



YOUR_ID


KWANGWOO LEE

Vehicle suits lifestyle of Multi-Personas

DRIVING IS NOT MANDATORY

Importance of emotional interaction between user and the vehicle

A

EXTENSION OF  LIFESTYLE

B



MULTI - PERSONA

Are you always the same person?
It is time where people live with
an instantaneous switching identity
to express themselves

EMOTIONAL INTERACTION WITH VEHICLE AND VARIOUS ASPECTS OF YOURSELF

Integration of Multi-Persona into vehicle, express
and enjoy your extension of various selves



IDENTITY **A**

introvert

relaxed

comfort

IDENTITY **B**

extrovert

expressive

artistic





PROPOSAL



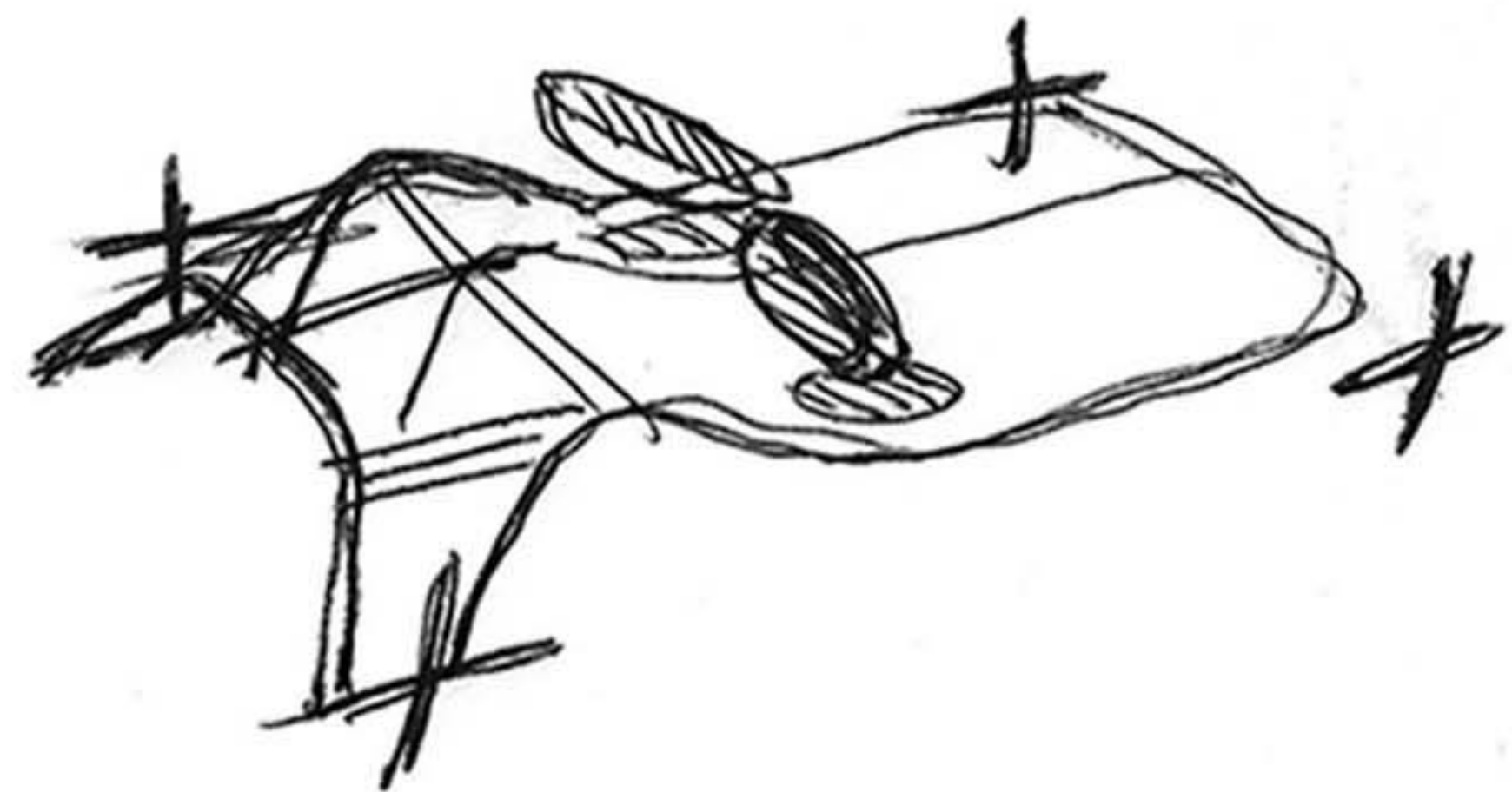
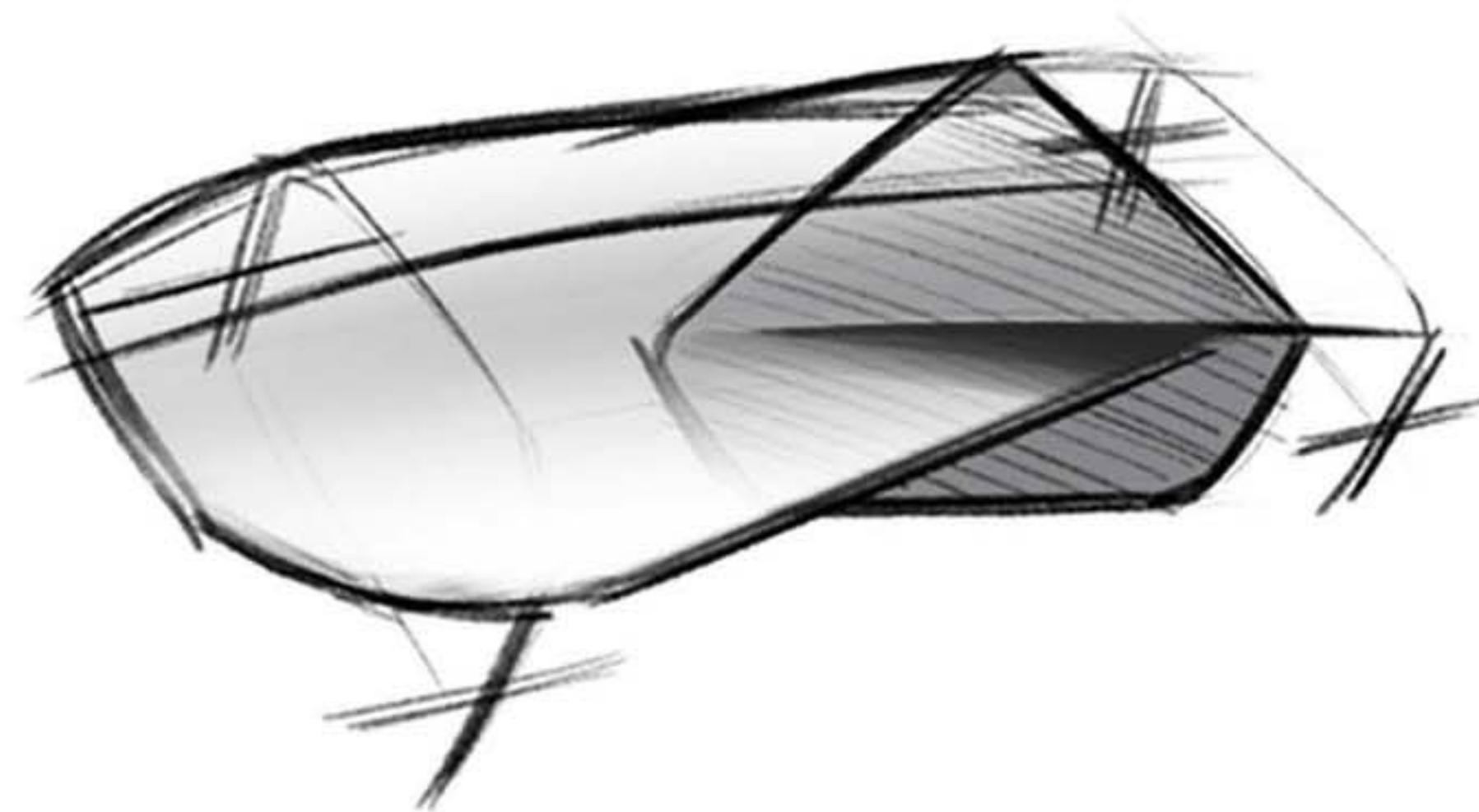


Customizable shell with glimpses of interior leans over core structure

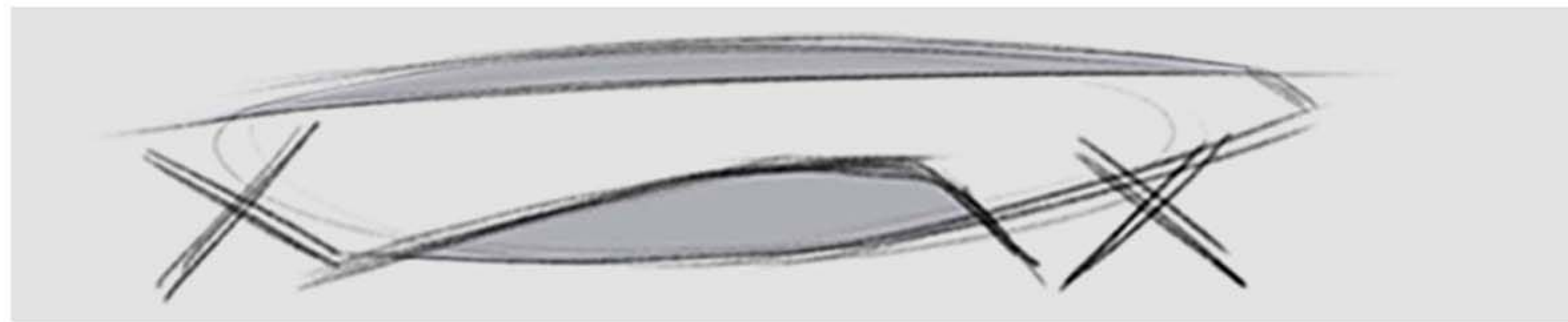
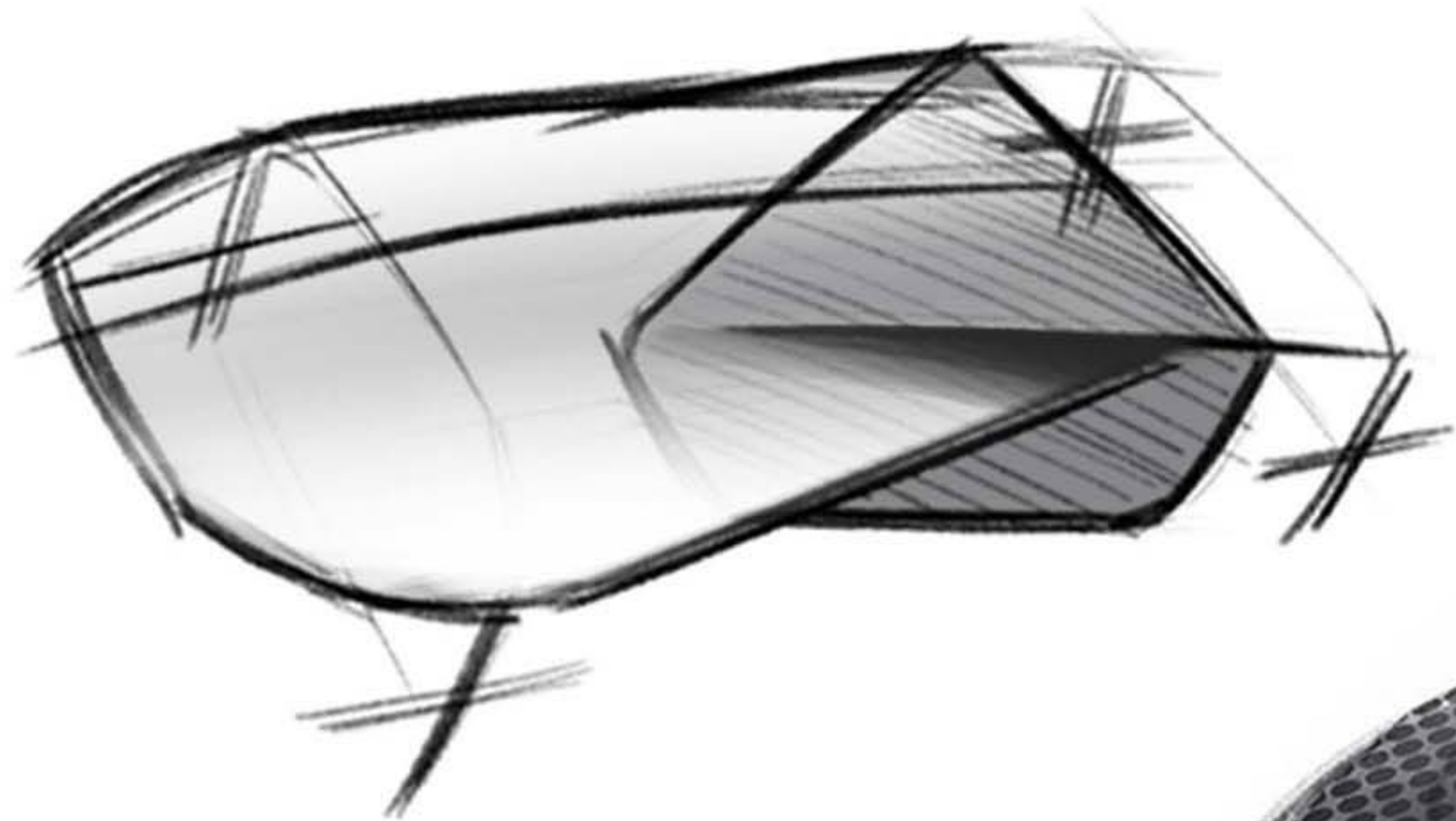
ENCAPSULATED DYNAMISM

Visualizing the encapsulated multi-aspects of the user.

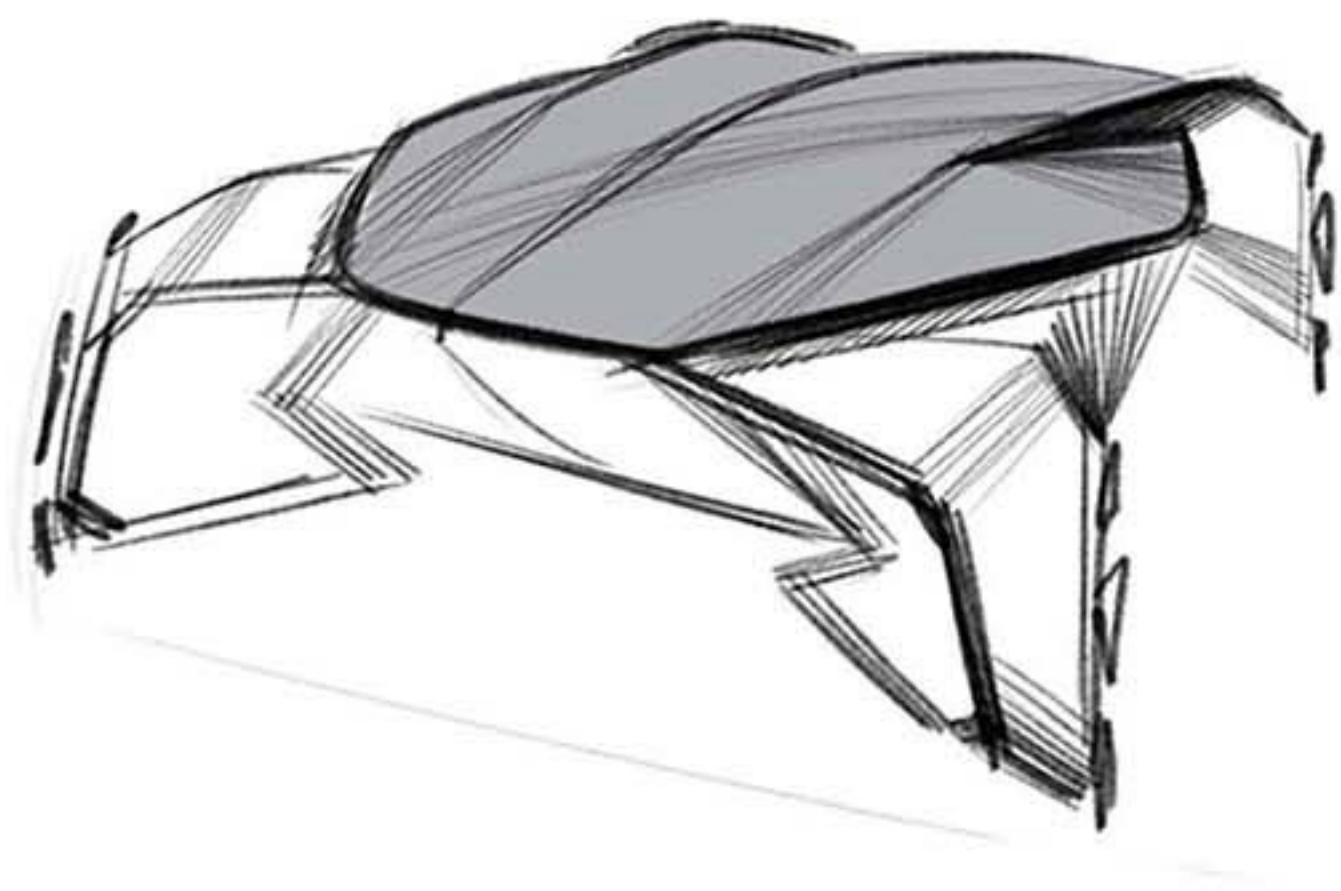
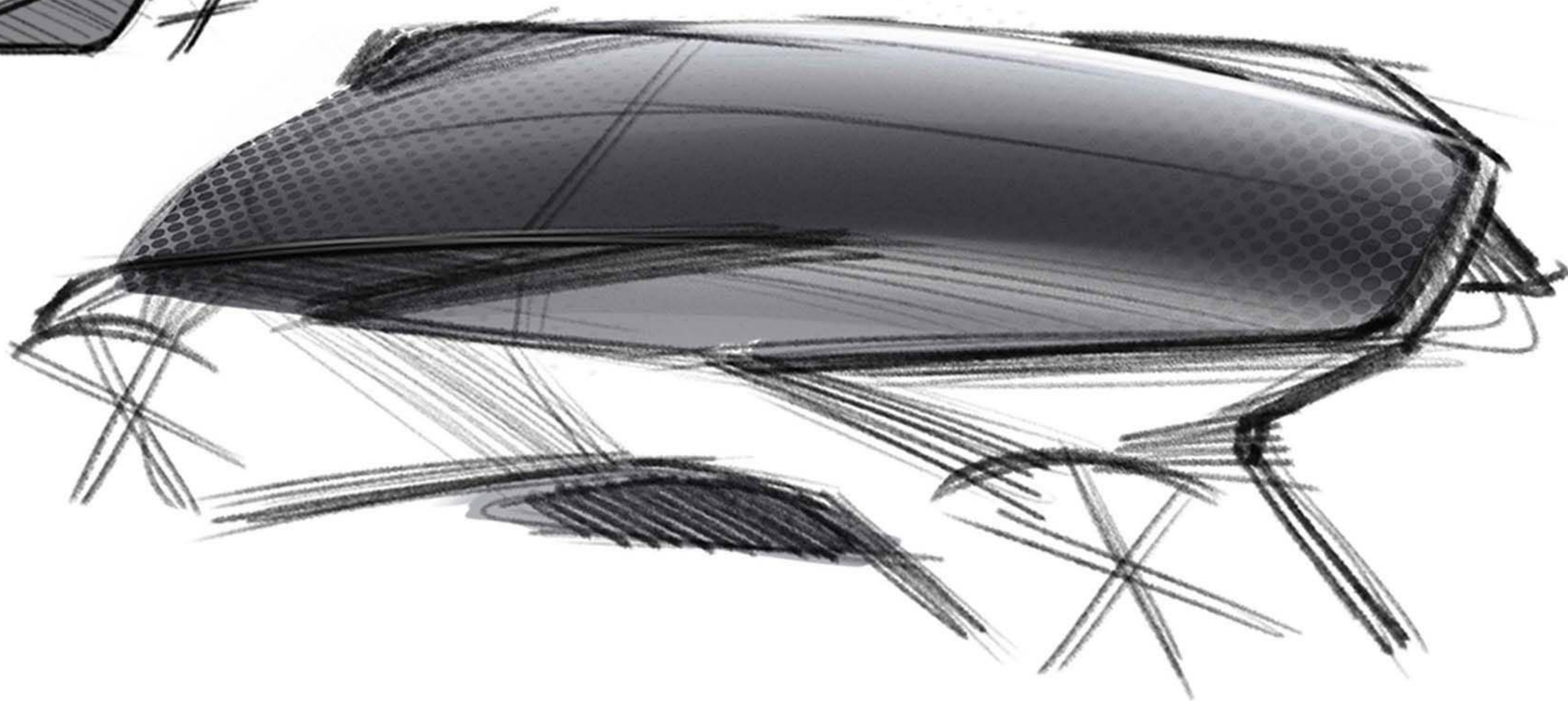
Levitating seats to freely roam and find the best mood



