



EXTERIOR DESIGN : ZERO waste / ZERO crash

Car industry is probably the most innovative industry in terms of technology, features and manufacturing processes.

Automobile industry from the early years faced cost issues motivated by increasing production volumes and consequently sale volumes.

American car maker Ford was pioneer in the 1920's in standardized mass production cars but all other major manufacturers followed the same path driven by cost reduction.

Even the slightest detail, insignificant on a single car represents a lot when duplicated in millions.

Technology has historically been driven by engineering team but designers are nowadays more and more directly linked with innovation and new technologies.

Environmental regulations impact industry at all levels from manufacturing to destruction and recycling.

What if we all started over from scratch?

Your work will be based on designing an innovative, modern and elegant car body focused on cost reduction (materials, manufacturing process, etc.).

You must think global: design / manufacturing / usages / recycling

- Imagine car bodies designed as kits (similar to an Ikea piece of furniture)
- Image a car body kept bare (without any finish, paint or clear coat)
- Image a car body with symmetrical panels (Front/Rear – Right-Left)
- Imagine for instance a door panel with all components integrated in a single mold

We expect in this project much more than just a basic styling exercise. We wish to see totally new design and manufacturing processes which would of course not exclude elegance, originality, tasteful and environment friendly.

May “ECO” be source of creativity, innovation and not only imposed by legal constraints...