Tech Center News

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Deadline: Thursday 5:00 p.m. for the next edition of Monday

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'Oscar' Leads Way In Developing **Impala Seats**

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development, Oscar helped determine the overall dimensional layout of the interior, allowing engineers to make the best use of space.

State-of-the-art digital pressure-mapping technology was used to scan the rear-end impressions of people of all shapes and sizes over the seat surface, creating a map with more than 4,600 data points, Green said. A laptop computer used the data to generate graphics illustrating how occupants sit in the seat statically or while driving.

The Impala's front seats are heated and ventilated, and bolstered for greater support. The seat cushions are designed to provide a firm feel, Lyons said. LS models feature cloth seats, while LT comes standard with cloth/vinyl seats. Sueded microfiber-trimmed seats are available on LT and LTZ models, which feature standard perforated leather seating. Standard on LT and LTZ models, rear-seat headrests fold to improve rear visibility when there are no backseat passengers.

Car reviewers have noticed the attention paid to Impala's seats, Lyons said.

"After hours in the driver's seat, we found ourselves just as fresh as we were before we set out," wrote Mark Takahashi, automotive editor, Edmunds.com.

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GM Foundation Grant Makes Art More Available to Students

The GM Foundation is donating \$50,000 to the Museum of Contemporary Art Detroit, also known as MOCAD, to help make possible new art education programs for area middle and high school students, said Maria Mainville, GM Foundation and Corporate Relations Communications manager.

The Foundation has a longstanding history of supporting community arts programs in the area and across the country, Mainville said. In the last three years, the Foundation has financially supported Detroit-based nonprofits and cultural institutions like MOCAD with grants totaling \$23.2 million.

'Through its diverse community outreach and education programs, MOCAD is inspiring artistic minds and the next generation of innovators," said GM Foundation President Vivian Pickard. "It's exciting to see all that the museum has accomplished in the past seven years and we look forward to helping the institution expand its education portfolio."

Coordinated by a new youth

program producer, the new classes will be designed by and for teens, Mainville said.

Teens who participate will receive an honorarium for their work.

"MOCAD's new youth programs are designed to inspire and empower teens while providing an exciting introduction to creative careers," said MOCAD Executive Director Elysia Borowy-Reeder.

"We thank the GM Foundation for this generous grant, and for making contemporary art and design more accessible to middle and high school students in Metro Detroit."

The following GM Foundationnamed education programs, Mainville said, will begin at MO-CAD at the end of November:

- Teen Council A select group of 12 high school students from Metro Detroit gather once a week to develop programming and events for their peers, serve as volunteers at MOCAD community outreach events and contribute to the museum's blog.
- Open Studio Opportunity for high school students to show-

case their works in progress and to receive feedback from guest artists, designers, Wayne State University, the College for Creative Studies, and Cranbrook faculty and staff.

- Student Docent Program –An immersive school program designed to equip sixth to eighth graders with the necessary skills to connect with others through contemporary art and design. The program goals include increased confidence, leadership training, public speaking experience, self-advocacy, self-expression and deeper visual acuity.
- Saturday Workshops This program encourages middle and high school students to explore art and design through projects inspired by MOCAD exhibitions and programs.
- Lectures and Gallery Tours -Tours and lectures hosted by exhibiting artists and curators, in support of MOCAD's featured exhibitions.
- Teacher Programs Professional development workshops and exhibition previews for K-12 educators hosted by MOCAD Teacher Advisory Group of De-

troit-Metro.

• School Groups – K-12 school groups are offered free admis-

sion to the museum. This will include special tours led directly by museum staff

members. Established in 2006, MOCAD's mission is to present art at the forefront of contemporary culture.

As a non-collecting institution, MOCAD "is responsive to the cultural content of our time, fueling crucial dialogue, collaboration, and public engagement," said Mainville.

The museum is an innovative addition to Detroit's vibrant Midtown neighborhood and functions as a hub for the exploration of emerging ideas in the contemporary arts.

The 22,000-square-foot building, a former auto dealership, has been renovated carefully to maintain its historic character, Mainville said.

"With its raw, flexible, and lightfilled cavernous spaces, the building is well suited to the exhibition of contemporary art," Mainville said. "MOCAD's ambitious series of public programs aims to engage diverse audiences and includes lectures, musical performances, films, literary readings, and educational activities for children."

Got News?

If you have solid business news for this paper, please contact us at News@DetroitAutoScene.com.

We always like hearing from our readers, and like hearing your story as well. So, don't hesitate to contact us.

Everyone wants to be associated with a winning team.

Ford Founder's Moving Assembly Felt 'Round the World

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to reach and stretch when building a vehicle to ensure that the work conditions meet Ford ergonomic standards. Since the implementation of this virtual process in 2001, the number of ergonomic issues during physical builds has been reduced by nearly 20 percent.

"Technologies such as 3D printing, robotics and virtual manufacturing may live in represident, Ford Research and Inprocess."

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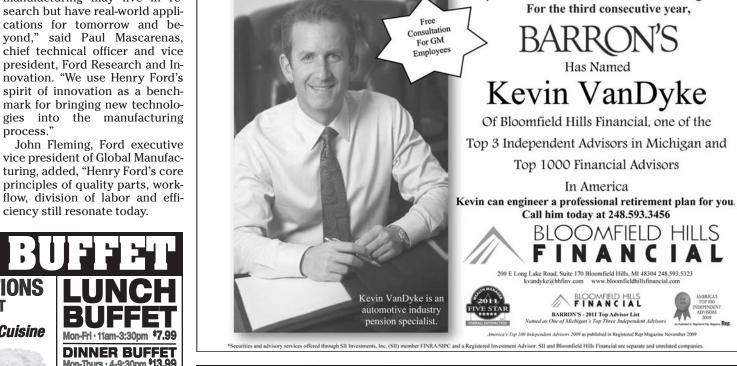
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"Building on that tradition, we're accelerating our efforts to standardize production, make factories more flexible and introduce advanced technologies to efficiently build the best vehicles possible at the best value for our customers no matter where they

Ford's recent expansion plans in global manufacturing and production will result in eight new assembly plants and six new powertrain plants, which will help retain 130,000 manufacturing jobs around the world, said Adamski.

They also put the company on pace to produce 6 million vehicles in 2013 - approximately 16 vehicles every seconds around the world.



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