



THE DEPARTMENT OF OPHTHALMOLOGY  
Detroit Institute of Ophthalmology

## 27th Annual Celebration of Vehicle Design EyesOn Design 2014 Fact Sheet

henryford.com/eyesondesign

The EyesOn Design events provide support and raise awareness for aid and research for the visually impaired through the work of the Detroit Institute of Ophthalmology (DIO), a Division of the Department of Ophthalmology of Henry Ford Health System.

**2014 Chairman:** Bob Ashton ([bashton426@gmail.com](mailto:bashton426@gmail.com))

**Honorary Chairman:** Tom Roney, Transportation Design Dept., College for Creative Studies

**Grand Marshal:** Kathleen Mullins Ph.D., President & CEO, Historic Ford Estates

**Preserving the Vision Award Winners:** Diran and Joyce Yazejian

**Theme:** Automotive Design's Influence on Popular Culture



### Poster

Poster Artist: Nicola Wood, Los Angeles, California

Poster Vehicle: 1936 Cadillac, V16, Aerodynamic Coupe, Fast Back;

Designer: Harley Earl

Poster Unveiling: Automotive Hall of Fame on April 22, 2014



### Vision Honored Details\*

Site: The Henry Hotel, Dearborn, Michigan

Date: June 13, 2014

Overview: This is a black tie event honoring *Lifetime Design Achievement Award* recipient:

**Peter Schreyer**, President and Chief Design Officer at Hyundai Motor Group

Tickets: \$175 per person or \$1,500 for a table of ten. Reservations are required.

### Private Eyes Brunch Details\*

Site: Edsel & Eleanor Ford House Front Lawn, Grosse Pointe Shores, Michigan

Date: June 15, 2014

Tickets: \$75 per person, \$25 for children 12 and under. Reservations are required.

### EyesOn Design Automotive Design Exhibition Details

Site: Edsel & Eleanor Ford House, Grosse Pointe Shores, Michigan

Date: Father's Day, June 15, 2014

Tickets: \$20 per person. Children 12 & under free w/adult. Active duty military free w/ID.

### Friends of Vision Raffle

Tickets: \$100 each. Grand prize is \$10,000

Drawing: June 15, 2014, 3 p.m., Edsel & Eleanor Ford House, Grosse Pointe Shores, Michigan

**Beneficiary:** Detroit Institute of Ophthalmology, (DIO), a Division of the Department of Ophthalmology of the Henry Ford Health System

### EyesOn Design Planning Team

**EyesOn Design Executive Director:** Marcus Shelley, 313-204-0095, [marcus.shelley@ascglobal.com](mailto:marcus.shelley@ascglobal.com)

**EyesOn Design at Edsel & Eleanor Ford House Director:** Frank Valdez, 586-202-1746, [fov@comcast.net](mailto:fov@comcast.net)

**Vehicle Selection Committee Chairman:** Werner Meier, 248-583-0590, [vetteking51@hotmail.com](mailto:vetteking51@hotmail.com)

**Sponsorship Management:** Cyndy Doherty, 313-515-9050, [cyndy@fulkersongroup.com](mailto:cyndy@fulkersongroup.com)

**Media Relations:** Kathy Lightbody, 313-587-6677, [kathylightbody@hotmail.com](mailto:kathylightbody@hotmail.com)

**Volunteer Director:** Peter Marshall, 248-910-2723, [peter.marshall@siemens.com](mailto:peter.marshall@siemens.com)

**Detroit Institute of Ophthalmology Medical Director:** Philip C. Hessburg M.D., 313-824-4710, [pchessburg@dioeyes.org](mailto:pchessburg@dioeyes.org)

**\*Reservations and information:** Carolyn Mulford, 313-824-4710, [cmulford@dioeyes.org](mailto:cmulford@dioeyes.org)