

JUDGING PROCESS MAKES EYESON DESIGN UNIQUE

GROSSE POINTE SHORES, Mich., June 5, 2000 — Over the years, the EyesOn Design exhibition has created a unique niche in automobile design shows. It's the only show in which all of the vehicle judging is performed by current or retired exterior and interior designers from automotive and supplier companies. It's also the only show in which emotion rules supreme.

“We encourage the judges to use the same criteria as when evaluating new products in their studios,” said Jeff Godshall, a designer with Daimler-Chrysler, who also has led the judging process for a dozen years. “However, there's one big difference. Unlike other shows, which judge vehicles on restoration or authenticity, EyesOn Design focuses primarily on emotional appeal.”

The judges, who are carefully selected from General Motors, Ford Motor Co., Daimler-Chrysler and various automotive suppliers, rate the vehicles based on such things as interior and exterior design harmony, integrity and execution, artistic excellence, design character and continuity, functionality, and use of color and materials.

Teams of three designers, who have a wide range of experience, examine the vehicles, collaborate and reach a consensus. There are nearly 40 judges participating in the 2000 show.

The 2000 EyesOn Design will feature more than 250 private, corporate and museum-owned vehicles. This year, there are 16 classes of competition, including performance vehicles, racecars, street rods, custom coachwork and sports cars. Judges will award Designer's Choice Awards in each category.

Some of the awards include the Eye of the Designer Award, in which current or former design executives choose the vehicle that best exemplifies the three dimensional realization of the design concept as first envisioned by the designer.

The Visionaries Award, which is judged by a group of visually impaired young adults, will be given to a sports car in 2000. The Automobile as Art award celebrates the vehicle as an art form. And the design vice presidents of GM, Ford and Daimler-Chrysler will each select an Automotive Design of Exceptional Merit. All told, more than 50 awards will be given during the EyesOn Design weekend.

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.