

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 fifth year, *Design Los Angeles* provides designers with leading design speakers and the opportunity to address common issues. More than 500 designers attended last year's event.

New this year, the conference will feature the *Design Los Angeles* Panel, which will have panelists such as Ian Callum, director of design at Jaguar Cars and Franz von Holzhausen, senior design executive of Tesla Motors discussing the future of auto design.

The Los Angeles region, long hailed as a leader of creativity and consumer trends, 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 unique in that automobile designers are playing an integral role in its ongoing development. Six prominent designers are on the advisory board to identify issues that are of interest to designers.

CONFERENCE DIRECTORS – The Design Academy, Inc.

Chuck Pelly

A 40-plus year veteran of the design industry, 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 Design, BMW Group DesignworksUSA

Chapman counts among his many concept and production design projects the X5, X-coupe concept and the CS1. Before joining BMW, Chapman spent four years with Isuzu Technical Center of America, where he designed the exterior of the gull-winged XU-1 concept vehicle. He graduated from Art Center College of Design.

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.

Derek Jenkins – Chief Designer, Volkswagen/Audi Design Center California

Derek Jenkins became Volkswagen's North American design chief in 2000. He spent the earlier part of his career in Germany, immersed in the disciplined design environment at Audi. Jenkins' work includes the Audi A2 and the current-generation A8 production cars. He also designed and directed the development of the Volkswagen Microbus, Concept T show car and the GX-3 that had its world debut at the last January's LA Auto Show. Jenkins graduated from Art Center College of Design.

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

Dave 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 the 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.

Joel Piaskowski – Hyundai Chief Designer, Hyundai Kia America Design Center

Joel Piaskowski is the chief designer responsible for the Hyundai design team. Piaskowski received an early education in the world of automotive design, drawing cars with his father, a designer at DaimlerChrysler. Piaskowski graduated from the Center for Creative Studies in Detroit and worked at the General Motors Design Center for more than 12 years before joining Hyundai. The Hyundai HCD-8 Sports Concept is one example of the numerous design projects that have received his design direction.

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.

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