



MEDIA INFORMATION

YOUNG? CREATIVE? CHEVROLET!

September 12, 2008

## **Young? Creative? Chevrolet! celebrates creativity of young exceptional creative talents from across Europe**

- 14 students win the 2008 edition of Chevrolet's pan-European competition for young artists.
- Chevrolet announces 2009 edition of Young? Creative? Chevrolet! will be launched in October 2008

The 14 winning students of the 2008 Young? Creative? Chevrolet! competition were honored today at the National Museum of Cinema in the renowned dome of the Mole Antonelliana in Turin, Italy – the World Design Capital 2008.

Young? Creative? Chevrolet! is a pan-European contest Chevrolet conducts annually for students of Applied Arts to foster young talents and offer them a new and exciting experience working on a professional brief.

A total of 75 schools from 15 different countries registered for the 2008 edition of the competition. This year's disciplines were Fashion, Video, Photography, Interior Design and Visual Arts.

An international jury of experts in the various art fields as well as company representatives elected 3 pan-European winners per discipline out of the 41 national winners.

At the Award Ceremony on September 12, Chevrolet also launched the Young? Creative? Chevrolet! 2009 competition and is expecting even more entries in that next edition. Registration will start in October 2008.

Wayne Brannon, Chevrolet Europe Executive Director, said: *"This was a great final! It is such a rewarding experience for us; the students were very involved and proud of their projects. We had a lot of great work submitted this year and this is very promising for the future of Young? Creative? Chevrolet!"*

**The winners:**

**PAN-EUROPEAN PRIZES - FASHION**

The brief: Students were asked to design a tailor-made outfit for Chevrolet's motor show hostesses. The winning dress will be worn during the Paris Motor Show in October 2008.

**1<sup>st</sup> prize**

**Alexandra Jeller, Katharina Perkhofer and Melanie Winkler**

Kunstuniversität Linz, Modeschule Hetzendorf, Austria



The jury comments: *"The winners' tailor-made outfit is modern, creative and eye-catching. The white flashy lines of this dress gives it an original touch, it looks both fresh and sporty and reflects the values of Young? Creative? Chevrolet! very well. Easy to produce and generally well thought through for a student."*

**2<sup>nd</sup> prize**

**Petya Kazantseva**

National Academy of Fine Arts Fashion department, Bulgaria



**3<sup>rd</sup> prize**

**Neven Mihic**

University of Zagreb, Faculty of Textile Technology, Croatia



## PAN-EUROPEAN PRIZES – INTERIOR DESIGN

The brief: Students were asked to design a sleek, attractive desk lamp or floor lamp. The winning project could become part of Chevrolet's official merchandizing line.

### 1<sup>st</sup> prize

#### Erlands Celmins

Riga Design and Art School, Latvia

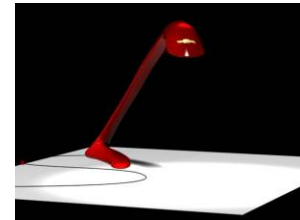


The jury says: *"The Interior Design winner has realized a very professional but also audacious work. The piece is innovative, functional and fun. The project reveals great talent and imagination."*

### 2<sup>nd</sup> prize

#### Maria Klescheva

Novosibirsk State Academy of Construction and Art,  
Russia



### 3<sup>rd</sup> prize

#### Veronika Ritzer

Universität für Angewandte Kunst, Vienna, Austria



## PAN-EUROPEAN PRIZES – PHOTOGRAPHY

The brief: The Chevrolet Captiva SUV was the focus given to the student photographers this year. They were asked to express the way how they see the car by their creative photography.

### 1<sup>st</sup> prize

#### Mark Kuipers

Photo Academy Amsterdam, The Netherlands



The jury comments: *"The photo displays Chevrolet Captiva in an original way: It expresses the spirit of Chevrolet: real car for real people. By showing the car in a real setting, with a peculiar and beautiful interpretation of light. A real photographic talent and a smart way to picture the brand."*

**2<sup>nd</sup> prize**

**Iliya Zanev and Svetozar Angelov**

European University, Cyprus



**3<sup>rd</sup> prize**

**Paulo Branco**

Instituto Politécnico de Satarém, Portugal



**PAN-EUROPEAN PRIZES – VIDEO**

The brief: The creation of a commercial video, in the form of a viral video, on the “encounter” between the Matiz and the HHR, two radically different cars in the Chevrolet model range. The winning project could be released via e-mail, as part of a European marketing campaign.

