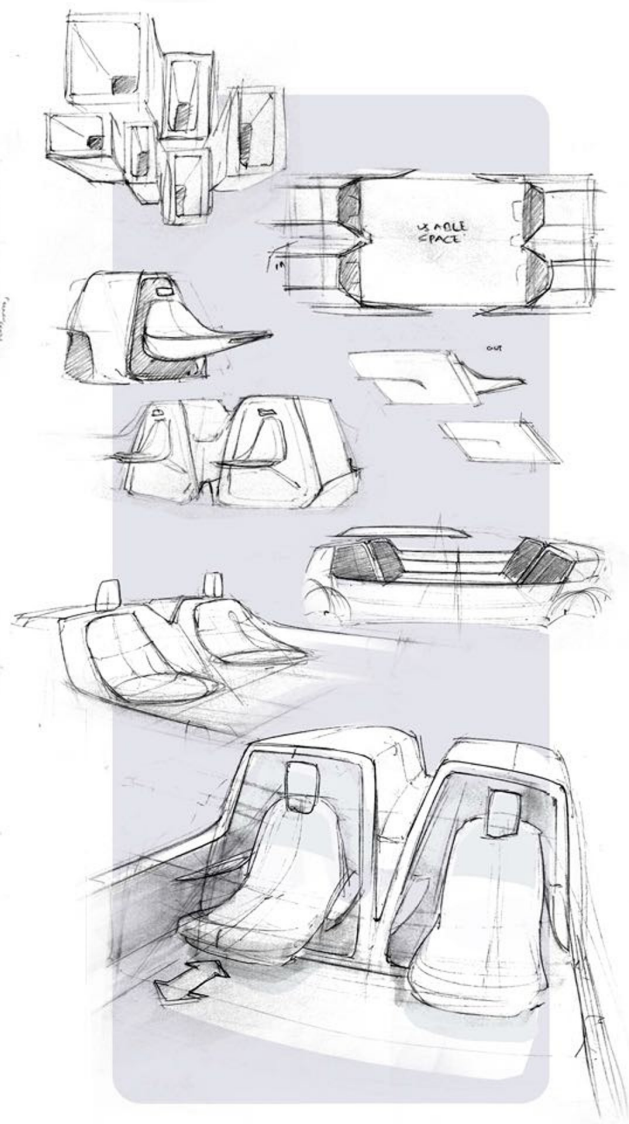
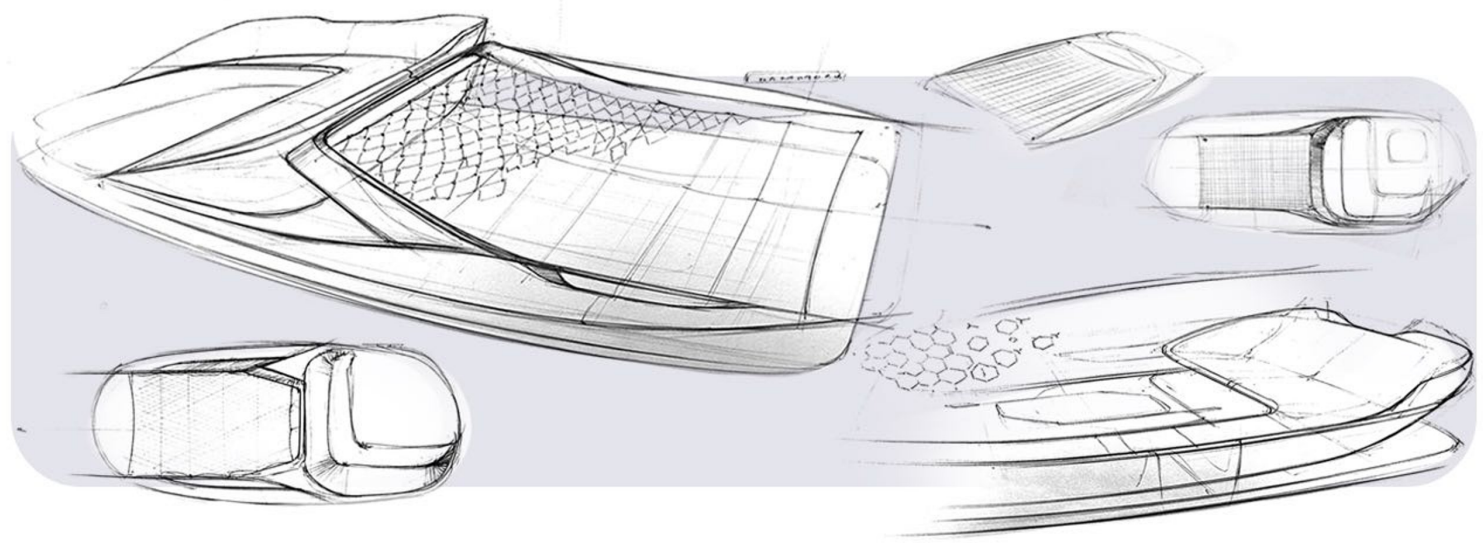
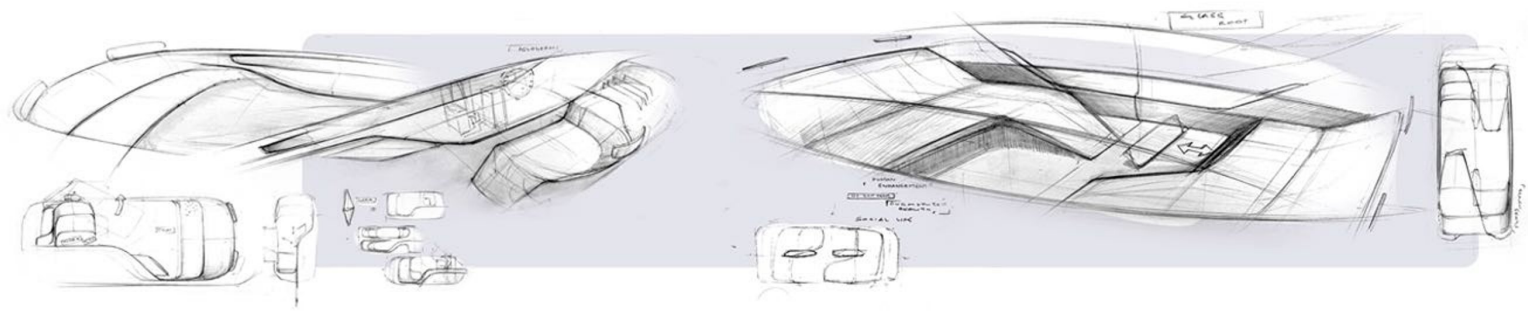
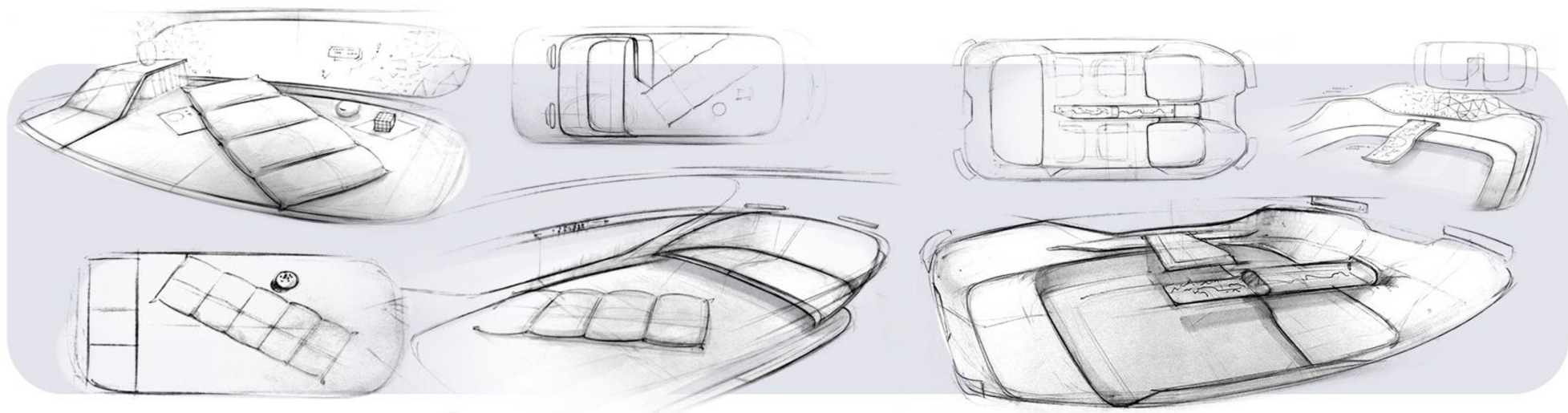
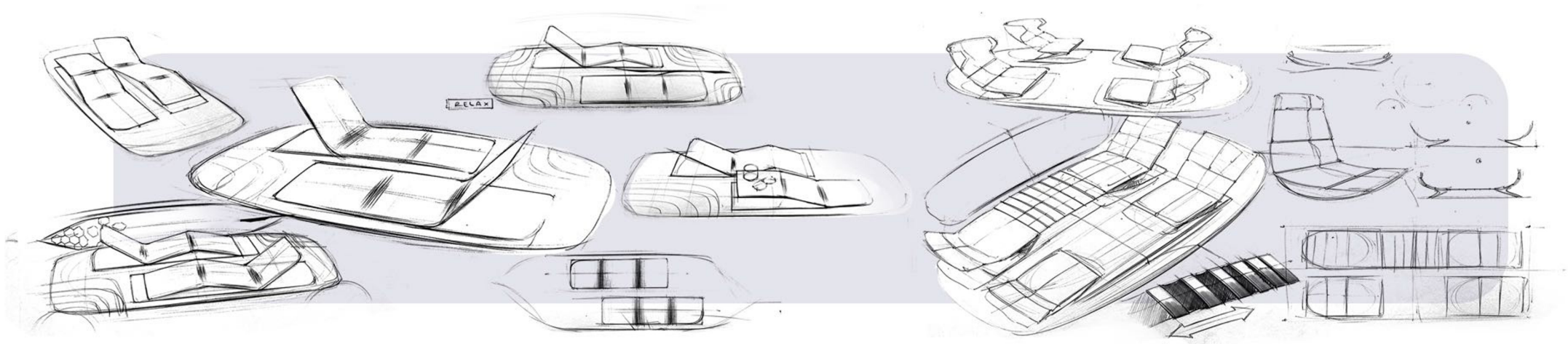
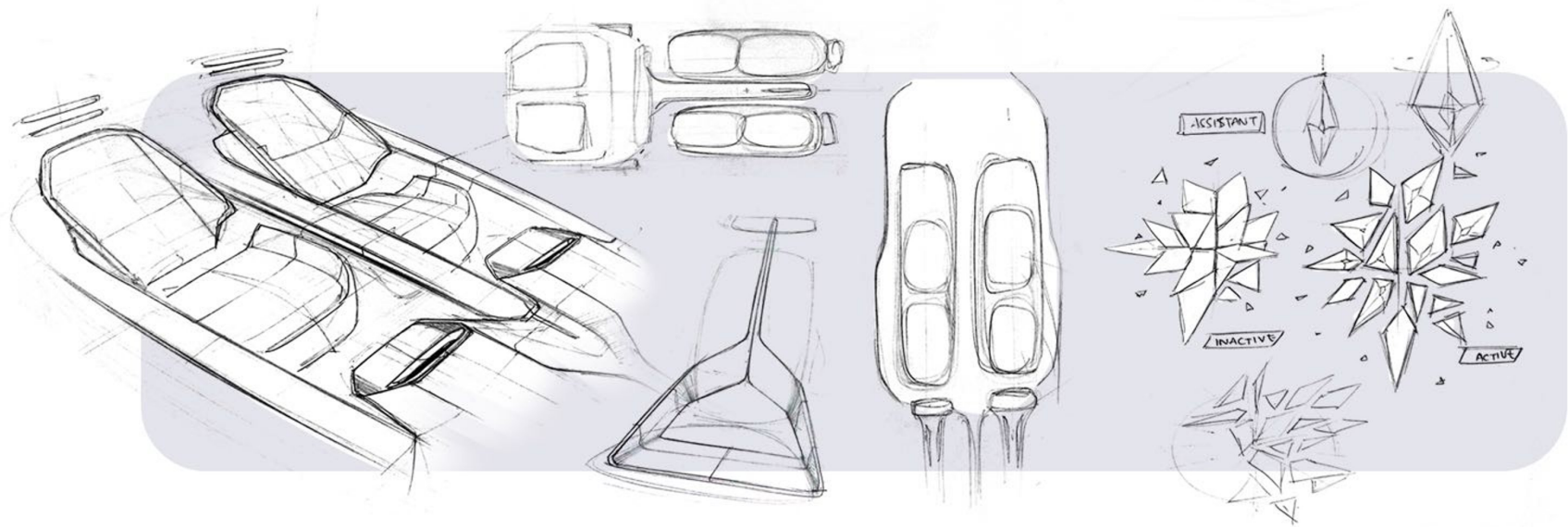
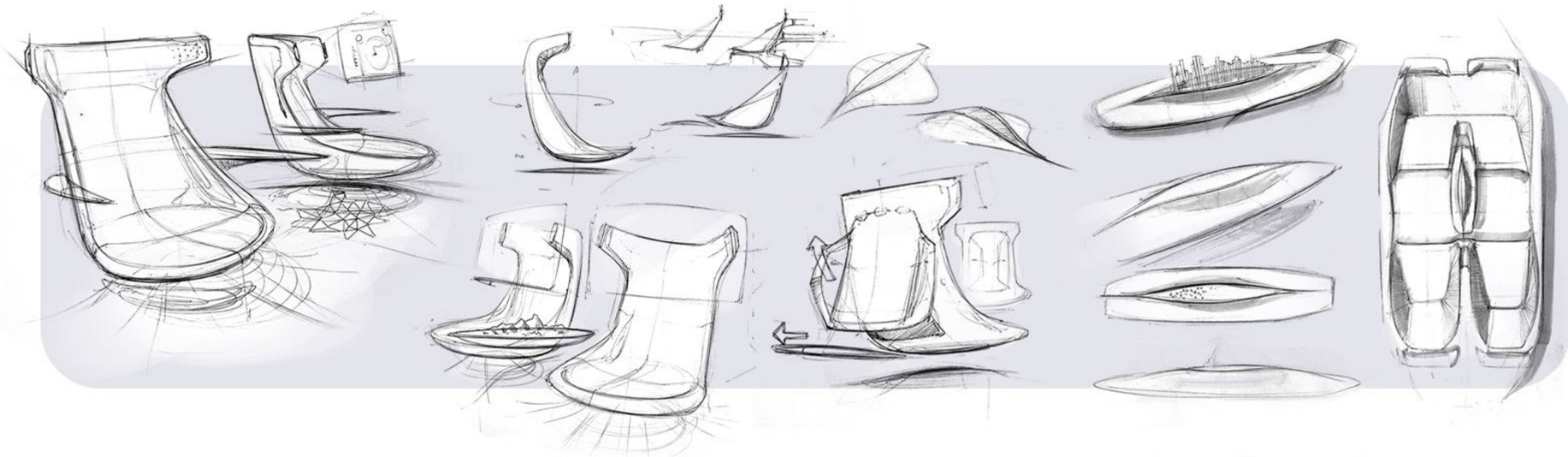


