



2010 LA Auto Show: About Design Los Angeles

The Design Challenge is part of the *Design Los Angeles* automobile designers' conference that has evolved into an integral element of the Los Angeles Auto Show. Entering its seventh year, *Design Los Angeles* connects those working in the design industry with well-known automotive design industry leaders. It also provides an opportunity to discuss their craft and to address industry trends and common issues. Held on the second Press Day, the conference enables designers the opportunity to also attend manufacturer press conferences prior to *Design Los Angeles* itself. More than 500 designers attended last year's event.

Long hailed a leader of creativity and consumer trends, Los Angeles is home to the world's largest concentration of manufacturer design studios, representing automakers from North America, Europe and Asia. It is also the home of Art Center College of Design, one of the world's foremost transportation design institutions where many of today's leading automotive designers began their careers.

Design Los Angeles is particularly unique to the automotive design industry in that automobile designers themselves are playing an integral role in its ongoing development. Ten prominent designers are on the advisory board to identify immediate and ongoing issues and trends that are of interest to designers, and providing a forum for these topics to be discussed.

CONFERENCE DIRECTORS – The Design Academy, Inc.

Chuck Pelly

A 40-plus year veteran of the design industry, Chuck Pelly most recently started The Design Academy, Inc., a design and creative group that consults on projects for BMW Group, Nokia and Magna International, among others. Through lectures, articles and appearances, Pelly continues to contribute to the design profession. He has received more than 50 awards, including the Eyes on Design Lifetime Achievement Award, and has been involved with Art Center College of Design since 1968 as student, teacher, mentor and lecturer. Pelly has received the Art Center's George Jergenson Design Achievement Award for his significant contributions.

Joan Gregor

As co-founder of The Design Academy, Inc., Joan Gregor works to bridge the gap between the design worlds of industry, academia and research. Gregor's experience in design, corporate, entrepreneurial and nonprofit environments has provided her with a perspective on developing strategic design initiatives. She has also developed a variety of new product concepts, taking them from design all the way to the retail market.

DESIGN ADVISORY BOARD

Chris Chapman, Director of Automotive and Transportation Design, BMW Group, Designworks/USA

Christopher Chapman graduated from Art Center College of Design in Pasadena, Calif., with a Bachelor of Science degree in Transportation Design in 1989. Before joining BMW, Chapman spent four years with Isuzu Technical Center of America in Cerritos, Calif. Chapman moved to BMW Designworks/USA in 1994. Among various concept and production projects, he designed the exteriors of the X5 Sport Activity Vehicle and X-coupe concept vehicle which was shown at the Detroit Motor Show in 2001. He also designed the BMW CS1 concept vehicle shown at the Geneva Auto Salon in 2002 and then the BMW 1 Series currently on the road.

Kevin Hunter, Vice President, CALTY Design Research

Kevin Hunter oversees Caltly Design Research, which is a subsidiary of Toyota Motor Corporation and part of a global design network for Toyota, Scion and Lexus vehicles. Hunter's handiwork can be found in the exterior designs of Toyota's Tacoma, Avalon and RAV-4. He was also the chief designer of the Matrix, as well as the 2001 RSC Show Car Concept. Hunter graduated from the College for Creative Studies in Detroit.

Freeman Thomas, Design Director of Ford Motor Company's Strategic Concepts Group

Freeman Thomas is responsible for advanced global design activities. Thomas has a Bachelor of Science degree in Transportation Design from the prestigious Art Center College of Design in Pasadena, Calif., where he was also awarded an Honorary Doctorate degree. Prior to Ford, his career spanned positions with Porsche AG, Audi AG, Volkswagen AG and DaimlerChrysler AG. Since joining Ford in 2005, he has led his design team in creating celebrated concept vehicles such as the Reflex, Airstream, Interceptor, Explorer America, Lincoln C and most recently, the 2010 Ford Start Concept.

Frank Saucedo, Design Director, General Motors West Coast Advanced Design Studio

Frank Saucedo, design director of GM's studio, has a long list of design credits that include international experience at General Motors' Russelsheim studio, where he worked on Opel products, including the Corsa, Tigra, Astra and Omega. Saucedo was formerly the chief designer at Volkswagen's California design studio, as well as chief designer at General Motor's Advanced Concepts Center in Newbury Park, Calif. While at ACC, Saucedo contributed concepts for the current Corvette and the CK-series pickup. Saucedo graduated from Art Center College of Design.

David Marek, Chief Designer and Senior Manager, Honda Research & Development

David Marek heads the Automotive Styling Group at Honda Research & Development and has been with Honda since 1987. He has served as project leader for such programs as the 1994 Accord Wagon and the 1997 Acura CL. A graduate with honors from Art Center College of Design, Marek has been an instructor at the college since 1989 and has been instrumental in bringing numerous sponsored projects to the Transportation Department.

Derek Jenkins, Director of Design, Mazda North American Operations.

In this role, Derek Jenkins oversees all design developments, including exterior and interior design, color and material, accessories and overall design strategy at Mazda. Most recently Jenkins directed the creation of the Mazda Shinari concept interior. With more than 16 years experience, Jenkins joins Mazda directly from his former position as chief designer for Volkswagen North America. Prior to his tenure with Volkswagen, Jenkins spent eight years with Audi, serving first as lead exterior designer, followed by assistant chief designer for Audi Design.

Tom Kearns, Chief Designer, Kia Design Center America

Kearns became Chief Designer at Kia Design Center America in 2004. Prior to Kia, Kearns was

with General Motors for many years, leaving as Cadillac Brand Chief Designer. In his time at Kia his team has been responsible for the Kia Soul, Forte, Forte Coupe, Sorrento, and newly released Sportage as well as many show vehicles. Kearns graduated from the College for Creative Studies in Detroit.

Hubert Lee, Creative Director, Mercedes-Benz

Hubert H. Lee was born on 1973 in California. After graduating from Art Center College of Design in 2002, he started working for Mercedes-Benz Advanced Design of North America, Inc. and worked his way up to Creative Director of the studio. He was responsible for the exterior design of the new 2012 CLS (second generation) and the 2010 F800 show car which was recently presented at the Geneva Motor Show.

Jae Min, Chief Designer of Volkswagen Group California

Jae Min has been with Volkswagen Group California Design Center and its Audi brand main headquarters studio in Ingolstadt, Germany since 1996. After serving as Chief Designer for Audi division for past four years at DCC, he is currently Chief Designer of Group Interior for Volkswagen Group brands at VWGoA Design Center California. Min has been also serving as a design instructor for senior undergrad transportation design at Art Center College of Design, his Alma mater, since 1995.

Geza Loczi, Chief Designer, Volvo

After graduation from Art Center College of Design, Geza Loczi joined General Motors Design Staff in 1965. The next 15 years were spent designing some of the most emotional cars of that period such as Pontiac Firebird, Trans Am, GTO, Grand Am, and other muscle cars like Olds 442 and the Judge. He contributed to designs mainly in Pontiac, Oldsmobile, Chevrolet and left GM as Assistant Chief Designer. In 1980, he joined Volkswagen of America as Design Manager and worked both in Michigan and in Germany until 1983. As Director of Design at VMCC early in 2004, Loci joined Volvo Design Staff in Sweden as Chairman of Design until late 2005. He will retire December 31, 2010 and will continue as Senior Advisor to Volvo as well as Geza Loczi Design as Principle.

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