

Design for the second Peugeot design contest

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1 Introduction

November 13th, 9 pm. I was surfing around and on a news site and there was one sentence 'design your own Peugeot' which attracted my attention. A design contest by Peugeot. It had been launched in September so to compete I was not in a strong position. Especially when I planned that I would have no more than a week to work on it because of other obligations. On the other I had, to develop the designs skills, worked on another design the months before. This was a challenge to see what I could make of the theme 'a retro futuristic design' for Peugeot. I decided to take the challenge and worked about 60 hours on the project. The first 5-10 hours were to play around on the design theme and the remaining 50 hours I spend to make the design starting on December 4th.

So here it is, let me introduce you to d'Amelie.

The name is directly linked to the movie "le fabuleux destin d'Amelie Poulain". I love that movie, even after have seen it in the cinema for three times.

Introducing d'Amelie

d' Amelie is the car in the fantasy of Amelie. Now she does not have one but later she would like to have this one. The car has been designed for the Peugeot and designed to be French. Not only French but also a transformation of the atmosphere of the movie Amelie to a car design. The design has been made also with great thanks to Yann Tiersen for the endless music. The car d'Amelie is a reflection of Amelie in her own person. Feminine, free, cheerful, naïve, poetic, colorful and most of all embracing a smeeet memory into a promising future.

This is not a serious design but a design to play around with bringing back the 'melancholy' of the milestones in automotive design to the future. I did not put any further limitations, except that there should be no technical impossibilities in the design. And of course it would be colored red!

In this document I will shortly introduce you to the design in the Chapters 2 and 3 describing respectively the development of the design and the description of the design. In Chapter 4 I will shortly introduce myself and why I did compete in this design contest.

2 Development of the design

The first retro link I made was with the Peugeot 504. My father has had three and I know that car very well. In the first weeks I spend some hours making sketches to generate some ideas. (refer to the sketches in de folder 'Cambio', especially p0221_IMG.jpg)

The real design stage started on December 4th. On this day I defined the packaging of the car and actually made basic sketch for the whole design. I let it rest for some days and Saturday 7th of December I started with the first presentation drawing, the three quarter front view, followed by the other three drawings:

- The three quarter rear view (December 9th);
- The side, top, front/rear view and packaging (December 10th);
- The interior design (December 11th).

3 Description of the design

Based on the 504 I made the first sketches, which evolved to a more futuristic design. In the real design stage I decided to listen to the music of the movie Amelie and this inspired me to the final design. That is why I gave the design the name d'Amelie, so the car of Amelie in the movie.

For the design description I want to distinguish three elements

1. The packaging and functional layout;
2. The retrolink;
3. The design details.

3.1 *The packaging and functional layout*

That it had to be something of a family car was my starting point. From here I wondered around playing with the idea of a flexible car. So something like a basic module and an add-on module. This evolved to final packaging. The car is a 2+2+2 seater in which:

- The first two seats are for adults (length 1950 mm);
- The second two seats are for children;
- The third two seats are for adults but only installed if necessary.
To do so the rear bonnet is lifted, something like in old timers.

Further it is hybrid car with a battery pack placed under the floor between and just before the rear wheels. I have chosen to put small wheels in front (radius 250 mm, width 200 mm) and large wheels rear (radius 500 mm, width 100 mm). The small front wheels enable a better manoeuvrability and bigger rear wheels are chosen as a design joke and strengthen the retro look of the car. Some other measures are:

- Length: 4300 mm;
- Wheel base: 2700;
- Height: 1500 mm to 1650 mm;
- Width: 2000.

So to compare it with present cars it is quite close to the Peugeot 307 Break.

3.2 *The retrolink*

I already mentioned the link to the 504. You can find back in especially the front lights, the open roof and the orange windshield on the roof and shape of the rear lights.

On the run some other links are added, like the rear wheels inspired by the type 26/27 from 1901/1911 as is also the possibility for additional seats above the rear axle. The wheel fenders and air intake are inspired by the Peugeots around 1930-1950. So at the end it is more general retro design than a retrolink to one specific model.

3.3 *The design details*

The front wheels are outside the main body. The suspension is McPherson in which the top of the suspension unit is linked to the A-style. The A style left and right are in a opposite 'V' connected to each other. It is linked together with a 'U'

The rest is self-explaining

I made a basic as a general layout study of the interior. The car will be fully controlled by a joystick. The diffusers for fresh air are put on the centerline and right in front of the driver/passenger. The interior design is symmetric except for the dashboard module.

The tunnel on the centerline contains the battery pack.

4 About the designer

To join the competition may be seen as final stage in which I put for design back to life again. It had been a passion, became an obsession and finally I had decided to continue my career in the Automotive technology (my level is Bachelor of science). Now I am 37 years old and reached my highest level in my specialistic area in the international automotive research. One year ago I started to work on my design skills again. The goal was first to make a good presentation (my website www.fabulo.nl) and then to make a good new design again (the successor of the Volvo 480). The new design is in the modelling stage and will be launched soon. Herewith I aim to get a good and final evaluation of my chances in automotive designs. It is part of the process to define the continuation of my professional career based on all my talents. And this includes design. I have competed in design contests more often and know that even if you are a good designer, it is not good enough. You have to be very good to make a chance on a job. Further there is a need for education. For me all my skills in design are developed autodidactic¹. This period is so a very important period in my life.

One achievement is that I enjoy designing again. An other achievement is that I the quality of the designs is better then when I quitted 5-10 years ago.

What kind of design will be my future makes me curious to meet tomorrow. Sure I am about the need to make concrete steps towards the future.

Next week I will apply for a student position in the art college (general art and interior architecture) and after this design I have to work hard to get the portofolio finished including an interior design.

So these weeks are quite exciting. I love designing and hope that you enjoy the design d'Amelie too.

¹ I still work with a classical drawing and design techniques

5 Drawings