CAR STYLING FOR THE YEAR 2030 BASED ON TECHNOLOGY AND HUMAN FACTORS

INITIATION IDEATION







SCENARIO 2030

ARTIFICIAL INTELLIGENCE

AI can naturally read, write and listen. With its contextual awareness, it manages all the communications between all the connected devices seamlessly without disturbing the user.

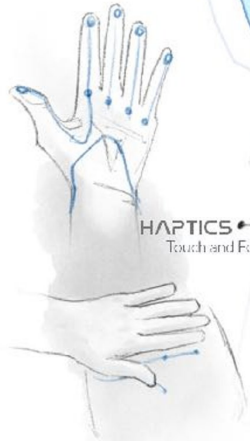
IMPLANTS
Augmented Reality



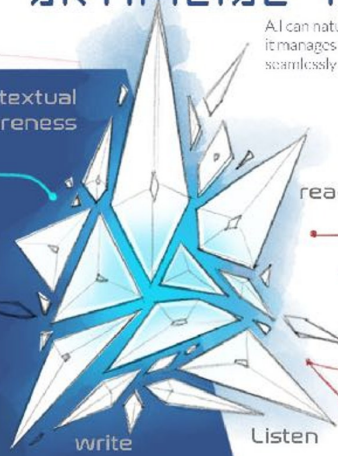
contextual awareness

VIRTUAL IDENTITY

Usage of smartphones and services in the last two decades have developed a virtual identity for everyone which have made AI more personalised and smart



HAPTICS
Touch and Feel

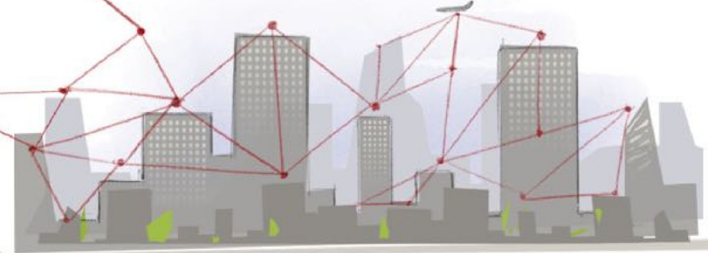
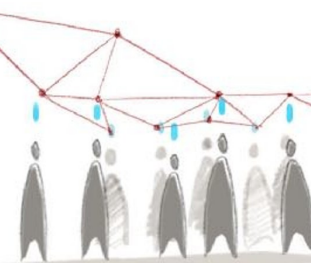


read

write

Listen

100 BILLION
DEVICES



CONNECT

As AI have become more personalised than ever, it also helps build connections in real world with people of similar interests





FULL AUTONOMY

The first batch of fully autonomous vehicles are launched. Vehicles are now capable of driving on their own. With A.I being a core part of the experience, users can get in and relax not worrying about driving.



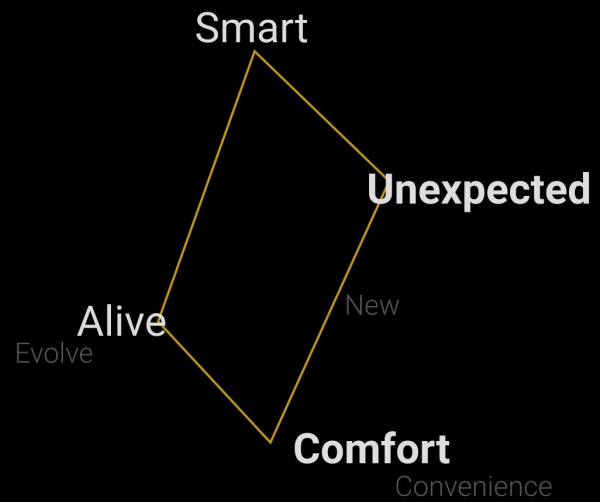
NEW VEHICLE ARCHITECTURE

Full autonomy demands totally new architecture as it is more about mobility than a car. This opens up new opportunities to re-imagine the entire interior space of the vehicle. An interesting challenge is to make the transition from semi-autonomous to fully autonomously vehicle feel comfortable for the user as it includes problems like motion sickness and situation awareness.

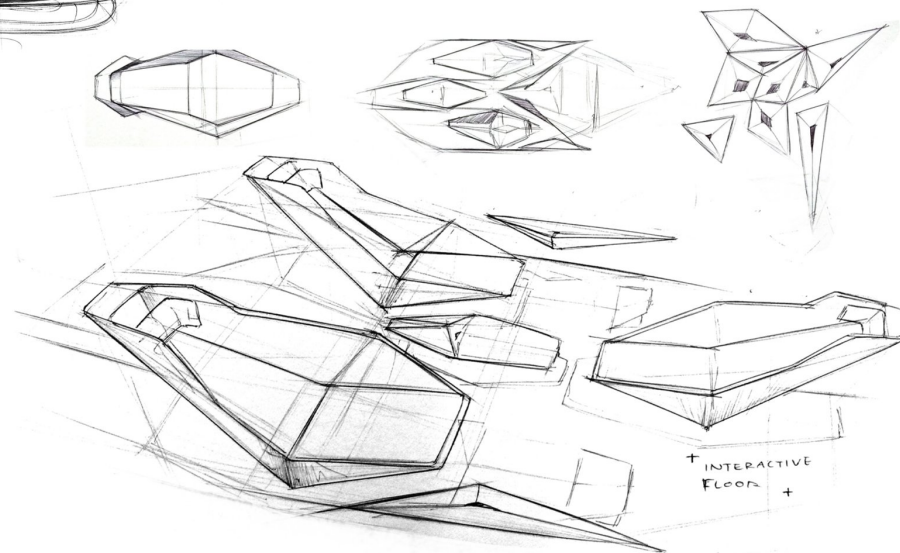
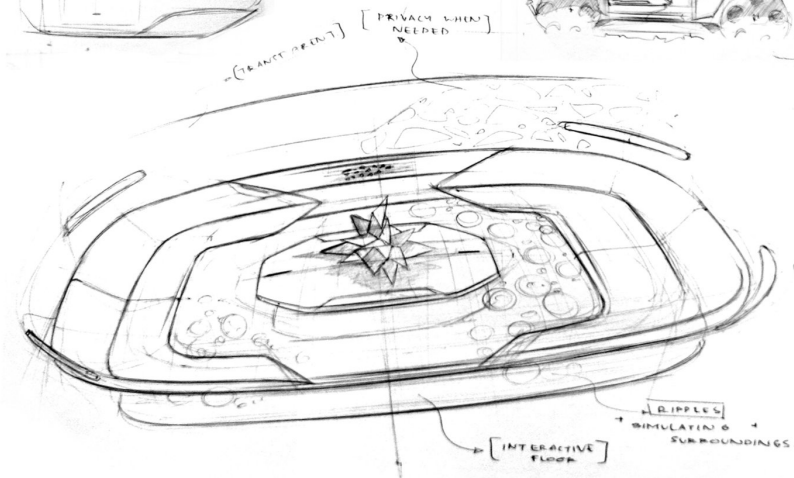
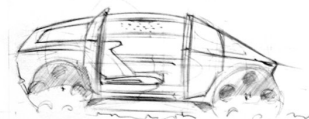
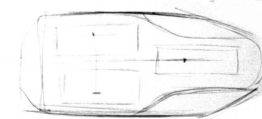
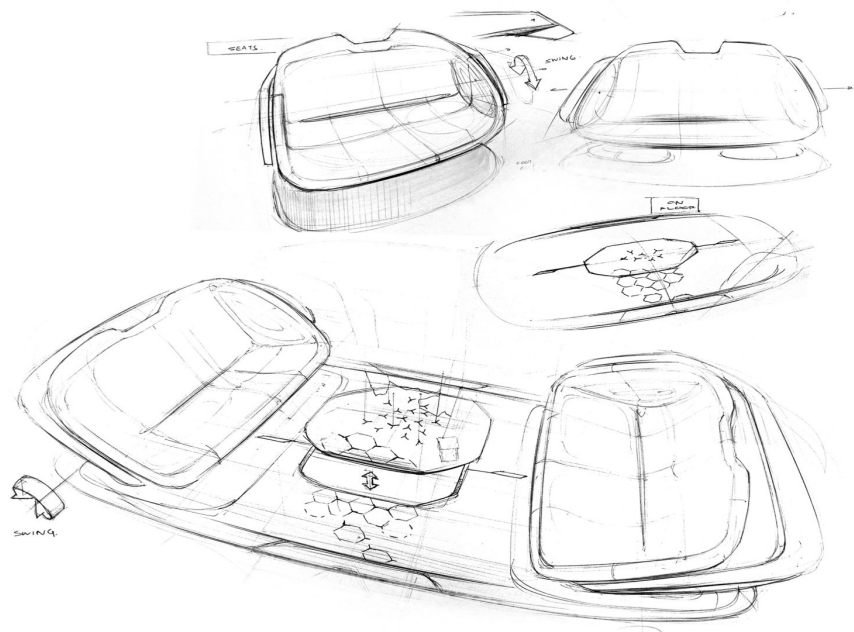
DESIGN BRIEF

