



INTERIOR DESIGN : Exalted with time

Product quality and durability have always represented major issues for the automobile industry right from very early years.

Some car manufacturers built their reputation up over time thanks to quality and durability of their cars.

Technology through time has tremendously helped improving quality.

Customers are nowadays very demanding on constant quality of their product or car (functioning and esthetical aspect) throughout their entire life.

For example, one would have totally accepted back in time that leather would gain patina with time...it actually was even a positive aspect!

Users demand high constant quality and manufacturers work on quickly renewing their model which makes previous generation right away obsolete (planned obsolescence). This represents a real paradox...

How could a vehicle interior worn from usual everyday usage could be enhanced with time?

How could car makers use local material accordingly to location of users?

Imagine, design a vehicle interior which would be exalted with time.

It will be necessary in this project to go beyond the simple ware of materials and show ideas in which users would take new opportunities from this wear and tear to imagine new usages.

Wear and tear of natural fabric or material but also chemical reaction on metal (corrosion) could be taken into account in this project.

We expect in the topic fresh creativity and at the same time ideas on complete interior layouts and user's experiences highlighted through scenarios and story boards showing time passing.