

EyesOn Design Catalyst Award honors former VW Design Chief



January 3, 2014. Detroit, MI - EyesOn Design will present its 2014 Catalyst Award at the North American International Auto Show (NAIAS) to Hartmut Warkuss, the former head of Volkswagen Design.

Warkuss is known for his role in the design of the Bugatti Veyron, the VW Concept (New Beetle) and the Audi TT Concept among others.

The award, given annually to an executive who has empowered great design, will be presented at 4:55 p.m. January 14, 2014 in the Cobo Center Atrium during the NAIAS preview days.

It will be given by Peter Schreyer, president and chief design officer of Hyundai and the 2014 recipient of the EyesOn Design Lifetime Design Achievement Award.

Schreyer was an intern at Audi in 1978 when he met Warkuss, who sparked his career.

“He was Chief Designer at Audi at that time ... I learned a lot from him about car design and how to get a feeling for a brand. He knew how to develop talent and many successful designers came out of his era,” said Schreyer.

The Catalyst Award is sponsored by Lacks Wheel Trim Systems.

It is one of four EyesOn Design Awards to be presented at NAIAS. The others are the EyesOn Design Award for Best Concept Vehicle, the EyesOn Design Award for Best Production Vehicle and the inaugural EyesOn Design Award for Innovative Use of Color, Graphics and Materials.

The three awards are given to the best examples in their categories from vehicles making their North American or worldwide debut at the Detroit auto show.

The awards, the only ones of their kind, are chosen during the NAIAS preview days by the active and retired design heads of automotive manufacturers and the transportation design chairs from the top automotive design schools. The media is invited to attend the awards presentation program.



A benefit for the Detroit Institute of Ophthalmology, a not-for-profit 501(c)(3) corporation, EyesOn Design is a major source of revenue for the DIO's research, education and support group programs for the visually impaired. The DIO is a division of the Department of Ophthalmology of the Henry Ford Health System. <http://www.eyesondesign.org>

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