



ELSKOP • SCHOLZ

Why is Design important for train manufacturer
operators and national governments?

- Offers distinction and differentiation
amidst global homogeneity
- Offers a competitive edge
- Offers representation of brand and image

Factors determining brand choice

High quality

92.7%

Brand being widely recognized

68.3%

Fashionable looks and designs

58.5%

Suits my lifestyle

54.5%

Environmentally friendly

49%







← Cameras • Electronics

← News • Diamonds • Books

→ Liquor • Tobacco

→ Chocolates • Candies

→ Fashion • Kid's Corner

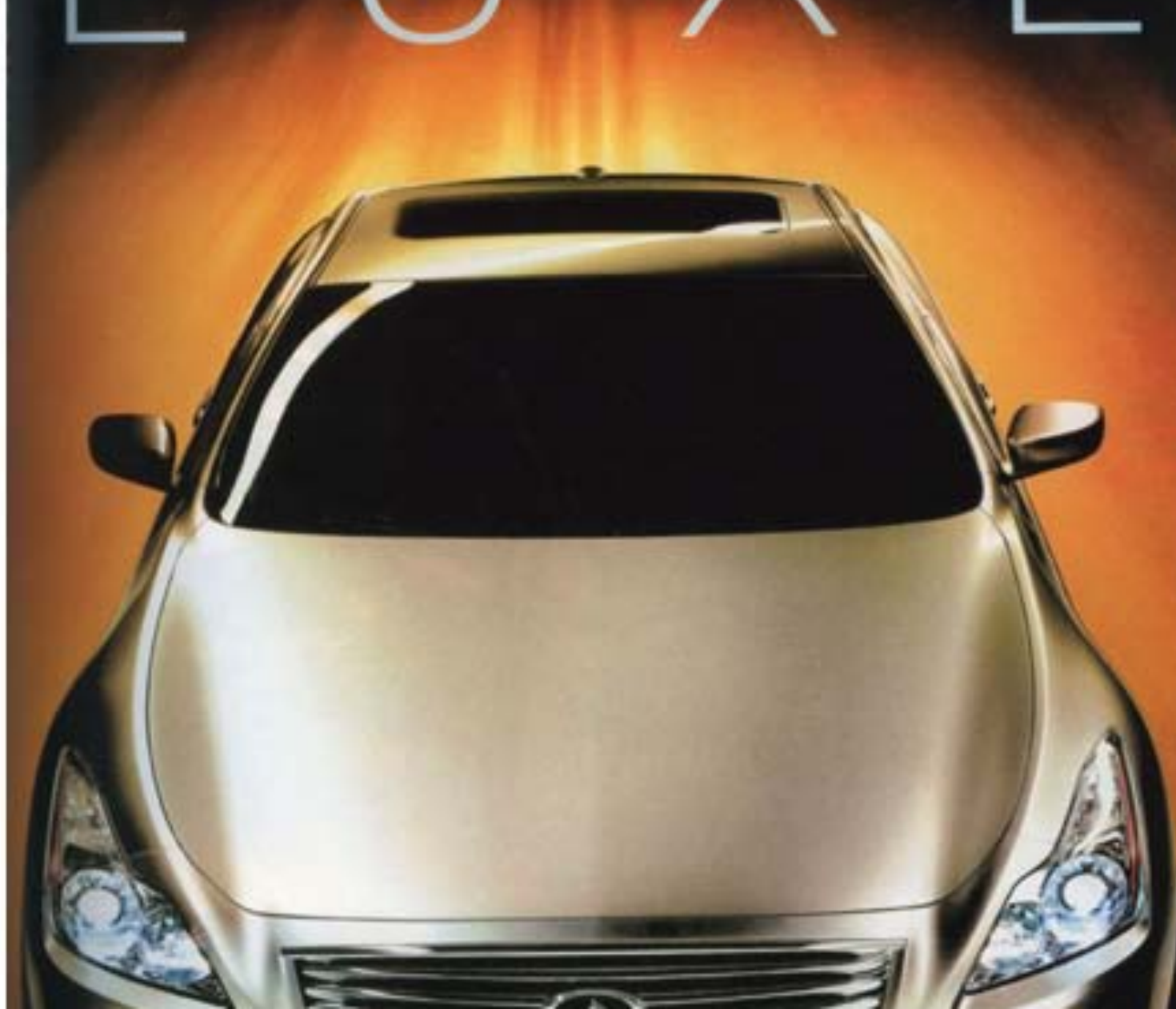
Gift

Perfume



Customer Experience

- Who is the customer?
- What are customer expectations in a consumer society?
- How can we capture the customer's attention?
- Why utility and function are not sufficient?
- How is an emotional connection made with the product?



