



YOUNG? CREATIVE? CHEVROLET!

Rome, April 3rd, 2009

Young? Creative? Chevrolet! 2009 Edition

The winners of the 3rd Italian edition of the Chevrolet pan-European art competition have been appointed

Rome. The Italian winners of the "Young? Creatives? Chevrolet" 2009 have been announced today:

YOUNG?CREATIVE&CHEVROLET! 2009 COMPETITION				
Position	Discipline	Name	School	Town
1st (76 voti)	Fashion	Erica Fuschini	Istituto Carlo Secoli	Bologna
2nd (67 voti)	Fashion	Valentina Pesce	Istituto Superiore di Moda e Design Feller	Alba (CN)
3rd (66 voti)	Fashion	Erin Lee Digrandi	Istituto Carlo Secoli	Bologna
Position	Discipline	Name	School	Town
1st (76 voti)	Visual Arts	Camille Kouassi	IAAD - Istituto D'Arte Applicata e Design	Torino
2nd (73 voti)	Visual Arts	Guido Conforti	IEAO - Istituto Europeo di Arti Operative	Perugia
3rd (67 voti)	Visual Arts	Damiano Dalla Lana Miguel Destro Emanuele Lizzi Thomas Poganitsch	Scuola Italiana di Design	Padova
Position	Discipline	Name	School	Town
1st (85 voti)	Photography	Damiano Dalla Lana Miguel Destro Emanuele Lizzi Thomas Poganitsch	Scuola Italiana di Design	Padova
2nd (58 voti)	Photography	Paola Amabile Matteo Viale Toni Paci	Scuola Italiana di Design	Padova
3rd (55 voti)	Photography	Dominga Carlone	L'un.e.dì - Università Europea dell'Immagine	Bari

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The **students that have taken the first place** (in all the Italian disciplines) besides the prize in money of 1.200 Euros, will participate with their projects to the European selection with all the other national winners of the participating countries.

Students awarded with second and third places in both disciplines, gained respectively a prize in money of 500 and 300 Euros.

Today, Friday April 3, a panel of automotive, design, fashion and photography journalists and experts gathered at Chevrolet Italia headquarters in Rome and judged the works presented by young artists, students of applied art schools from all over Italy.

Erica Fuschini, student from **Istituto Carlo Secoli of Bologna**, has realized the best fashion model for Chevrolet hostesses at the most important international motor shows while **Camille Kouassi**, student from **IAAD - Istituto D'Arte Applicata e Design of Turin**, has conceived the best proposal for the livery of the Cruze WTC, the Chevrolet car that compete in the World Touring Car Championship (WTCC) 2009 replacing the Lacetti WTC. And for photography, new entry for Italy in the range of artistic disciplines of the pan-European competition, the best lifestyle shot with subject the Chevrolet Aveo came from the **Scuola Italiana di Design in Padova**, by a group composed of **Damiano Dalla Lana, Miguel Destro, Emanuele Lizzi and Thomas Poganitsch**.

In the Visual Arts discipline the silver and the bronze respectively went to Guido Conforti from IEAO Istituto Europeo di Arti Operative of Perugia and to the same winning group in Photography, composed by Damiano Dalla Lana, Miguel Destro, Emanuele Lizzi and Thomas Poganitsch from Scuola Italiana di Design of Padova, that has submitted a project in this discipline too.

In the Fashion section, placements of honor were the prerogative of Valentina

Pesce from Istituto Superiore di Moda e Design Feller of Alba (Cuneo province), second and of Erin Lee Digrandi from Istituto Carlo Secoli of Bologna.

The second and the third place in Photography were respectively awarded to Paola Amabile, Matteo Viale and Toni Paci, group of student from Scuola Italiana di Design in Padova and to Dominga Carlone from Università Europea dell'Immagine (L'un.e.dì) in Bari.

For **Camille Kouassi, Italian winner of the 2009 edition of Young? Creative& Chevrolet! in the Visual Arts discipline**, this is the second chance: in fact, he won the local contest in 2008 and the same happened this year! "*It captures the spirit of the times with a creative approach, very close to the strengths of the brand*" commented the Italian jury adding also "*Daring colour-matching*".

The dress of **Erica Fuschini, Italian winner of the 2009 edition of Young? Creative& Chevrolet! in the Fashion section**, draw the attention of the Jury for its "*simple elegance*," the right blend of dynamism, expression and attention to details where the satin surfaces accentuate the sinuous movement created by the cuts trick and by the two large pockets, that with the hidden zipper makes it both a practical and functional cloth.

The photo shoot of **Damiano Dalla Lana, Miguel Destro, Emanuele Lizzi, Thomas Poganitsch, winners of the 2009 edition of Young? Creative& Chevrolet! in the Photography section**, was chosen unanimously, with comments ranging from "*Evocative, young*" to "*Good balance between car and scenery*", "*Very accurate details, definitely 'eye catching'*."

For the first placed, this victory represents the passport to Europe, after the Italian step, in fact, there will be the European one where all the best rated projects, in the 20 countries that along with Italy have joined this important

project, will be judged. A unique opportunity of visibility both for students and their institutes of applied arts.

The European winners, appointed by a panel of experts at an international level, in addition to a cash prize of 1,000 Euros, will have the opportunity to attend some witness trips in order to truly experience the Chevrolet world, seeing the real life applications of what they learn by studying and what their fantasy materializes. Second and third European winners in each discipline will be awarded with 1,000 and 600 Euros.

The competition, now in its third edition, confirms its success. *" All good things come in three's and even our competition has not ceased to this rule. But above all, Italy has broken every record including an unprecedented number of registered schools and received projects as well: 15 schools that actually participated in the 27 initially enrolled, over 150 pre-enrollment of students and a total of 71 projects submitted by 78 students (some are involved as a group) with a medium age of 22,"* says Viviana Caputo, Head of Chevrolet Italia Press Office. *"These are numbers that speak for themselves on the creative potential of our young people. Young people that Chevrolet trusts and that were able to interpret in the best way the given briefings, matching them with the philosophy and the values of our brand and our products. Now the best ones will defend the Italian flag in the European step of Young? Creative? Chevrolet! 2009. A good satisfaction for them and for us, as well as a good opportunity to experience and have some visibility".*

For more information:

www.youngcreativechevrolet.eu

www.pdir.it/chevrolet/ycc_09/ycc_2009_home.html

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