

ARTS & ENTERTAINMENT

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CCS student designers turn cars into art

sleek lines, dazzling metallic paints and plush interiors turned my head long before I was old enough to drive. My dad was probably responsible for my taking an intense interest in cars. An engineer at Ford Motor Company for 40 years, he always bought the sportiest, fastest models with the biggest engines.

Later, I did the same. My 1987 Thunderbird Turbo Coupe lasted 12 years before I sold it to my neighbors' teenage sons. It was quick, red and a thrill to put through all five gears.

But I don't think my craziness over cars is an exception. All Detroiters appreciate stylish vehicles. After all,

this is the home of the Big Three and the first assembly line.

Designing cars is definitely an art. The public expects pizzazz when it looks at a vehicle. It should make driving fun, plus be affordable. That's exactly what Christian Hardin had in mind when he designed the Ford Rusp as part of a summer internship program sponsored by the American Iron and Steel Institute at the College for Creative Studies (formerly Center for Creative Studies).

Concept vehicles by Hardin, Hong Yoo and Mike Chan are on display at the North American International Auto Show at Cobo Hall through Monday, Jan. 21.

"You're given a concept, what would we like to drive," said Hardin, a Waterford resident now in his senior year at CCS. "You've got to be creative and come up with something new, and fresh. You're putting your thoughts and dreams down on paper."

"It's a take-off on the Shelby Cobra, an affordable roadster costing approximately \$12,000. A kid in high school can't afford an MR-2 so I'm rousing all body panels. They're all alike so it's perfectly symmetrical."

The Ford Rusp is the car Hardin would like to drive in the future. And he might just get his chance. Steve Saleen of Saleen Mustang fame recently showed interest in the Rusp after seeing the model at the auto show in Detroit.

"I fell in love with design after taking my first class at the Birmingham Bloomfield Art Center at age 11," said Hardin who drives a 1971 Dodge Charger in summer and '87 Ford GT fastback the rest of the year. "I've basically been in love with them since I could walk. I plan on making this my future."

A senior in the transportation design department at CCS, Hong Yoo intends to design vehicles for the future as well. The Bloomfield Hills student came up with a concept Chevrolet Malibu, a modular utility vehicle that is versatile for the buyer as well as economical for the manufacturer to produce.

"The theme this year is low cost tooling, interchangeable parts, cars for the masses," said Yoo. "I designed a van with a lot more freedom. Flexible vehicles are a trend of the industry in Japan and Europe. The customer has a choice of folding down seats and re-engineering the interior of the car. My design gave the manufacturer flexibility without retooling and can be used as an ambulance, van or utility truck."

"Not having to retool is cost saving. It also saves on real estate within the plant. Reducing one die makes a difference and you're getting a whole range of vans and trucks."

Yoo designed a city bus in the



Orchestra directors optimistic about uncertain future

By LINDA ANN CHOMIN
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Community orchestra leaders paint a grim, but inspired portrait of their nonprofit organizations' future. From Birmingham to Plymouth, Rochester, Livonia and Pontiac, giving ja down, volunteers nearly non-existent. But directors of these semi-professional symphonies are not willing to let classical music die after its brought joy to audiences for hundreds of years. Innovative marketing strategies to attract new ticket buyers and a one-on-one approach to fund-raising guarantee brighter seasons ahead.

At age 27, executive director Darlene Dreyer is breathing life into the Plymouth Symphony by launching unconventional methods for reaching the public. Concert information is now advertised on fliers attached to pizza boxes. A multi-point approach to raising the \$241,000 operating budget keeps Dreyer busy writing grants and approaching local businesses and corporations. Dreyer is also leading an effort to organize community orchestras to share ideas. The next meeting is scheduled for Thursday, Jan. 17 in Royal Oak.

"With the Pops Romances fliers we're targeting the direct market we want at home," said Dreyer. "We hope to use ticket sales to raise the

deficit caused when we received a smaller grant from the Michigan Council for Arts & Cultural Affairs this year. Statewide there was a decrease but local support is helping. A grant from Visteon for our side-by-side concert with students, scholarship money from Rotary, Optimist and the Kiwanis Foundation, a matching grant from (former PSO president) Don Soenen, program ads, and investment income from our endowment, which was hit by the market, all add up.

"Grassroots marketing is helping. By placing tent cards on local restaurant tables to promote concerts 2-weeks before, we're reaching audiences who didn't know the PSO existed. The Penn Theatre is flashing a slide of information pertinent to the next concert on their screen before showings. I'm grateful to everybody in the community for in-kind support."