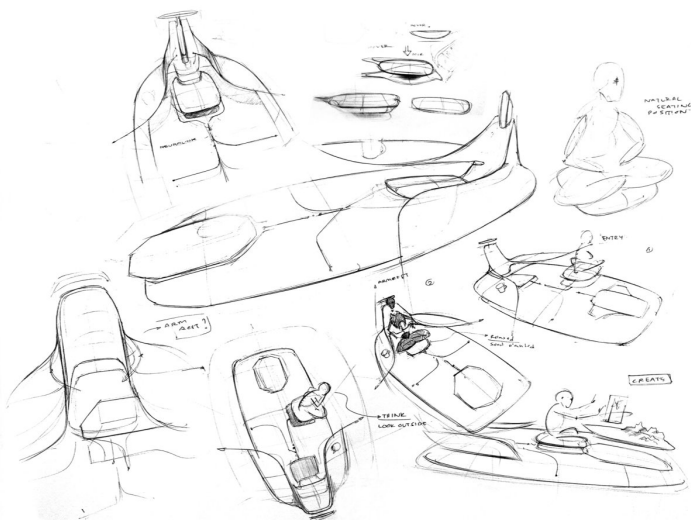
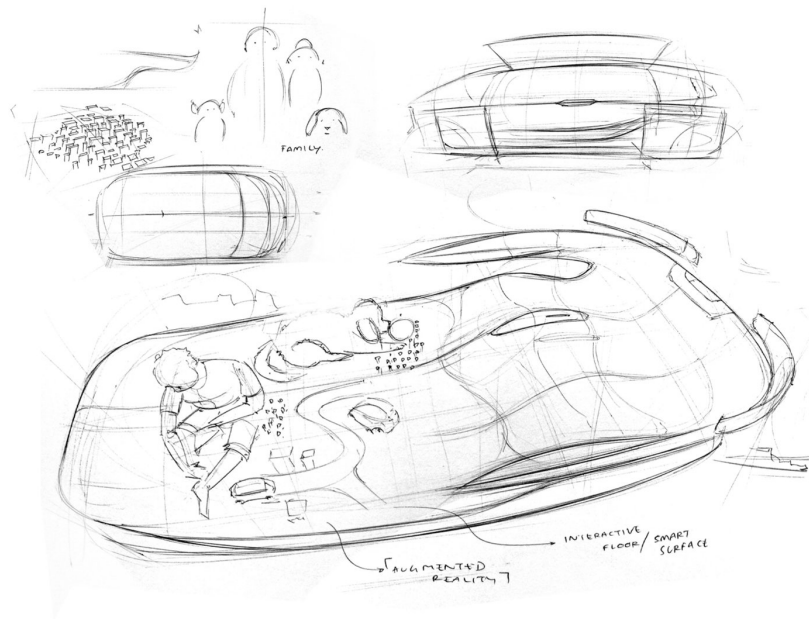
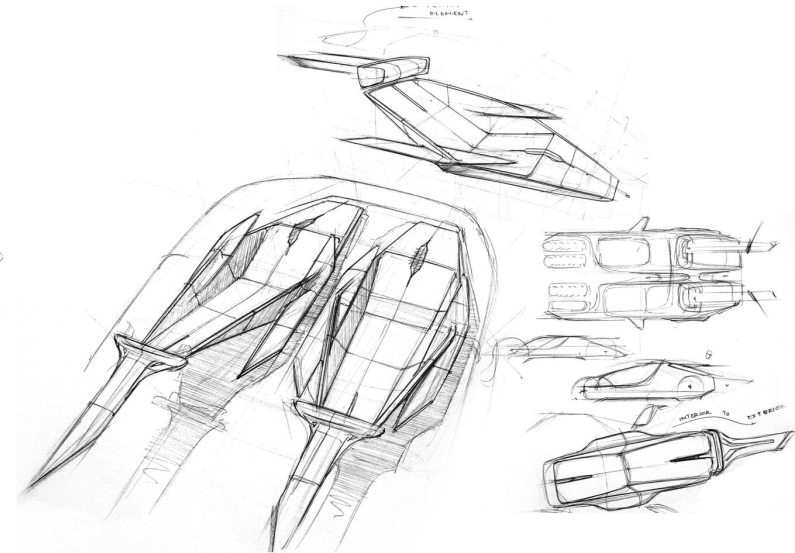
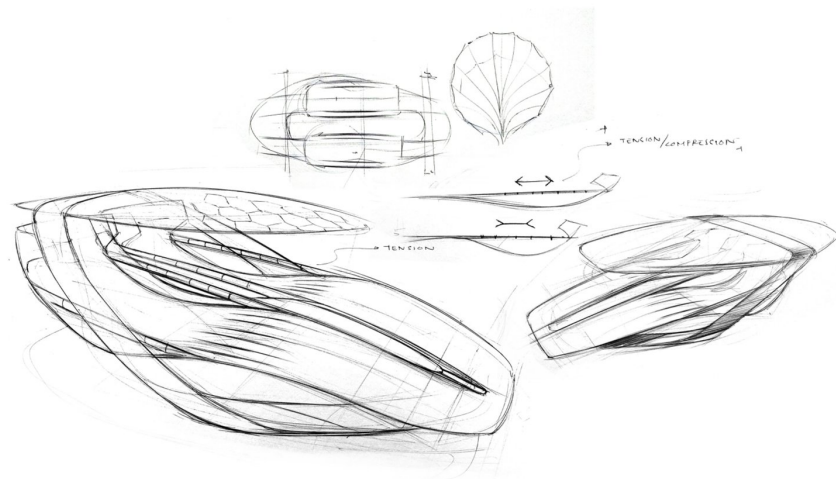
To design an electric powered four wheeled autonomous passenger vehicle for the year 2030 with an inside out approach. The interior of the autonomous vehicle dictates the exterior design. The design should reflect the cutting edge technology and new architecture of the autonomous vehicle.

