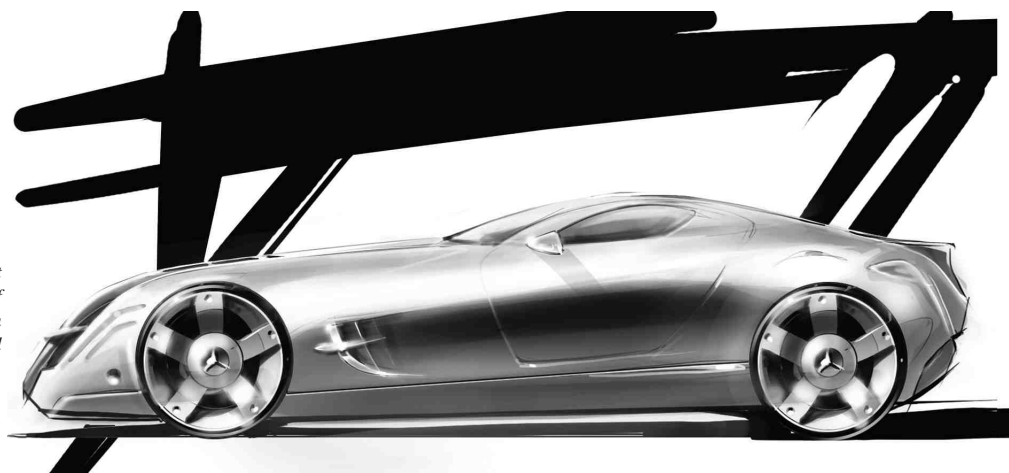


The exterior of the first place winner shows lots of "Bright Design." Chromium was used on the exterior and interior.



Industry is Big Winner In Bright Design Competition

The Automotive Bright Design Challenge 2005, sponsored by the Surface Finishing Industry Council (SFIC), showcased the talent of some new, young designers who presented creative "bright" finishes in automotive concepts in competition held recently at the College for Creative Studies, Detroit, MI. The judges picked three top winners from the competition, but it was the finishing industry that was the big winner in the program, according to Tony Revier (Uyemura International), past president of MFSA and a board member of SFIC.

Twenty-two competed for the top honors and the accompanying scholarships. First place was won by Sang Hoon Shin, who was awarded a \$1500 scholarship. Chris Piscitelli took second place and a scholarship worth \$1000. Chad Pancurak placed third and won a \$500 scholarship.

Entries were evaluated by five judges, including some design engineers and other experts in the field. Judges included Scott Roller of Toyota (Caltex); Scott Anderson of DaimlerChrysler; Sung Paik of General Motors Corporation; Mike Kuntz of Kuntz Electroplating, Inc.; and John Kinne of Atotech USA (who is also vice president of MFSA). Kuntz played a major role in coordinating the event.

According to Revier, the Bright Design Challenge will be an annual event. It has already produced positive results for the surface finishing industry, he noted, pointing out that the Cadillac CTS incorporates some winning "bright designs" from past competition.

SFIC raised \$27,000 from donations, which met the \$25,000 cost associated with the program.



The three winners are shown here displaying their scholarship certificates with program officials and industry leaders. Front (l-r) are: Bill Saas (Taskem, Inc.), president of MFSA; Sang Hoon Shin, first place; Chris Piscitelli, second place; and Chad Pancurak, third place. Standing (l-r): Tony Revier (Uyemura International Corporation), SFIC representative; Erika Randel, Development Associate, Corporate and Foundation Relations, College of Creative Studies; Mike Kuntz (Director of Business Development, Kuntz Electroplating), judge; Sung Paik (GM Vehicle Lead Designer), judge; Scott Roller (Senior Designer, Caltex Toyota), judge; Scott Anderson (Designer, DaimlerChrysler), judge; John Kinne (Atotech USA), judge; Bryon Fitzpatrick, Chair of Transportation Design, College of Creative Studies; and Kunihisa Ito, Professor, Industrial Design, College of Creative Studies.



Bright Design winner Sang Hoon Shin is congratulated by Mike Kuntz of Kuntz Electroplating, coordinator of the program.



The final design of the second place entry is also accented in chrome. Although exaggerated as a concept, the ability to render chrome in design is a learning outcome of the Challenge and an element the judges consider.



This photo shows the judges at work (with clipboards) as they evaluate one entry. From left in foreground: Tony Revier (Uyemura International), representing SFIC; Scott Roller (Calty Toyota); Scott Anderson (DaimlerChrysler); John Kinne (Atotech USA); and Mike Kuntz (Kuntz Electroplating Inc.).

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