

And the winner is...

VACC's Target 2020 'Design the car of the future' competition continues to unearth future stars

AFTER MONTHS OF speculation, VACC has announced the winners of the Target 2020 competition at an 'Oscars' style Awards Night.

The Awards were held at the AutoHorizon Foundation facilities at Melbourne's Docklands. It is a living breathing workshop, oozing innovation and forward thinking; the perfect location for a competition which encourages entrants to let their imagination run wild.

Target 2020 is an annual automotive design competition, run by VACC, for secondary and tertiary students in Victoria. There are three categories: essay, design and model-making. The students, and their school, college or university, win cash prizes of \$500 for the essay category and \$3000 for the design and model-making categories.

secondary age group because that is where the raw talent exists. It is talent that we can harness.

"With fresh talent like this coming through and the assistance of VACC, the Automotive Industry, Governments and other agencies, we can find the people to ensure the positivity continues. I would encourage everyone interested in cars and design to participate in this fantastic program. It is how you get yourself noticed," Ferlazzo said.

Target 2020 judging was held in early July, at VACC House. However, the entries were of such high standard that organisers wanted to show them off to a wider audience, hence the Awards Night. On previous occasions the presentations have been during the Melbourne Motor Show, but with the establishment of the Australian International Motor Show (AIMS) in Sydney this year, it meant alternative arrangements had to be made.

Nothing is confirmed yet, but *Australian Automotive* understands there will be discussions about hosting the 2011 Target 2020 awards at the AIMS in Melbourne next year.

"Work has already started on planning next year's competition," VACC Executive Director, David Purchase, said.

"But for now, I would like to take this opportunity to thank the Target 2020 judges, Richard Ferlazzo, Brian Tanti and Neil McDonald. They inspire the students and give their time generously. Finally, congratulations to everyone who entered this year's Target 2020 competition. The standard was extremely high and I am sure many students will go on to very successful careers in the Automotive Industry," Purchase said.

While there could only be one Target 2020 winner in each category, no student left the Awards Night empty handed. The Fox Classic Car Collection, Docklands kindly donated complementary tickets for the museum to each entrant. If you love design and cars, the Fox Classic Car Collection is a must.



SECONDARY DESIGN CATEGORY
TOM GRECH, 17
WOODLEIGH SCHOOL, BAXTER

I wanted to do something that filtered air pollution while at the same time releasing clean emissions. I see car design as a challenge and something I want to get into.



TERTIARY DESIGN CATEGORY
BRYAN LEE, 24
MONASH UNIVERSITY

My design was a multi-purpose, all-terrain, vehicle. I do a lot of concept paintings as well and I like to be a bit quirky. The Awards night was the same day as my birthday and I have a job at Ford, so things are pretty good right now.



TERTIARY MODEL CATEGORY
CHAOSHI LI, 24
MONASH UNIVERSITY

My concept 'MiraQua' is a compact Electric Vehicle that adopts in-wheel-motor and drive-by-wire technologies. Free from conventional vehicle layout, it allows passengers to ingress and egress via one large asymmetrical front gate.



After a welcome by VACC Executive Director, David Purchase, the Minister for Industry and Trade, Jacinta Allan addressed the 120 guests.

"I can see from the models and designs that you are off to a flying start with the work you have done to date. Thank you for showing off your talents and creativity and we look forward to seeing more of that work, in the future, in the Automotive Industry," Minister Allan said.

The prizes were presented by Target 2020 judges, Richard Ferlazzo, GM Holden Design, Chief Designer, and Brian Tanti, CEO, AutoHorizon Foundation. Neil McDonald, motoring journalist and Target 2020 Judge was unfortunately unable to attend.

Ferlazzo said he was inspired by the work of young designers.

"I see high quality design on a regular basis from professional designers in their chosen career, but these amazing designs and models are by students. I particularly like the



SECONDARY ESSAY CATEGORY
DANIEL ROMANO, 19
ST JOSEPH'S COLLEGE,
NORTH MELBOURNE

My essay was about sustainable transportation and looking at nature for inspiration. It's the third time I have entered and the third time I have won. I would love to be a car designer one day.



TERTIARY ESSAY CATEGORY
MINH HUYNH, 22
MONASH UNIVERSITY

As a woman, I would definitely encourage more females to get involved in the automotive design industry. I now work at Ford and it is exciting, rewarding and there are lots of opportunities.



SECONDARY MODEL CATEGORY
CHRIS HAYWARD, 18
SCOTCH COLLEGE

I am planning on going into Industrial Design at RMIT and Target 2020 is a great chance to help with the portfolio.



Fox Classic Cars Collection

Collected over a 20-year period by trucking magnate, Lindsay Fox, the Fox Classic Car Collection includes more than 50 prestige vehicles worth many millions of dollars.

The collection, housed in the Queen's Warehouse, Docklands, Melbourne, includes expertly restored or fastidiously maintained original vehicles including Bentley, Ferrari, Jaguar, Porsche, Mercedes-Benz and Rolls-Royce.

The Sir Henry Royce Foundation Gallery (one of only three in the world) is also located in former customs building. It features some significant Rolls-Royce and Bentley vehicles.

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