

## **Giorgetto Giugiaro will be honored with the EyesOn Design 2001 Lifetime Achievement 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, has announced that Giorgetto Giugiaro, chairman of ITALDESIGN-GIUGIARO S.p.A., will be honored with the EyesOn Design Lifetime Achievement Award. The award will be presented June 16 at the EyesOn Design Vision Honored Banquet, one in a series of events held throughout regional Detroit during the EyesOn Design 2001 weekend, June 15 - 17.

For nearly a half century, Giugiaro has been recognized as one of the most creative visionaries in the world of automotive design. In fact, a jury of more than 120 automotive journalists recognized him in 1999 as Designer of the Century. Giugiaro first made his name while at the Bertone Styling Centre where he designed both concept cars (Aston Martin DB4 GT Jet of 1961 and the Ferrari 250 GT developed in 1962, among others) and production cars (BMW 3200 CS-1961, Fiat 850 Spider - 1965, and the Fiat Dino coupe 1967, among others). In 1965, he joined the management team of Ghia where he was responsible for the styling center and the prototyping division. The Maserati Ghibli and De Tomaso Mangusta date back to this period.

Under the ITALDESIGN-GIUGIARO trademark, Giugiaro has officially styled over 80 cars which then went into production, as well as many others still under wraps for the world's major auto companies. Noteworthy are his designs for Volkswagen, Lexus, Fiat and AMC (American Motors Corporation), as well as numerous other leading manufacturers.

Giugiaro has won numerous worldwide design awards, the most prestigious of which include the SIAD Silver Medal of the British Society of Artists and Industrial Designers in 1980 and the special ADI "Golden Compasses" for coachwork design in 1984. In 2001, he will add the EyesOn Design Lifetime Achievement Award to his list of honors.

In addition to being recognized as a clear leader in the world of automotive design, Giugiaro is a public figure whose views are sought internationally on issues as diverse as employee relations and future economies. He has made major presentations on these topics in European and North American forums.

Giugiaro will be in Detroit to receive the EyesOn Design 2001 Lifetime Achievement 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 Weekend will feature The Luxury Vehicle and run from Friday to Sunday, June 15 - 17. The events include:

### **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)*