

## **Viktor Schreckengost will be honored with the EyesOn Design 2001 Honored Design Educator Award**

**GROSSE POINTE PARK, MI., June 4,** 2001 EyesOn Design, the world's only car show to focus on the emotion and character of automotive design, today announced that design legend Viktor Schreckengost will be honored with the EyesOn Design 2001.

Honored Design Educator Award. The award will be presented June 15 at the Eve of the Eyes Reception, one in a series of events held throughout regional Detroit during the EyesOn Design 2001 weekend, June 15 - 17.

The work of 94 year-old Viktor Schreckengost spans more than a dozen fields and categories, and he has made major breakthroughs in nearly every one. He is a sculptor, painter, graphic designer, industrial designer, as well as stage and costume designer. His design work spans everything from tricycles to trucks and from fans to flashlights. In 1930 he designed the Jazz Bowl which is regarded by many as the best example of American Art Deco. In 1932, Schreckengost produced one of his most widely imitated industrial designs – the first cab-over-engine truck for White Motors of Ohio. The design revolutionized the bus industry.

Most notably, however, is his role as a teacher of automotive design. Over a span of 70 years he taught design to more than 1,000 students at the Cleveland Institute of Art where, in fact, he graduated in 1929. Schreckengost's students have designed such automotive icons as the 1949 Ford, the Mustang and the Nissan 240Z.

Schreckengost will be in Detroit to receive the EyesOn Design 2001 Honored Design Educator Award. In addition, examples of his work will be on display June 5 through June 14 at the Automotive Hall of Fame in Dearborn, Michigan.

The 2001 EyesOn Design series of events run from Friday through Sunday, June 15 – 17 and feature the following:

### **Friday, June 15**

**What:** Eve of the Eyes – An informal social event honoring the design profession and open to the general public. The event will honor Viktor Schreckengost as the Honored Design Educator. Eve of the Eyes is a preview of the EyesOn Design exhibition featuring vehicles of the past, present and future. Hosted by Lear Corporation.

**Time:** 6:00 p.m. – 9:00 p.m.

**Location:** Lear Corporation Headquarters, Southfield, Michigan

**Cost:** \$25 per person (\$15 for students)

### **Saturday, June 16**

**What:** Vision Honored – “Black Tie” Automotive Design Banquet, honoring Giorgetto Giugiaro of ItalDesign in Turin, Italy with the EyesOn Design Lifetime Achievement Award. Hosted by DuPont Automotive.

**Time:** 6:30 p.m.

**Location:** Detroit Opera House

**Cost:** \$200 per person (table of 10 - \$2,000) by reservation only

### **Sunday, June 17 (Father's Day)**

**What:** Private Eyes Brunch – An elegant brunch for automotive professionals and the general public. Hosted by ArvinMeritor Automotive.

**Time:** 10:00 a.m. – 1:00 p.m.

**Location:** Private lakeside pavilion at the Edsel & Eleanor Ford House, Grosse Pointe Shores, Michigan

**Cost:** \$100 per person (table of ten - \$1,000) by reservation only

**What:** EyesOn Design – A celebration of Automotive Design, featuring more than 200 of the world's finest vehicles. Judging by automotive designers will take place in 14 categories with crystal awards being presented mid-day to the owners of the “Best of” vehicles.

**Time:** 10:00 a.m. – 4:30 p.m. (awards ceremony begins at 1 p.m.)

**Location:** Edsel & Eleanor Ford House, Grosse Pointe Shores, Michigan

**Cost:** \$15 per person or \$12 in advance. Includes parking and program book

*Tickets for all events can be obtained by calling EyesOn Design at (313) 824 EYES (3937).*

*EyesOn Design is a benefit for the Detroit Institute of Ophthalmology (DIO), a non-profit 501(c)(3) corporation founded in 1972. EyesOn Design is the primary source of revenues for the DIO's research, education and support group programs that enhance the independence of the visually impaired.*

*For more information about EyesOn Design and the DIO, visit our website: [www.eyeson.org](http://www.eyeson.org)*