Emotional Connection - Experiencing Design

What does Design target?

- Identity
- Place
- Meaning
- Sensory Experience

Identity

Who are we? How does Design create a sense of Identity?

- Creates Place by defining Space and evoking Memory
- Creates Style by accessing a shared History of Space
and by using a targeted selection of materials and f
- Creates Meaning by communicating a Narrative



Where are we? Where are we going? Where are we coming from?

A Train is not only an object but a Place in Motion.

It connects where it came from to its destination while enclosing human activity during the journey.

- Design uses memory to create a recognizable space
- Design uses cues to locate the passenger



How do we understand ourselves and our surroundings? We do this by creating a narrative which gives meaning by

- Engaging in deep analysis of the project's needs and requirements
- Creating an idealized understanding of the project's users
- Integrating loose elements to create a coherent reality
- Unifying the experience to give meaningful expression
- Providing signification and representation
- Using sources of inspiration to create cultural resonance
 - History
 - Art

Space

The body is the measure of Space

- Design uses Proportion to enlarge or contract space.
- Design uses Perspective to lengthen or shorten space.
- Design uses Color to create perception of temperature
- Design uses Detail to bring space to life.





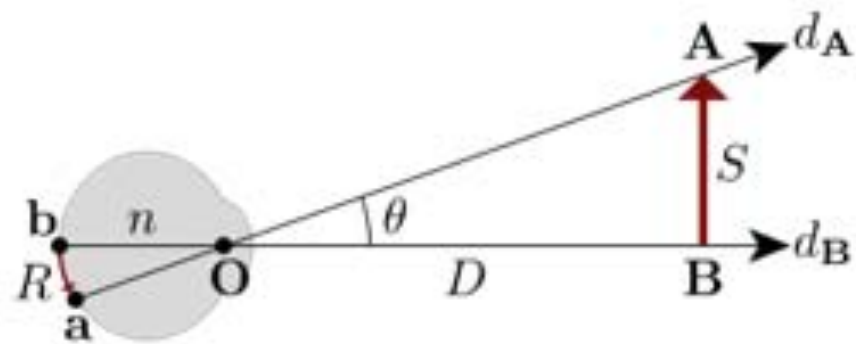




Sensory Experience - Material and Immaterial

How do we experience ourselves and our surroundings?

We establish our relationship to the world through our senses.



The Eye and Light

- Visual culture is most persuasive
- Light is the medium of sight
- Light creates space
- Light creates emotion















The Hand and Touch

- Touch confirms sight
- Materials invite touch
- The seat as point of contact



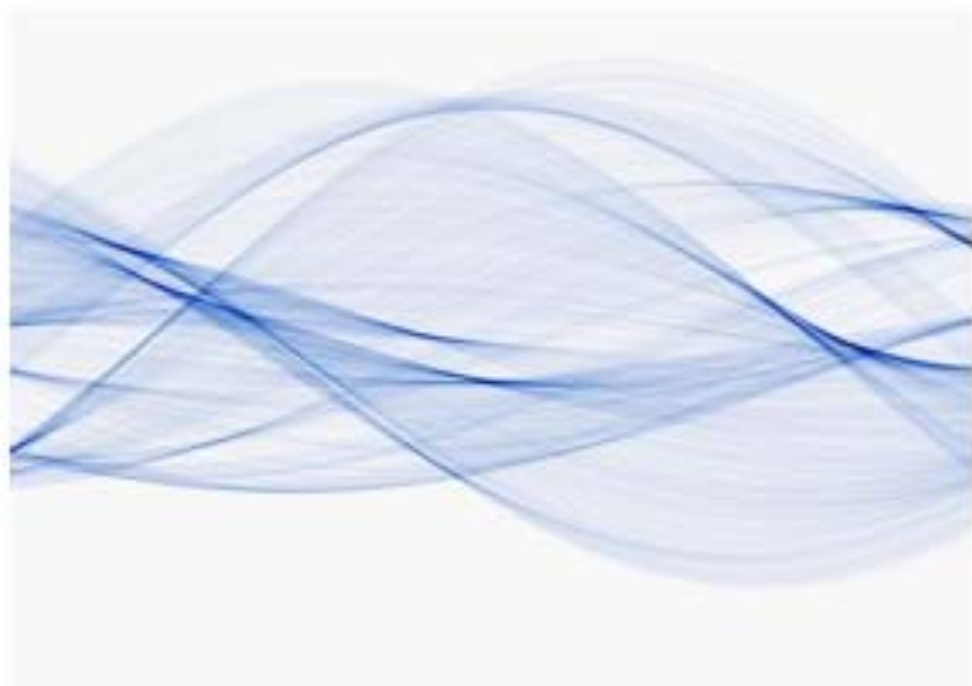












The Ear and Sound

- Sound confirms touch
- Sound enlarges or contracts a space
- Sound determines social interaction
- Sound affects comfort and confidence