KEYWORDS

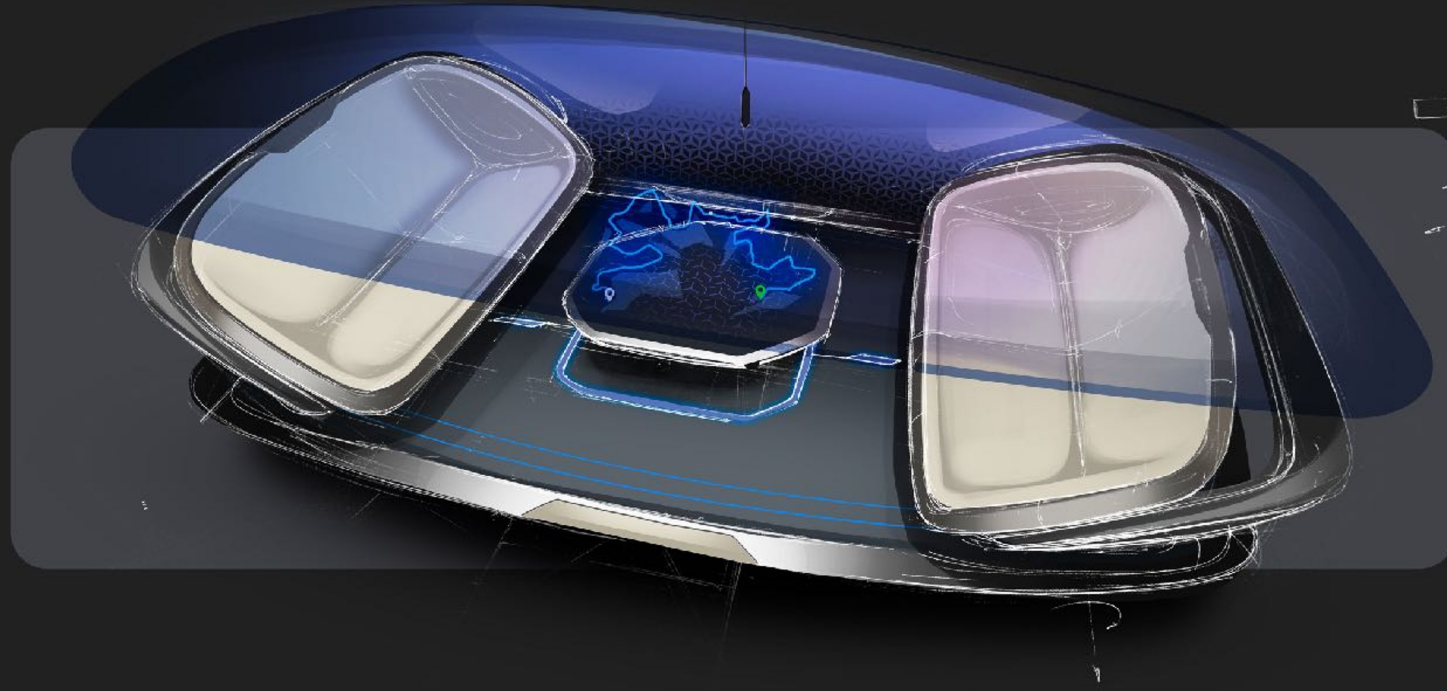


CONCEPTS

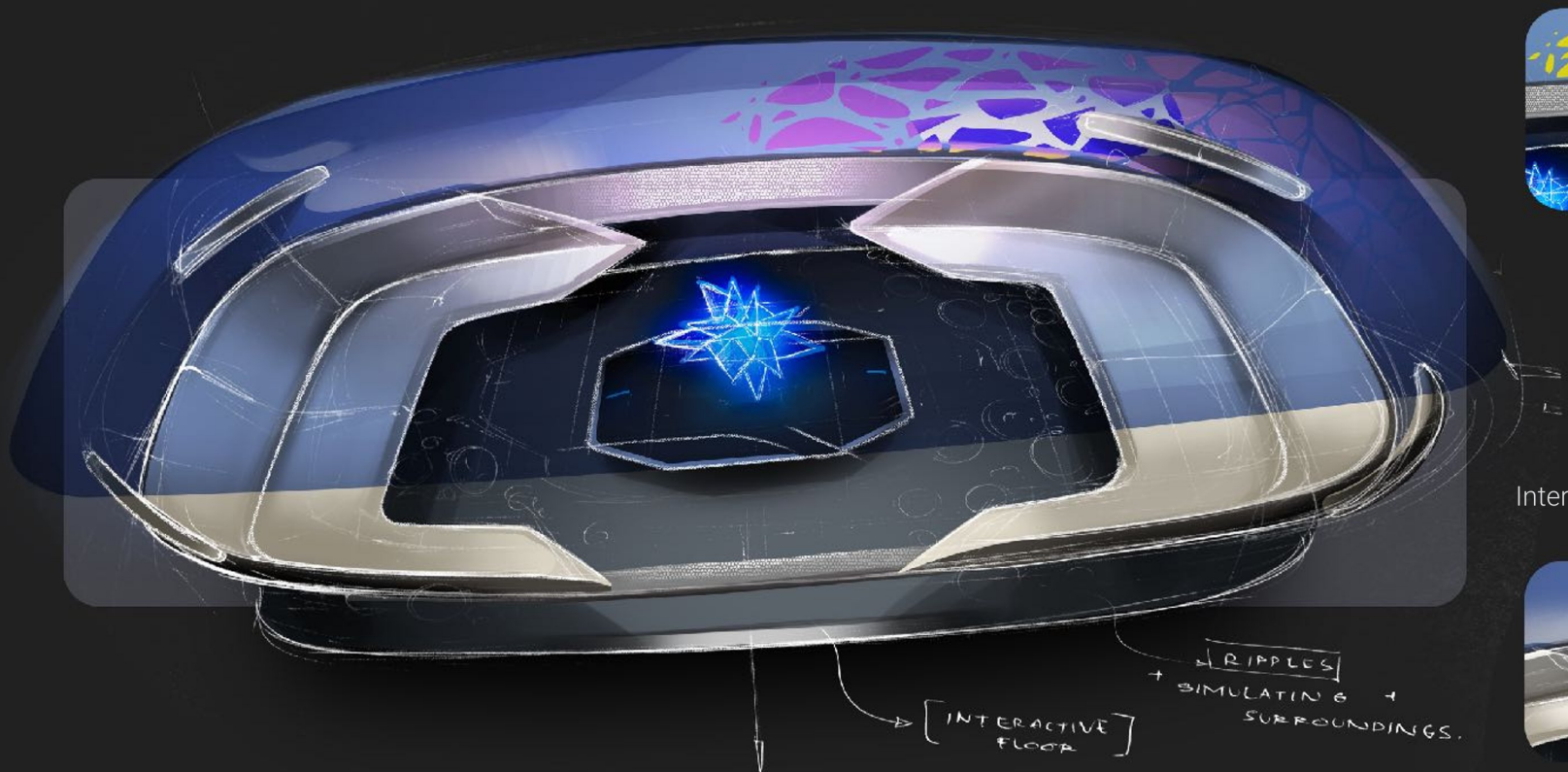




CONCEPT DIRECTION 1



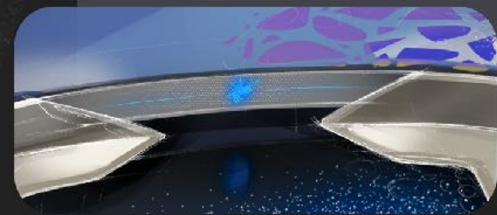
CONCEPT DIRECTION 2



Privacy

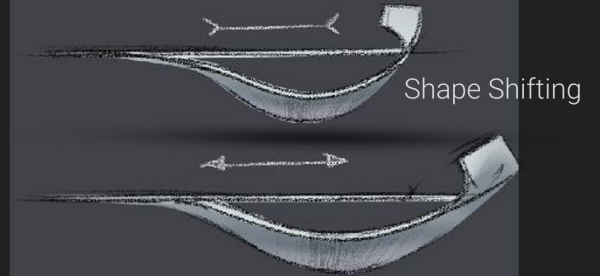
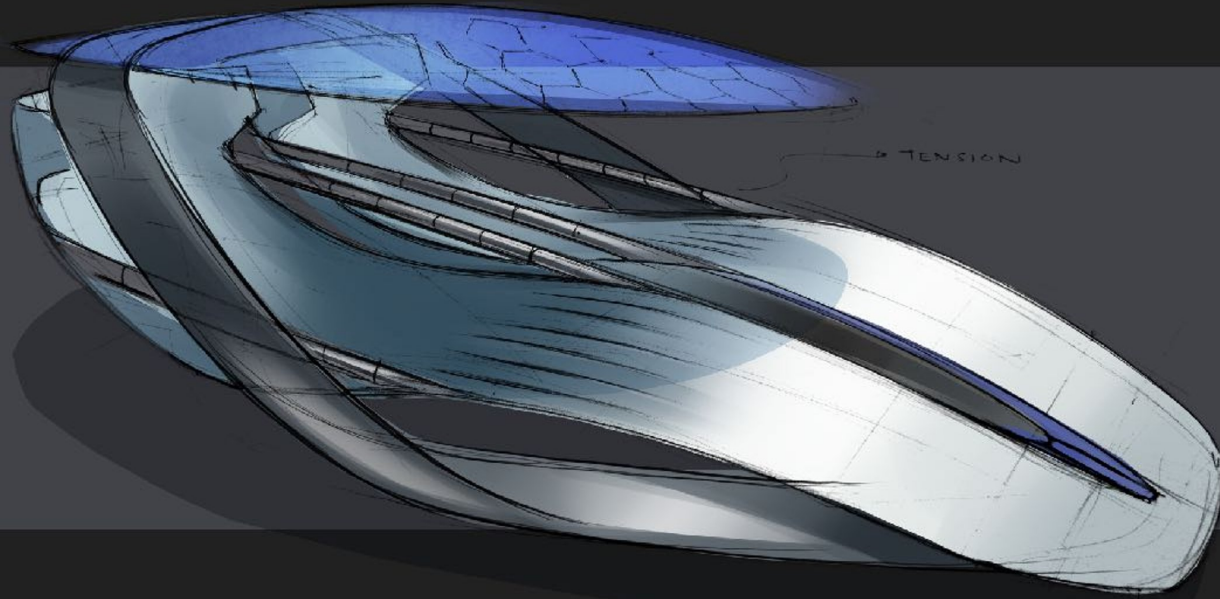


