

“Salon Experience” A Special Feature at EyesOn Design 2001

Imagine yourself in an elegant room with only the finest furniture, carpets and lighting. You are there to shop. As you look around, you find that you are surrounded by an exquisite collection of only the best fabrics, leathers and materials of all colors and shapes. If you don't see what you like, it can be made for you at your request and to your specific guidelines.

What are you shopping for? Why, a brand new car, of course!

EyesOn Design 2001 will feature “The Salon Experience” — a look back at the early part of the 1900's when the elite could shop for vehicles the way people shop for clothes today. A special tent will take you back to the 20's and 30's with colorful displays of parts, paints, metal, engines and cars from that classic era.

Have a special desire for a unique color for your car? Just ask! In the days of the Salon, experts would simply mix the colors for you on the spot before you place your order.

In announcing this special feature for the upcoming show, Salon Experience Chairman Stu Shuster, GM Design Center, said, “EyesOn Design 2001 will be the only car show in the U.S. with a spotlight on this interesting way of life. The Salon Experience is sure to be a popular venue for everyone attending one of the world's greatest car shows.”

In keeping with the spirit of the era, docents will be in period dress and the tent will have the look and feel of the classic salons held in New York, Chicago and major European cities.

The EyesOn Design 2001 weekend is scheduled for June 15 — 17, with the auto exhibit taking place on Father's Day, Sunday June 17. For more information, contact Carolyn Mulford for at 313.824.3937.