in Detroit. With over 50 years of leadership in automotive design and education, Robinson has a heritage of creativity and mentorship worthy of acclaim. CCS is one of the automotive industry’s primary sources of design recruits.

The Eye and the Pupil award will be given to Robinson on June 16 at the Eve of the Eyes at 3M Automotive’s Innovation Center in Livonia, Mich. This event allows young designers to mingle with seasoned veterans of the profession, making it an appropriate place to honor design educators.

Eve of the Eyes is part of the EyesOn Design, which is the Detroit Institute of Ophthalmology’s (DIO) largest fundraiser. Event proceeds help support the institute’s programs in ophthalmic education, research and aid to the visually impaired.

The DIO is a non-profit 501(c)(3) corporation founded in 1972. It operates Michigan’s only Allied Health Education accredited Ophthalmic Assistant program and two-year Ophthalmic Technician program, one of only 13 nationwide. The DIO also manages one of the largest support groups for visually impaired persons in the United States.

The research charter of the DIO is to provide economic support to appropriate proposals from academic and corporate scientists in areas involving the Eye and the Auto and the Eye and the Chip.

In addition, the DIO also sponsors the annual Visions to Remember Antiques Show and the EyesOn Art preview.