Interactive Floor

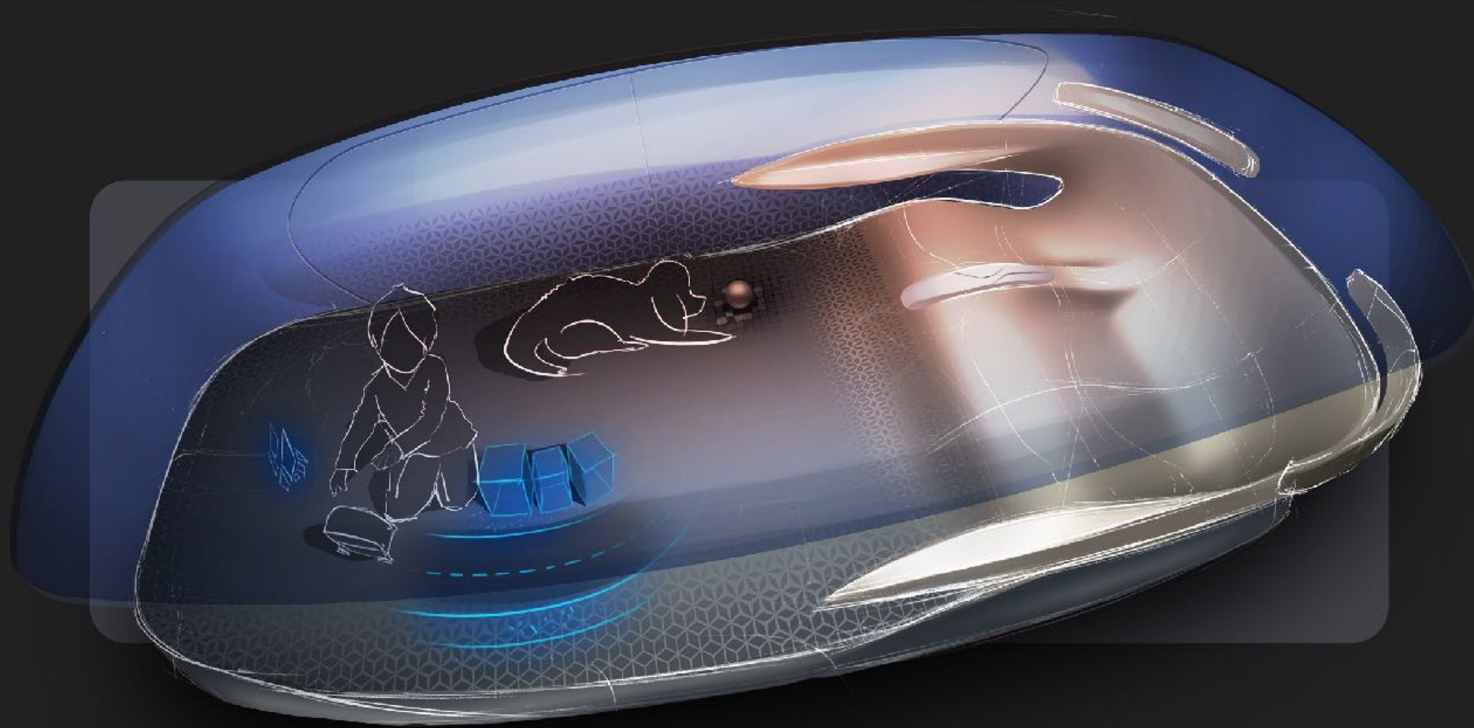


A.I

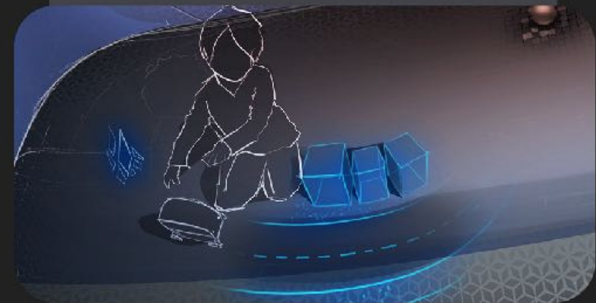
CONCEPT DIRECTION 3



CONCEPT DIRECTION 4

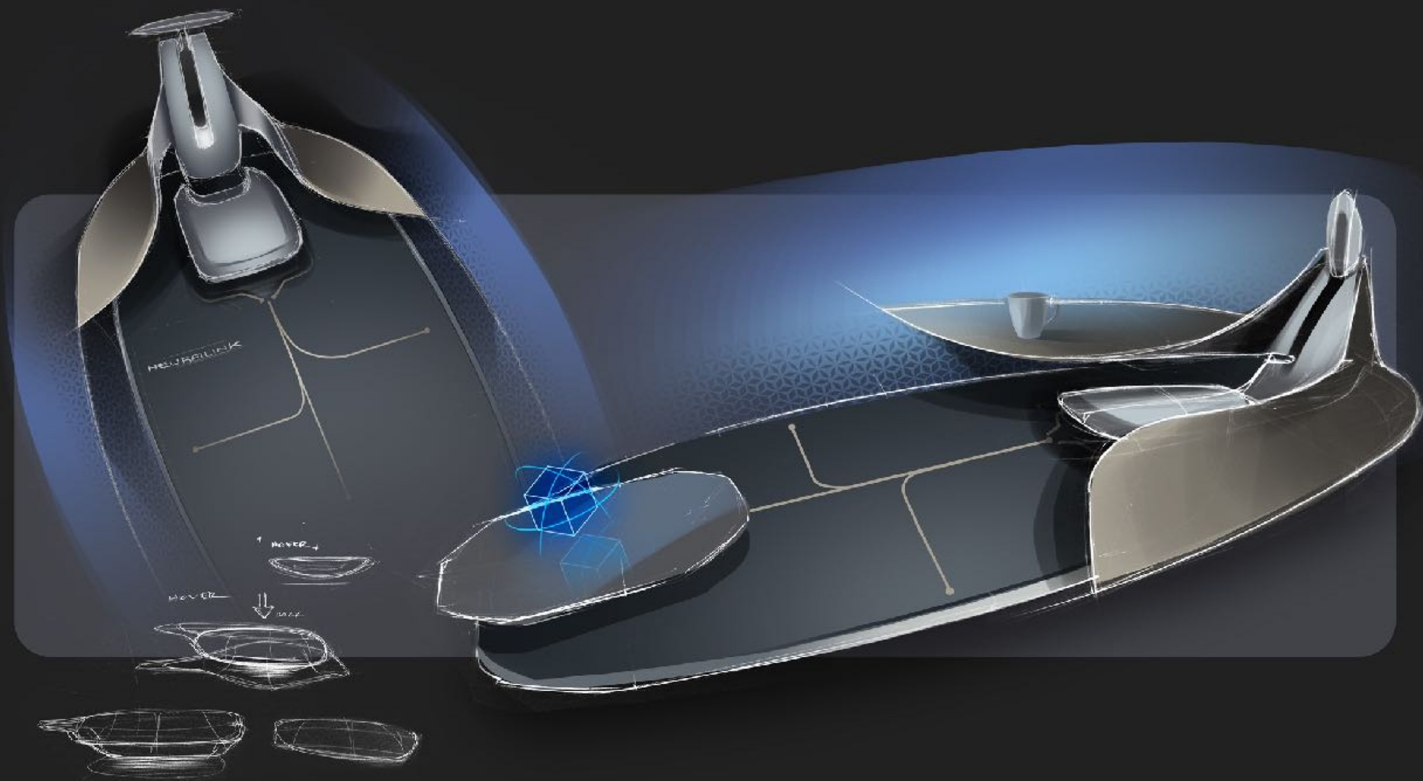


Smart Surfaces

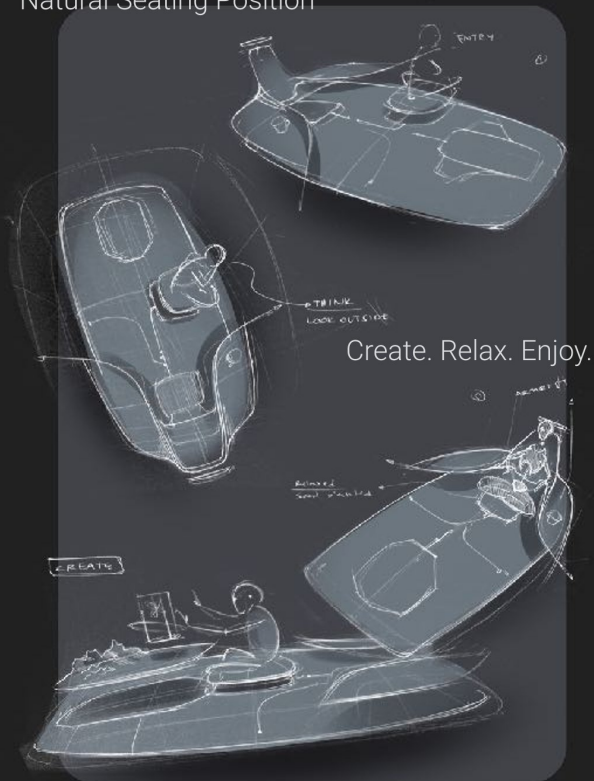


A.I and Interactions

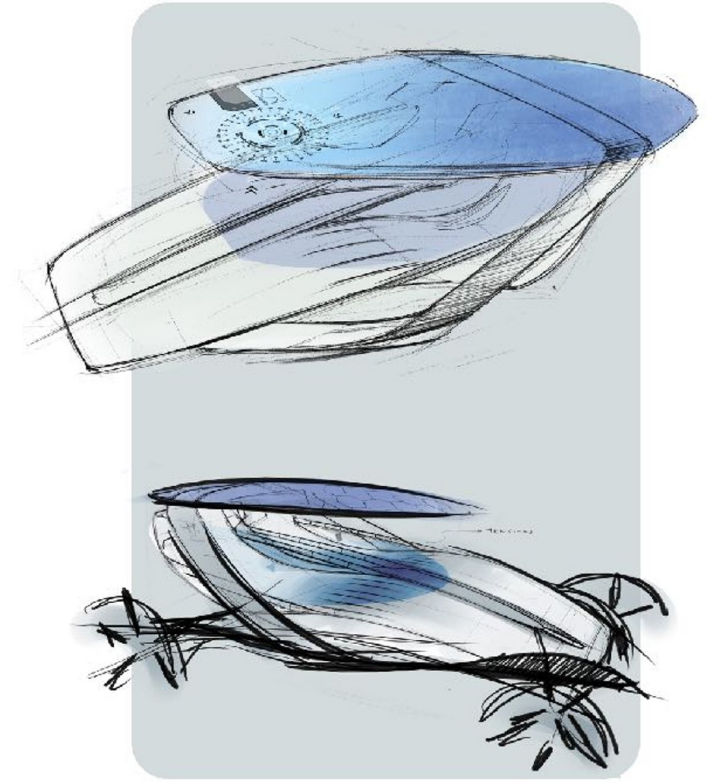
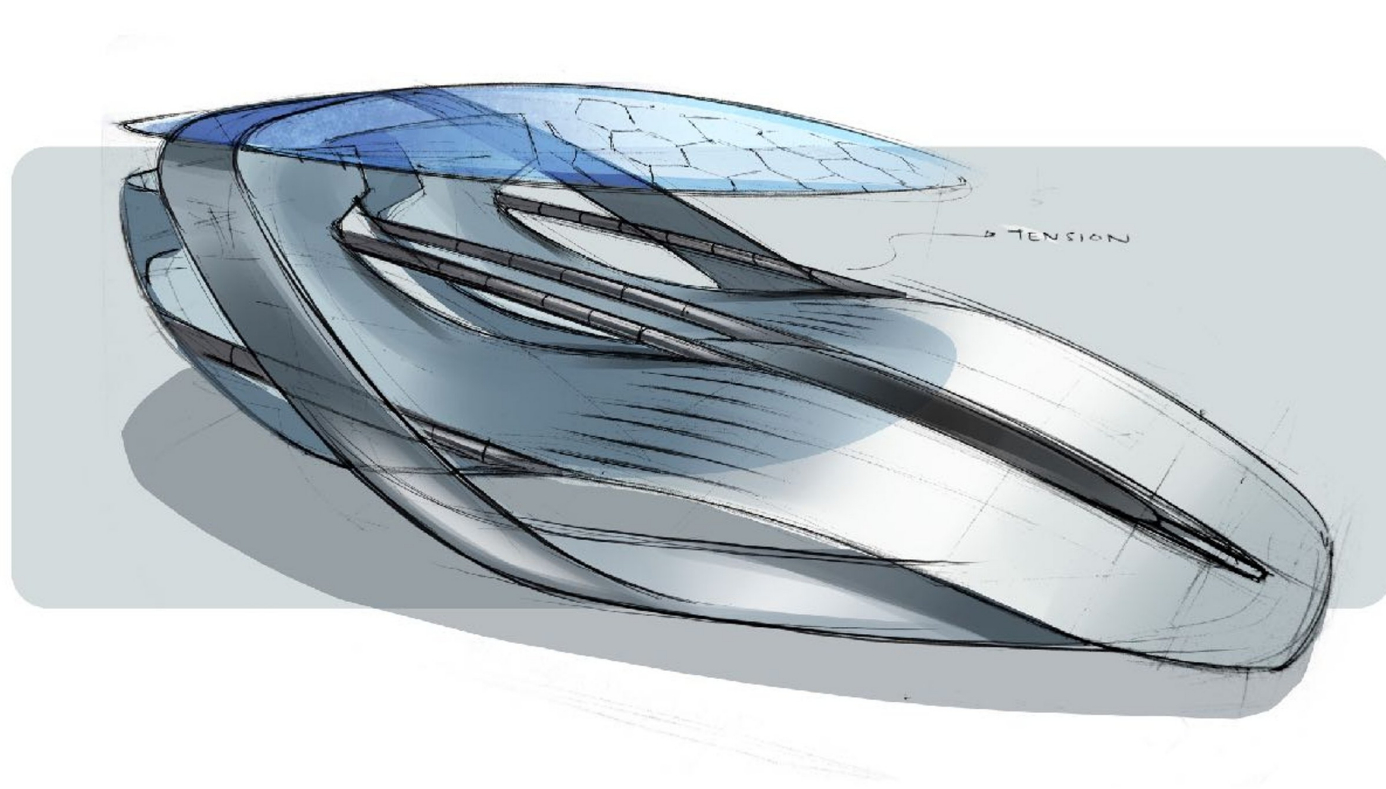
CONCEPT DIRECTION 5



