



MEDIA INFORMATION



July 1, 2010

2010 Young Creative Chevrolet applied art competition

Chevrolet honors Balkan beats and flying sparks

- **International panel judges entries from 20 countries**
- **1st prizes in five categories go to Austria, France, Portugal and U.K.**

An international jury elected the winners of the 4th Young Creative Chevrolet competition in Zolder, Belgium, on June 19. The winning individual and group projects are from Austria (Music), France (Fashion and Video), Portugal (Visual Arts) and U.K. (Photography).

Thumping Balkan beats, animated cityscapes and edgy designs thrilled the European jury. Pasa Mustafa, Head of Digital Studios, Endemol U.K. said it was obvious "a lot of effort had gone into the projects" and the jury had their work cut out for them with "the great range of very creative and outstanding work".

The fourth year of the Young Creative Chevrolet competition saw further growth in participation with 20 countries across Europe and 135 applied arts schools registering. 8 Video, 9 Photography, 13 Visual Arts, 11 Fashion and 6 Music projects faced the scrutiny of an international panel representing companies as diverse as RIDE snowboards, Endemol and Lipsy. The jury was joined by Chevrolet Europe President and Managing Director Wayne Brannon, who was intrigued by the young artists' interpretations of the Chevrolet brand. Leading the passionate debates he said: "The decisions were tough with so many exceptional projects."

The winners will get the opportunity to work closely with the jurors in their respective fields in a "behind the scenes experience". On September 29, the students will be celebrated in a grand awards ceremony where they will also receive their prize money.

Young Creative Chevrolet is a pan-European contest for students of Applied Arts organized annually by Chevrolet Europe since 2007 in various artistic fields (2010: Fashion, Music, Photography, Video and Visual Arts). With this project, Chevrolet fosters creativity and supports young artists in the early stages of their careers.

THE 2010 EUROPEAN WINNERS

VISUAL ARTS

Brief: **Let sparks fly!**

Redesign the exterior of the Chevrolet Spark car in a way that will demonstrate the spirit of the car and electrify the crowd. Let the Chevrolet Spark fuel your creativity for creating graphics for the exterior of the car. The Spark is the theme for this discipline and the livery should complement the urban design of the car. Instead of the relatively common 'cute and cuddly' approach, the Spark is a little more aggressive, edgy, ready to pounce and this should be reflected in your design. The car featuring the winning livery will be unveiled as the lead car at a World Touring Car Championship (WTCC) race.

1st prize

José Rocha

School: ESTG-IPVC, Viana do Castelo, Portugal



Click [here](#) for more information

The jury's comment:

"This project won because it's edgy and aggressive. It screams dynamism far more loudly than the others and represents movement very well."

2nd prize

Toms Burāns

School: Janis Rozentals Riga Art Highschool, Riga, Latvia



Click [here](#) for more information

The jury's comment:

"The theme of the city and urbanity is well reflected in this project. The lines and colors have been used with great thought."

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3rd prize

Laura Di Bernardino

School: Istituto Europeo Arti Operative, Perugia, Italy



Click [here](#) for more information

The jury's comment:

"This project came third thanks to its playful and joyful character. It's a good, fun project."

FASHION

Brief: **The future is now!**

Design a futuristic outfit that embodies the distinctive styling of the Chevrolet Volt, a car that is both elegant and technologically ground-breaking. The Chevrolet Volt will hit the market in late 2010 and is GM's most technologically advanced car to date. Translate the qualities of this sophisticated and futuristic vehicle into an outfit that will be worn by a model showcasing the car at a prestigious event.

1st prize

Jungeun Eom

School: ESMOD, Lyon, France



Click [here](#) for more information

The jury's comment:

"This project is sexy and I love that the designer has created her own print – it's very innovative. The project is edgy, risky and very on trend."

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2nd prize

Adam Baranyi, Anett Gálvölgyi, Anna Zsófia Kormos, Márton Zsolt Miovác

School: MOHOLY-NAGY University of Arts and Design, Budapest, Hungary



Click [here](#) for more information

The jury's comment:

"This project is beautifully made and showcases great workmanship – it's perfect."

3rd prize

Konstantina Agaliou

School: INTERGRAPHICS, Athens, Greece



Click [here](#) for more information

The jury's comment:

"This project has a good shape; it's really lovely and sophisticated. The back is subtle yet very clever."

