



MEDIA INFORMATION

January 25, 2008

"Young? Creative? Chevrolet!" Art Contest Celebrates 2007 Winners

∞ Competition's First Edition Ends with Award Ceremony in Paris

Paris/Zurich. The time of harvest has come for "Young? Creative? Chevrolet!". What a harvest it was for Chevrolet Europe's pan-European contest for students of applied arts schools! The winners of the first edition are announced and awarded in Paris today.

Young talents, full of creativity and innovative ideas are being celebrated tonight in an ideal location for that purpose, "les Arts Décoratifs", in the French capital. The ceremony marks the final and most-awaited moment of a process that started at the Geneva Motor Show in March 2007, when "Young? Creative? Chevrolet!", a competition covering five disciplines (photography, video, visual arts, fashion and interior design), was officially launched.

The initiative has been a success beyond expectations: around 70 projects from some of the most reputed European applied art schools have been submitted, with works from six countries (Austria, France, Italy, the Netherlands, Spain and Switzerland) reaching the European finale.

Even more impressive than the great reception by the artistic community is the quality of the projects that participated, which made the task of the juries quite challenging. The juries consisted of Chevrolet executives, experts and professionals from arts, communication, media and industry, including Virginie Lescure (fashion stylist), Antonio Azzalini (TV journalist), Jeffrey van der Vaart (photographer), Céline Grossenbacher (graphic designer), Doris Rothauer (art expert), Thomas Geisler (design historian and professor) and Ruedi Müller (architect).

"If further proof was still needed where fresh thinking can be found, it is here in front of us tonight," commented Wayne Brannon, CEO of Chevrolet Europe, before the prize-giving ceremony. "I am amazed to see what these young people have been able to put forward. Look at the great ideas and superb execution of the photo, video and visual works, or at the innovation and accuracy enshrined in the fashion and design projects: all of them could find an immediate application! Giving young artist a platform to express their potential was the first objective of this initiative and the result we see tonight is the best reward for our efforts. Chevrolet believes in youth, dynamism, openness and new ideas, and we are delighted to support talents as promising as the young people awarded tonight".

Yet, "Young? Creative? Chevrolet!" does not end here. The 2008 edition was launched in December last year and the contest, which features the same five disciplines, has expanded to 15 European countries (Austria, Belgium, Bulgaria, Croatia, Cyprus, Estonia, France, Italy, Latvia, Lithuania, The Netherlands, Poland, Russia, Slovenia and Switzerland).

Applied arts schools and students can find all relevant information and register on-line on the contest's website: www.youngcreativechevrolet.eu

Roll of Honour

Paris / Zurich – Following are the final results of the first edition of the "Young? Creative? Chevrolet!" contest in each discipline, which were announced in Paris tonight, and the motivation of the juries for each award.

• PHOTO

- o **1st Prize** – Aline FOURNIER, Cynthia DARIOLY, Amélia SZEMONIEWSKI, Dorian GILLER, Annick GROBERTY (EMAF, Ecole de multimédia et d'art – Fribourg, Switzerland)

The jury's comment: "Multifunktional" impresses with the intelligence of the concept and its creativity, in total coherence with Chevrolet's brand values. The picture has a nice "young" touch, shows people in their daily interaction with a car, and conveys an impression of movement, although the Lacetti is pictured in a still situation.

- o **2nd Prize** – Nicolas RIVAL (Ecole de Condé – Lyon, France)

The jury's comment: A traditional and elegant shot, putting the car at the center of attention, but with a very creative treatment and a great photographic execution. A picture immediately usable in any print communication tool.

• VIDEO

- o **1st Prize** – David ALVAREZ, Rémi FARJAUD (Emile Cohl – Lyon, France)

The jury's comment: A fresh and dynamic video, featuring a real and solid idea, executed with creativity and containing a clever reference to Chevrolet's heritage.

o **2nd Prize** – Saša MILETIC (Media College – Amsterdam, The Netherlands)

The jury's comment: A very good video, both in terms of production quality and coherence with the positioning of the brand and the product, practically ready to be used in real life.

o **3rd Prize** – Emiliano CACCIATORE, Moris POPOVIC
(IAAD, Istituto d'Arte applicata e Design – Turin, Italy)

The jury's comment: An interesting, personal and artistic view of the subject, leaving the spectator with a refreshing and youthful impression.

● VISUAL ARTS

o **1st Prize** – Gianluca CHIOCCA
(NABA, Nuova Accademia delle Belle Arti – Milan, Italy)

The jury's comment: An unconventional, daring and humorous look at the subject, which fits well the HHR and Chevrolet's image.

o **2nd Prize** – Carolina TORRES CALVO
(Escuela de Arte y Superior de Diseño –
Logroño, Spain)

The jury's comment: "Envidias" is an excellent illustration, well executed, entirely consistent with the brief and Chevrolet's brand values.

● FASHION

o **1st Prize** – Léa SCHINDLER (ESMOD – Lyon, France)

The jury's comment: "Gonflé à block" is a wear defining well what Chevrolet is, executed with care and great attention to feasibility, basically ready to be produced and worn. The design is young, sexy, with clever ideas like the denim inserts, and still remains perfectly "wearable", achieving an excellent balance between modern and traditional styles.

o **2nd Prize** – Julia FIDESSER, Victoria HAUSER, Anna RIHL, Anna ZIMMERMANN
(Universität für künstlerische und industrielle Gestaltung – Linz
& Modeschule der Stadt Wien – Vienna, Austria)

The jury's comment: A simple and innovative design, with a strong futuristic touch. Thanks to lumalive technology, the dress can also become a screen where images can be projected, giving to the hostess' role a new dimension and proving that arts and technology can work together!

o **3rd Prize** – Maria Benedetta BRUZZICHES
(IED, Istituto europeo di Design – Rome, Italy)

The jury's comment: An original and beautiful design, and most of all, an impeccable work of real "couture".

● **INTERIOR DESIGN**

o **1st Prize** – Tanja LIGHTFOOT, August KOCHERSCHIEDT
(Universität für angewandte Kunst – Vienna, Austria)

The jury's comment: An absolutely fantastic concept: one single object that easily transforms into a chair, a high chair, an armchair, a desk, a coffee table or a high table. The flexibility and modularity of the system is simply amazing, and it works! The level of accuracy and accomplishment is so advanced, that the object could immediately go into real-life production. A wonderful work!

o **2nd Prize** – Aline BUSSE, Peter MAHLKNECHT
(Universität für angewandte Kunst – Vienna, Austria)

The jury's comment: Creative and futuristic. A clever chair and table system that allows creating three different atmospheres (urban, country and racing) and can easily be integrated into any environment.

o **3rd Prize** – Lukas BAST, Shawsta YOUNG
(Universität für angewandte Kunst – Vienna, Austria)

The jury's comment: A smart concept, with great modularity, smartly inspired by the technical world of engines. Interesting and easily adaptable to any kind of stand design.

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