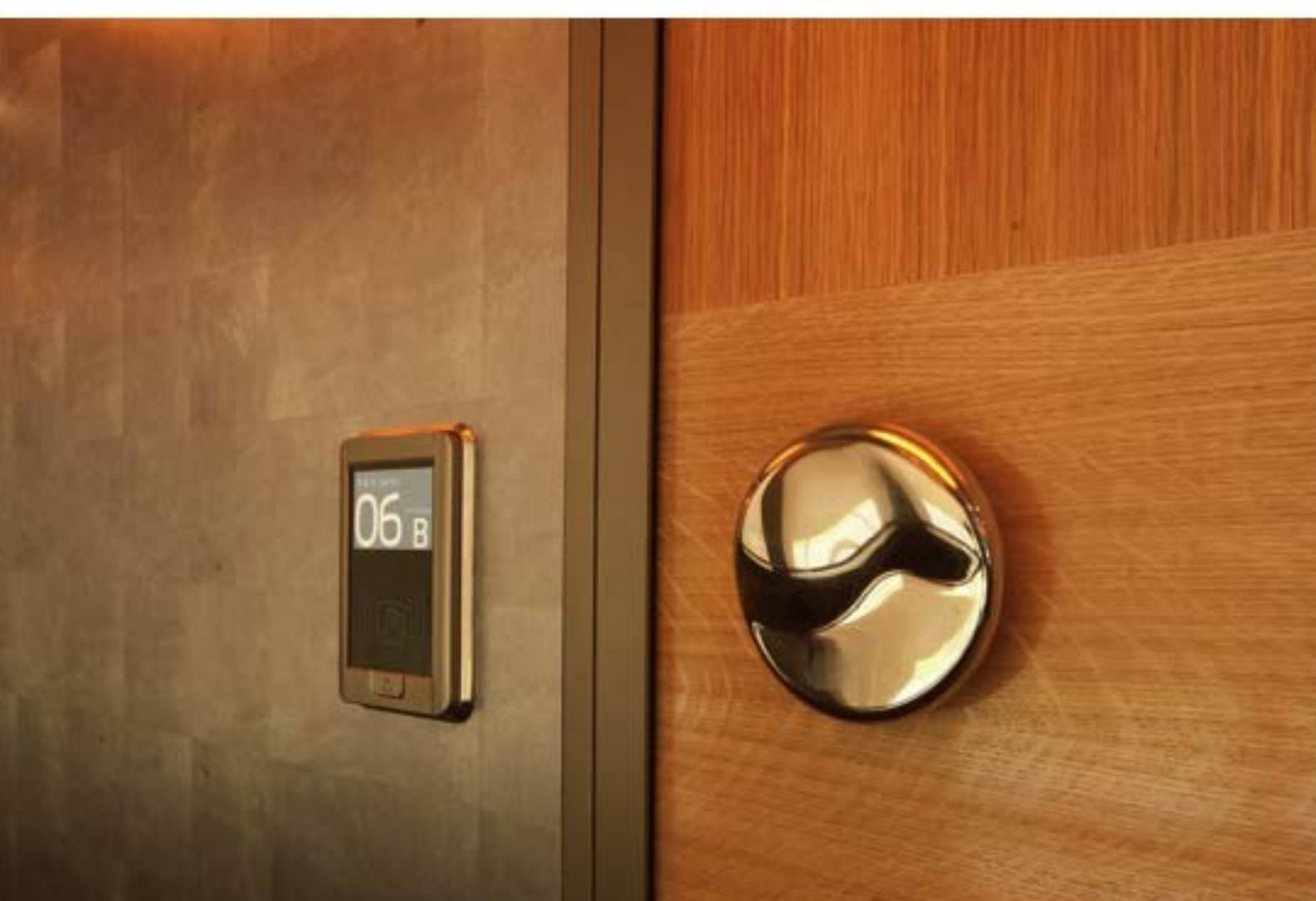
Technology - The Sixth Sense

Technology is the new sense present in our lives.

In earlier times, technology was considered separate from the domestic, foreign and different, a curiosity.

