# IV Maier S.Coop International Design Competition (2011) - Shortlisted Projects

25/06/2014







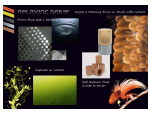










The design proposals in the automotive vehicle **Color & Trim** area are to focus on the following four themes:

**Excitement:** The vehicle is exciting. It transmits sensations. It makes both drivers and passengers feel good. It's more than just a method of transport. It is part of us and the way we are. When people look at it, they are looking at us. We feel identified and we like being identified with it.

**Multisensorial**: Appearance is not enough. The vehicle exterior and interior need to be perceived with all our senses. Touch, sound and smell are increasingly important when it comes to conceiving finishes.

**Mobility:** We need to get about for business and pleasure. We travel. But we are interested in more than our final destination. We want to enjoy the journey.

**Responsibility**: This is the only planet we have and we need to take care of it. Pollution, visual impact... we do our best to minimise our impact on the environment. We are the ones responsible.

Participants should choose the purpose for which the vehicle has been designed from one of the following three levels (herein referred to as "Levels"):

**Leisure:** Too much time studying and working. We like to enjoy the little free time we have. What shall we do today? There's a new exhibition, a long-awaited film premier, a great concert, we're going skiing or spending a day at the beach... Whatever it is, we're going to have a good time!

**Family:** Travelling with the family is an adventure in itself. It's obvious that the kids like this car. They play, sing and look out of the window... they discover so many things there. And so do we, why fool ourselves. The truth is that I feel good in it even when they're not here.

**Travel:** We like travelling. Short trips, breaks, longer journeys... all kinds of travel. We're older now but we still feel young. We're going to have more fun than ever before.