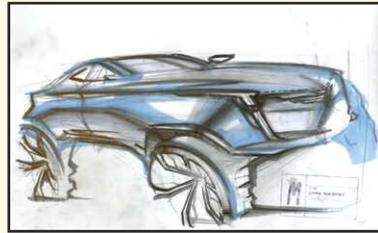


BASF Presents Winner of 2016 Fight Club of Automotive Design at Middlecott Sketchbattle in Detroit, MI

Omar Gonzalez won the 2016 Middlecott Sketchbattle Experiment, pre-

sented by *BASF*. Introduced in 2012, the experiment is Detroit's first-ever "Fight Club of Design," an underground automotive industry event developed to identify emerging design talent.

The event coincides with the Detroit Auto Show, and is an automotive sketching competition where contestants battle for the championship. Fourteen contestants competed under pressure, in front of an audience in a timed, three-round boxing themed setting.



Omar Gonzalez's first round sketch featuring BASF Nightfall Blue a 150th anniversary color from South America

"Sketchbattle is an amazing event that enables emerging industry talent to shine. These artists and designers are the future of the automotive industry," said **Paul Czornij**, technical

manager for the BASF Color Excellence Group and Sketchbattle judge.

Other judges included: **Ralph Gilles**, head of design, *FCA - Global*; **Bregt Ectors**, global strategic design manager, *Buick*; and **Kemal Curic**, design manager, *Ford Mustang*.

"It was one of the coolest experiences I've ever had, and I was extremely impressed by the audience and judges. It was a pleasure to sketch live for all of them. Middlecott Sketchbattle is a great platform for young designers to make connections inside the automotive industry," said Gonzalez, a native of Mexico who recently graduated from Universidad Autonoma de Nuevo Leon (UANL) in Monterrey, Mexico in the Industrial Design program.

Sketchers incorporated colors developed by the BASF automotive color excellence group to celebrate the company's 150 anniversary in 2015. Four colors were developed—one for each of BASF's global regions—Arjean Silver for North America, Nightfall Blue for South America, Solaric Green for Europe and Fresh Mint for Asia-Pacific. A different color was used for

each round of the competition.

"The use of BASF colors in this year's competition presented the contestants with a unique design opportunity to convey their dreams in color in 30 minutes or less," said **Frank Schwartz**, co-owner and partner, Mid-



The 14 design competitors sketch at a table surrounded by hundreds of onlookers during the 2016 Middlecott Sketchbattle presented by BASF

dlecott Sketchbattle. "The anniversary colors brought the designer's passions to the forefront, and the judges had a very difficult time choosing a winner, although Omar's consistency throughout the evening helped bring him the award."

More information about the division is available at www.basf-coatings.com

BASF
We create chemistry



2016 Sketchbattle winner, **Omar Gonzalez**, with his championship belt

Iowa 'Roadside Birth' Couple Has Healthy Baby Boy

by **Olivia Mancino**, KWWL

As the sun came up over Highway 20 on the morning of Feb. 11, a new life was born...also on the highway.

An Iowa Falls couple was on their way to the hospital, but their little guy just couldn't wait.



A baby was born outside of Iowa Auto Rebuilders. Credit: KWWL

Taryn Naill delivered her own baby while her boyfriend drove, and eventually pulled over to *Iowa Auto Rebuilders* to wait for paramedics.

Twenty-four hours later, **Tyler Hall** and Taryn Naill returned to the same shop, this time to express their gratitude to the crew for letting them use their parking lot, and to introduce them to the shops youngest-ever visitor, baby **Tylyn Clay**.

"You know, I never expected this to ever happen in our parking lot, and I don't think it will again, but who

knows, we're always here to help!" said **Dick Merron** with Iowa Auto Rebuilders.

"I was thinking, please don't let us be that person to have a baby in the car, but sure enough, we did," said Tyler Hall, laughing.

Of course the fast and furious delivery wasn't planned; the couple had everything set up with a midwife at the hospital.

But Taryn and Tylyn are healthy, and that's what's important.

"We're going to go home and rest I suppose, and introduce Tylyn to the cats," said Taryn Naill.

Naill says riding in the car will always be different now, and that's not such a bad thing.

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