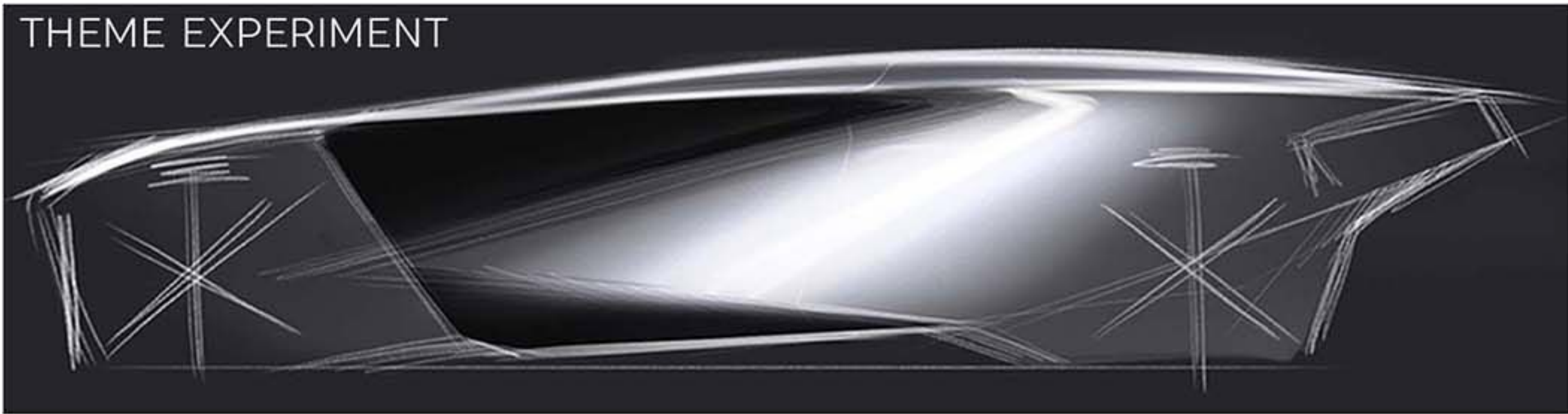
THEME DISCOVERY Transparent roof and floor of the vehicle gives the sense of connection between virtual pod and real world outside



CUSTOMIZABLE EXTERIOR SHELL
Front structure encapsulates and secures transparent cabin having sense of openness and private



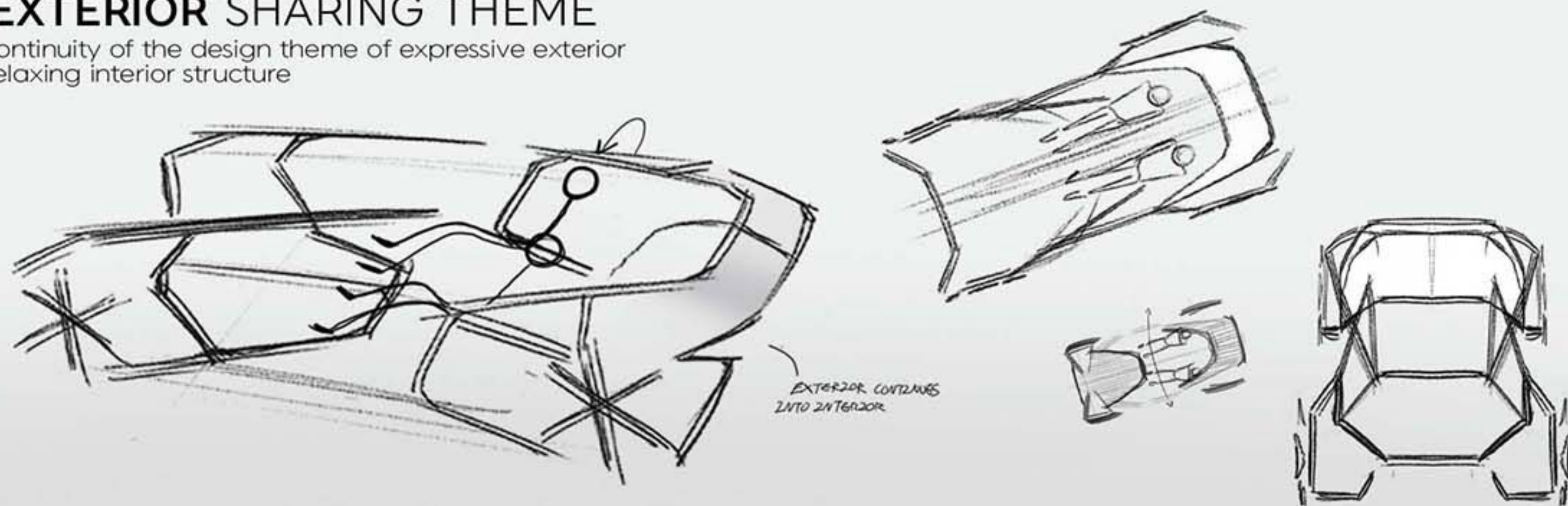
THEME EXPERIMENT



Continuing development of outer skin leans on core structure expressing tension and the gesture of the customizable exterior shell

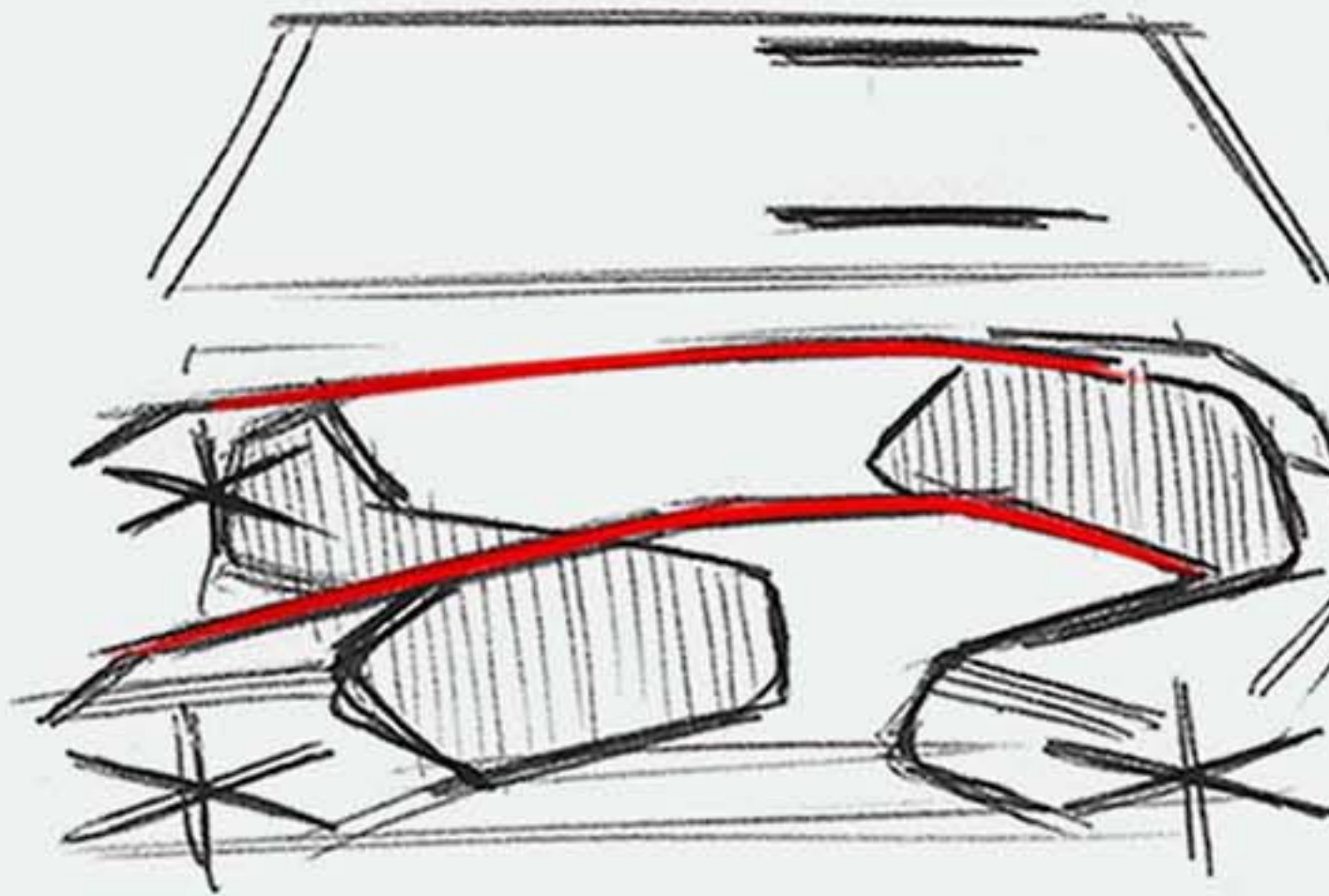
IN/EXTERIOR SHARING THEME

The continuity of the design theme of expressive exterior and relaxing interior structure



CUSTOMIZABLE SMART GLASS

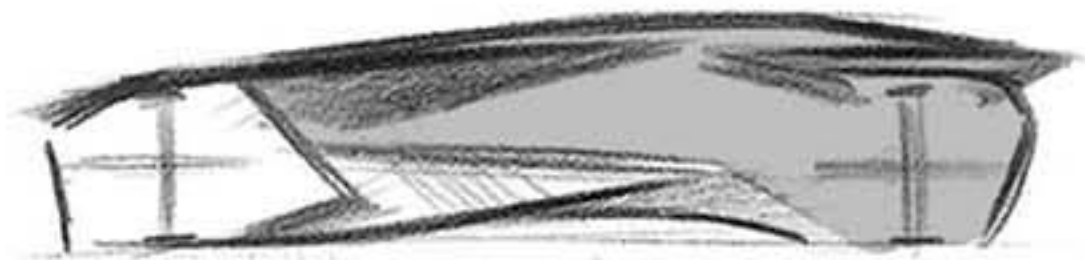
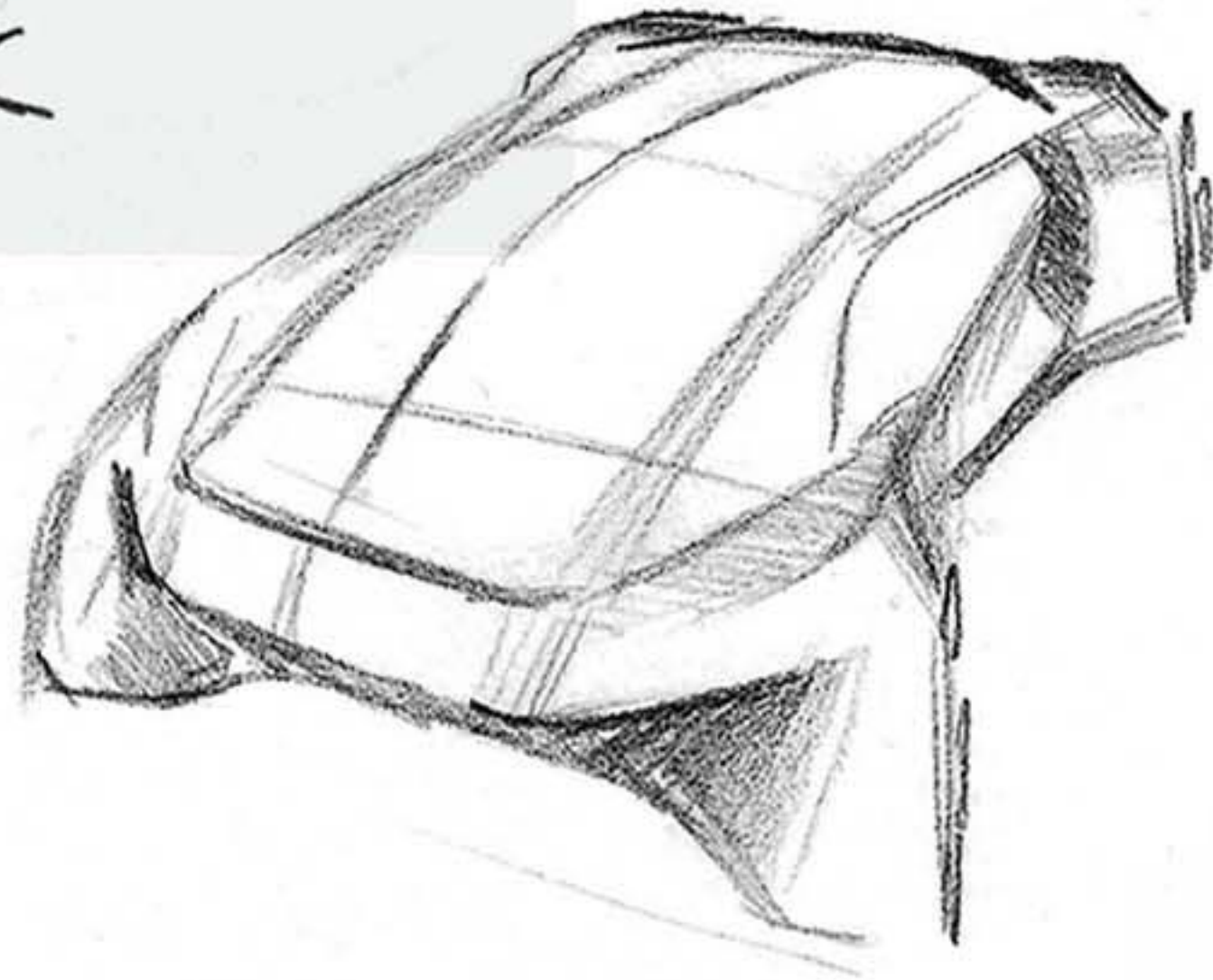
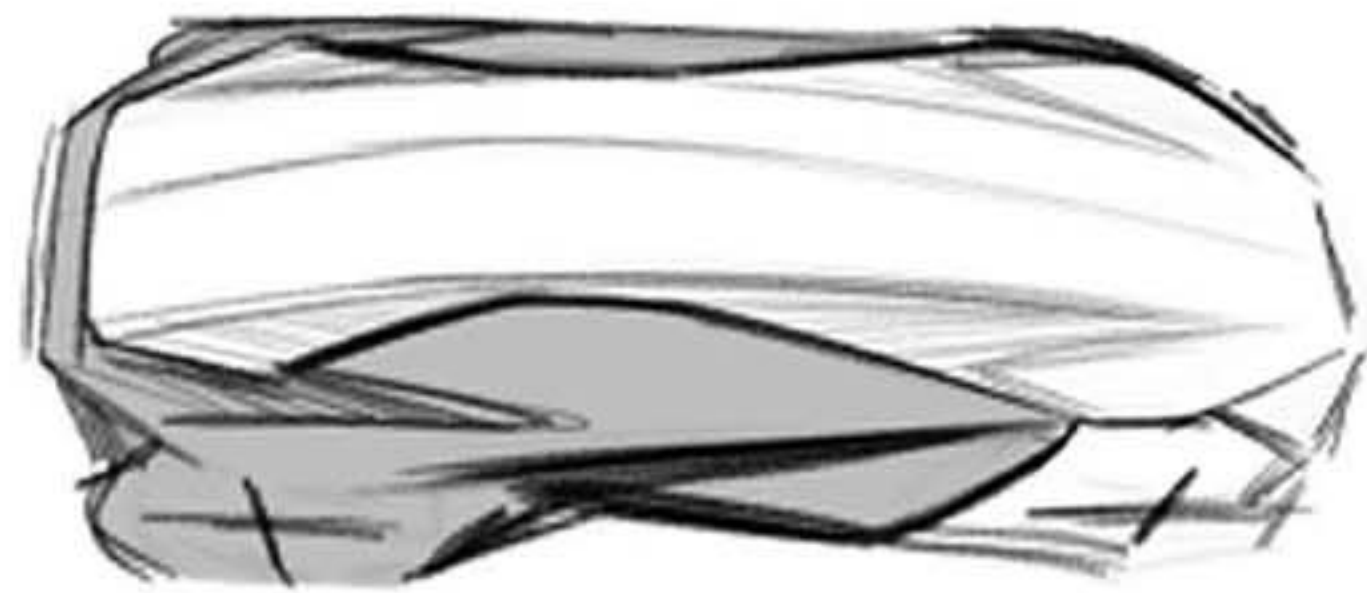
Customizable outer shell gives possibility of the user to express their inner moods and personality to outer shell