Most importantly it was a tool outside our bodies.

Today, technology mediates between our bodies and the world. It is integrated into our lives, domesticated, and comfortable for every day use and now can act as an extension of our bodies and augment how we sense



Adding Value and Experience

Railcar manufacture depends on engineering and industrial design technique and practice.

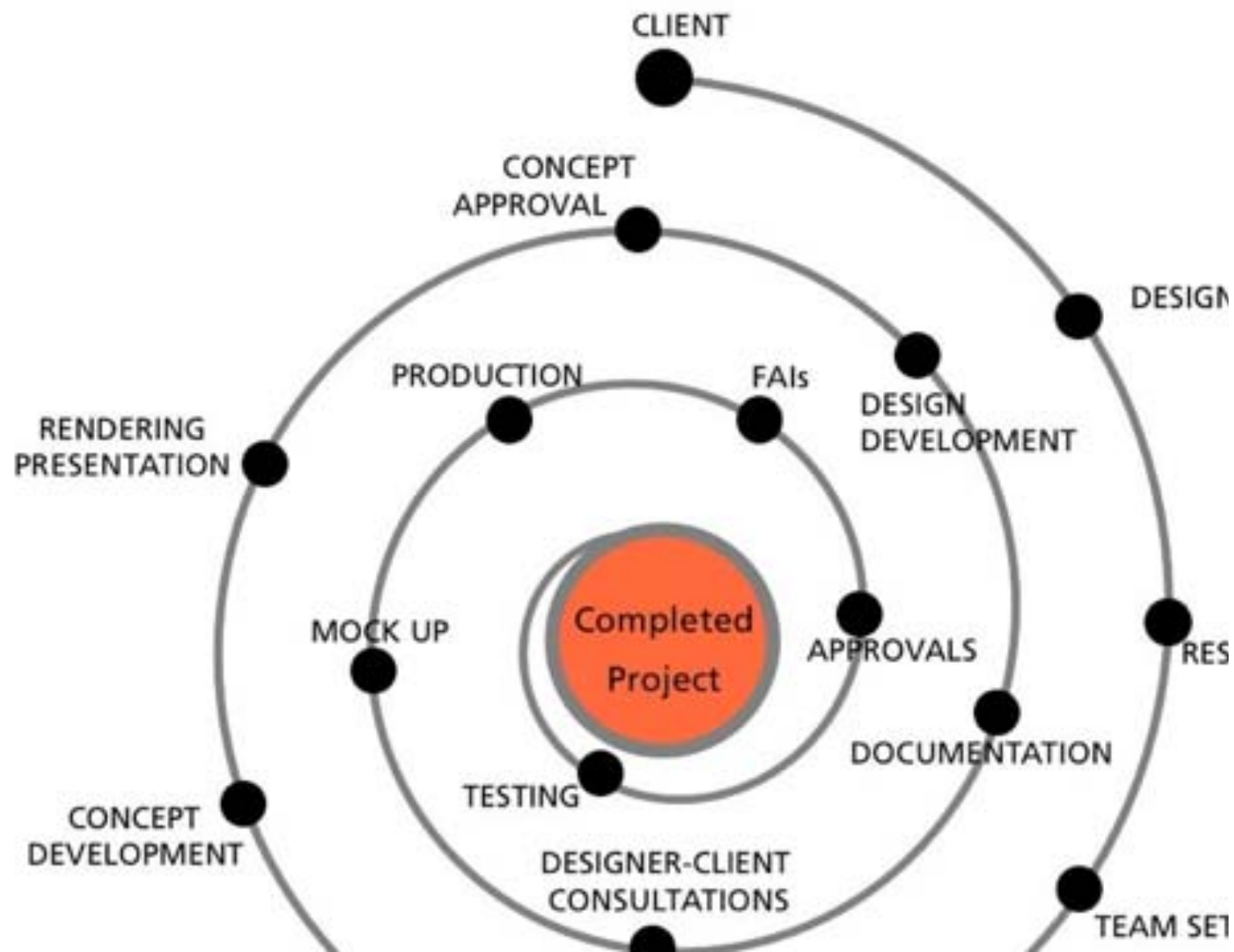
The primary drivers in the production of trains are

- Constructional Efficiency
- Operational Rationality

Interior design adds value and product differentiation by creating

- Identity

- Place





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Chri

“Architecture enables us to perceive and understand the difference between permanence and change, to settle ourselves in the world and to place ourselves in the continuum of culture and time.”

Juhani Pallasmaa

The Eyes of the Skin