Community support allows orchestras to increase programming for residents. Informational lectures/demonstrations and concerts become mainstays in schools.

"We've allocated \$10,000 of the budget for educational programs and this year each school in the Plymouth/Canton district will chip in \$500 each. We also offer free admission for age 0 to 12th grade. One of our tenets is to provide education

experiences. By not charging for children, it encourages families to come and use the Cry Room at Our Lady of Good Counsel during concerts. Families can come with infants. One young couple came with a 4-week old baby. They were able to get out without a baby sitter and enjoy the music."

Birmingham-Bloomfield Symphony
Introducing children to music is

Upcoming orchestra concerts

■ Livonia Symphony feature violinist Xiang Gao 7:30 p.m. Saturday, Jan. 19, in Churchill High School Auditorium, 8900 Newburgh, North of Joy, Livonia. \$16, \$10 students/children. (734) 425-4855

■ Canton Chamber Orchestra of the Plymouth Symphony with vocalist Deanna Relyea, 8 p.m. Saturday, Jan. 19, at First United Methodist Church, 45201 North Territorial, Plymouth; and 4 p.m. Sunday, Jan. 20 at Kerrytown Concert House, Ann Arbor. \$15, \$12.50 seniors/college students, free for children from birth to 12th grade for Plymouth concert. Call 451-2112. Tickets for Ann Arbor concert vary by seating and can be reserved by calling (734) 769-2999

■ Birmingham-Bloomfield Symphony present pianist David Syme in a Red, White & Blue Salute to area firemen that begins with a benefit dinner 4:30 p.m. Sunday, Feb. 3, followed by concert at 7 p.m. at Temple Beth El, 7400 Telegraph at 14 Mile, Bloomfield Hills. \$50 for dinner/concert, \$25, concert only, free for students. Call (248) 645-BBSSO

■ Rochester Symphony, 8 p.m. Friday, Feb. 22, at Sloney Creek High School Auditorium, Rochester. Volodymyr Shesniuk conducts an all-Russian program. \$15, \$13 students. Call Doris Kennedy at (248) 651-4181

■ Pontiac-Oakland Symphony with guest organist James Wells, 4 p.m. Sunday, Feb. 24, at All Saints Episcopal Church, 171 West Pike, Pontiac. Tickets \$15, \$10 students/children, and available at the door one hour before concert.

one of the ways the Birmingham-Bloomfield Symphony attracts new audiences. Free admission for students enables parents to take in a concert and make it a family affair.

"We moved starting times of concerts to 7 p.m. so kids can gain an appreciation for music," said Carla Lamphere, BBSSO executive director.

"10 to 16 years ago music was struggling in the schools. Now programs are flourishing. Kids are stimulated

CONCERT

Young artist:
Cellist Yuriy
Leonovich
premieres his
Cello Concerto
No. 23 in
B minor,
Opus 43
(Allegro-piu
mosso) at
Temple Beth El.



Series spotlights young Jewish musicians

By LINDA ANN CHOMIN
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Cantor Steven Dubov knows how important it is for young musicians to perform before the public. It's something Dubov does regularly, so he's not about to cut the interview short even though his flight just arrived at LA International Airport and he's heading for a singing engagement.

Dubov and the rest of the music committee at Temple Beth El want to do whatever they can to encourage young artists, so they're starting a series to highlight Jewish musical talent from the Detroit metropolitan area 3 p.m. Sunday, Jan. 20 in Bloomfield Hills. A meet the artists reception immediately follows the concert.

"Several music committee members, including chairman Cindy Bolokofsky, wanted to provide a venue for kids considering serious careers in music," said Dubov. "It's important at that age that they have an audience to help prepare for juries (finals)."

"We held auditions in December and musicians also sent tapes. We want to encourage everyone. It was the best talent I've ever seen in all one room. A scholarship is available to each student who performs, from the Sisterhood of Temple Beth El. Marilyn Berman helped organize the project."

David Basin is grateful to all who helped make his upcoming performance possible. The Waterford resident is

Concert

What's Young Artists series opens with pianist David Basin and cellist Yuriy Leonovich

When: 3 p.m. Sunday, Jan. 20

Where: Temple Beth El, 7400 Telegraph at 14 Mile, Bloomfield Hills

Tickets: No charge but reservations recommended. Call (248) 851-1100, ext. 31150

Please see SPOTLIGHT, B6