CUSTOMIZABLE
SMART GLASS

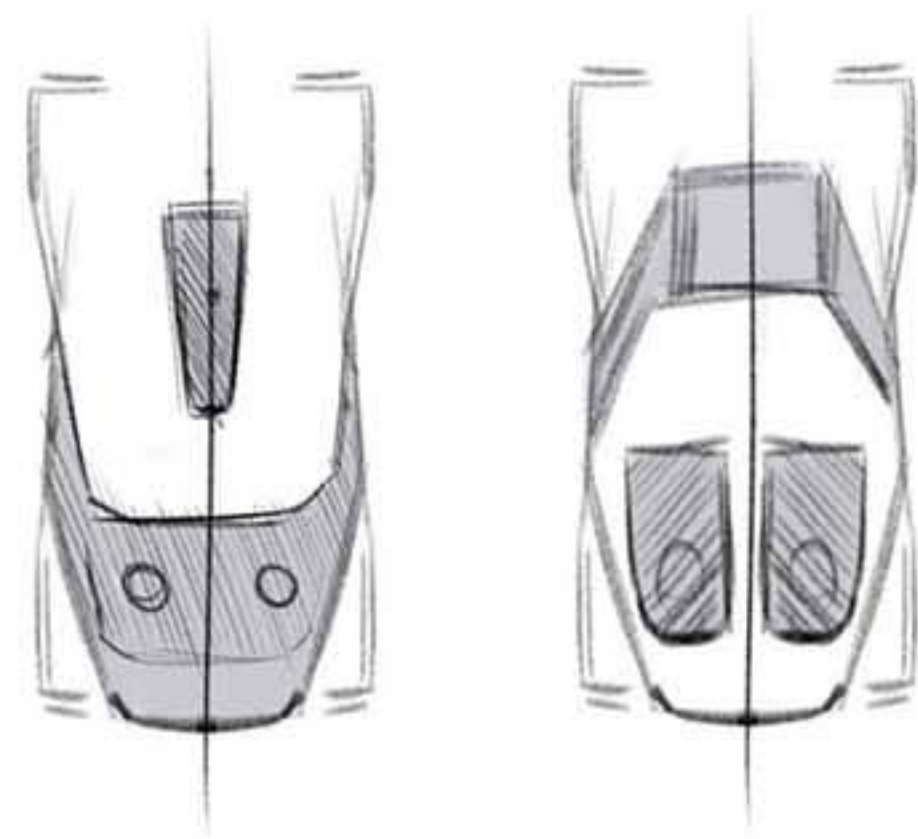
CORE STRUCTURE

UNDER STRUCTURE



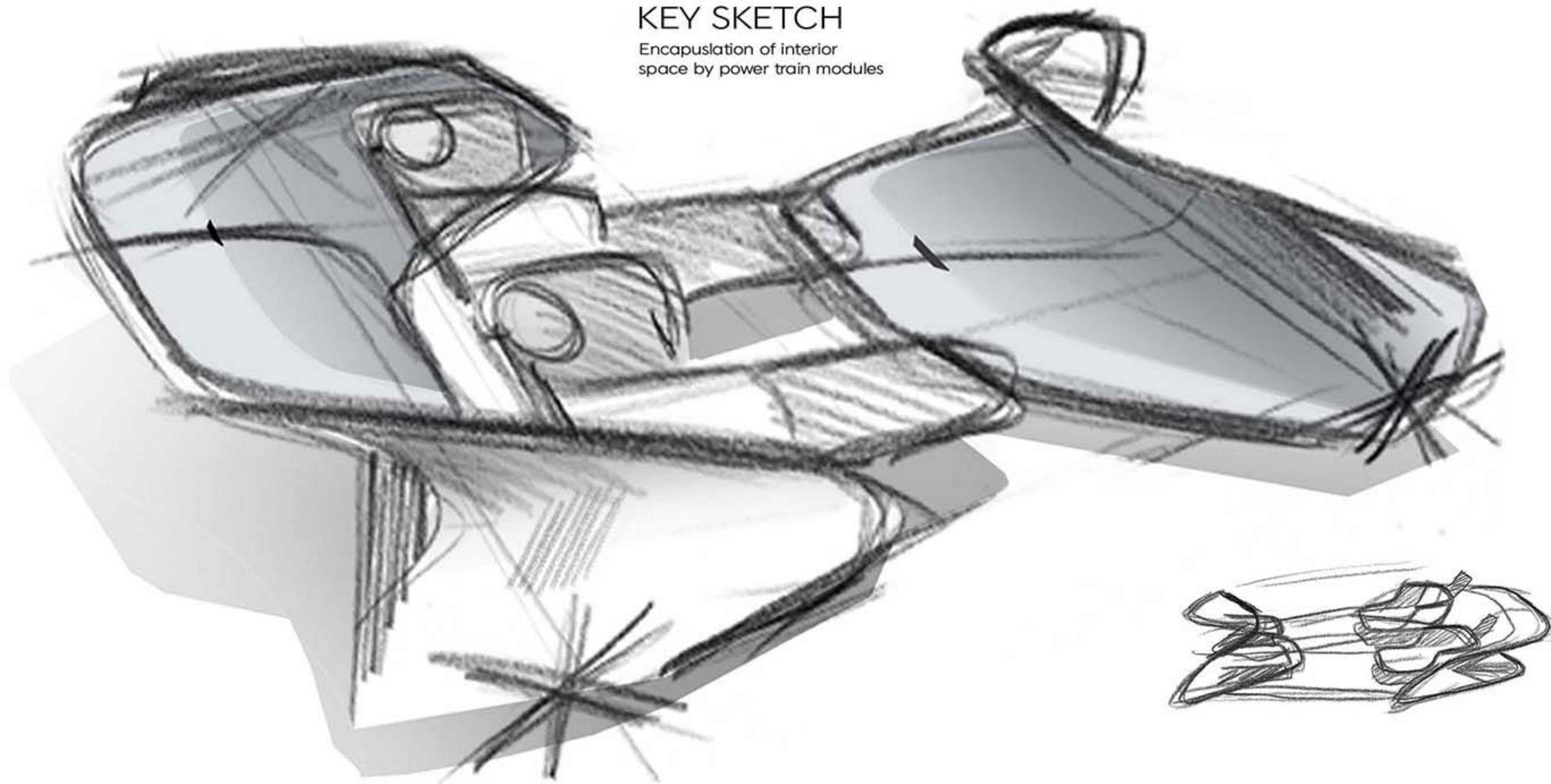
LEVITATING EXPERIENCE_ ESCAPISM

Open roof and floor to give the sense of escapism



KEY SKETCH

Encapsulation of interior space by power train modules



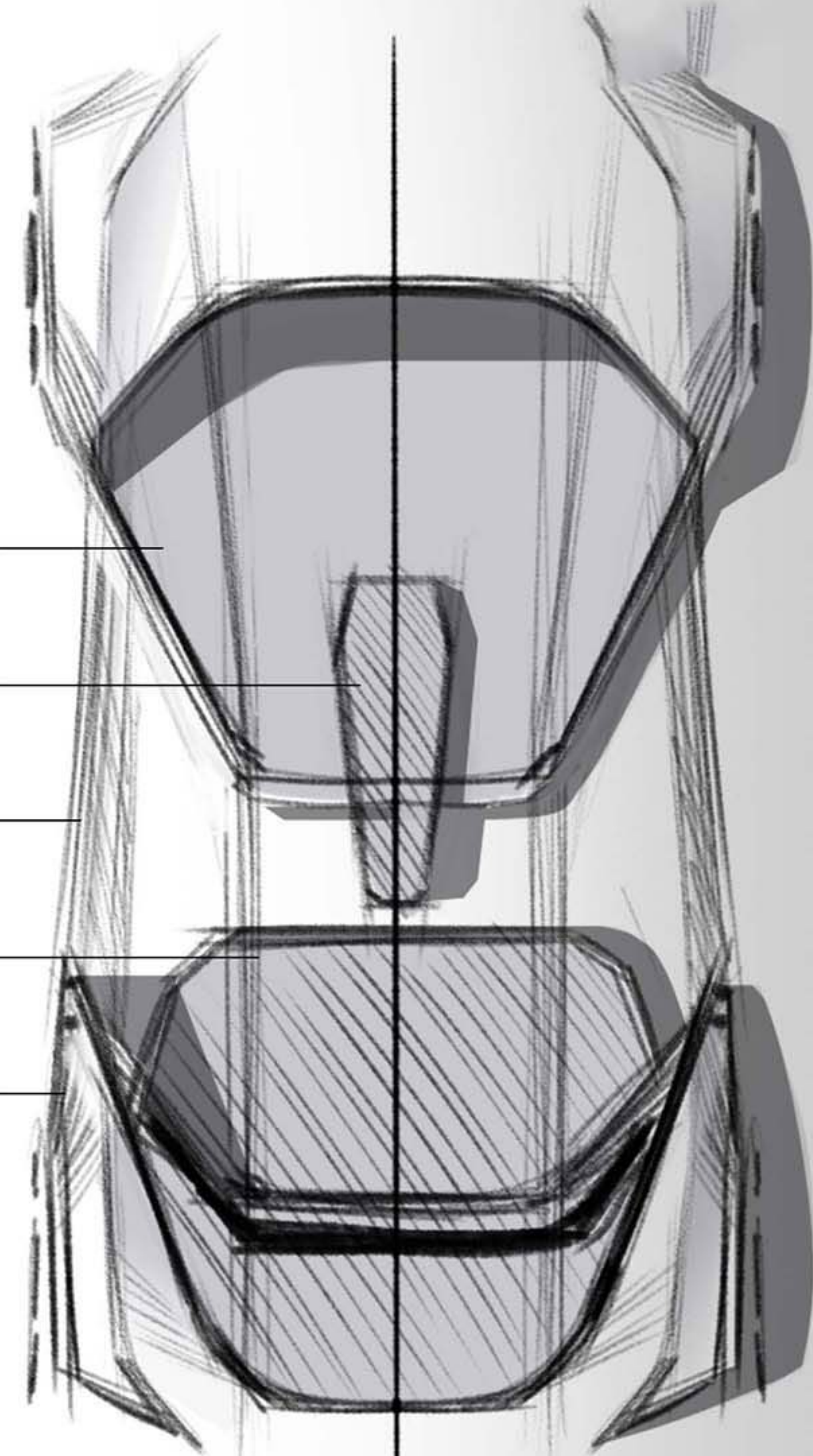
Front Module

Centre Console

Customizable Shell

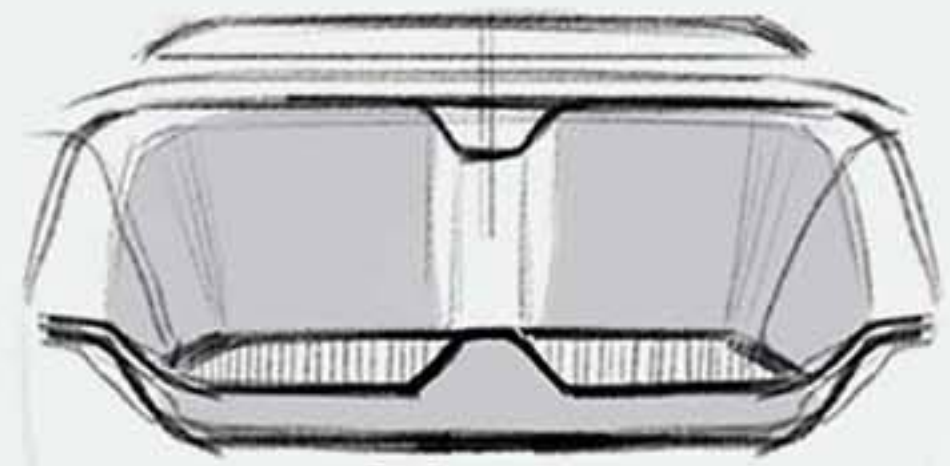
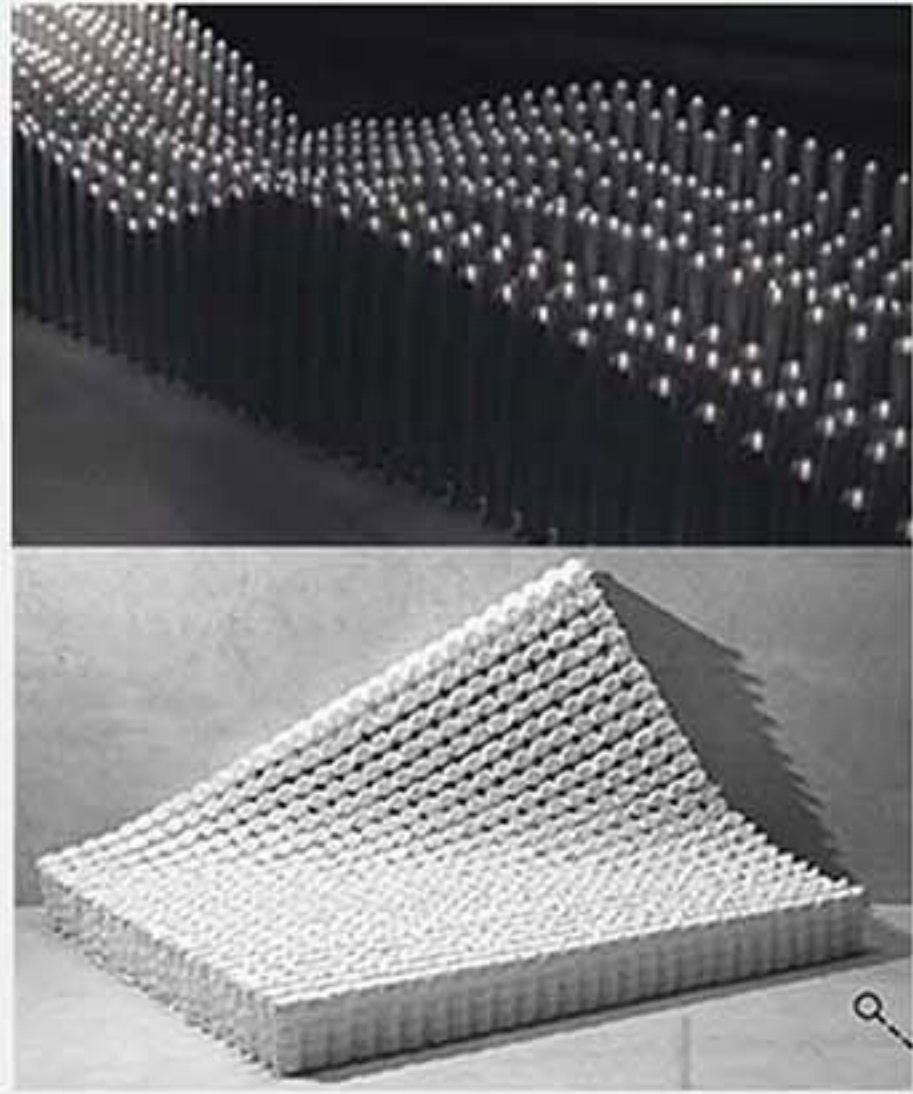
Two Seaters

Rear Module

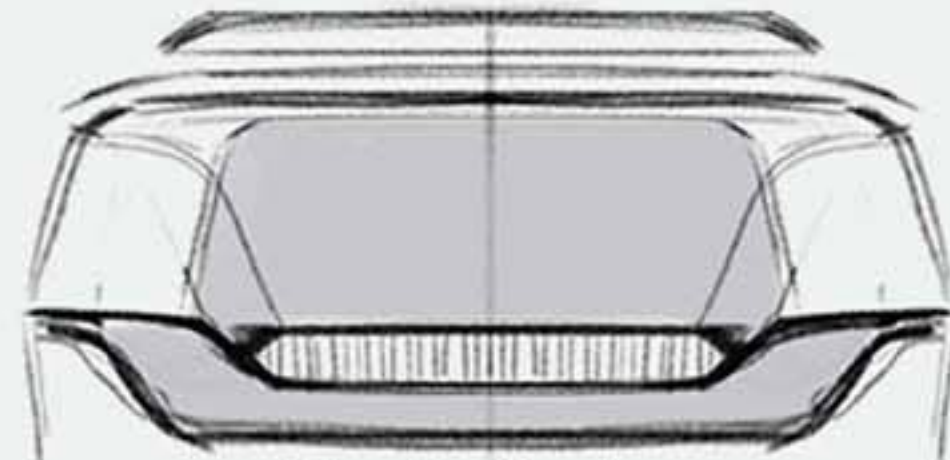


FREE FORM SEAT

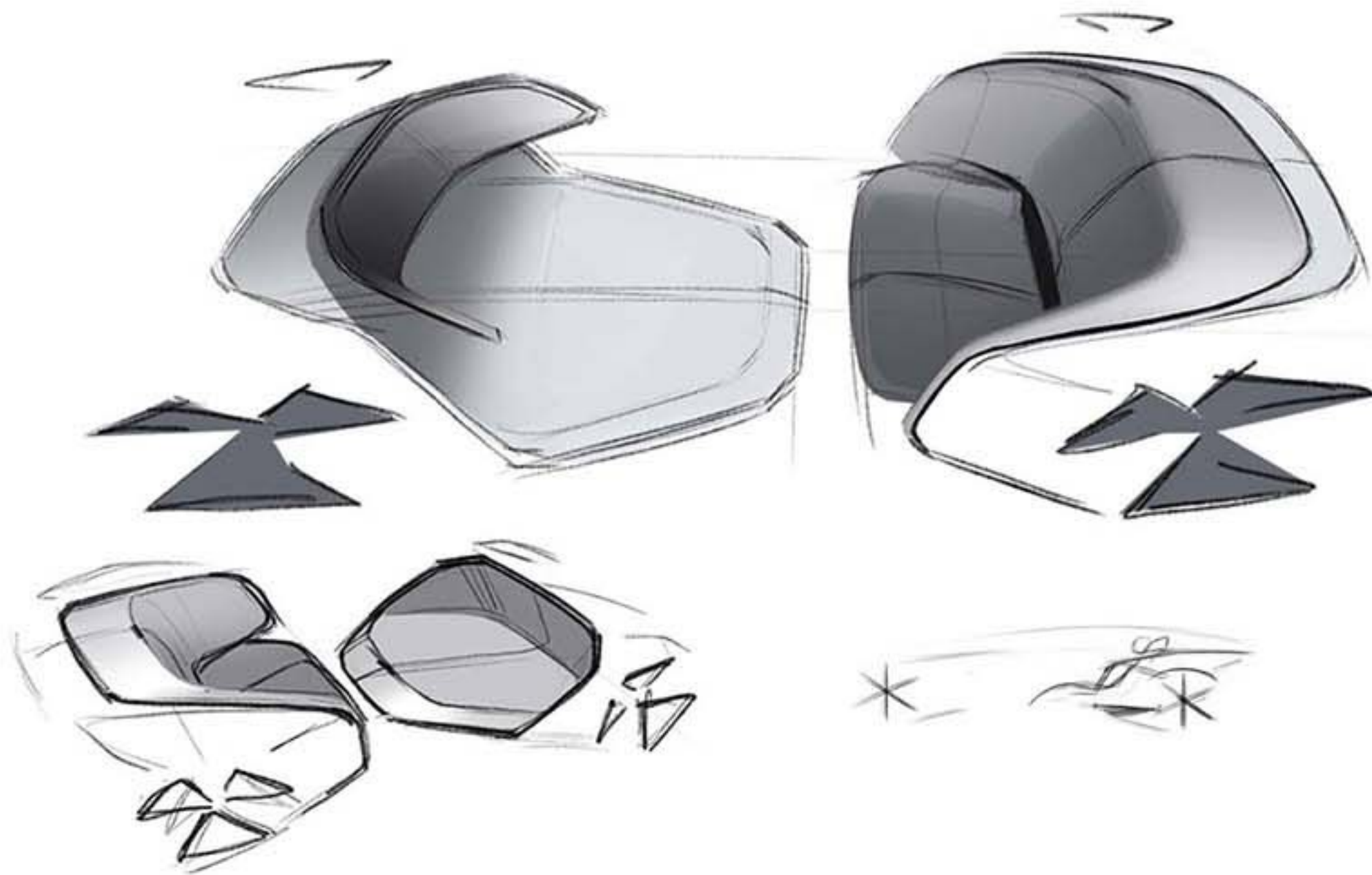
Pin frame changes seat arrangement depends on the number of user



