

YOUNG
CREATIVE
CHEVROLET

2012 ART
CONTEST

2012

PRESS INFORMATION

Design contest in 4 disciplines:

- » FASHION
- » PHOTOGRAPHY
- » VIDEO
- » VISUAL ARTS

PRESENTED BY



CHEVROLET



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YOUNG CREATIVE CHEVROLET THE CONCEPT

YOUNG CREATIVE CHEVROLET (YCC) was launched by Chevrolet Europe in 2007 as a pan-European contest for students of applied arts. By challenging young artists to respond to a creative brief in five potential applied arts' disciplines - fashion, music, photography, video and visual arts - Chevrolet aims to foster creativity and support emerging artists in the early stages of their careers. The fifth year of the contest was marked by increased participation, with 155 applied arts schools from 22 European countries taking part.

YCC 2012 will revolve around the following four disciplines:

- FASHION
- PHOTOGRAPHY
- VIDEO
- VISUAL ARTS

A first jury selection is made at the national level, and three prizes are awarded per discipline. The winning entry in each discipline competes for the European prize. Jury members are selected among recognized artists in the respective disciplines, design experts, media professionals and senior Chevrolet officers.

ON THE RISE

YCC 2007

32 schools registered from 8 countries

YCC 2008

75 schools registered from 15 countries

YCC 2009

120 schools registered from 19 countries

YCC 2010

135 schools registered from 20 countries

YCC 2011

155 schools registered from 22 countries

**YOUNG CREATIVE CHEVROLET OPENS ITS DOORS TO
EVEN MORE CREATIVITY IN 2012!**

For more information: www.youngcreativechevrolet.eu

SUMMARY:

YOUNG CREATIVE CHEVROLET

WHAT IT'S ALL ABOUT

APPLIED ARTS ARE...

...INSPIRATIONAL

...IMAGINATIVE

...CONTROVERSIAL

Following the success of the 2011 contest, Chevrolet Europe has just launched the sixth annual Young Creative Chevrolet contest.

All creative briefs - in the disciplines of fashion, photography, video and visual arts - will center on Chevrolet's new brand message: Make it Happen.

European winners will receive a monetary prize and a unique behind-the-scenes trip in their respective disciplines.

WHY CHEVROLET LAUNCHED IT

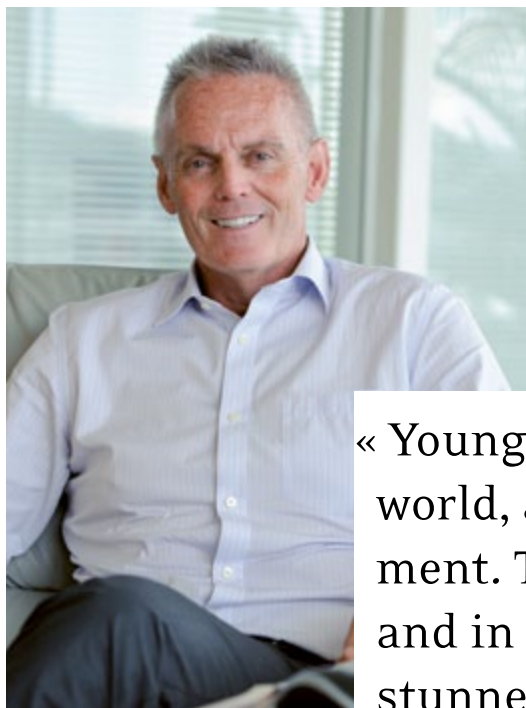
The goal of YCC is three-fold: to foster creativity; support emerging artists in the early stages of their careers; and reinforce core values of the Chevrolet brand.