MUSIC

Brief: **Come on baby, light my Spark**

Compose an electrifying theme tune that can accompany the Spark at its launch event. This discipline is about relating Chevrolet Spark to music by composing the Spark launch tune. The objective is to compose an original, fun and lively piece of music, which could be used for a Chevrolet Spark launch event or Spark communication in general for TV, radio or Internet. Create sounds that embody the Spark's attitude, innovation and distinctive styling.

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Chevrolet Spark offers the possibility to use both iPod as well as any MP3 player on its CD radio with Aux- in and USB ports.

1st prize

Daniel Kovacs

School: University of Applied Arts Vienna, Austria



Click [here](#) to hear song

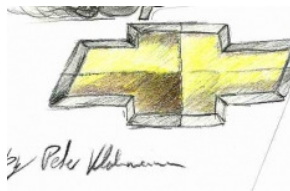
The jury's comment:

"This song is wonderfully young and dynamic. It fits perfectly with the Spark."

2nd prize

Peter Klohmann

School: Hochschule für Musik Mainz, Germany



Click [here](#) to hear song

The jury's comment:

"This piece has great humor. It sounds like a clever and hilarious caricature of the Spark."

3rd prize

Simon Pfaff, Jan Willem van Hees

School: Artez Conservatorium Enschede, The Netherlands



Click [here](#) to hear song

The jury's comment:

"This is a catchy rock song you can't get out of your head. It makes you want to jump in your car and take it for a ride."

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VIDEO

Brief: **2010 is the start of a new decade and the year of the Spark**

Create a video clip showing how Spark meets the demands of the new decade and new generation in an urban environment. Get inspired by Chevrolet Spark and express the following messages, be it in the format of a commercial, video clip, animation, etc: Spark changes the rules as it is as much about fun and fashion as it is about functionality combining all the latest in-car entertainment features as well as comfort, safety, low consumption and low emissions.

1st prize

Hugo Charpentier, Adrien Badedji, Remy Mattei, Milian Topsy, Cyril Taillardat

School: Ecole Emile Cohl, Lyon, France



Click [here](#) to see video

The jury's comment:

"This is an outstanding project – very creative! These students will without a doubt go on to be very successful and influential in film-making. Keep an eye on them – they are the ones to watch."

2nd prize

Toni Eisner

School: University of Applied Arts, Vienna, Austria



Click [here](#) to see video

The jury's comment:

"This project has excellent directorial talent behind it and really captures the audience. I would hire this student!"

3rd prize

Davor Konjikusic, Neven Petrovic, Gasper Milkovic Biloslav

School: Akademija Dramske Umjetnosti, Zagreb, Croatia



Click [here](#) to see video

The jury's comment:

"This video clip has some impressive camera work behind it – the director has used really interesting angles."

PHOTOGRAPHY

Brief: **A small car making a big statement!**

Shoot an innovative and eye-catching photo to spark the attention of the European lifestyle press. Get inspired by the new Chevrolet Spark — it's a mini-car with attitude, an edgy and distinctive presence and a youthful interior. Draw inspiration from the name and show the car off to its full glory. Let sparks fly!

1st prize

Rachel Astle, Kerry Baxter, Hayley Brooks, Lyndsay Eaton

School: Burton College, Burton upon Trent, U.K.



Click [here](#) for more information

The jury's comment:

"The fairytale theme is a great idea - a perfect lifestyle photo with a story to tell. The students worked well with the lighting and composition of the picture – a lot of movement in the picture yet the car is in the limelight."

2nd prize

Petr Bača

School: Ateliér Užité a reklamní fotografie, Fakulta umění a designu, UJEP, Faculty of Arts, Usti nad Labem, Czech Republic



Click [here](#) for more information

The jury's comment:

"The student composed a well thought through and professional photo – a great product shot."

3rd prize

Lea Lugaric

School: Kunstuni Linz, Grafik Design und Fotografie, Linz, Austria



Click [here](#) for more information

The jury's comment:

"A well composed, interesting picture and an innovative way to showcase the Chevrolet Spark."

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NOTES TO EDITORS:

Please find below a brief profile of the 2010 European judges and a summary description of the YCC contest:

2010 EUROPEAN JURY MEMBERS

VISUAL ARTS

Wolfgang Buchwieser - Marketing Manager, RIDE Snowboards Europe



In 2005, Wolfgang Buchwieser joined one of the biggest snowboard companies, Ride Snowboards - a leading designer, manufacturer, and marketer of snowboards, clothing, and related accessories. Wolfgang is the European Sales and Marketing Manager for RIDE Snowboards, LINE Skis, FULL TILT Ski boots, ADIO Footwear and PLANET EARTH Clothing, with the mission to create and enforce sales and marketing plans Europe-wide.