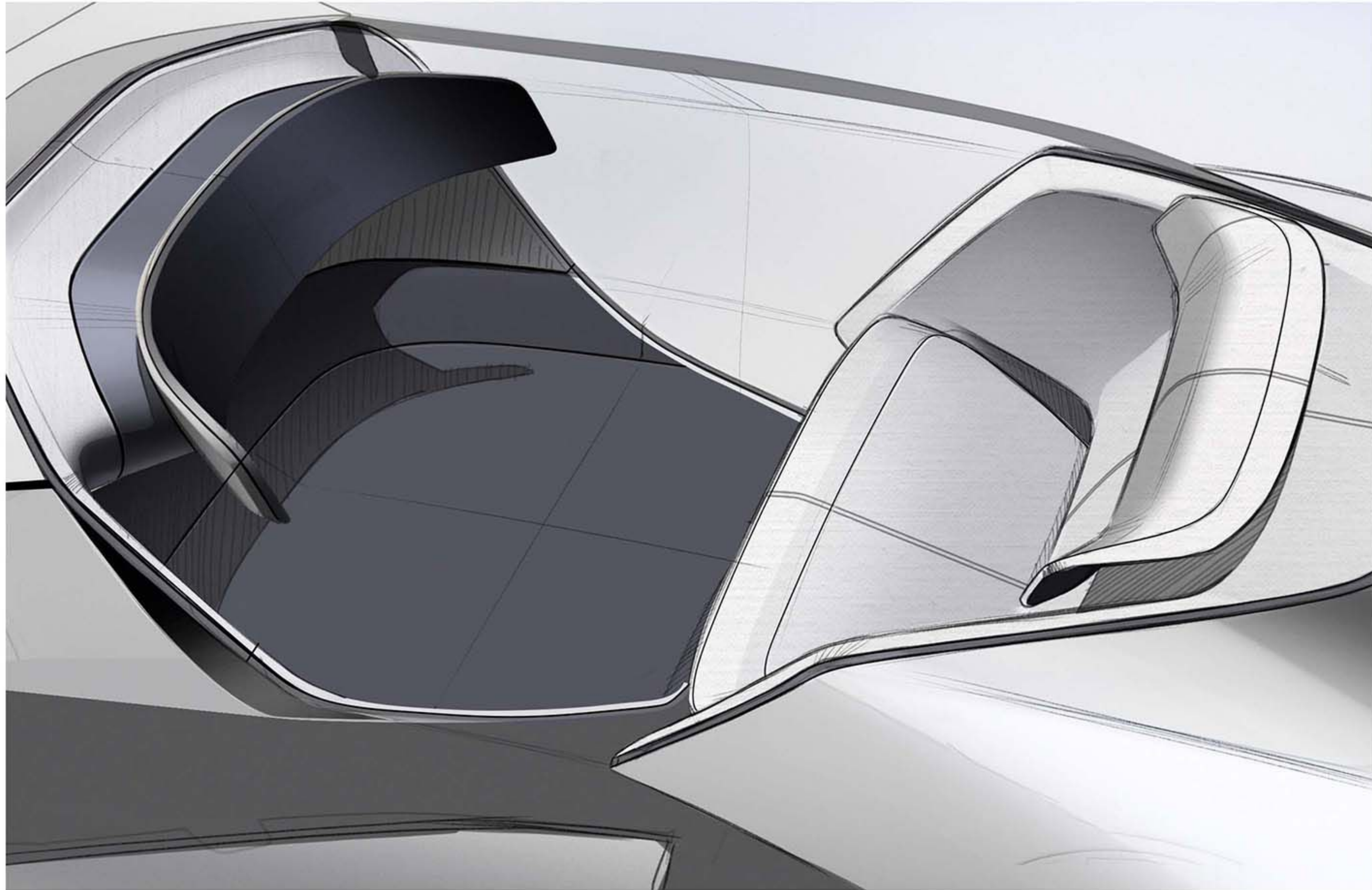
2 Seater



Single Seater

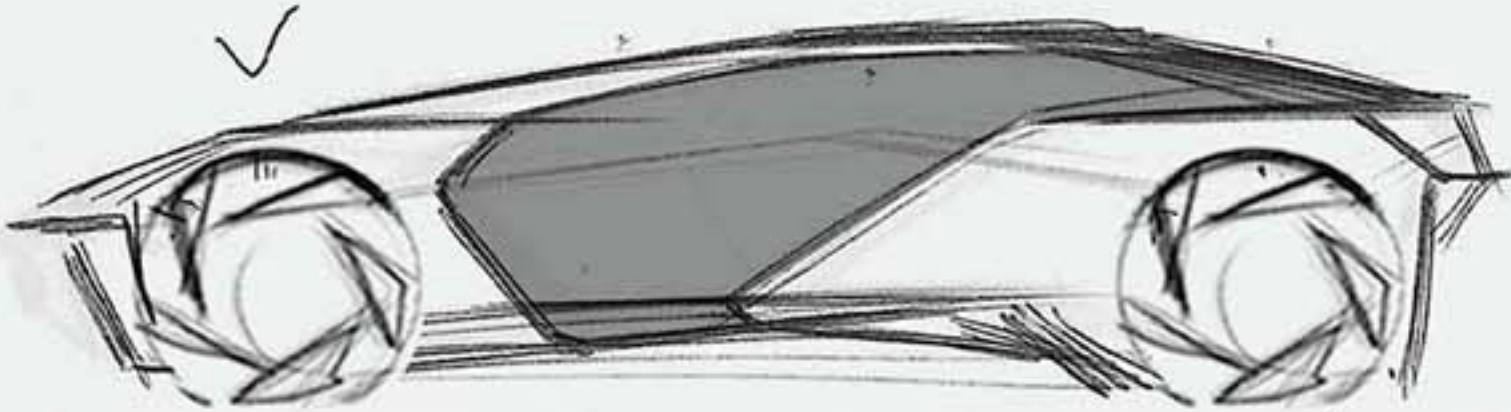
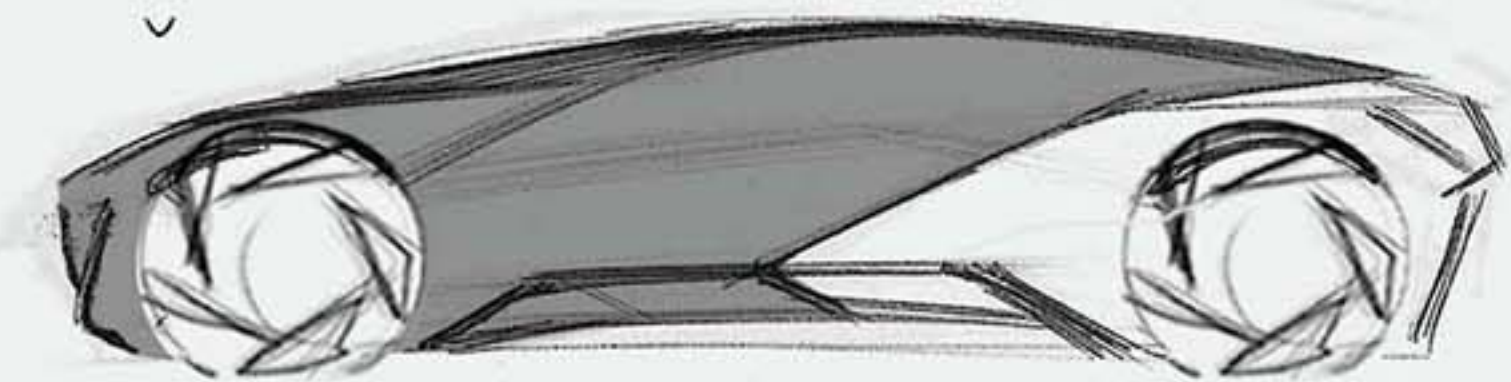
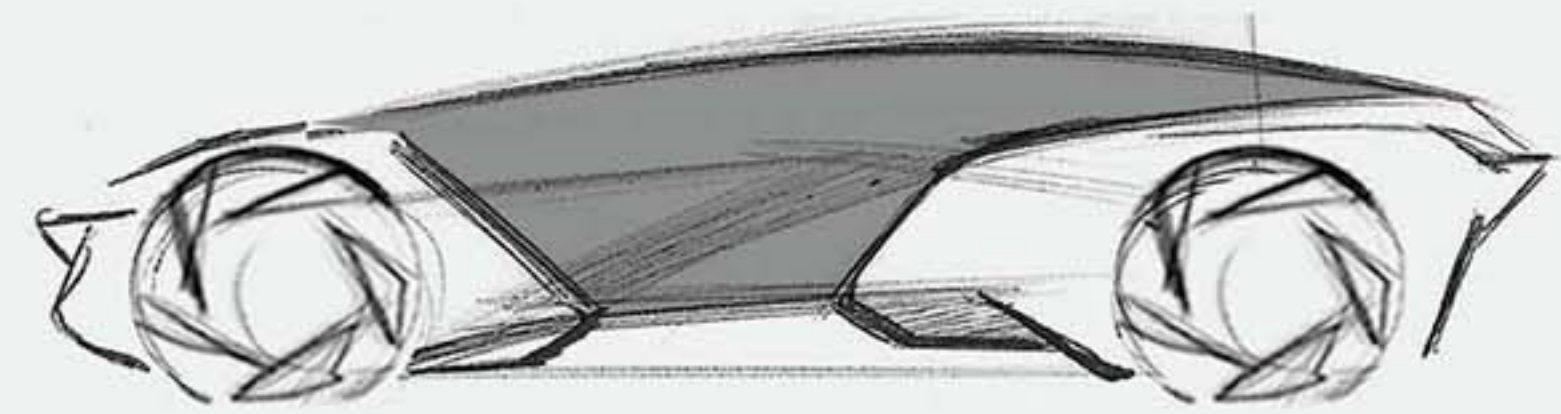


INTERIOR OVERVIEW

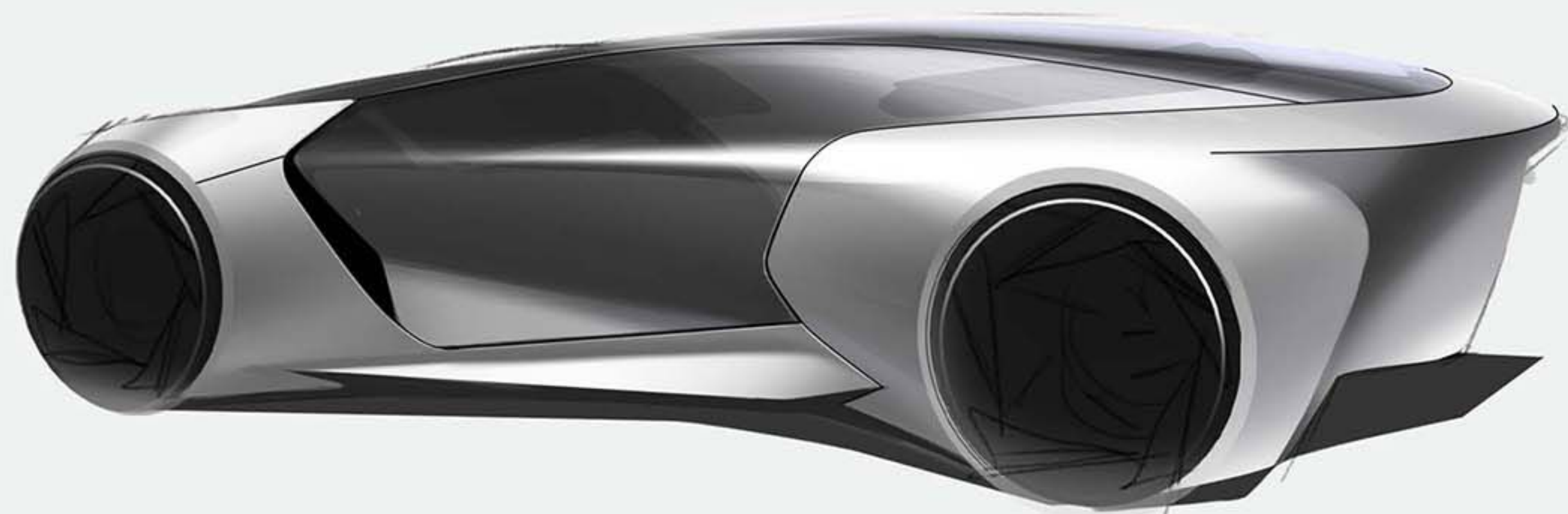
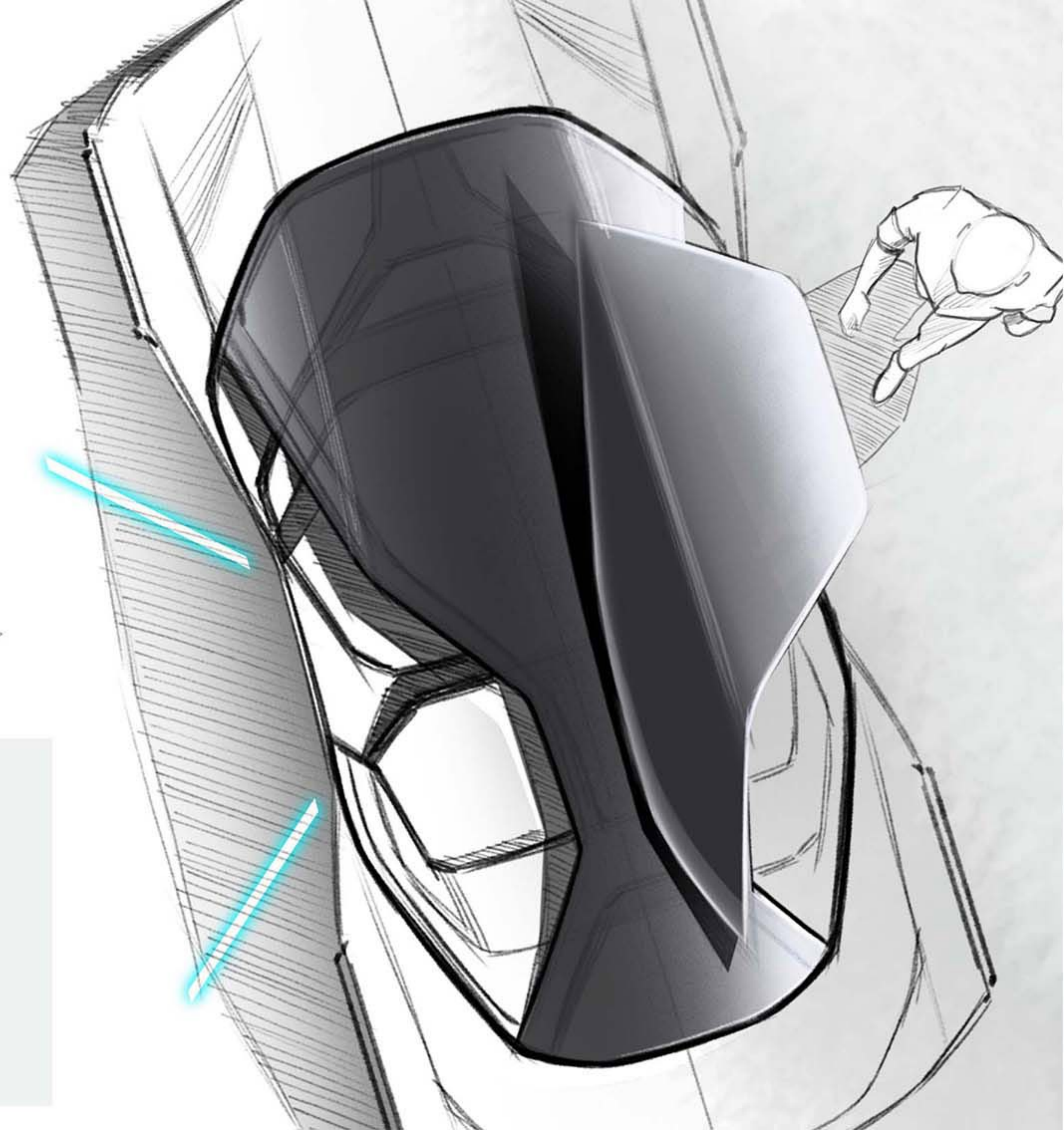
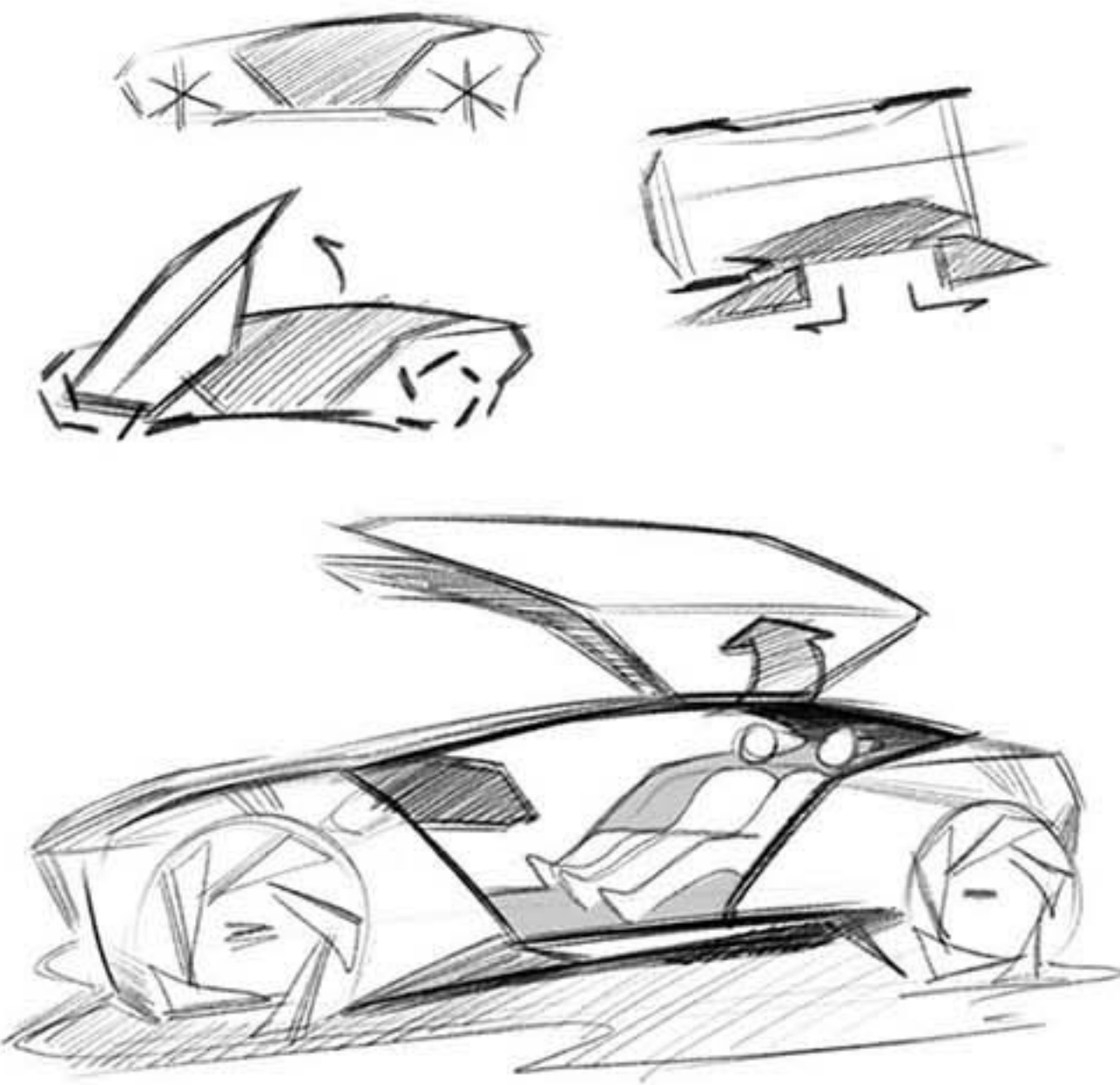