MORE ABOUT CHEVROLET

Chevrolet is the fourth biggest global car brand and arguably one of the most iconic. For more information about Chevrolet and its 100-year history, please visit:

<http://www.chevroleteurope.com>

WORDS FROM WAYNE BRANNON



« Young people set the agenda for the world, and drive its change and development. They inherit the world we build and in turn pass it on. Chevrolet is stunned by the creative work generated by the YOUNG CREATIVE CHEVROLET contest. We are exceedingly proud to be supporting up-and-coming artists and designers through this initiative. Based on the past five contests, YOUNG CREATIVE CHEVROLET 2012 looks set to raise the bar on creativity and imagination. »

*Wayne Brannon
President and Managing Director
Chevrolet Europe*

GENERAL CONTEST INFORMATION 2012

YCC 2012 PRIZES

NATIONAL LEVEL:

- First prize: € 1,200
- Second prize: € 800
- Third prize: € 500

EUROPEAN LEVEL:

- **1st prize FASHION:** € 4,000 and a unique behind-the-scenes work experience in fashion
- **1st prize PHOTOGRAPHY:** € 4,000 and a unique behind-the-scenes work experience in photography
- **1st prize VIDEO:** € 4,000 and a unique behind-the-scenes work experience in video
- **1st prize VISUAL ARTS:** € 4,000 and a unique behind-the-scenes work experience in visual arts

Previous behind-the-scenes work experiences have included hands-on sessions in a recording studio and at photo and video shoots; and insider visits to entertainment giant Endemol (France) and fashion label Lipsy (UK).

For all disciplines:

- 2nd prize: € 3,000
- 3rd prize: € 2,000

In addition to the above prizes, European YCC winners will be hosted at the gala YCC award night to accept their prizes in person.

SELECTION PROCESS

A first selection by jury will be carried out at the national level. Three prizes will be awarded per discipline. The winning entry for each discipline will compete for the corresponding European prize.

Jury members, both national and European, are selected among recognized artists in the respective disciplines, design experts, media professionals and senior Chevrolet officers.

All YCC jury deliberations take place behind closed doors.

For more information: www.youngcreativechevrolet.eu

YCC 2012 SCHEDULE

- **Launch of YCC 2012:**
September 1, 2011
- **School registration deadline:**
December 31, 2011
- **Project submission deadline:**
April 1, 2012
- **National jury deliberations:**
June 2012
- **European jury deliberations:**
July 2012
- **YCC Award Night:**
September 2012

2012 BRIEFS

This year, supporting the launch of seven new Chevrolet cars, a new European brand campaign has been created with a message worthy of the size and scope of the brand: Make It Happen.

We're looking for imaginative, unexpected interpretations of the Make It Happen message. And who better to rise to the challenge than up-and-coming applied arts students across Europe?

BRIEF: FASHION

The assignment is to create the outfit (for a man or a woman) for the road trip of your dreams... in the Chevrolet of your choosing. No matter the destination, the goal is to capture the ideal road trip experience in fashion.

BRIEF: PHOTOGRAPHY

The assignment is to capture the essence of the Make It Happen message in an image – the opportunity, the energy and the shift towards a new way of being. Although the shot may hint at the missed opportunities of the past, the focus should be on the overall sense of promise.

BRIEF: VIDEO

We're looking for a viral video that will incite people to make something happen in their lives. Have you ever wanted to do or change something about yourself, society, the world? The idea is to inspire the audience to act – in a general sense, not for a specific cause – and get people moving before another opportunity slips by.

BRIEF: VISUAL ARTS

The assignment is to create a unique and eye-catching print for a special edition T-shirt and hoodie that captures the spirit of the Make It Happen message. As the emphasis should be on attitude and dynamism, only a subtle reference to the Chevrolet brand is necessary.



REVIEW: CONTEST 2011

2011 – EUROPEAN WINNERS



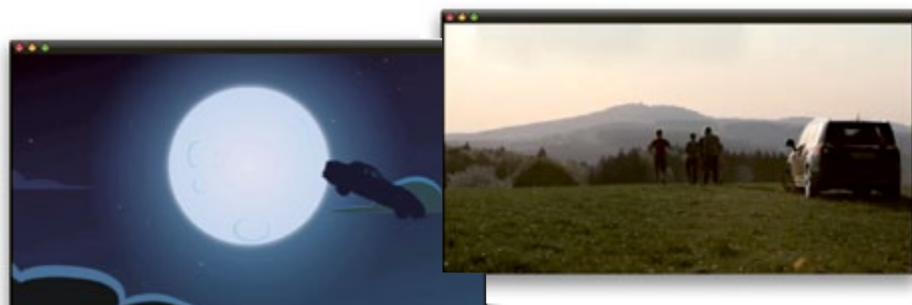
VISUAL ARTS – 1st PRIZE
Sofia Stergiopoulou
School: *OMIROS, Greece*

Jury comment: «...very aesthetic and 100 percent on brief...»



