

EyesOn Design / Media Overview

On Sunday, June 22, 2003 automotive enthusiasts from around the nation will gather at the General Motors Technical Center in Warren, Michigan to celebrate the spirit and form of vehicle design at the 16th Annual EyesOn Design Automotive Design Exhibition.

The Sunday Exhibition is the grand finale of the EyesOn Design weekend events that will all be held at the General Motors Technical Center in Warren, Michigan.

The Exhibition continues to be the major fundraising activity for the Detroit Institute of Ophthalmology in its efforts to expand its programs in ophthalmic education, research related to vision, and aid to the visually impaired.

This year's event focuses on 75 Years of Automotive Design. Hosted by General Motors, EyesOn Design 2003 is in conjunction with the anniversary of the founding of their Design Department and their rededication of the Technical Center as GM's nerve center of the company's technical competence.

This year's Design Exhibition will feature an unprecedented gathering of one-of-a kind concept and dream cars ever assembled. These special vehicles will represent the very best efforts of GM, Ford, Chrysler and a number of independent automotive manufacturers to foretell the future of transportation over the last 75 years. In addition, there will be production vehicles on display that have drawn their design essence from the concept vehicles. The exhibition will be a mixture of personally owned and corporate vehicles; many of which have not been seen in public for a number of years. Wherever possible, designers who originally worked on the vehicles will be present to explain the concept and the thought process that went into its creation.

For the first time ever, EyesOn Design attendees, for a small contribution to the Detroit Institute of Ophthalmology, will be able to ride in an actual dream car around a special circuit on the Technical Center Campus.

There will be many unique displays highlighting important historical milestones in the development of the first corporate design studio, which grew into the world's largest, international design community. Another first: The public will be able to tour a GM Design studio. Once inside, they will be able to see future vehicle designs taking shape, using both traditional clay models and the latest generation of computer-driven imaging systems.

As in the past, this outstanding collection of vehicles will be judged by a carefully selected group of professional designers and industry experts. The EyesOn Design Awards will again be created from a crystal, which refracts light in a manner similar to the human eye. These crystal awards are designed and created by California artist, Steven V. Correia, and are among the most beautiful awards presented at any automotive competition.