GRAPHICAL BREAK UP

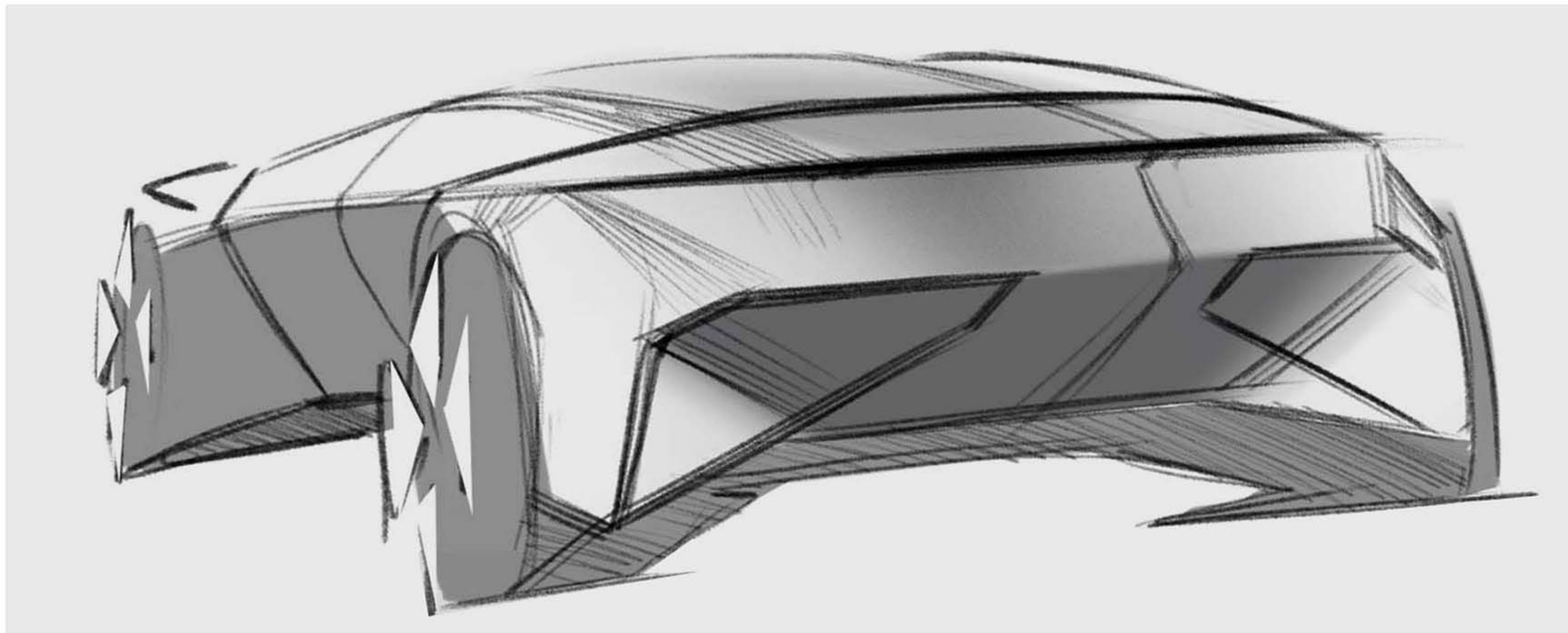
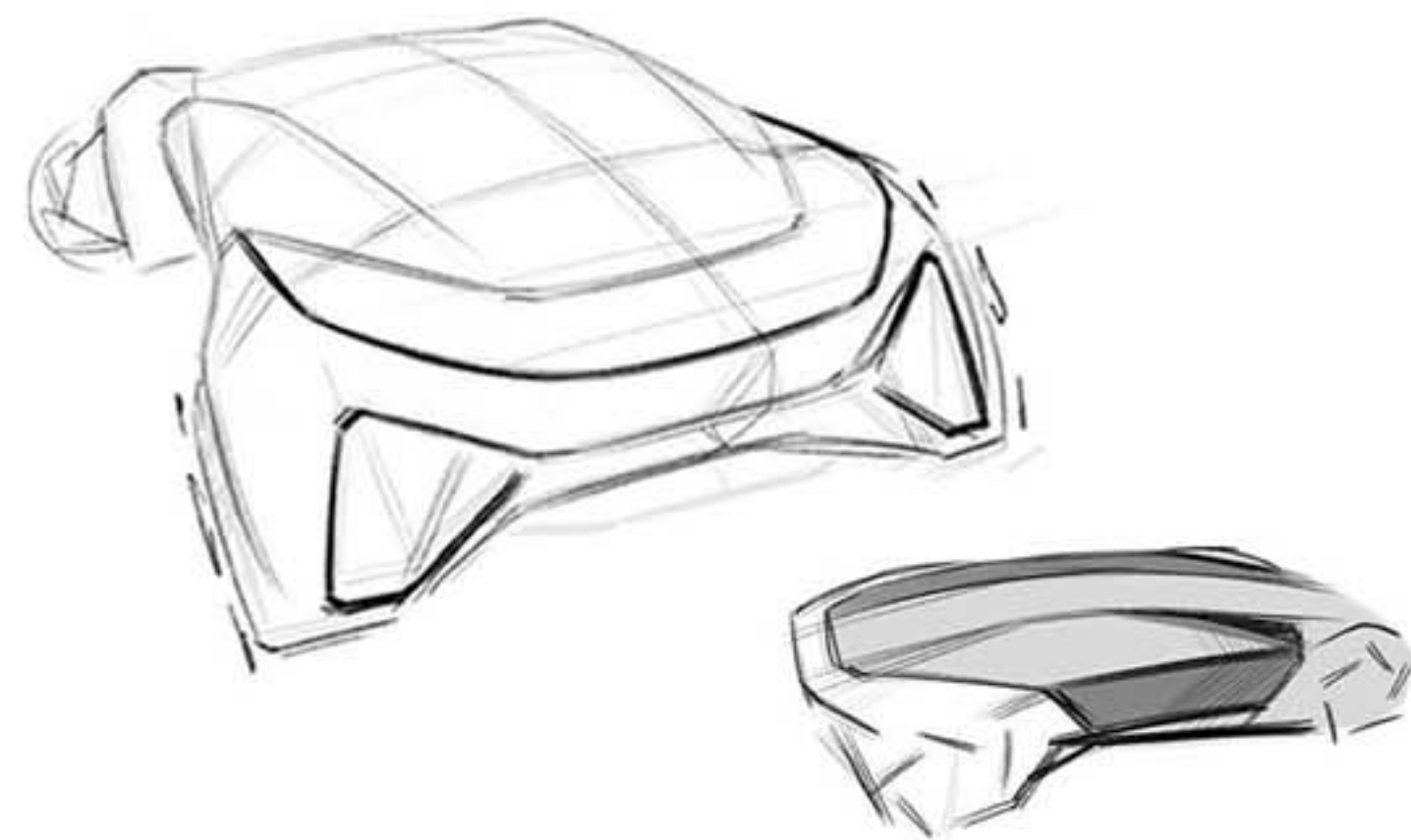
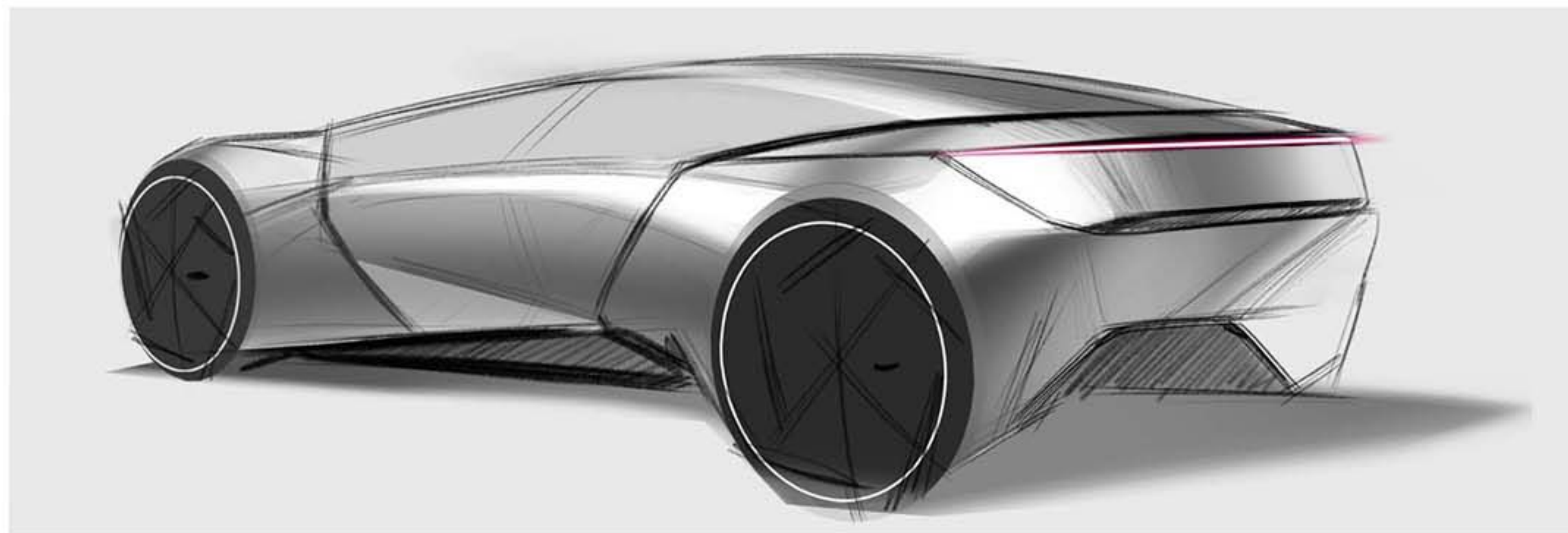
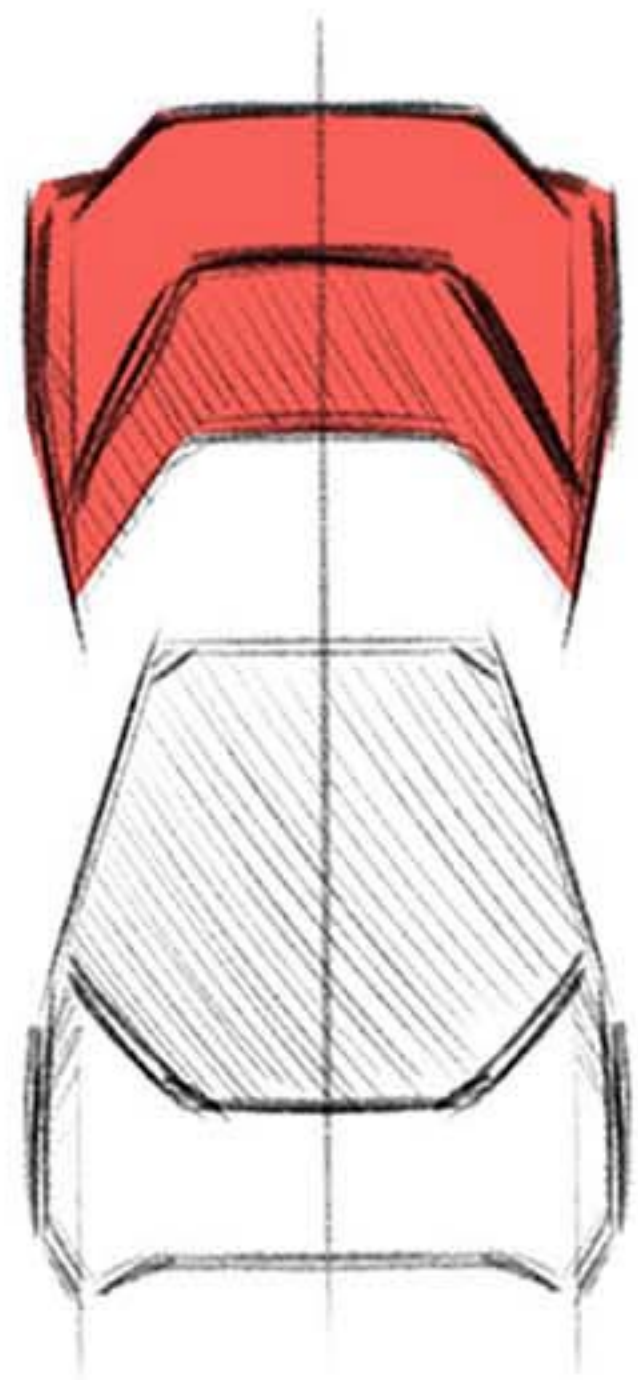
Graphical breakup between the body and customizable shell