**1<sup>st</sup> prize**

**Nathalie Ragondet, Rémi Cans, Alexis de Jesus Costa and Jérémie Fleury**

Ecole Emile Cohl, France



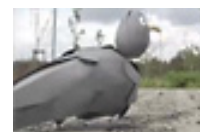
[http://www.youngcreativechevrolet.eu/2008/index\\_en.html](http://www.youngcreativechevrolet.eu/2008/index_en.html)

The jury says: *"This imaginary encounter between the car models Matiz and HHR is realized with professionalism and humor. A very talented lively drawing, which shows amazing creativity and out-of-the box-thinking."*

**2<sup>nd</sup> prize**

**Nicolas Novello, Stéphanie Haulet and Nicolas Rafoux**

Haute Ecole de la Province de Liege, Belgium



[http://www.youngcreativechevrolet.eu/2008/index\\_en.html](http://www.youngcreativechevrolet.eu/2008/index_en.html)

## PAN-EUROPEAN PRIZES – VISUAL ARTS

The brief: Design a new decoration for the Chevrolet WTCC race car. The winning project will be implemented on Chevrolet driver Alain Menu's car for the World Touring Car Championship race in Imola, Italy, on September 21.

### 1<sup>st</sup> prize

**Adi Šumić**

Academy of Design, Slovenia



The jury says: *"This project 'breaks through'. It shows great freedom and creativity: This is a unique approach, out of the box; it embodies the young spirit of the contest.*

### 2<sup>nd</sup> prize

**Rafael Gonçalves and Ricardo Trindade**

Instituto de Artes Visuais Design e Marketing, Portugal



### 3<sup>rd</sup> prize

**Clémence Pineton de Chambrun**

Ecole Emile Cohl, France



## The judges:

- **Jonathan Ashman**, Motor-racing entrepreneur
- **Simon de Burton**, journalist, Financial Times, FT How to spend it!
- **Luca Dotti**, Visual Arts expert
- **Sebastien Graciotti**, photographer and journalist, le Progrès
- **Sian Mary Lloyd**, TV presenter
- **Marcello Lotti**, works for the FIA World Touring Car Championship
- **Natasa Mihaljcisin**, Fashion Designer, I-GLE studio
- **Markus Schärer**, Head Digital Marketing, Crealogix
- **Don Van der Vaart**, photographer, auto moto
- **Theo Williams**, Head of Design, Habitat
- **Wayne Brannon**, Executive Director, Chevrolet Europe
- **Betty Moscato**, Marketing Director, Chevrolet Europe
- **Phillip Zak**, Exterior Design Director, General Motors Europe

## **Notes to editor:**

### **On Young Creative Chevrolet:**

Young? Creative? Chevrolet! is a pan-European competition first launched in 2007. In 2008, 75 schools from 15 countries participated and Chevrolet expects even more entries in 2009.

The competition is aimed at young students of Applied Arts and was initiated to foster young talents and to offer them a new and exciting experience working on professional briefs.

### **Quotes by the 2008 winners:**

Adi Šumić, winner of the Visual Arts discipline, comments: *"It is so exciting to create something new, something that isn't necessarily in line with the brand's formal guidelines. I took the risk and presented a radically different but very personal and doable project."*

Rafael Gonçalves, second prize in the Visual Arts discipline, comments: *"My career was already defined, but this competition strengthened my ideas and gave me a strong motivation to continue."*

Neven Mihic, third prize in the Fashion discipline, comments: *"To work on a real project for an international brand! This brand gives a big inspiration for all projects such as: visual arts, fashion, photography, interior design and video."*

Petya Kazantseva, second prize in the Fashion discipline, comments: *"I learned many things from this competition. Especially, I know that good results mean hard work. I think that this competition showed me all these things again."*

Angelov Svetozar, second prize in the Photography discipline, comments: *"Participating in various competitions such as Young? Creative? Chevrolet! and networking with people from various backgrounds and artistic fields is really advantageous and could help me to establish myself in the field of photography and advertising."*

## On the judges of the 2008 pan-European jury:

Below is a short profile for each judge who participated in the deliberation:

**Jonathan Ashman** - Motor-racing entrepreneur and husband of co-judge Sian Mary Lloyd. FIA Chairman of FIA Touring Car Commission.



**Simon de Burton** is a freelance journalist and author whose work appears in numerous publications around the world, including The Financial Times, The Daily Telegraph, The Wall Street Journal and Vanity Fair. He specializes in a number of design-related subjects, including luxury wristwatches, prestige cars and high-performance motorcycles. After having studied Fine Arts, he became a journalist at the age of 22. He spent five years of his career as senior press officer for the Sotheby's auction house in London before returning to journalism in 1998. He has written three books about motorcycles and recently co-authored the official history of the Italian watch brand Officine Panerai.

Simon de Burton comments: *"I was surprised by the high standard of the entries, bearing in mind the young age of the contestants and the relatively limited financial resources they must have been working with. Their enthusiasm for the project was evident across the board and, although the judging panel included a recognized expert from each different field and was therefore rigorous, there wasn't a single entry that was considered anything but professional in its execution and presentation."*

*"Chevrolet's initiative in establishing the competition should be applauded, as should the efforts of those who worked so hard to organize it. It is something that deserves to grow and grow."*

**Luca Dotti** – The son of actress Audrey Hepburn and Dr. Andrea Dotti has chosen his own artistic path and has become a visual arts expert. Luca started his career in Milan and then moved to Paris where he worked under the direction of Philippe Starck and Peter Keller. In 1999, he began an independent graphic designer career under the Nudesign label.



