



Alias Sponsors 5th Annual Car Classic at Art Center College of Design

Company Affirms Commitment to the Education of Automotive Designers in North America

Toronto ([PRWEB](#)) July 16, 2005 -- Alias has announced that it is a sponsor of the 5th Annual Car Classic event being held at Art Center College of Design, in Pasadena, California this month. The event, hosted by Art Center as it marks its 75th year as a leader in art and design education, will celebrate both existing and future designers and how they can make a difference to the world we live in today.

The Annual Car Classic will feature appearances by existing 'celebrity' automotive designers, vehicles from top car collections including Jay Leno's McLaren F1 racecar, and cars that have been designed by alumni from Art Center College of Design, including the MINI Cooper. Exhibits will feature original artwork done by Art Center alumni as well as new design work underway by Art Center students, and a great deal of the work displayed in Alias StudioTools which is used by the students and faculty. By sponsoring this prestigious event, Alias is continuing to affirm its commitment to the education of designers worldwide.

"According to data from the Art Center College of Design, it is estimated that more than half the automotive designers in the world are graduates of the school and we are happy to support their efforts in pushing the boundaries of automotive design forward," said David Della-Rocca, education industry business development manager, Alias. "Alias provides the world's best industrial design tools and Art Center College of Design creates some of the world's leading industrial designers, making this sponsorship a perfect match of skills and technologies. We are happy to continue helping future transportation designers to conceptually design, create and engineer Æ quickly and creatively.Æ

The 5th Annual Car Classic is open to the public and press and is planned for Sunday July 17th 2005 at the college's Hillside Campus in Pasadena. More information can be found at: www2.artcenter.edu/carclassic.

About Art Center College of Design

In 2005, Art Center College of Design marks its 75th year as a leader in art and design education, and sets the stage for the next era of growth. Art Center has distinguished itself as a center of innovation, educating art and design professionals to also be creative thinkers capable of inspiring change in society by solving problems through design. Looking toward the future, Art Center continues to develop its educational curricula, enhance its facilities and contribute to bettering our society.

Art Center College of Design (www.artcenter.edu) offers undergraduate and graduate degrees in a wide variety of art and design disciplines, as well as Public Programs offering design education to all ages and levels of experience. Integral to Art CenterÆs core curricula is a commitment to providing its students with the skills to embrace change and address real-world issues. Art Center College of Design is located in Pasadena, California, with classes held at its Hillside and South Campuses.

About Alias

As the world's leading innovator of 3D graphics technology, Alias develops award-winning software, custom development and training solutions for the automotive, industrial design and visualization markets and film and video, games, web, interactive media and education markets. Alias also offers a powerful range of services for new to advanced users in the most demanding environments. Learning Tools and training, support, and professional services help meet rigorous production deadlines.



The company's design customers include AT&T, BMW, Boeing, Fiat, Ford, General Motors, Honda, Italdesign, Kodak, Kwikset, Mattel, Price Pfister, Renault, Rollerblade, Sharp, Trek Bicycle, Teague and Timex.

Please visit the Alias website at www.alias.com or call (800) 447-2542 in North America. International contact numbers include: Northern Europe, Middle East and Africa, +44 (0) 1494 441273; Germany, East & Southeast Europe, 0049 89 31 70 20; Italy, 39 039 6340011, France, Spain and Portugal, +33 1 44 92 81 60; Japan and other parts of Asia Pacific, 81 3 5797 3500 and Latin America, 770 393 1881.

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