

The Peugeot Famulo; a fit to use/style concept

As times go by.. the times they are a changing. Each step you take is a step into the future. Each step is also a change, a opportunity, a challenge. For you, for me for your relatives, your work, our land, our world.

I have initiated the project for the design contest last June. Before starting the design I went back to scratch and focused on the future. Look in the future and then use back casting end up in the next generation. This was the start of a very exciting **experiment** to find new solutions for the next generation. On the other hand the project was a big struggle. Finally the project came to an end. An end which, for me, is nothing more than a pause in the evolution. Since, in the past few years, I have concentrated my activities on the automotive engineering and research (I am a skilled automotive engineer, bachelor's level) the design routine had to be re-established. More routine and inspiration will lead me to a further improvement of the Famulo design and other new vehicle concepts.

As mentioned earlier the pre-research resulted in challenging major keypoints (refer also to the sketch book for the pre-research process):

1. Technical/components: Energy consumption -50%
2. Technical/layout: Functional flexibility
3. Design: Style flexibility

The environmental demands yield to known solutions (hybrid, energy regeneration, minimised weight) and unknown solutions (flexible frontal area by height flexibility). The advantage is multiple and fits to the functional and style flexibility. In fact I choose to design a concept with the sportscar look (height 120 cm) and a Space wagon look (height 160 cm) integrated. The functional flexibility is introduced as **fit to use**. The style flexibility is introduced as **fit to style**. With the Famulo you choose not to choose and therefor it reflects the individual will of the user. Each car can be styled and restyled to your individual style (Haute couture de voiture). Standard mounting systems for the interior enable 'endless' variations in the interior functionality.

Make it a camper for your holidays or let it be your mobile office or kids play centre. What you like ! And you don't have to buy. Just go the local fit to use/style centre and rent/lease it !

That about the background. Now the design. I have included 19 A2 drawings.

- Drawing 1 to 4 present 3D views in the exterior in the low and high configurations
- Drawing 5 to 9 show the side/top/front/rear view and the keypoints
- Drawing 10 shows the body structure
- Drawing 11 to 16 show the interior.
The interior design is a mix of
- Drawing 17, 18, 19 present the fit to use/style philosophy in term of design and marketing

In the final I design I have respected the traditional female elegance of Peugeot inspired by Pininfarina's "Tradizione del Nuovo". The profile of the car is build up of three classical curved shapes. The front shape is most dominant in the low and the high configuration. The rear end has a classical round shape. The top shape is integrated between the front and the rear module.

Special attentions had to be given to the technical solution of the height variation on the body and the interior of the Famulo. All solutions have been worked out as far as possible. Sometimes, due to time pressure, it was not possible to work everything in detail.

Note:

If you examine the drawings you may find that the final (exterior) design was not destillated from the initial set of studies (in the sketch book) but has been designed after I concluded that none of the first set of proposed solutions was good enough. Mostly this was due to unwanted change/loss of personality when going from low to the high configuration (or from high to low).