Luca Dotti comments: *"This project 'breaks through'. It shows great freedom and creativity: This is a unique approach, out of the box; it embodies the young spirit of the contest."*



**Sebastien Graciotti** has been a photographer and automotive journalist for 11 years. He mainly works for le Progrès – a very well-known French regional publication. After graduation from the famous French journalist school ESJ, Sebastien Graciotti specialized in sports and automotive photography. He has been successfully combining his two passions, journalism and photography, since 2005.

*Sebastien Graciotti comments: "It has been a pleasure to be part of the jury and to see student projects with endless creativity and out-of-the-box thinking. You get inspired even as a jury member! I had a great time judging the photography submitted and really noticed the amount of work that was put into it".*

**Sian Mary Lloyd** began her career as a researcher for BBC Wales' Today. She has had a very successful career as a weather reporter at S4C before transferring to ITV (U.K.). Sian gained further fame during an appearance in ITV's 'I'm a Celebrity...Get Me Out of Here!'



*Sian Mary Lloyd comments: "The projects showed really good creativity, you felt like you were already on the race track while you were judging the different projects."*



**Marcello Lotti** - He began his career as a successful race driver before becoming a team manager. He participated in famous racing tour such the FIA Touring Car World Cup and the 24 Hours of Le Mans. In 2000, he became a promoter and now he works for the FIA World Touring Car Championship.

**Natasa Mihaljcisin** is a fashion designer who started her artistic work in 1993. In 1997, she established the I-GLE fashion studio by mutual initiative and cooperation with Martina Vrdoljak Ranilovic. Offering a strong visual experience and unique dedication to each individual, I-GLE achieved a cult status in Croatia and abroad.



*Natasa Mihaljcisin comments: "I am pleased to see that the students showed important qualities in the competition that will be needed when entering the fashion world."*

*"Young? Creative? Chevrolet! really is a stepping stone into the art world."*



**Markus Schärer**, Head of Digital Marketing, Crealogix, was born in 1972. Since 1995, he has been working as a consultant and project manager for several complex e-marketing and multimedia projects. He is also specialized in viral marketing and social communities. Since 2007, he has been a senior consultant and head of digital marketing at Crealogix AG, one of the leading IT and software service providers in Switzerland, specializing in the fields of e-business, e-finance, e-learning and mobile business.

*Markus Schärer comments: "I appreciated the serious devotion of the students and the different interpretations and ideas. I enjoyed the variation of the projects – the quality of the work shown was great and so creative!"*

**Don Van der Vaart**, photographer, auto moto. Don started his career as a photographer for the Dutch car magazine *Autovisie*, followed by a career as a freelance photographer. In 1977, he started his own professional photo studio, which is big enough to even do photo shoots of trucks.



**Theo Williams**, Head of Design of Habitat, was born in Oxford, graduated in industrial design in Manchester, moved to Milan in 1991 and was based in Amsterdam from 2004 to 2007. Theo was editor for the Italian magazine *Domus*, Art Director for Lexon, Paris, Creative Director for products for the Japanese Department store *Mono Comme Ça* and also Design Director for the fashion brand MEXX (Liz Claiborne, U.S.A). His bathroom collection 'Risma' for Merati was selected for the ADI Design Index 2003/4, *Compasso d'Oro* 2004 and was named 'best bathroom' in the *Wallpaper Design Awards* 2005. Since November 2007, he has been the new Creative Director for Habitat, based in London.

*Theo Williams comments: "To me, such an initiative from Chevrolet to support creativity is significant, considering the fact that these young people are future prospects. It has been a fascinating journey for me."*

**Wayne Brannon**, Executive Director, Chevrolet Europe, began his career with GM at the Cadillac Motor Car Division in 1973 while he was a co-op student attending the General Motors Institute. He has been Executive Director, Chevrolet Europe, since January 2006. In this capacity, he leads a pan-European organization responsible for marketing a range of small to medium-sized Chevrolet passenger cars. Prior to this appointment, Wayne was responsible for Sales & Marketing at GM Latin America, Africa and Middle East.





**Betty Moscato** has been Director, Brand & Marketing, for Chevrolet Europe since May 1, 2007. She is responsible for all Chevrolet Marketing efforts and strategies across Europe. Betty joined Chevrolet Europe from GM's operations in Argentina, where she was responsible for the Chevrolet brand as Director Marketing and Sales. A native Brazilian, Betty started her career with General Motors do Brasil in Sao Paulo.

**Phillip A. Zak**, Exterior Design Director for General Motors Europe, graduated from the Cleveland Institute of Art in 1988 with a Bachelor's Degree in Fine Arts with a major in Industrial Design. He earned a Gund Traveling Scholarship, the highest award given to a graduate. Since 1991, he has held several senior positions within the GM Design organization, establishing new design directions for brands like Pontiac, Oldsmobile and Opel. Phillip now heads the exterior design department of Opel, Vauxhall and Saab as well as the design of certain Saturn products for North America.



**For interviews with spokespersons or more information and pictures on the Young? Creative? Chevrolet! contest please contact:**

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