

Themes chosen for EyesOn Design 2005 and The Eye and The Auto 2005:

Each year, the themes chosen for the EyesOn Design car show, a fundraiser for the Detroit Institute of Ophthalmology and The Eye and The Auto and The Eye and The Chip world congresses require a lengthy discussion, a great deal of thought, and quite frequently, internal challenges. 2005 was no exception.

Selecting the automotive exhibit, EyesOn Design theme was typical in that the Leadership Committee brought forth over a dozen themes which seemed appropriate. Each had proponents, and several focused on the worldwide importance of motorized vehicles and their design. Ultimately, the theme, "International Vehicle Design" was selected. By this, the leadership group meant to emphasize that European vehicle design influenced American designers, while at the same time, our design influences played a role in Europe and in the Orient. Furthermore, vehicles exist which show design influences between Asia and Europe and vice versa. It is this rich interplay which should produce a magnificent and, ultimately very interesting, show at the Edsel & Eleanor Ford House on June 26, 2005.

The theme for the simultaneously-held world congress on vision and driving, The Eye and The Auto 2005, will be "Light". The Invited Faculty will spend three days, June 23, 24, 25, discussing the role of light and driving. The first day will focus on the eye and its need for light, how the eye and the brain utilize light and visual input. The role of the automotive industry, as played in lighting not only the roadway, but the vehicle interior, will be emphasized. On the third day, the congress will address the milieu in which the driver performs – that is, roadside lighting, signage, etc. The lighting industry has made tremendous strides in the past decade, and these will be the primary focus of the congress. The role that light plays in the prevention of roadway carnage will be thoroughly explored.

The Detroit Institute of Ophthalmology's world congresses on artificial vision, and on drivers' vision are unique worldwide. Each brings together 35 authorities, at the Institute's expense, to explore topics that rarely, if ever, get coverage at this depth.

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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