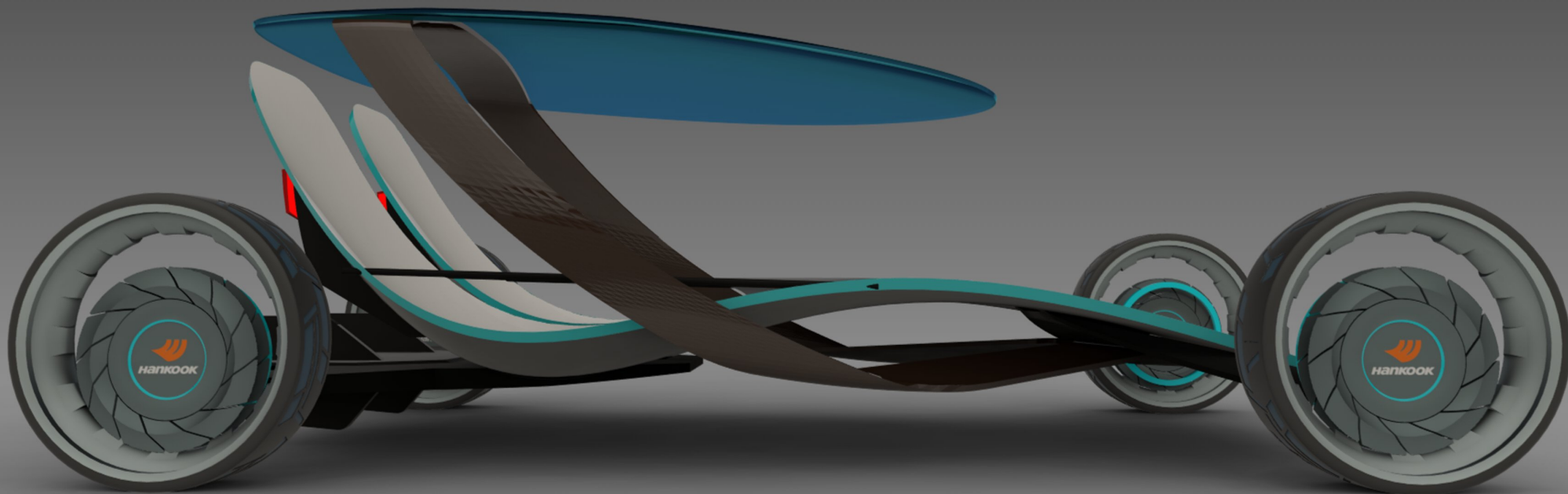
Natural Seating Position

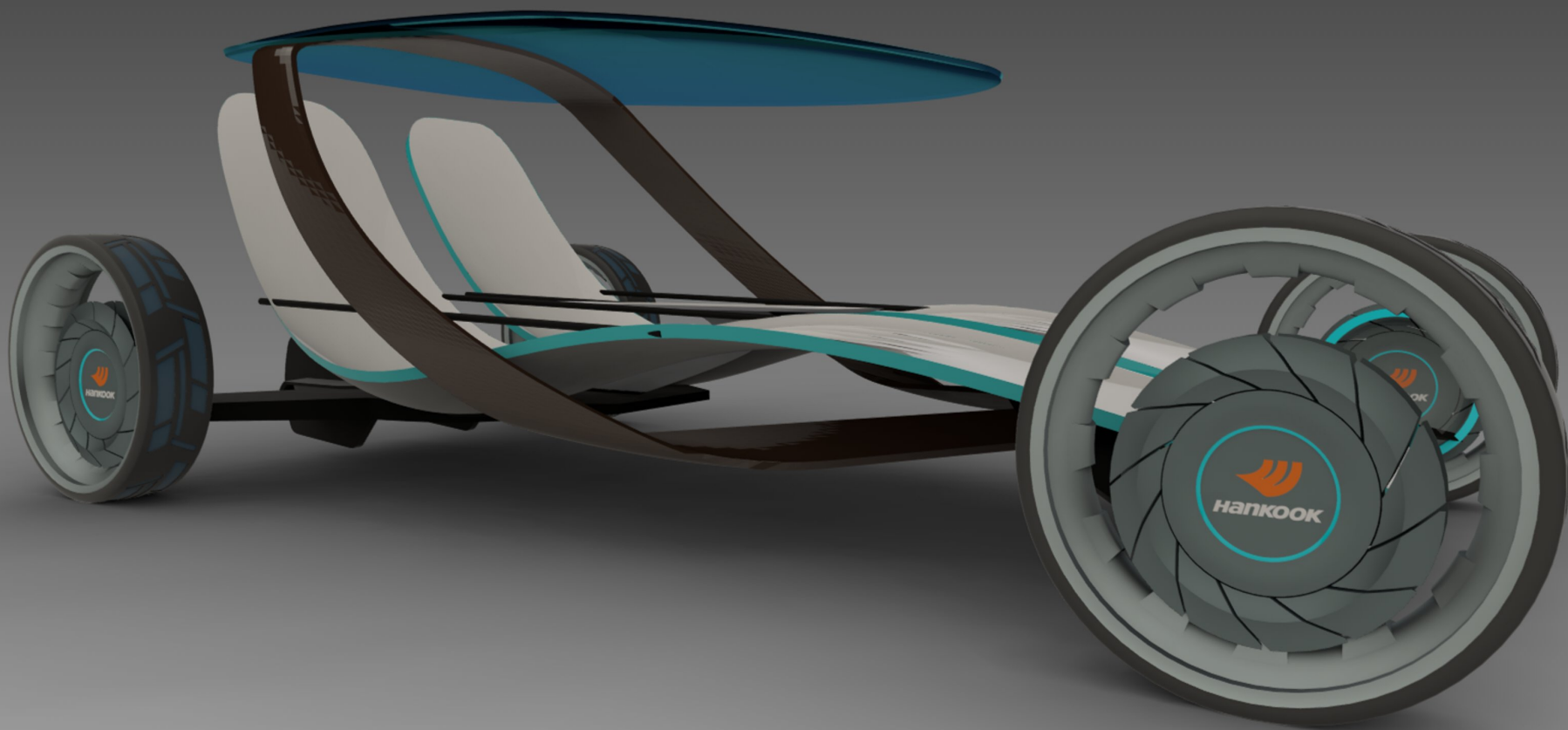


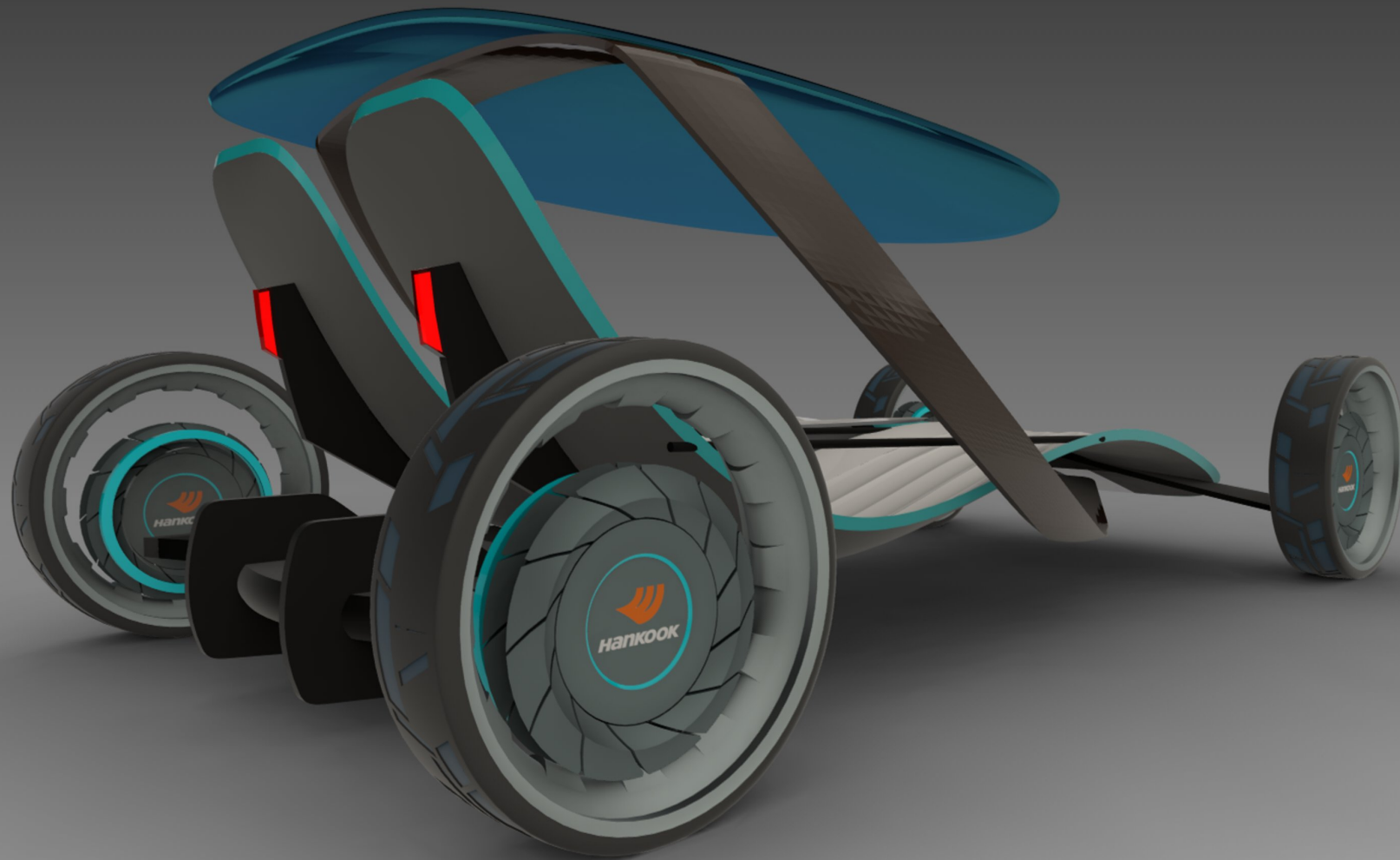
FINAL CONCEPT DIRECTION

