

Dr Hessburg visits California Advance Design Studios

In the corridor between San Francisco and San Diego, there are 15 advance design studios, both original three domestic and new domestic car companies have in the past decade or two, developed highly sophisticated vehicle design studios there. In October, Dr Hessburg visited 12 of the 15, missing only two in San Francisco and one in San Diego.

Apparently, the reason for this significant accumulation of vehicle design talent was two-fold: First, the California lifestyle and its legendary love affair with the automobile; secondly, the existence in Pasadena of the fine vehicle design program at Art Center College.

Some have held that it was simply a good deal easier to get the most talented young designers from Art Center to stay in Southern California than it is to attract them back to the tundra of Michigan.

The purpose for this trip was to personally meet and interview designers within those studios to be certain that EyesOn Design meets their aspirations. EyesOn Design, to the best of our knowledge, is the only motor vehicle exhibition uniquely and singly devoted to the profession of motor vehicle design. By interviewing lead designers and their associates, he was able to enlist their support and personally receive input on our event and thoughts on the future.

The Detroit Institute of Ophthalmology has created a Design Advisory Panel to help select themes and awardees for future years. By visiting California, Dr Hessburg had a chance to meet and initiate workings of this panel.

“Leave behinds” included past years’ programs for EyesOn Design, The Eye and The Chip and The Eye and The Auto World Congresses, the sponsorship brochure for 2005 underwriting produced by Kendall College of Design of Grand Rapids as a pro bono, etc.

Dr Hessburg was able to meet and visit with Nate Young of Art Center College, Chris Chapman of BMW Designworks, Freeman Thomas of DaimlerChrysler Pacifica Design, Frank Saucedo of General Motors, Dave Marek and Eric Schumaker of Honda, Benedek Toth of Mercedes-Benz, Jeff Teague, designer from Mitsubishi and Derek Jenkins of Volkswagen/Audi. At several studios he left behind packets of materials for those individuals he was not able to meet due to various engagements and travel schedules. Among them were Joel Piaskowski of Hyundai, Kevin Hunter of Caltly Toyota, Gaeza Loxie of Volvo, and Roland Sternmann of Volkswagen/Audi.

On his return from what proved to be a rather grueling adventure, he seemed buoyed with enthusiasm over the reception the design community gave him, and the laudatory comments relative to the show.

The Detroit Institute of Ophthalmology is a 501(c)(3) non-profit corporation. It operates an accredited training program for ophthalmic assistants; it provides support services for the visually impaired primarily through the management of support groups; it compiles published data related to certain diseases of the eye. The DIO also sponsors two international colloquiums. The Eye and The Chip reviews current research projects related to a possible bionic eye capable of artificial vision; and The Eye and The Auto, which focuses on the relationship of vision to the safe operation of a motorized vehicle.

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