Wolfgang also previously worked for the renowned Oakley Apparel & Footwear brand as a Brand and Key Account Manager.

VISUAL ARTS

Marcello Lotti - Managing Director WTCC



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

VISUAL ARTS

Alain Menu – Race Driver



The Swiss born racing driver Alain Menu was one of the most successful touring car drivers of the 1990s, winning the prestigious British Touring Car Championship twice (the only driver during the series' 1991-2000 Super Touring era to do so). He currently races for Chevrolet in the World Touring Car Championship. If he is not driving he likes skiing.

VIDEO

Pasa Nicholas Mustafa - Head of Digital Studios, Endemol UK



Pasa Mustafa heads up a team responsible for developing and producing web originals and Digital IP for the prestigious Endemol Productions - today represented in 26 countries. For nearly eight years, he has been running digital across the biggest TV brands, all the way to developing, funding and producing successful and award winning web originals, such as the global reality show The Gap Year and International hit drama Cell and Kirill for MSN. Most recently, Pasa has been involved in producing social games and iPhone applications.

Before joining Endemol, he worked as a Production Assistant at Icollector.com and as an Artwork Operator at Keyword Typesetting.

FASHION

Leanne Aspinall - Online Marketing Executive, Lippy Ltd



As an Online Marketing Executive, Leanne is a key person for a wide variety of activities at Lippy, a high street fashion label distributed across Europe and in the U.S with newly opened stores in New York and L.A.

She has been heavily involved in Lippy's first celebrity clothing line, the *Pixie Lott Collection*. Leanne was an integral part of the design meetings as well as the photo shoots with Pixie Lott and the Lippy design team. She works closely alongside the design & PR team to deliver the right brand messaging to Lippy's fashion conscious customer base.

Before joining Lippy, she worked for Agent Provocateur and for the U.K.'s largest fragrance and beauty distributor, Per Scent, where Leanne worked on luxury brands such as Christian Dior, Chanel & Dolce & Gabbana. Throughout her career in fashion, she has worked in conjunction with magazine, catwalk and celebrity fashion stylists assisting and providing further input on several photo shoots.

FASHION

Vikki Barker - Senior designer, Lippy Ltd



Vikki Barker graduated from Kingston University in 2003, with a degree in Fashion Design.

She previously lived and worked in Milan for Italian fashion design house and manufacturer *Moschino* working on the Cheap and Chic range. Vikki then moved on to the youth market and started working for the *Tammy Girl* clothing line.

Vikki has been at Lippy for five years, where she is now a senior designer and in charge of designing all evening woven dresses and Lippy's premium VIP range.

PHOTOGRAPHY

Nico Markompotsaris – Freelance photographer



Nico Markompotsaris is a freelance photographer currently focusing on automotive, yacht and travel shoots. He works for well-known publications such as *Car Magazine*.

Nico is originally Greek, but was brought up in Germany where he started to study photography. He then moved back to Greece to continue his studies further in this field and is now based in Athens.

After his studies Nico started off as a fashion, portrait and advertising photographer for several lifestyle magazines, such as *Fit for Fun*. He has an immense passion for his work and, having worked with various magazines on international shoots, he has acquired vast expertise, experience and knowledge in photography.

MUSIC

Leander Bauer - 1st prize Music winner YCC 2009



Leander Bauer grew up surrounded by music, from an early stage in his life, through his family and music teachers at school.

In 2009, he scooped up the first prize in Music in the YCC competition, beating off many contenders for the coveted position in the European final. He is the first student to win the contest and now take part as a jury member.

He has one year of studies left in music production at the University of Popular Music Baden-Württemberg (Popakademie). Leander already has an impressive list of people he has worked with, including coveted artists such as: Chris Barron – Spin Doctors, Charlie Grant, Mel C and Simply Red. He has also composed music for several prestigious companies such as Deutsche Post, Danone and Coca-Cola. His latest album release made it to number 7 in the German album charts.

PRESS

Vesna Milek - Journalist and Novelist



Vesna Milek is a columnist, publicist and one of the most renowned journalists in Slovenia. She has many a feather in her cap, having written for some of the biggest papers in the country and is famed for her extended interviews with various international actors and artists, mostly from the film and music world, for a prestigious Saturday supplement of DELO, Slovenia's most widely read newspaper.

She has also written two novels; *Kalipso* (2001) and *If* (2005), both Slovenian bestsellers.