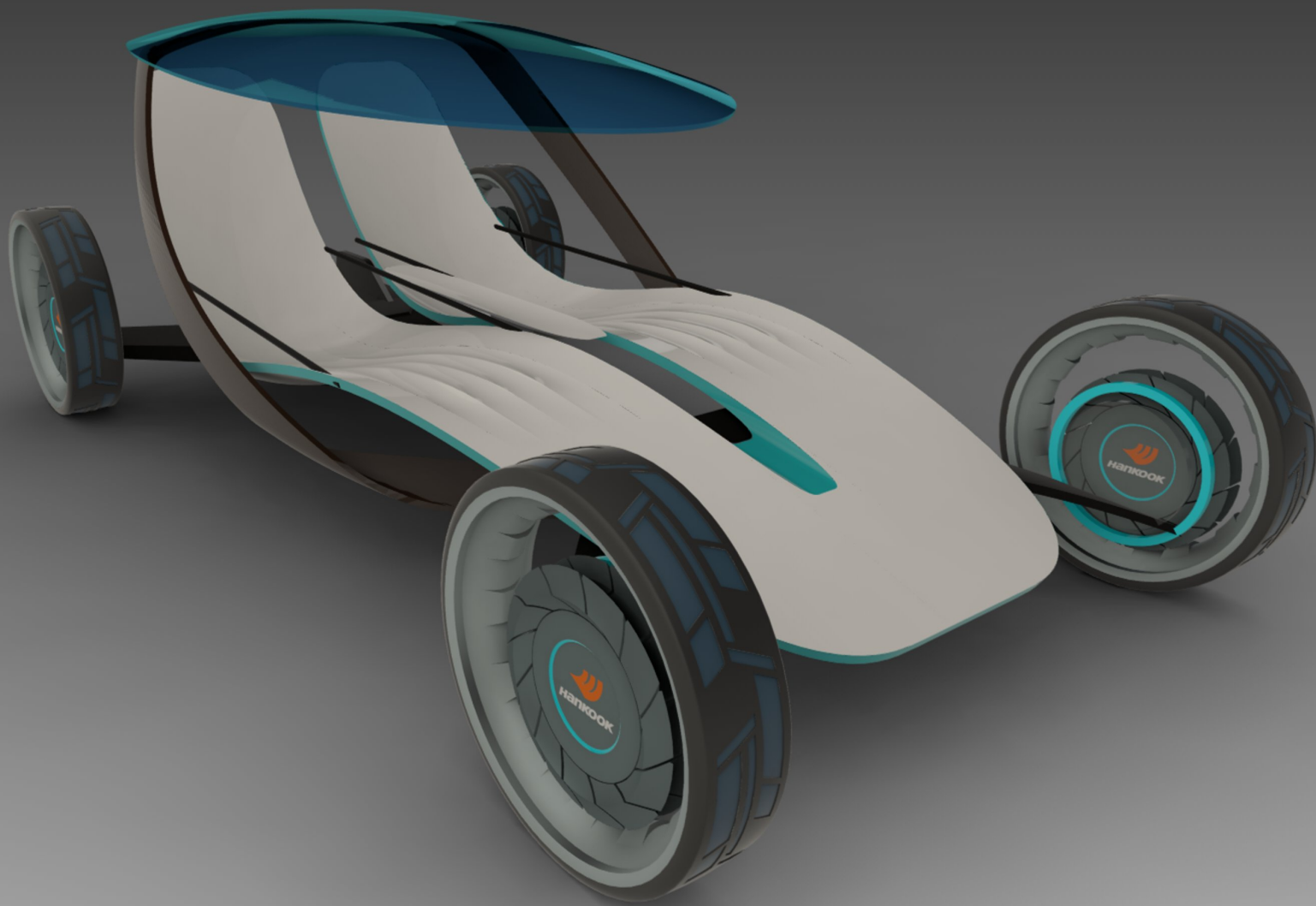


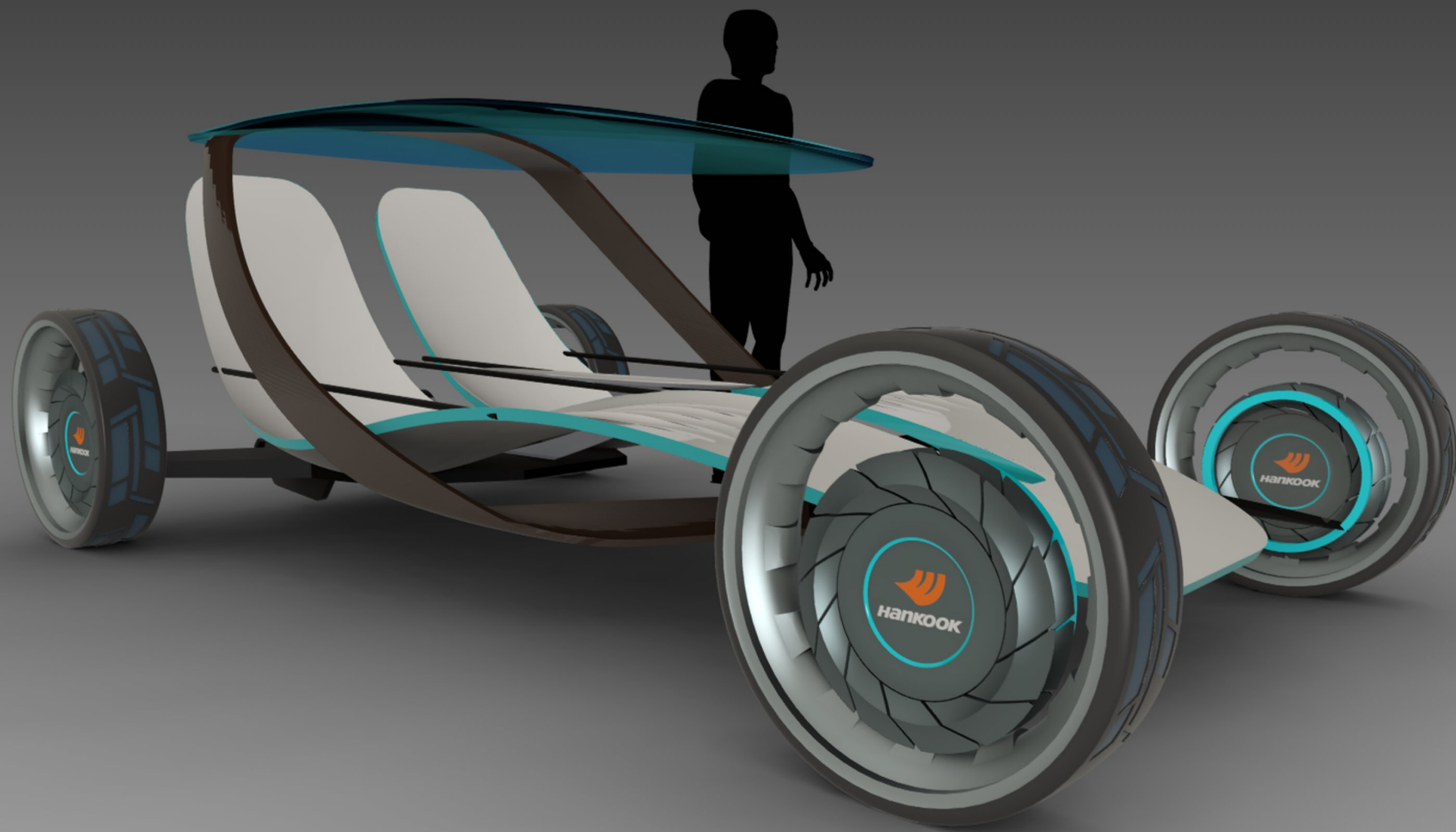
FINAL CONCEPT

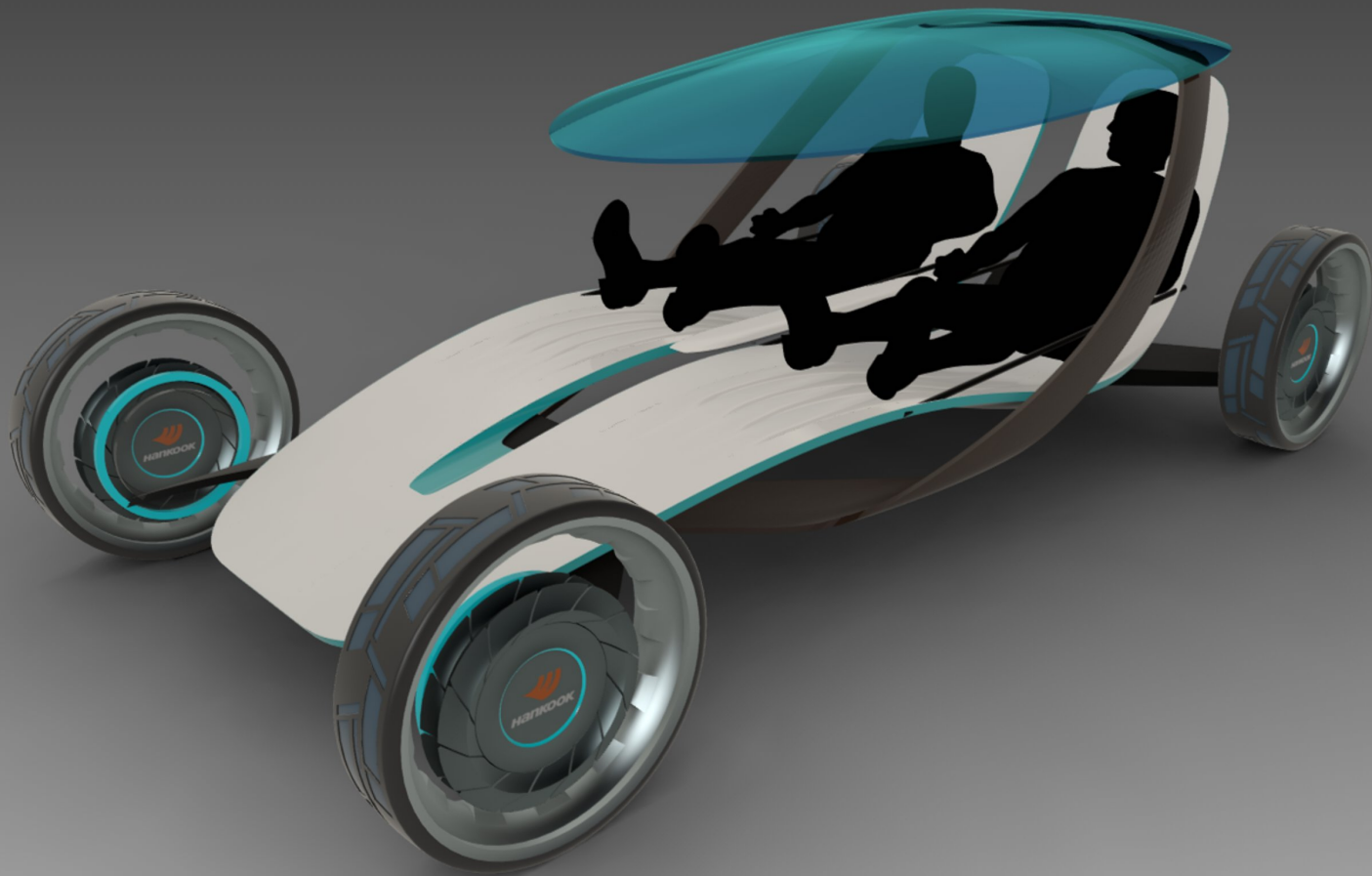


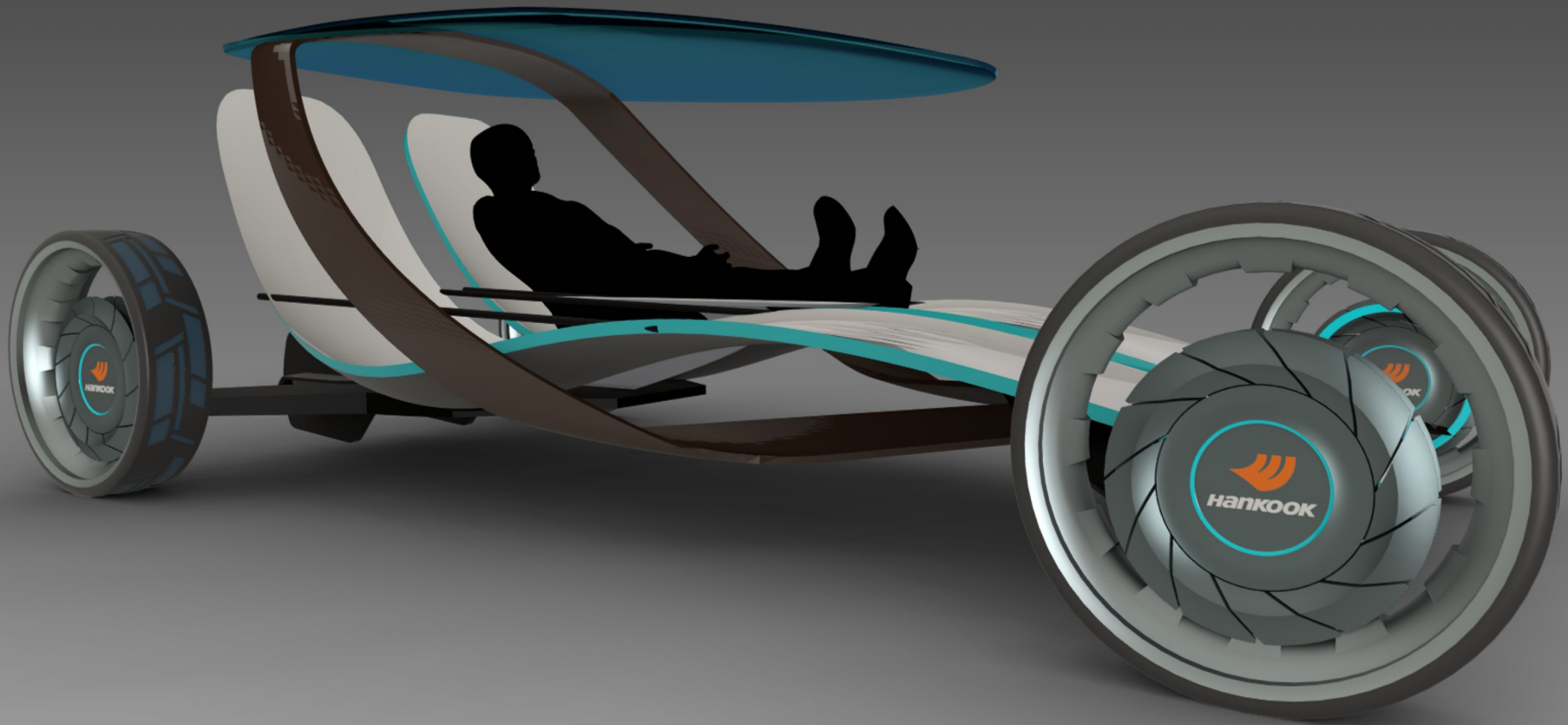


