News Release

BASF presents winner of 2019 Detroit Middlecott Sketchbattle

DETROIT, MI, JANUARY 30, 2019 – Sung Kwon Go, a student of Detroit, Michigan’s College of Creative Studies, was named champion of the Detroit Middlecott Sketchbattle Experiment presented by BASF.

Nicknamed “The Fight Club of Design,” the artistic competition to showcase automotive design talent was conducted at Detroit’s St. Andrew’s Hall on January 15, coinciding with the North American International Auto Show. Sixteen contestants, including designers from many original equipment manufacturers (OEMs) and art students from across the globe, participated in the three-round competition.

In round one, contestants were tasked with sketching a future-concept vehicle that showcased Falken tires. Nine contestants moved into round two, in which the focus was on the Taiwan-based TA YIH lighting company.

The third and final round showcased a BASF-custom color, Aurora Gold, designed for Sketchbattle Detroit 2019 by BASF’s Head of Color Design, Paul Czornij.

“For Aurora Gold, I thought a futuristic super luxury vehicle would be a best fit. I tried to design a vehicle that would express that and gave the Aurora Gold finish to emphasize the luxurious feel,” said Go.

Judges included Ryan Nagode, Head of Interior Design for Dodge and Ram; Adam Rabinowitz, Chief Exterior Designer Calty Toyota; Jeff Hammoud, Vice President...
Design for Rivian Automotive; and Chief Judge Helen Emsley, Executive Director for Global Buick and GMC Design at General Motors.

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