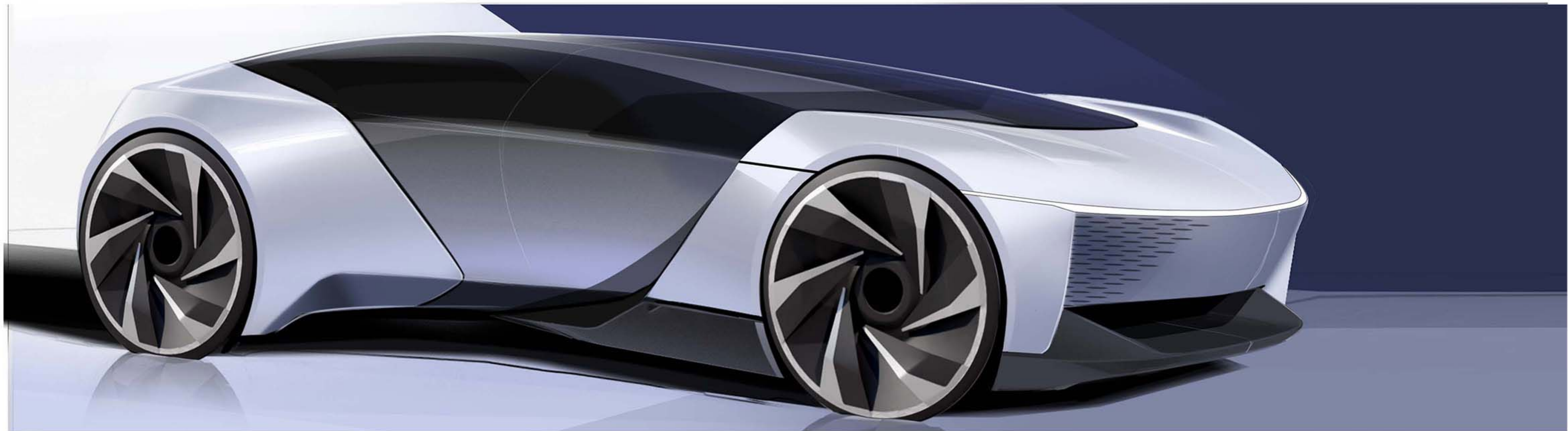
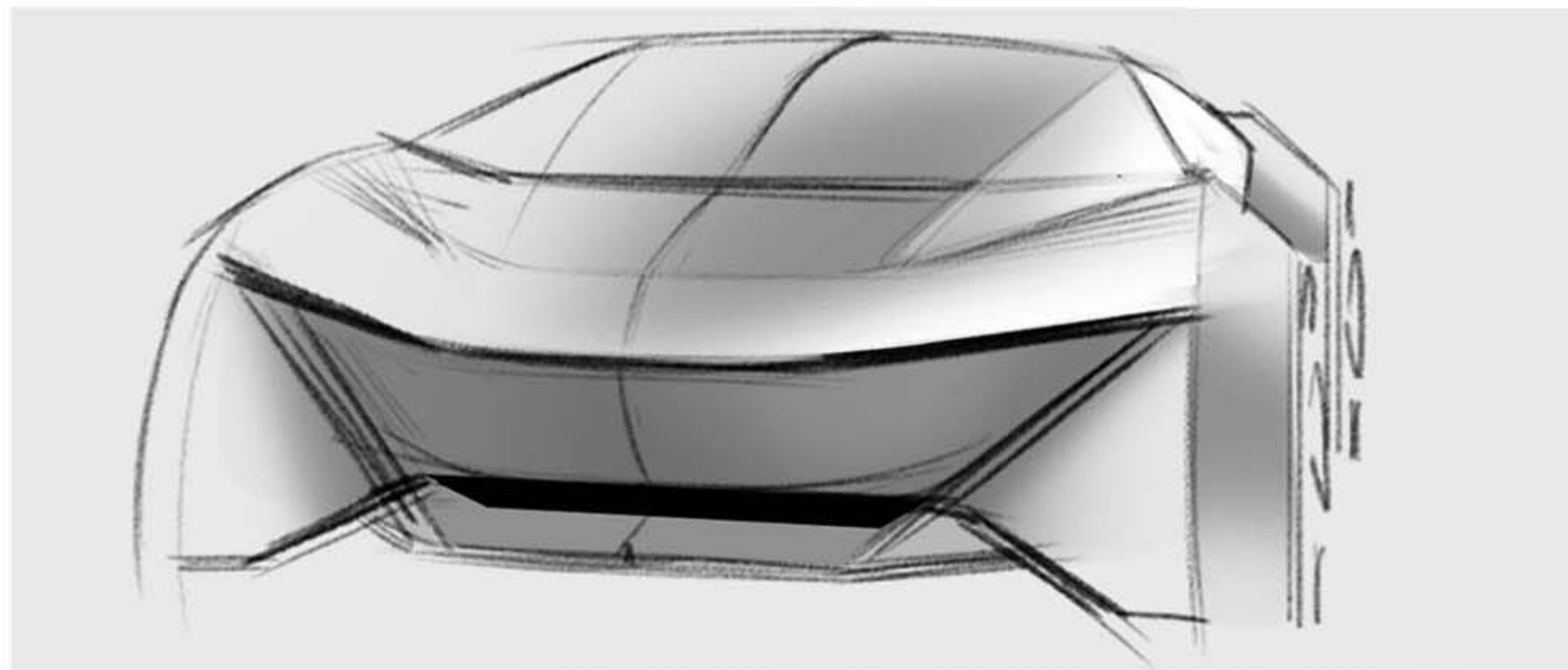
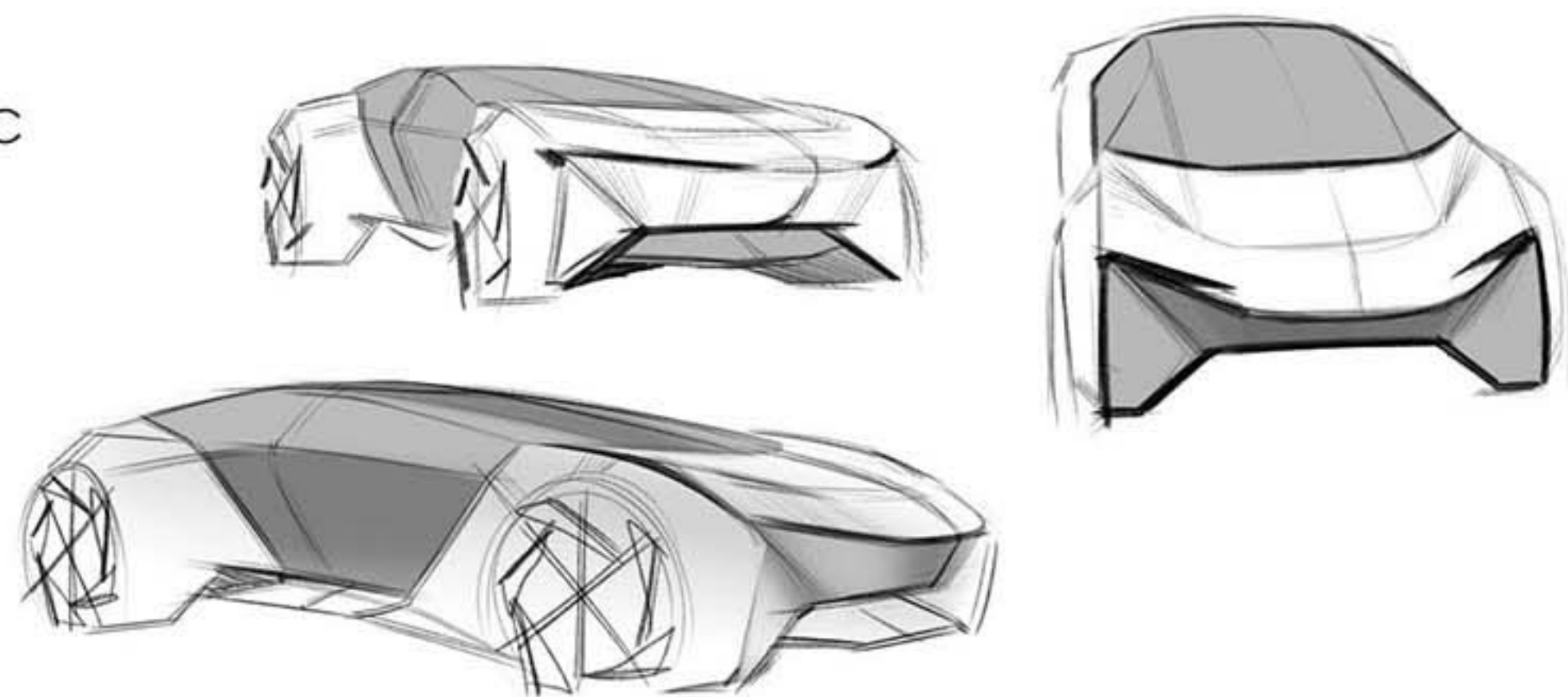
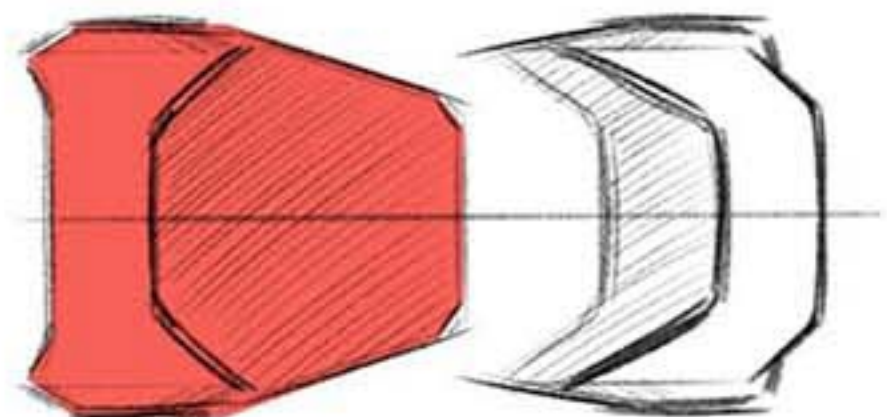
WIDE DOOR OPENING FOR EASY ACCESS



REAR VARIATIONS
SIMPLE FORM_DISTINCTIVE GRAPHIC

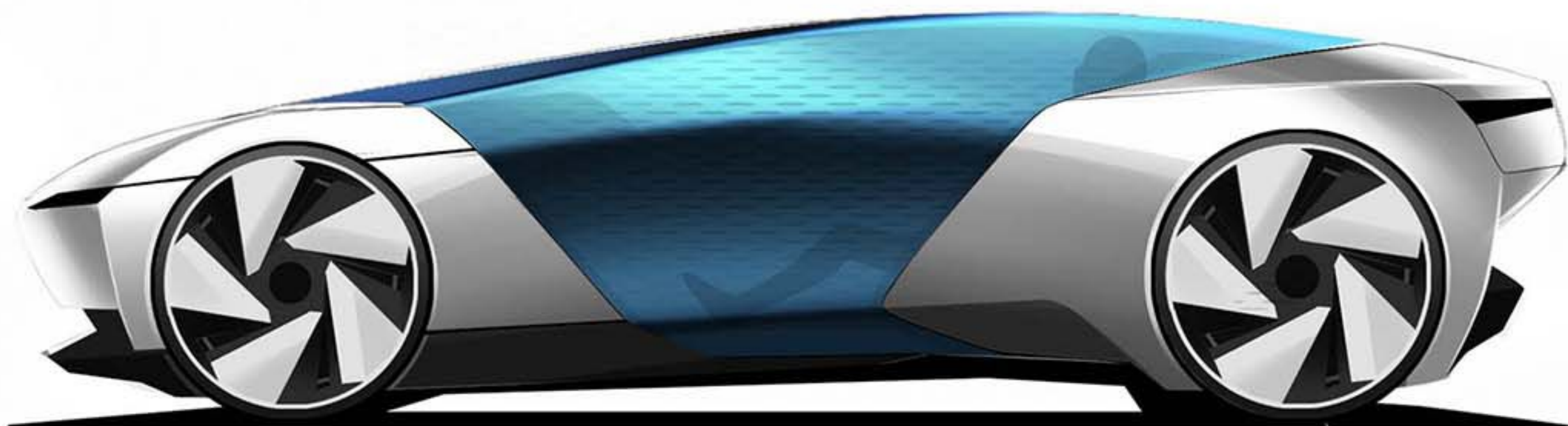


FRONT VARIATIONS
SIMPLE FORM_DISTINCTIVE GRAPHIC



EXPRESSIVE EXTERIOR SHELL

Depends on the mood that users in, they can customize the outer shell by controlling darkness or colours



Customizable shell

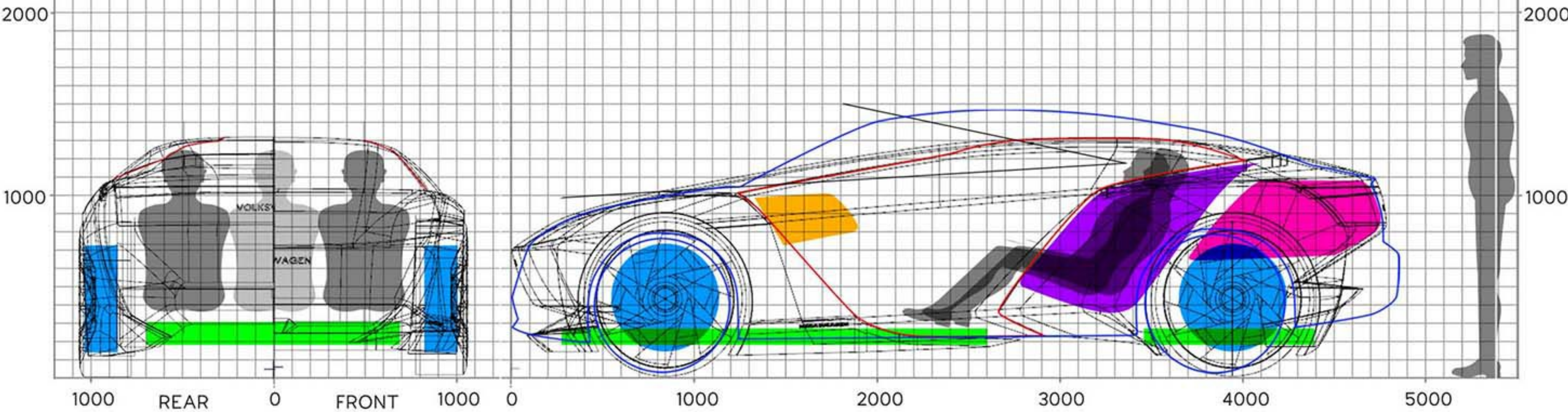
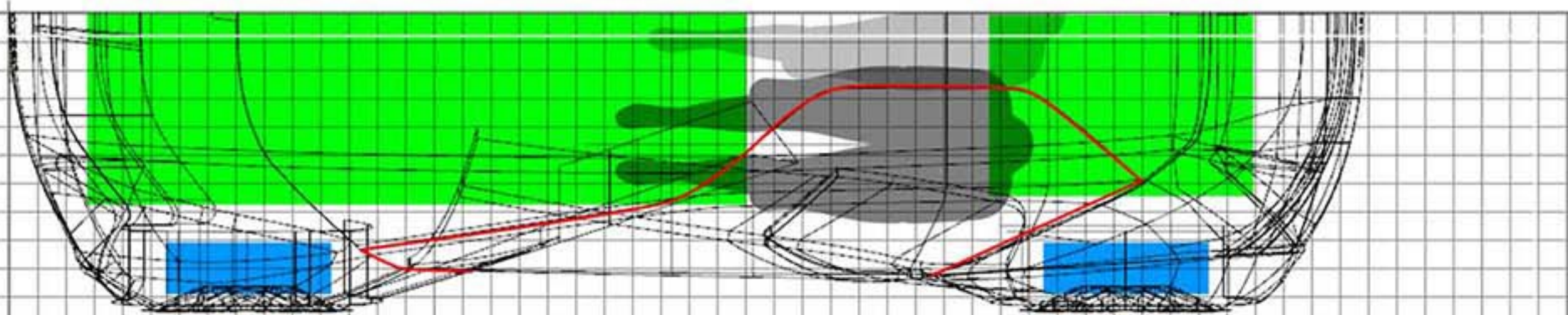


Control Darkness

PACKAGE

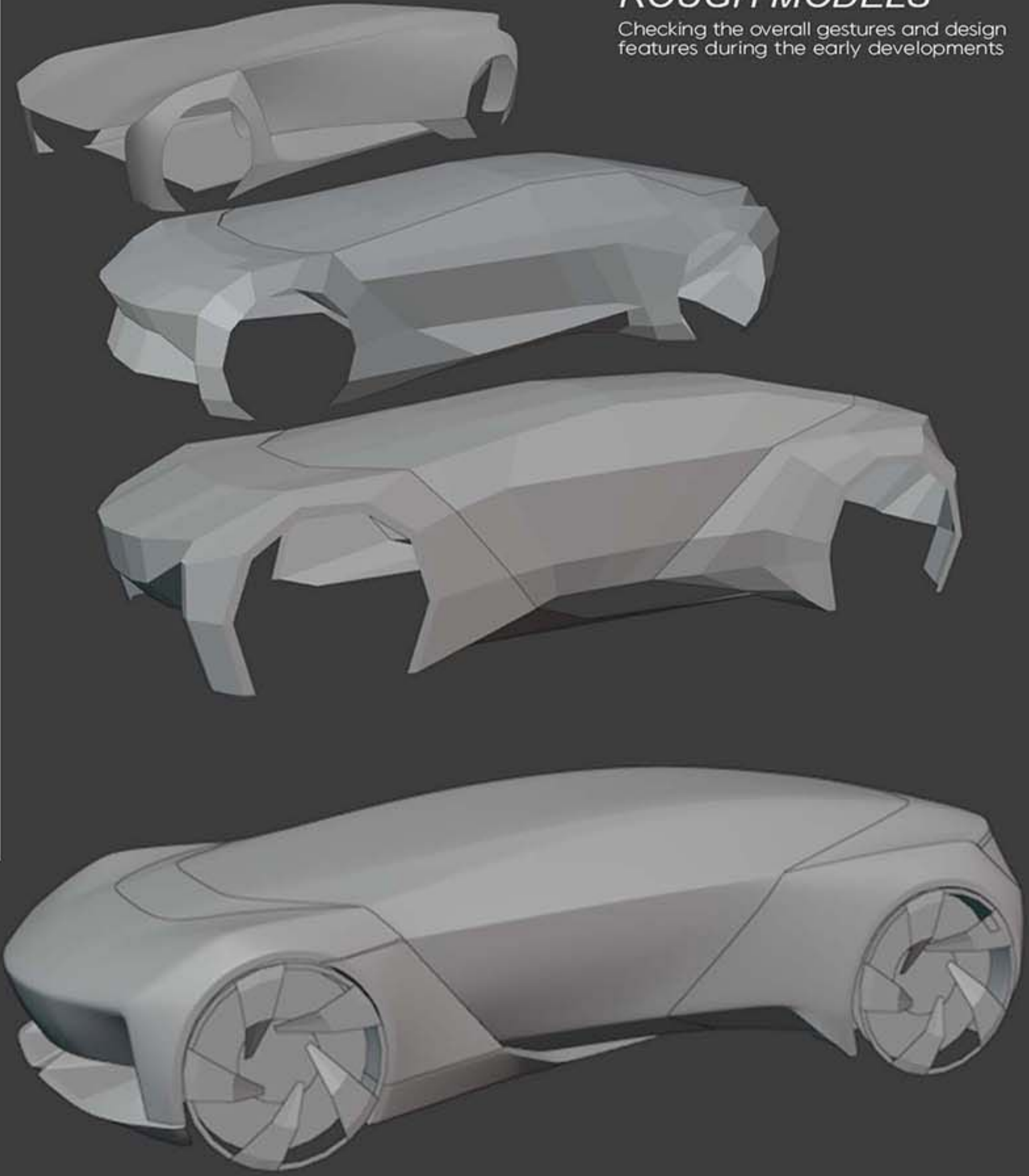
YOUR_ID	Length	Width	Height
	4800	2100	1310
VW ARTHEON	4860	1870	1450