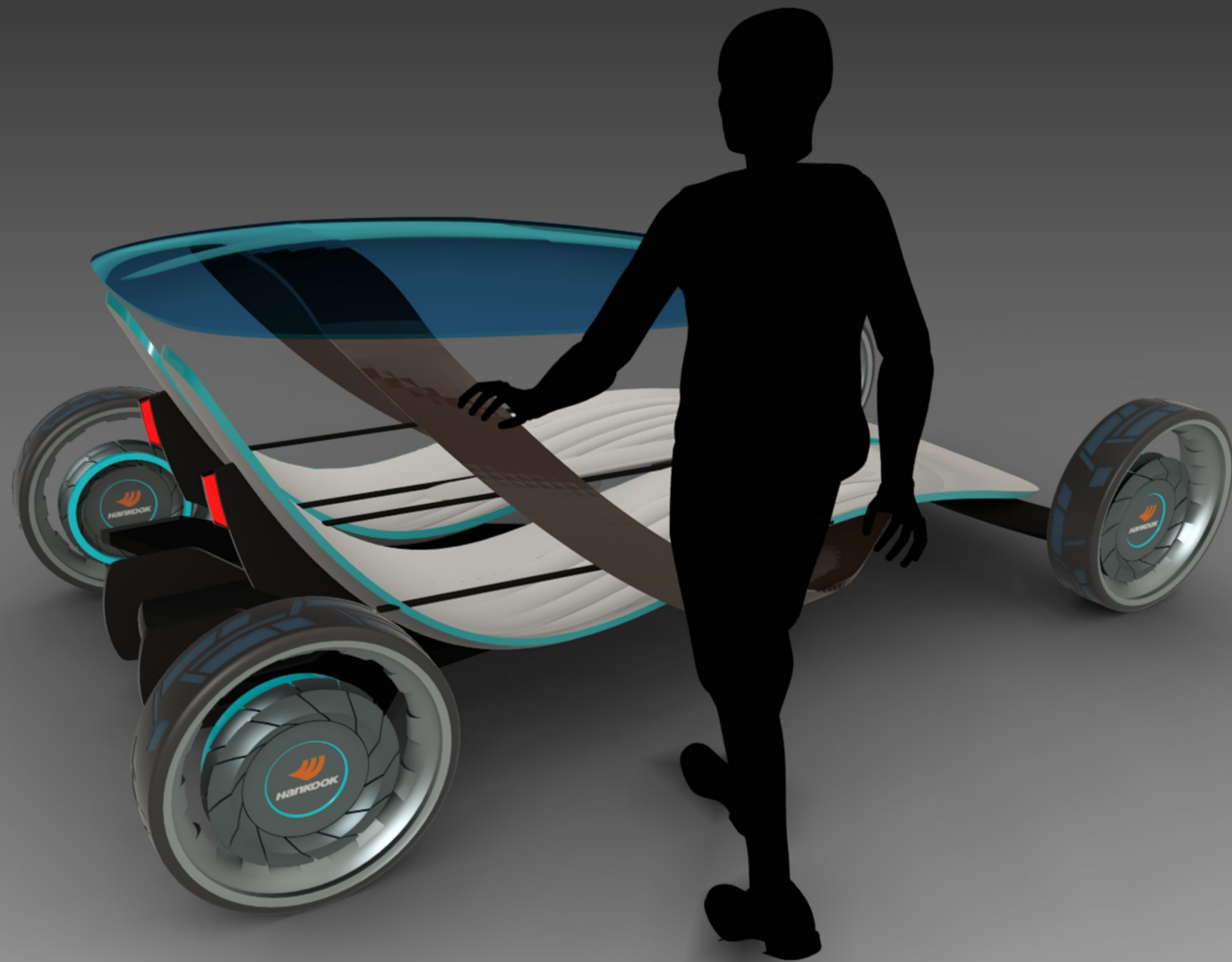


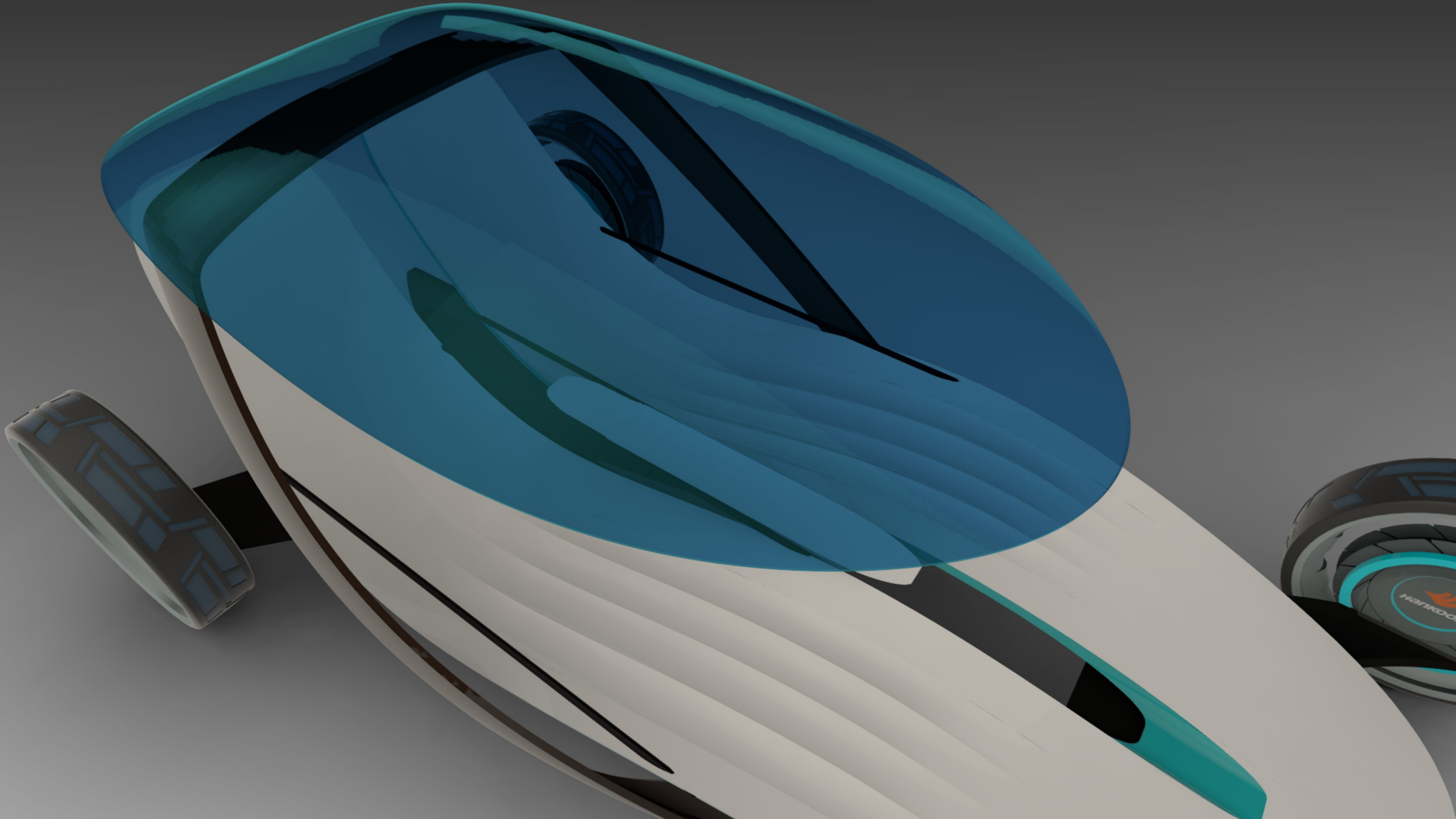


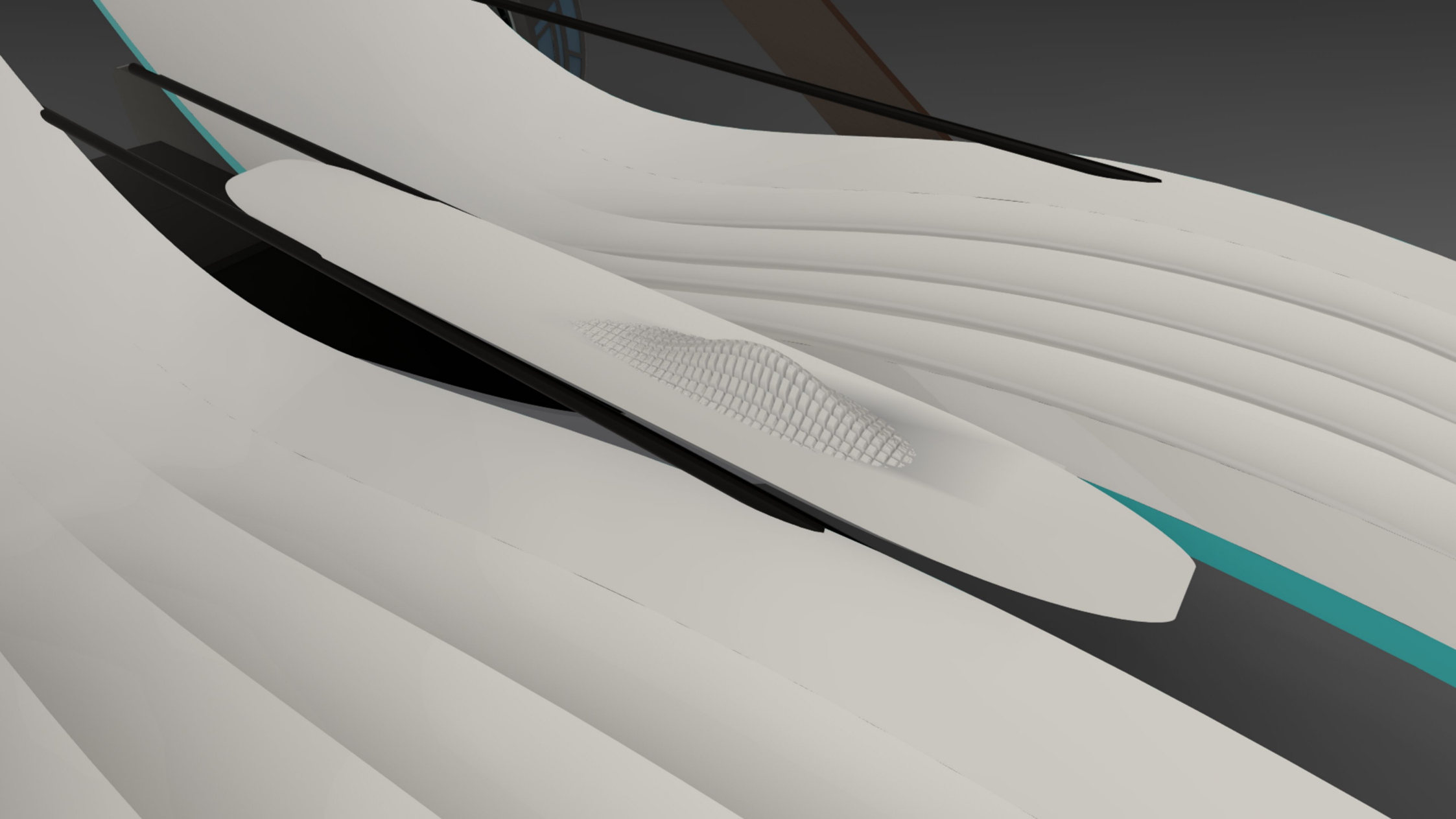












THANK YOU!