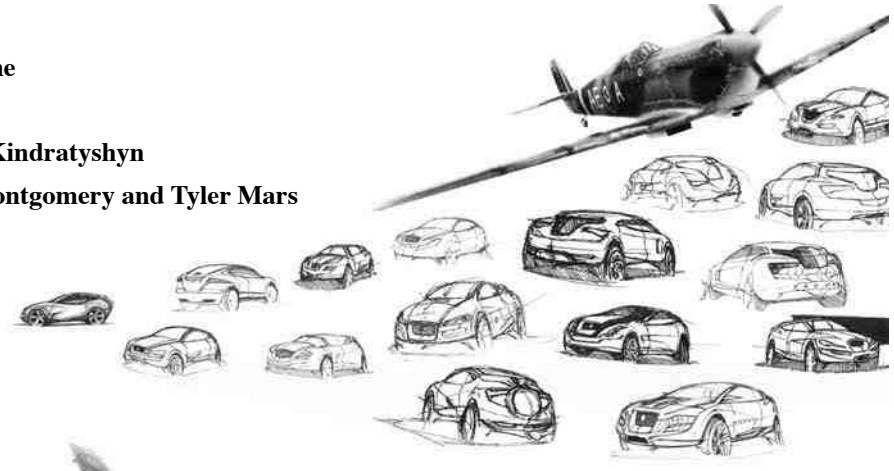
2007 BDC WINNERS

On April 17, 2007, with a total of 15 students, 4 judges and several observers present, the final project judging occurred. After a difficult judging due to so many high quality projects, the judges decided upon the following results:

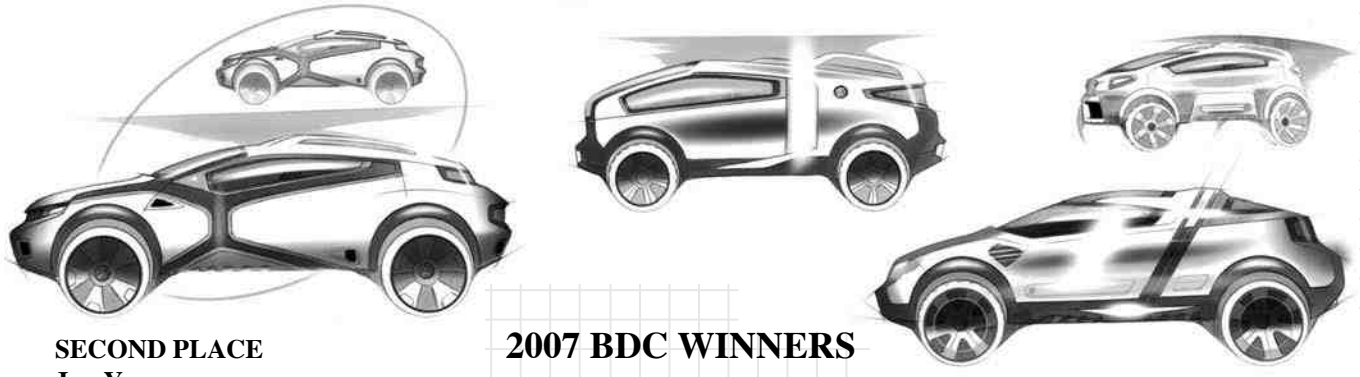
FIRST PLACE	**Nick Stone**
SECOND PLACE	**Jun Yoo**
THIRD PLACE	**Mykola Kindratyshyn**
HONORABLE MENTION	**Sarah Montgomery and Tyler Mars**



FIRST PLACE
Nick Stone

"According to Mike Kuntz, General Manager of Kuntz Electroplating Inc. and creator of the competition, "Each year, the concepts get better and better. The Bright Design Challenge was created to help educate these young, future automotive and transportation designers and stylists about the benefits and flexibility of surface finishing and electroplated surfaces. It's cool to think that the competition is now a part of the College's curriculum and the students get excited about it each and every year! Indeed, we have seen some direct influences of this project on automotive design… graduates of the school and the BDC have gone on to work for major automotive companies and have integrated bright design into their concept vehicles. We have seen direct evidence of these concepts at the North American International Automotive Show."

The 2007 BDC winner, Nick Stone, had the following to say about his experience in this year's Challenge, "The NASF Bright Design Challenge was a great opportunity to explore new uses of bright metals in automotive design. Designing a vehicle around a material, rather than a brand or demographic, was an interesting departure from normal assignments. Having a mixed panel of designers and industry figures allowed for great feedback from different perspectives."



SECOND PLACE
Jun Yoo

2007 BDC WINNERS

THE HISTORY

The Bright Design Challenge (BDC) scholarship contest has promoted and encouraged the use of chromium and bright products within the automotive industry since 1999. The project has become the premier bright finishing promotional project of our industry and will continue to grow. The BDC plays a role in promoting new finishing technology and influencing future automotive designs with a focus on bright electroplated finishes. For example, the "comeback" of chrome and bright finishes in the automotive industry has been well publicized in recent years and the evidence is clear – consumers continue to request chromium and bright options on their vehicles at a record pace not seen since the 1960's. They say that chromium and bright trim styling give their vehicles a "classy, luxurious feel" as well as added resale value. However, aesthetics often overshadow the other proven advantages of the nickel-chromium electroplating process such as unparalleled corrosion protection, durability, and recyclability – further increasing resale value and keeping customers satisfied. Even though the popularity of bright finishes continues to grow, a need exists to promote and protect these products and processes to ensure the future viability of our industry.

The BDC is targeting expansion coast-to-coast to reach different markets and customers by creating new challenges at other learning institutions. The BDC may also target other industries that feature the same kinds of finishes such as the motorcycle, marine, and aerospace industries. This will be achieved by continuing the tradition of the BDC: "Education through Spirited Competition." Corporate sponsorship will remain the key to success.

The success of the BDC at the College for Creative Studies in Detroit will continue. This project is now engrained into the curriculum of the College's Transportation and Industrial Design program. Many students have graduated from the College and the BDC project to go on to become lead designers and stylists for major automotive companies. The influence of the project on their designs has been seen on concept vehicles they have created and some that have even been featured at the North American International Auto Show.

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NASF would also like to thank Kuntz Electroplating Inc. and Sigma Plating Co., Inc. for their support of the 2007 BDC.

THIRD PLACE
Mykola Kindratyshyn