



The 2010 BRIGHT DESIGN CHALLENGE WILL SOON BEGIN!



A Bright Idea

NASF and the College for Creative Studies in Detroit is proud to announce that the 11th Annual Bright Design Challenge will soon be kicking off! The future of surface finishing depends on the innovative ideas of our youth and it's the responsibility of those currently serving this industry to foster and nourish these ideas.

The Bright Design Challenge (BDC) was created to help promote electroplated bright and alternative finishes in various industries and to educate future designers on the processes responsible for creating the look, feel, and performance of these finishes.

This year the Bright Design Challenge will focus on utilizing bright finishes and chrome on a performance motorcycle – the details are still being worked out – but you can be sure this will be an exciting challenge!

The BDC has grown since its inception as a small extracurricular project in 1999 to become a well recognized and publicized industry and scholastic event that it is today. This is done in a competitive and spirited fashion and has become an exciting part of the Transportation Design curriculum at the College for Creative Studies.

How can you participate? By becoming a BDC Sponsor. Your investment will be used to fund the scholarships which are applied directly to students' tuition and administered by CCS.

2009 BDC Sponsors



Enthone



2009 BDC Patrons

David Calnan (Southern Water Treatment Company)

Gary Fennwald (3M Company)

Bill Saas (Coventya, Inc.)

Keith Sasaki

Tan Yee.Shu (Sterling Impreglon Asia Pte Ltd.)

Gilbert and Jones

Walgren Company

2009 Management Conference Attendees

2010 BDC SPONSORSHIP INFORMATION

All sponsors will be recognized in various print and digital material of the NASF and invited to participate in the following events held in Detroit (dates yet to be determined):

Project Launch Event
Appreciation Reception
Final Judging Ceremony
Award Presentation

SPONSORSHIP CATERGORIES:

We will acknowledge all sponsors in P&SF at least 3 times throughout the BDC 2010 process. We will list all sponsors on the NASF website. In addition, as the BDC is promoted at various NASF events, all sponsors will be listed in the promotional materials.

GOLD (\$5000.00)

- Provided with copies of the digital artwork to utilize the designs from the annual competition for their own promotional or communication purposes
- Will receive a copy of the final CD/DVD of work upon conclusion of the event
- Mention in P&SF minimum of 3 times
- Listed as Gold Sponsor on NASF website

SILVER (\$2500.00)

- Provided with copies of the digital artwork to utilize the designs from the annual competition for their own promotional or communication purposes upon request.
- Mention in P&SF minimum of 3 times
- Listed as Silver Sponsor on NASF website

BRONZE (\$1000.00)

- Mention in P&SF minimum of 3 times
- Listed as Bronze Sponsor on NASF website

GENERAL (\$500)

- Listed as General Sponsor on NASF website

PATRONS

- NASF welcomes all individuals and companies that would like to make a donation to the BDC.



History

The Bright Design Challenge (BDC) scholarship contest has promoted and encouraged the use of nickel-chrome and bright products within the automotive industry since 1999. The project has become the premier finishing promotional project of our industry and will continue to grow through active participation of finishes and suppliers. 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 chrome and bright options on their vehicles at a record pace not seen since the 1960’s.

They say that chrome and other alternative finishes such as Midnight Chrome styling give their vehicles a “classy, luxurious feel” as well as added resale value. However, aesthetics often overshadow the other proven advantages of electroplating process such as unparalleled corrosion protection, durability, and recyclability – further increasing resale value and keeping customers satisfied for years to come. 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.

For more information contact Cheryl Clark at 202-457-8404, Extension 213 or cclark@nasf.org.

2009 BDC WINNERS

Ludwin Cruz - 1st Place

Anthony Meyer - 2nd Place

Adam Hubers - 3rd Place

Takahiro Kuze - Honorable Mention