- BATTERY
- HUB MOTOR
- DISPLAY
- SEAT
- BOOT
- DOOR



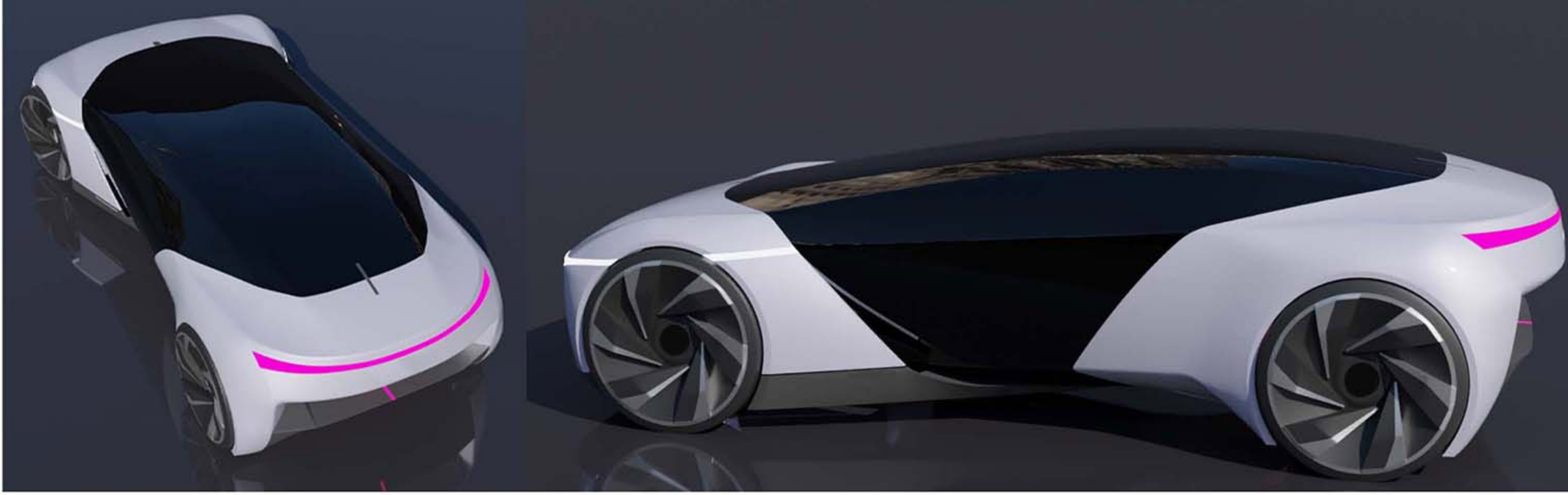
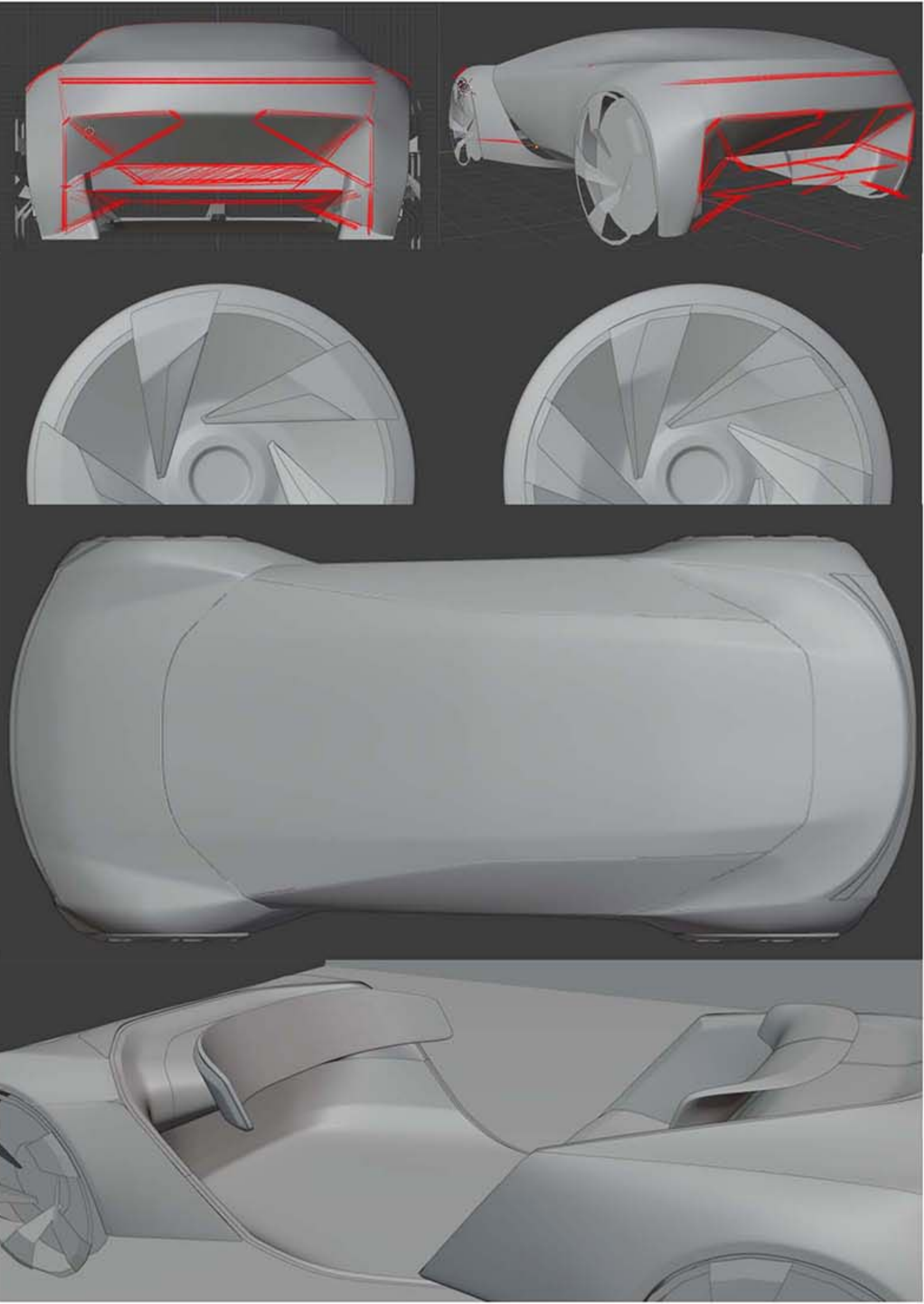
BLENDER - ROUGH MODELS

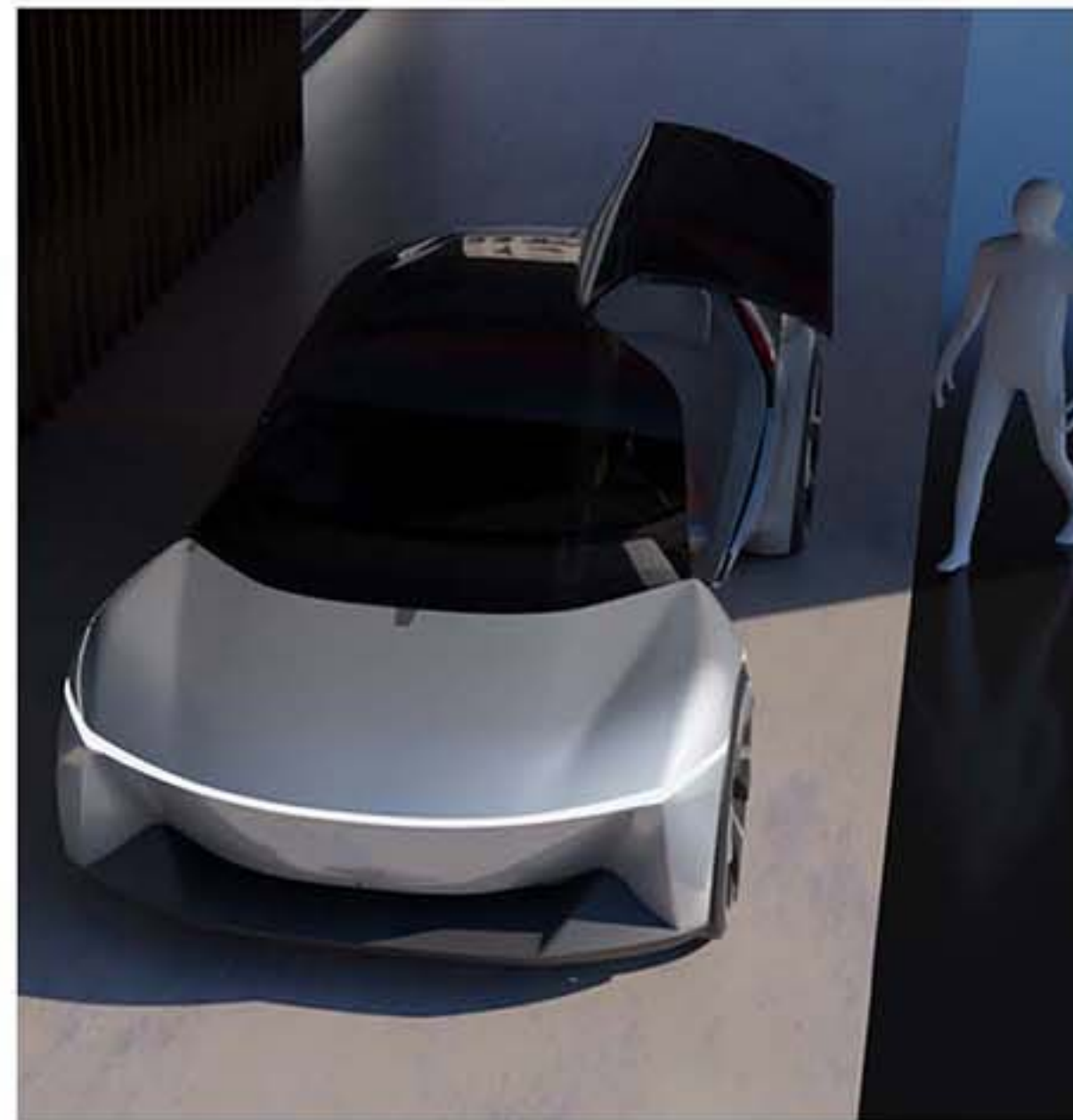
Checking the overall gestures and design features during the early developments



more and more...







ENCAPSULATED DYNAMISM

SIMPLE FORM YET
DISTINCTIVE GRAPHICS



**DIGITAL MODEL
EXECUTION**

Digital model is done with both
Blender & Alias to have best final result





ENCAPSULATED DYNAMISM

SIMPLE FORM YET
DISTINCTIVE GRAPHICS



**DIGITAL MODEL
EXECUTION**

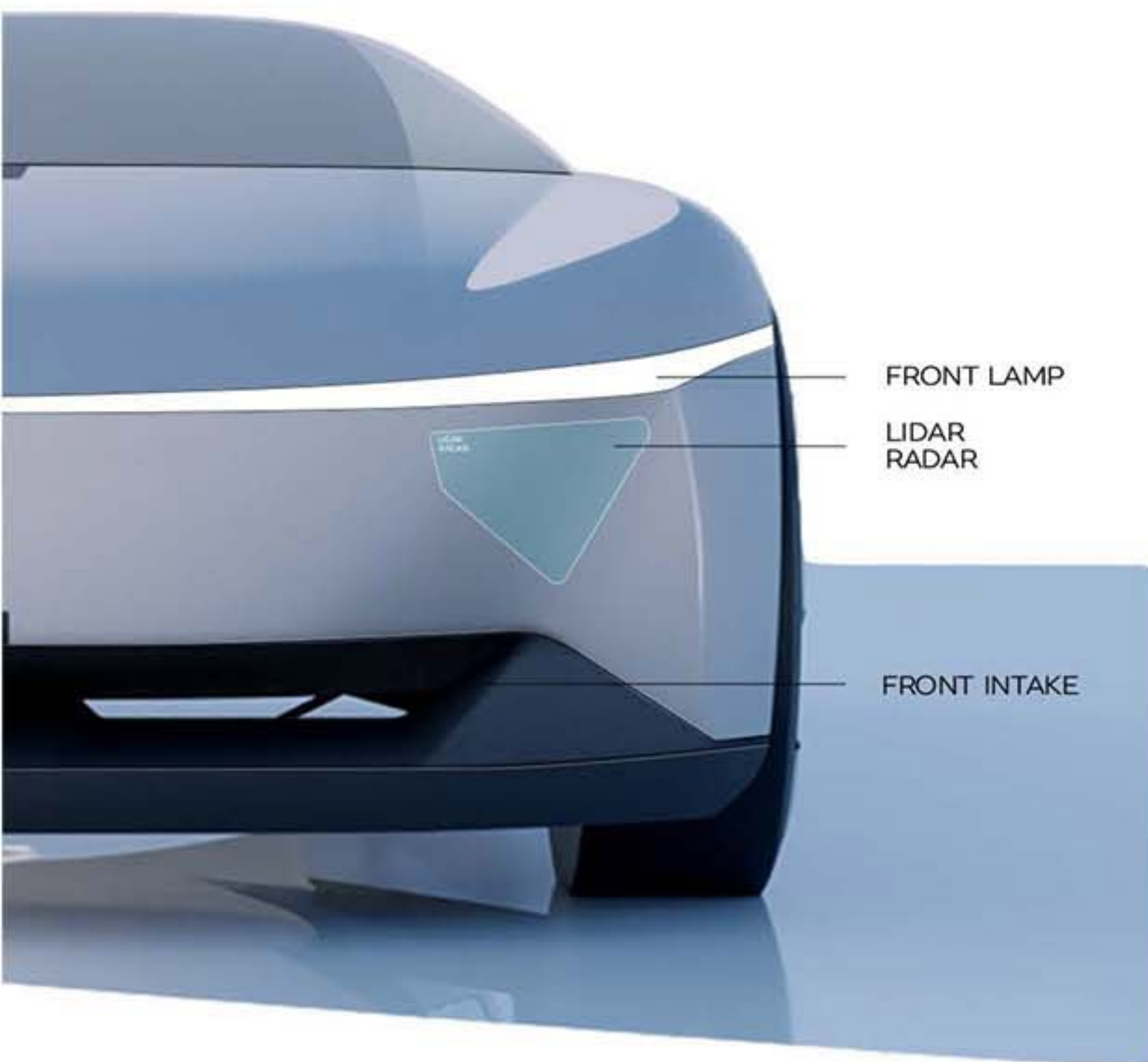
Digital model is done with both
Blender & Alias to have best final result

YOUR_ID



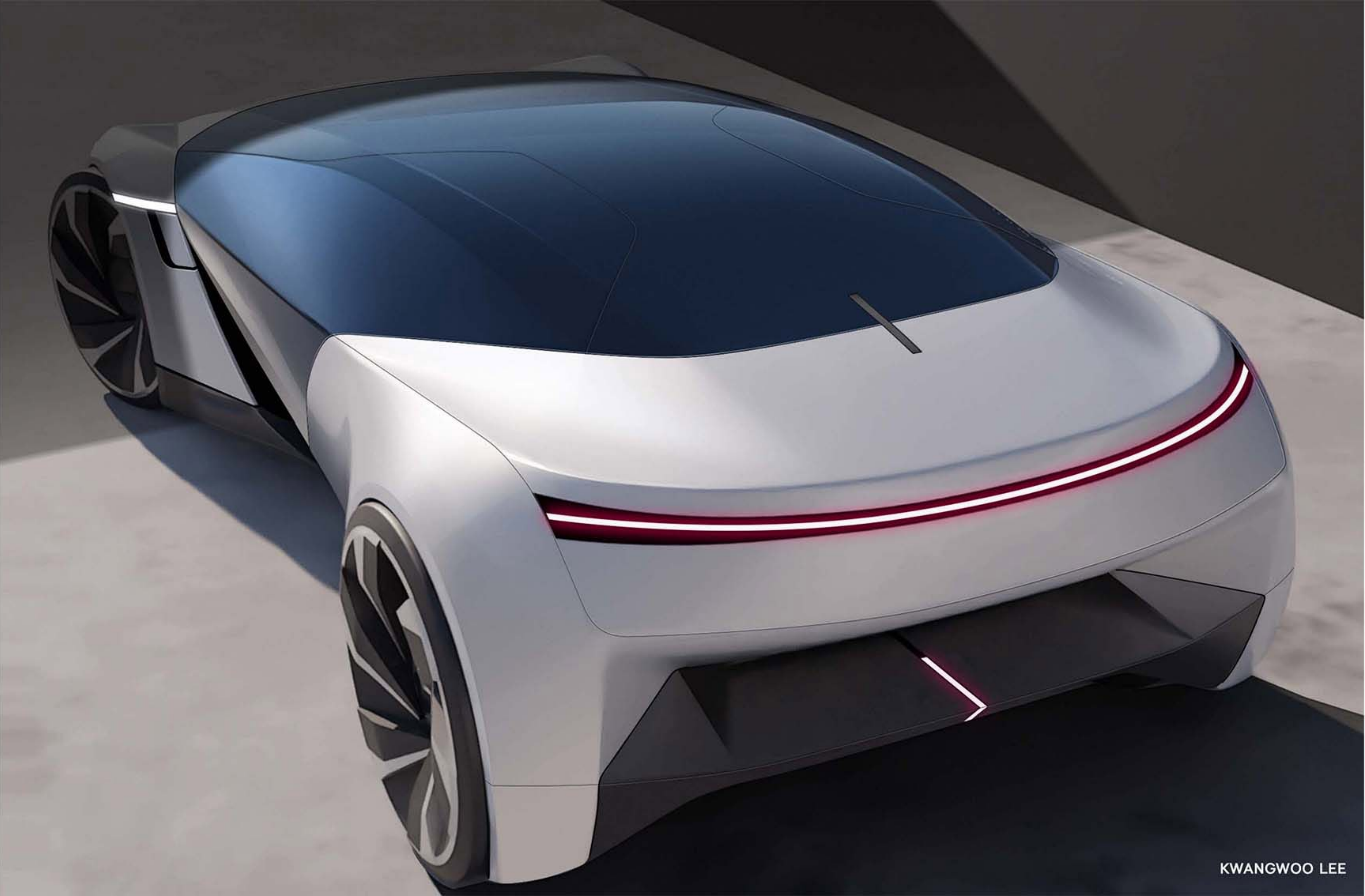
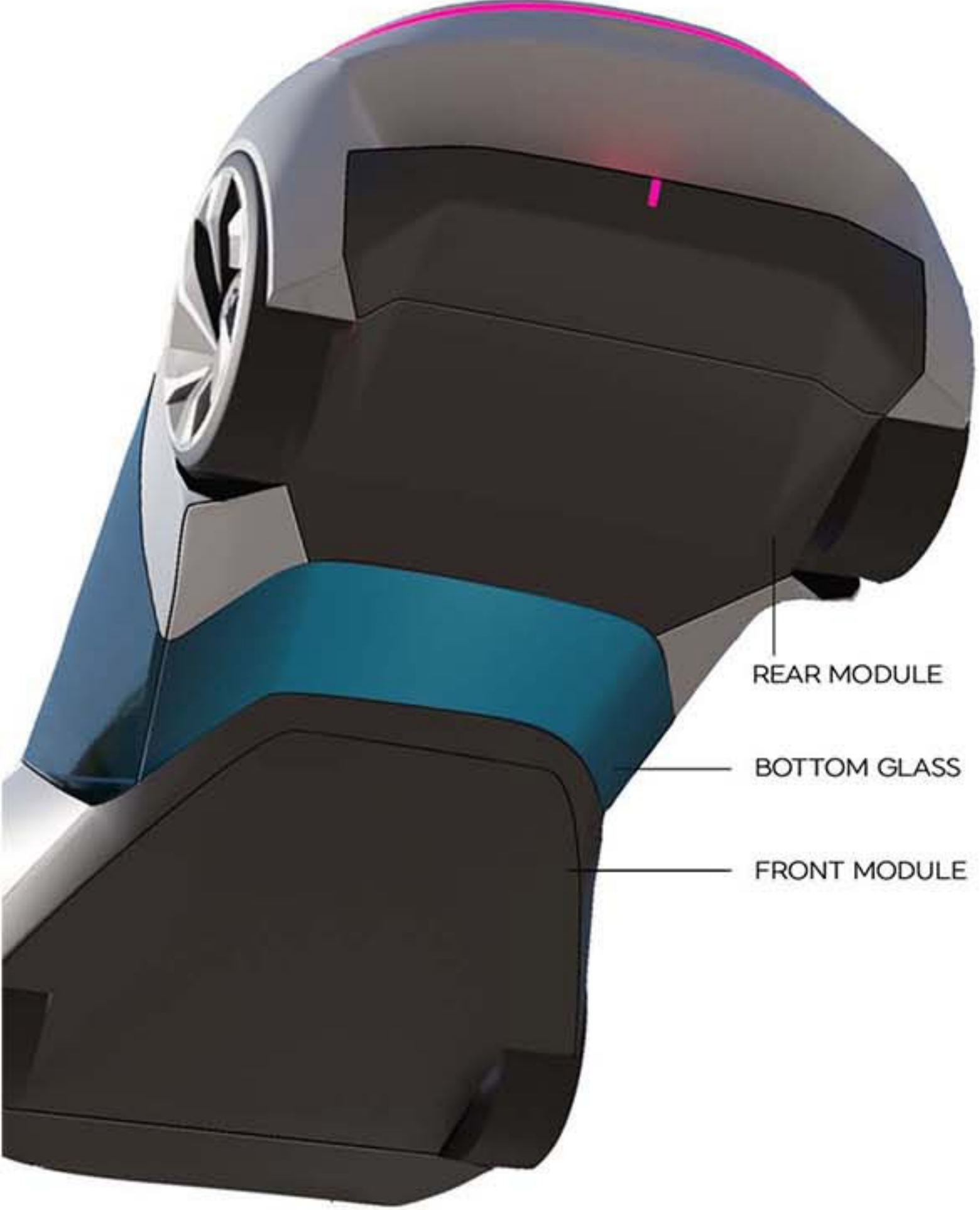
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FRONT DETAILS Essential sensors for autonomy is hidden to not disturb the design elements



