

YOUNG DESIGNERS AWARD - SUBJECT 1

EXTERIOR DESIGN : TRUE LITTLE PLEASURES OF LIFE

2020 World Covid crisis has deeply impacted life of billion people for several Months. All sectors of economy have been directly or indirectly affected.

It is very likely that everything will not return exactly as “before”.

The huge magnitude of this crisis will certainly change many things and has highlighted true vulnerability of our economy due to extreme globalization.

In numerous countries, lock-down of several weeks or even several Months has been ordered by local governments.

These decisions absolutely essential to fight the pandemic have directly influenced daily life of billion people depriving them from individual liberty.

Ending of lockdown periods suddenly gave back individual freedom to people: walking around, strolling.

People immediately retrieved what Indescribable happiness was: the true little pleasures of life.

Personal automobile which has always been symbol of individual freedom suddenly retrieved their true vocation: to move freely anywhere, anytime!

Imagine, design, sketch the vehicle of “After Covid-19”, humbler, more essential, just simpler.

How can a vehicle design suggest a pure, true and reassuring simplicity?

- In its style, in its formal language
- In its design, architecture maybe returning to more basic concepts
- In its usages (user’s experience)

It will of course be important not to forget environmental, ergonomic and safety issues and not to fall into absurd caricature of a vehicle.

Styling will be important but your design will need understandable and reassuring for the users