PHOTOGRAPHY – 1st PRIZE
Juliana Křížová and Jakub Vlček
School: *Univerzita Tomáše Bati, Czech Republic*

Jury comment: «If you look closer, you find a story in every corner. The photo combines a beautiful play with light with a strong composition.»



VIDEO – 1st PRIZE (TIE)
(left movie-still) Clément Dufour, Xavier Lebu, Arthur Sotto, Pierre Valdivielso, Ludovic Versace
School: *Ecole Emile Cohl de Lyon, France*

(right movie-still) Petr Bača, Jan Berghauer, Tomáš Hercog
School: *AA&RF FUD UJEP (Atelier of Applied and Advertising Photography, Faculty of Arts and Design at J.E. Purkyně University) Ústí nad Labem, Czech Republic*

Jury comment: «Both projects were so different that they were impossible to compare... We felt both were really good, in very distinctive styles...»



FASHION – 1st PRIZE
LUBICA MILDEOVÁ
School: *FA STU Bratislava, Slovakia*

Jury comment: «...very fashionable and could be from a current collection...»



MUSIC – 1st PRIZE
Roberto Attanasio, Michele Baldi, Jacopo Bruschini
School: *IED Roma, Italy*

Jury comment: «...a modern, upbeat song, with good structure...»

**FOR ALL YCC 2011 WINNERS VISIT:
WWW.YOUNGCREATIVECHEVROLET.EU**

REVIEW: CONTEST 2011

2011 – JURY MEMBERS



In July 2011, the European YCC jury deliberations took place behind closed doors in Porto, Portugal.

The European YCC 2011 jury consisted of senior Chevrolet leaders, as well as the following notable professionals from the arts and entertainment industry (listed alphabetically):

WILL HUDSON, VISUAL ARTS

Will Hudson founded the award-winning It's Nice That design studio and creative consultancy. He received the Adobe Future Creative Bursary from D&AD in 2009 and was selected as one of Say Media's Top 100 Voices that Matter in 2011.

SAMUEL PRAT, VIDEO

Samuel Prat directs the prestigious Off-Courts Festival, a short film festival that takes place in Trouville-sur-mer (France) during the Deauville American Film Festival.

SVEN SCHÄFERKORD, MUSIC

Sven Schäferkord is Senior Director Brand Partnership G/S/A and Managing Director OCEAN artist&brand GmbH, a subsidiary of Sony Music Entertainment Germany GmbH.

TIBERIO TIMPERI, LIFESTYLE MEDIA

Tiberio Timperi is a broadcast journalist and presenter at RAI, and a recognized face in the Italian entertainment industry. He is also an author and popular TV and film actor.

IGOR TODOROVIC, FASHION

Igor Todorovic is Editor-in-Chief of Fashion TV SEE (South East Europe) and Creative Director of Pink Media Group. He began his career in fashion design and was an award-winning fashion journalist.

KERSTIN ZU PAN, PHOTOGRAPHY

From her Berlin studio, Kerstin Zu Pan has made a name for herself in fine art, fashion, portrait and advertising photography. Her work has appeared in numerous publications and attracted widespread praise.

CHEVROLET YCC 2011 JURY MEMBERS

WAYNE BRANNON

President and Managing Director, Chevrolet Europe

MARC KEMPE

Director, Public Relations, Chevrolet Europe

JEFF PERKINS

Director, Design UK Advanced Studio, Chevrolet

FOR MORE INFORMATION

WWW.YOUNGCREATIVECHEVROLET.EU

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HIGH-RESOLUTION PHOTOS AND VIDEOS:

IN VARIOUS FORMATS
AVAILABLE ON <http://media.chevroleteurope.eu>

POSSIBLE INTERVIEWS:

SCHOOL DIRECTORS, STUDENTS, MEMBERS OF 2007, 2008, 2009, 2010
and 2011 JURY and CHEVROLET EUROPE