V Maier S.Coop International Design Competition (2013) - Shortlisted Projects

14/07/2014





A new era in vehicle design in on the horizon and new decoration standards will be required, influenced by factors such as relevance, health and wellbeing, the "just enough" concept, functionality, authenticity, exclusivity, technology and craftsmanship.

- What makes a design relevant?
- Can a vehicle decor have a positive influence on health?
- How can we generate wellbeing in stressful driving situations?
- Can the "just enough" concept generate exclusivity?

- Can any technology be adapted to vehicle decor?
- And what about craftsmanship as a source of new decor?