HOVERING EXPERIENCE

Glass floor gives users
escapism



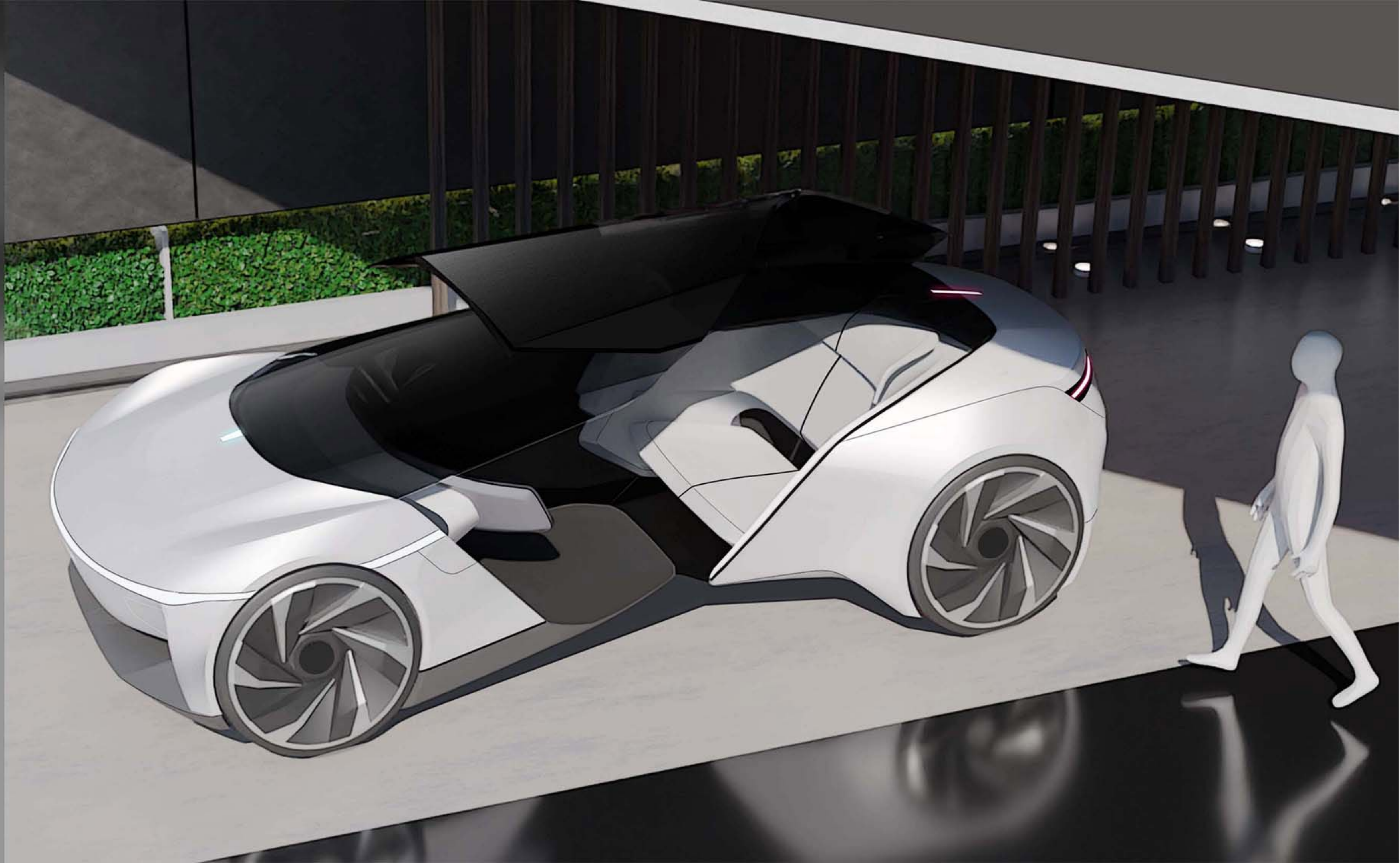
YOUR_ID USER SCENARIOS

WELCOMING PASSENGER

INTERACTION WITH VEHICLE

COMFORT YOUR RIDE

EXPRESS YOUR RIDE



YOUR_ID USER SCENARIOS

WELCOMING PASSENGER

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EXPRESS YOUR RIDE



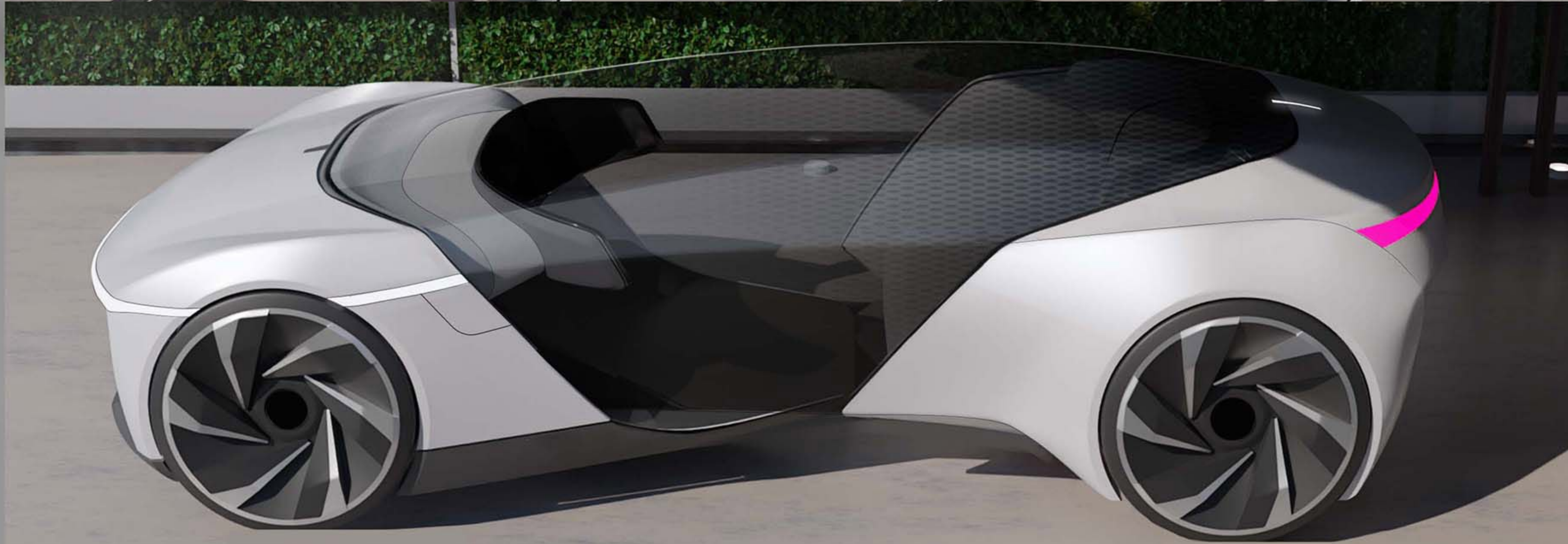
YOUR_ID USER SCENARIOS

WELCOMING PASSENGER

INTERACTION WITH VEHICLE

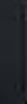
COMFORT YOUR RIDE

EXPRESS YOUR RIDE



YOUR_ID USER SCENARIOS

WELCOMING PASSENGER



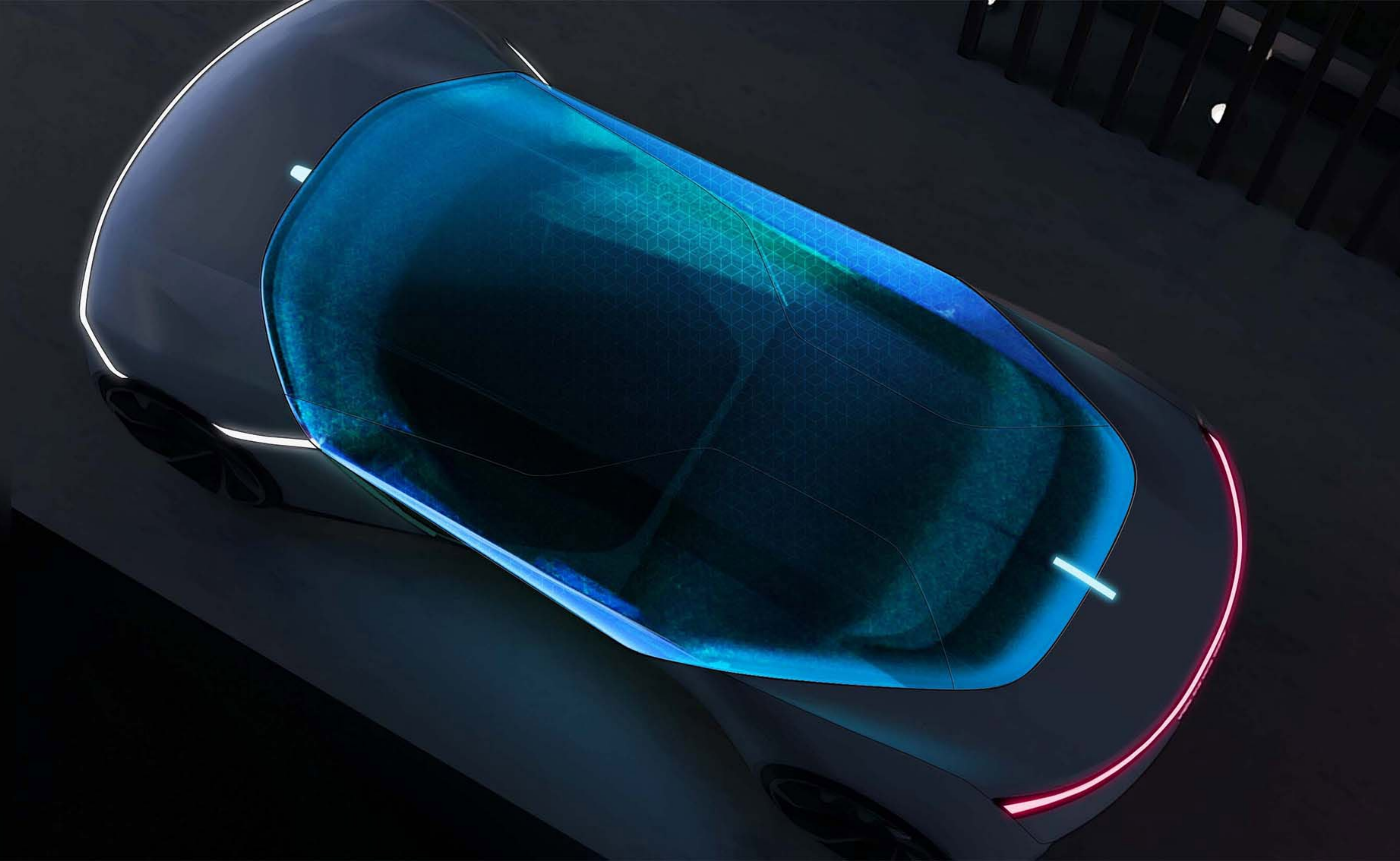
INTERACTION WITH VEHICLE

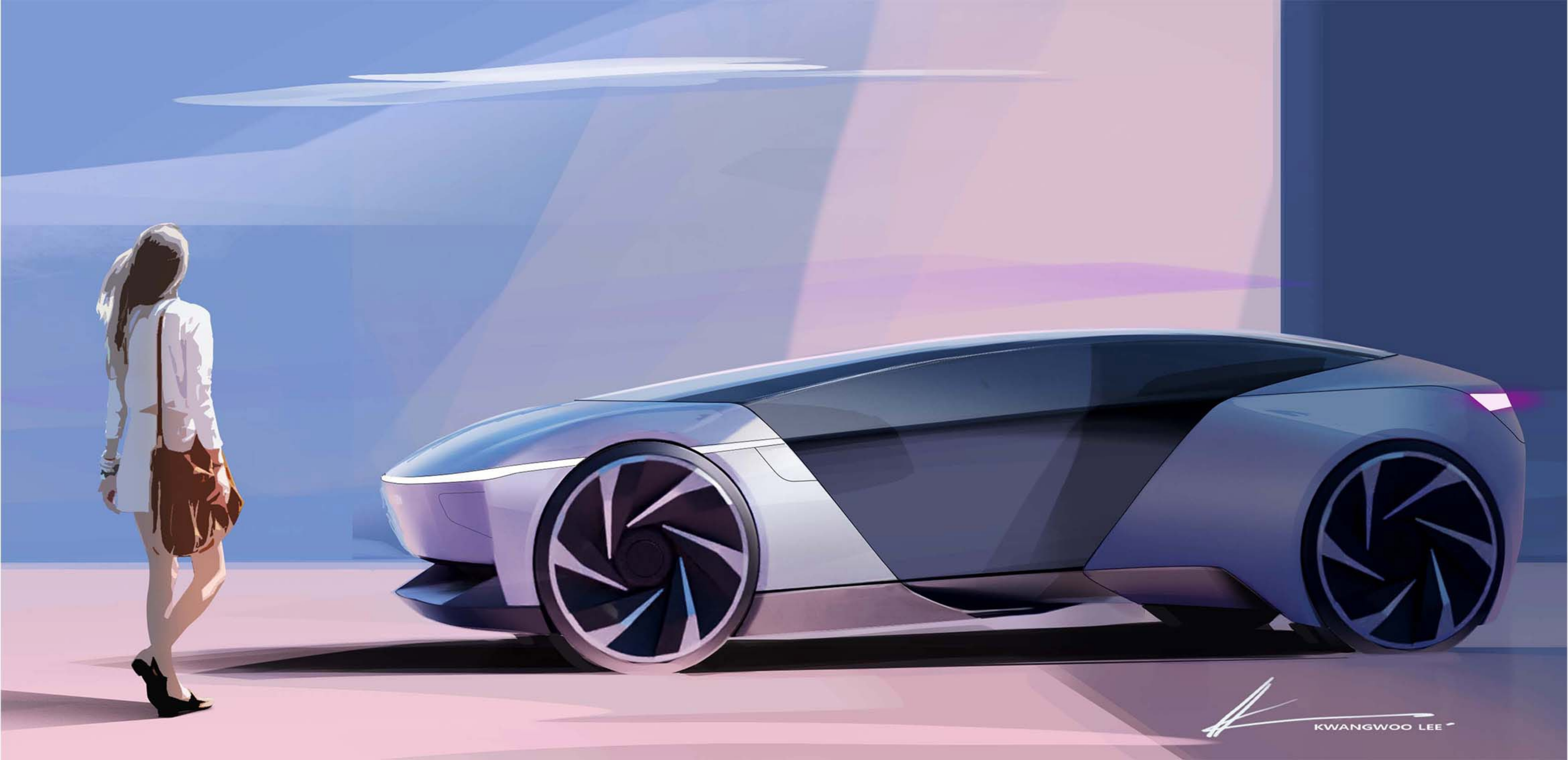


COMFORT YOUR RIDE



EXPRESS YOUR RIDE





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BA THESIS PROJECT 2022
Vehicle suits lifestyle of Multi-Personas



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