

# EyesOn Design announces new NAIAS award for Innovative Use of Color, Graphics and Materials



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**DESIGN**

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January 3, 2014. Detroit, MI - EyesOn Design will present a new, officially-sanctioned design award at the 2014 North American International Auto Show.

The new award will honor the most Innovative Use of Color, Graphics and Materials in a vehicle unveiled at the annual Detroit show. It will be announced at the award program which begins at 4:55 p.m. on Tuesday, January 14, 2014 in the Cobo Center Atrium.

Sponsored by Axalta Coating Systems, the award will recognize an introduction that changes the automotive equation – such as a new interior feature, new lighting accents or new use of brightwork or glass – the kinds of eye-catching details that turn heads and sell cars,

The new award joins the other annual EyesOn Design Awards honoring the best vehicles making their worldwide or North American debut at NAIAS – the EyesOn Design Award for Best Concept Vehicle and the EyesOn Design Award for Best Production Vehicle.

In addition, EyesOn Design will also present the Catalyst Award at the NAIAS. The Catalyst Award is given to an executive who has encouraged great design, and in 2014 will be presented by Peter Schreyer to Hartmut Warkuss.

The EyesOn Design Awards are selected during the NAIAS preview days by the active and retired design heads of automotive manufacturers and the transportation design chairs from the top automotive design schools.

The 2014 panel is led by chief judges Ralph Gilles, senior vice president of Product Design at Chrysler Group; Chuck Pelly, founder of The Design Academy and 2004 EyesOn Design Lifetime Design Achievement Award winner and Jack Telnack, retired vice president of Design, Ford Motor Company and 2006 EyesOn Design Lifetime Design Achievement Award winner.



*A benefit for the Detroit Institute of Ophthalmology, a not-for-profit 501(c)(3) corporation, EyesOn Design is a major source of revenue for the DIO's research, education and support group programs for the visually impaired. The DIO is a division of the Department of Ophthalmology of the Henry Ford Health System. <http://www.eyesondesign.org>*

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