In 12 years, she has published more than 400 exclusive interviews.

Milek recently published a book of her best interviews; amongst her interviewees are Paulo Coelho, Steve Buscemi, Philippe Starck and Damien Hirst just to name a few...

CHEVROLET

Wayne D. Brannon - President and Managing Director, Chevrolet Europe



Wayne D. Brannon has been the head of Chevrolet Europe since January 2006. In his capacity as President and Managing Director of Chevrolet Europe, he leads a pan-European organization responsible for marketing a range of small to medium-sized Chevrolet passenger cars. Prior to this appointment, Brannon was responsible for Sales & Marketing at GM Latin America, Africa and Middle East.

Brannon began his career with GM at the Cadillac Motor Car Division in 1973 while he was a co-op student attending General Motors Institute.

Brannon previously served as Vice President of General Motors Overseas Distribution Corporation, Vice Chairman of the U.S. Corporate Council on Africa, and Board Director of the African Business Roundtable.

CHEVROLET

Marc Kempe – Director, Communications, Chevrolet Europe



Marc Kempe has been Director of Communications at Chevrolet Europe since March 2009. He is responsible for all of Chevrolet Communications activities and strategies across Europe. Before assuming his current position, he held various Communications positions within the General Motors organization in Germany and Switzerland and, most recently worked as Director of Communications for GM Central and Eastern Europe based in Hungary. Marc is a passionate amateur actor and long-distance runner.

CHEVROLET

Jeff Perkins - Director of Design UK Advanced Studio, Chevrolet Europe



Jeff Perkins leads the GM Advanced Design Studio in the U.K. He leads a small team of designers working on future concept cars as well as on developing overall design strategy. Previously, Jeff was the Design Director for North American interior design. He calls car interiors "the next battleground in designing cars."

By his own admission, Jeff is even more into bicycling than cars. He loves the freedom and efficiency bicycles offer and admits to designing bicycle prototypes while pursuing car design in school.

Despite that passion for bicycles, Jeff said, "I love working on cars. I love the passion around cars. It expresses who you are. Cars keep me going – I couldn't work on anything else." He attended Detroit's Center for Creative Studies, where he majored in Industrial Design.

ABOUT YOUNG CREATIVE CHEVROLET

WHAT IT IS

Young Creative Chevrolet is a pan-European contest for students of Applied Arts organized annually by Chevrolet Europe since 2007 in various artistic fields (2010: Fashion, Music, Photography, Video and Visual Arts).

With this project, Chevrolet Europe wants to foster creativity and help young artists. Young Creative Chevrolet also aims to strengthen some of the company's core brand values.

HOW IT WORKS

In each participating country, a panel of judges (specialists in arts and others) award three prizes per participating discipline.

All 1st prize winners of the national awards automatically participate in the pan-European competition in which an international jury eventually elects the best three projects in each discipline.

PRIZES

In addition to a monetary prize, the European winners are offered a work experiences with professionals in their respective discipline (witness trips).

DEVELOPMENT

The contest has continuously grown from 8 participating countries and 8 schools in 2007 to a total of 20 countries and 135 schools in 2010.

For more information on the contest, please visit www.youngcreativechevrolet.com.

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About Chevrolet

Chevrolet is General Motors' largest global brand with annual sales of about 3.5 million vehicles in more than 130 countries. It is the fourth biggest global car brand in terms of sales and also one of the fastest growing brands in the world. Chevrolet Europe delivers attractive, distinctive design, practical, economical cars and outstanding value for money. After re-launching the brand in Europe in 2005, Chevrolet more than doubled its sales to over 500,000 in 2008. In 2009, Chevrolet held its market share in Europe at 2.3 percent, selling 426,000 cars. Chevrolet has a network of 2,900 dealers and service points in Europe. The Chevrolet line-up includes the all-new Spark city car, the small Aveo, compact Cruze sedan, Captiva SUV, mid-size Epica and the legendary Corvette sports car. In 2011, Chevrolet will launch the Orlando, an all-new family van, the Camaro coupe and convertible, the new Aveo and the Cruze hatchback as well as re-launching the Captiva SUV with four new engines. Chevrolet's biggest markets in Europe are Russia, Italy, Germany, France, Spain and the U.K. Established in the U.S. by Swiss émigré Louis Chevrolet in 1911, the brand is preparing to celebrate its centenary with the launch of the ground-breaking Chevrolet Volt extended-range electric vehicle. More information on Chevrolet can be found at <http://www.chevrolet europe.com> or <http://media.chevrolet europe.com>.