

## EYESON DESIGN WEEKEND CAPTURES THE SPIRIT OF AUTOMOTIVE DESIGN

**GROSSE POINTE SHORES, Mich., June 5, 2000** — EyesOn Design, the world's only car show to celebrate the emotion, character and execution of design, will grace the grounds of the historic Edsel and Eleanor Ford House for the 13th straight year this Father's Day weekend. The event is the primary source of revenues for the Detroit Institute of Ophthalmology (DIO), which conducts education, research and offers assistance to the visually impaired.

This year, the show runs from Friday, June 16, through Sunday, June 18. The 2000 event will spotlight the design elements of the Sport Utility Vehicle.

"The 2000 EyesOn Design automotive exhibition promises to be the best yet," says Darrel Hampton, event chairman. "The show, which is unique because it focuses on the elegance and aesthetics of exterior and interior design, has become a perennial Motor City favorite, and is quickly becoming a must-see on the international automotive show tour."

The festivities kick off June 16, at 6 p.m. with **Eve of Eyes**. This informal social event honors the design profession and will be hosted by 3M Automotive at its Innovation Center in Livonia. The preview party is open to the general public. Tickets are \$25 per person (\$15 for students), which includes parking and hors d'oeuvres.

On Saturday, June 17, Dow Automotive will host the **Vision Honored** black-tie banquet at 6:30 p.m. at the Detroit Institute of Arts. Attendees will honor various design visionaries of the 20th century. Guest speakers will include Wayne Cherry, GM Vice President of Design and Peter J. Pestillo, Chairman & CEO of Visteon Automotive Systems. John McElroy will serve as master of ceremonies. Tickets are \$200 per person, by reservation only, and include parking, dinner and music.

Then, on Sunday, June 18, the show officially begins with an elegant **Private Eyes Brunch** at 10:00 a.m., hosted by Meritor Automotive at the Edsel & Eleanor Ford House, on the shores of Lake St. Clair. Tickets are \$100 per person, by reservation only. Tickets for children 12 and under are \$50 per child.

The **EyesOn Design Automotive Exhibition** opens at 10:00 a.m. and runs until 4:30 p.m. A team of 40 automotive designers will rank more than 250 of the world's finest vehicles in 16 categories. The awards ceremony begins at 1:00 p.m. This year's exhibit will also celebrate the design of the bicycle and its role in transportation. The show takes place at the Edsel & Eleanor Ford House on Jefferson in Grosse Pointe Shores. Tickets are \$15 per person, \$12 in advance, and children under 12 are free with an adult paid admission. Parking and a commemorative program book are free.

Tickets for all events can be obtained by calling the Detroit Institute of Ophthalmology (DIO) at (313) 824-EYES (3937).

EyesOn Design 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.*