

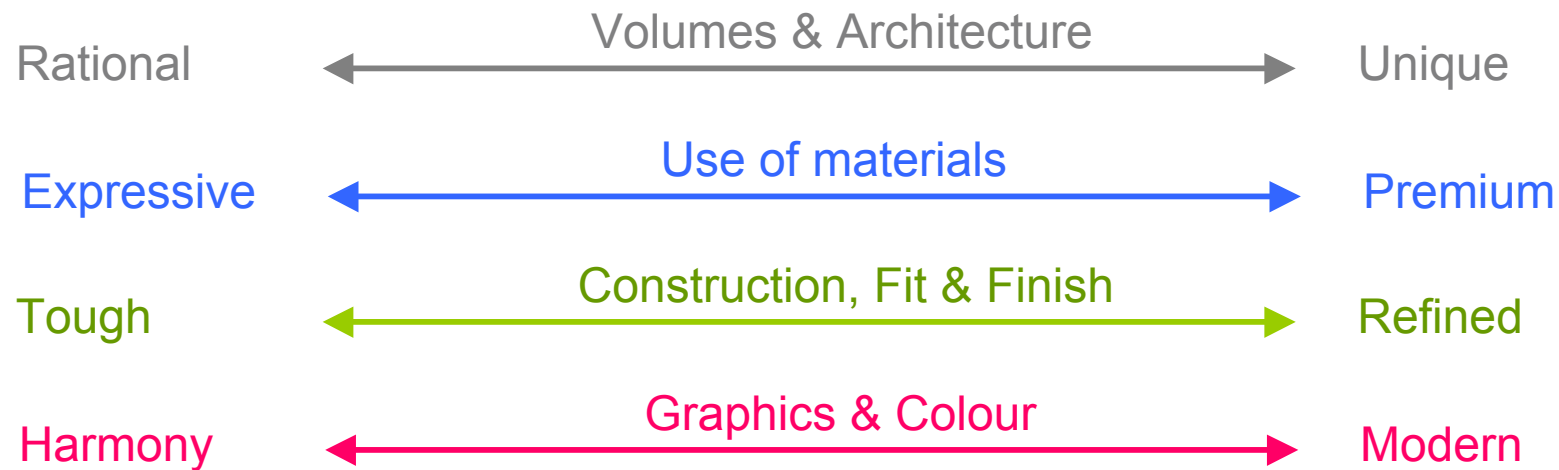
Premium, Fashion or Function?



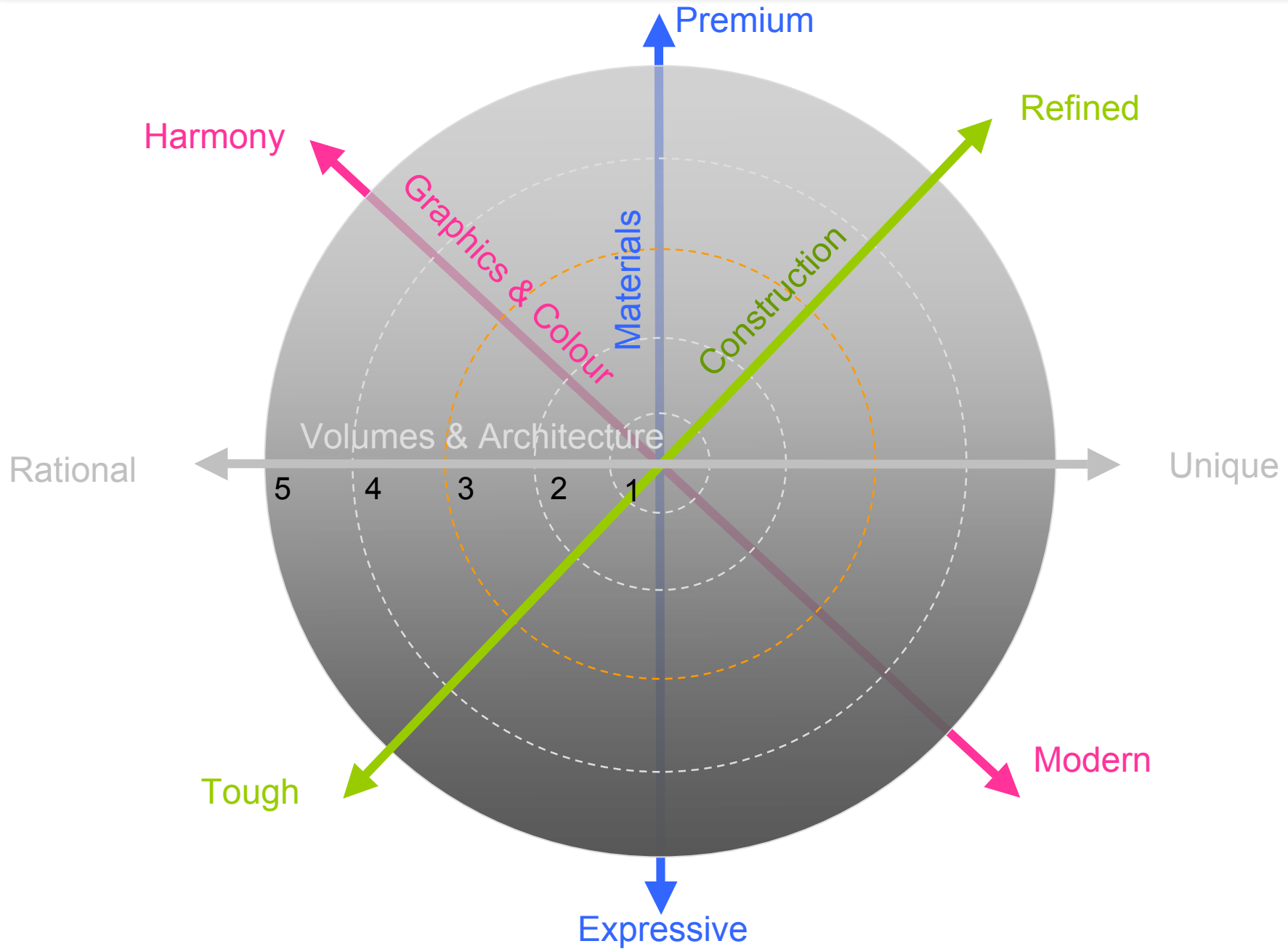
Nick Hull

4 Values of Interior Design

4 Values of Design, 8 ingredients



4 Axes



PREMIUM

Premium use of materials

- authentic and sensual textures
- consistency in material, form & colour

Refinement, attention to detail

- minimal shutgaps,

Harmony of graphics & colours

- consistency and balance

FUNCTION

Tough construction, durable, masculine

Rational form language and architecture

- logical layout
- conventional, traditional themes

FASHION

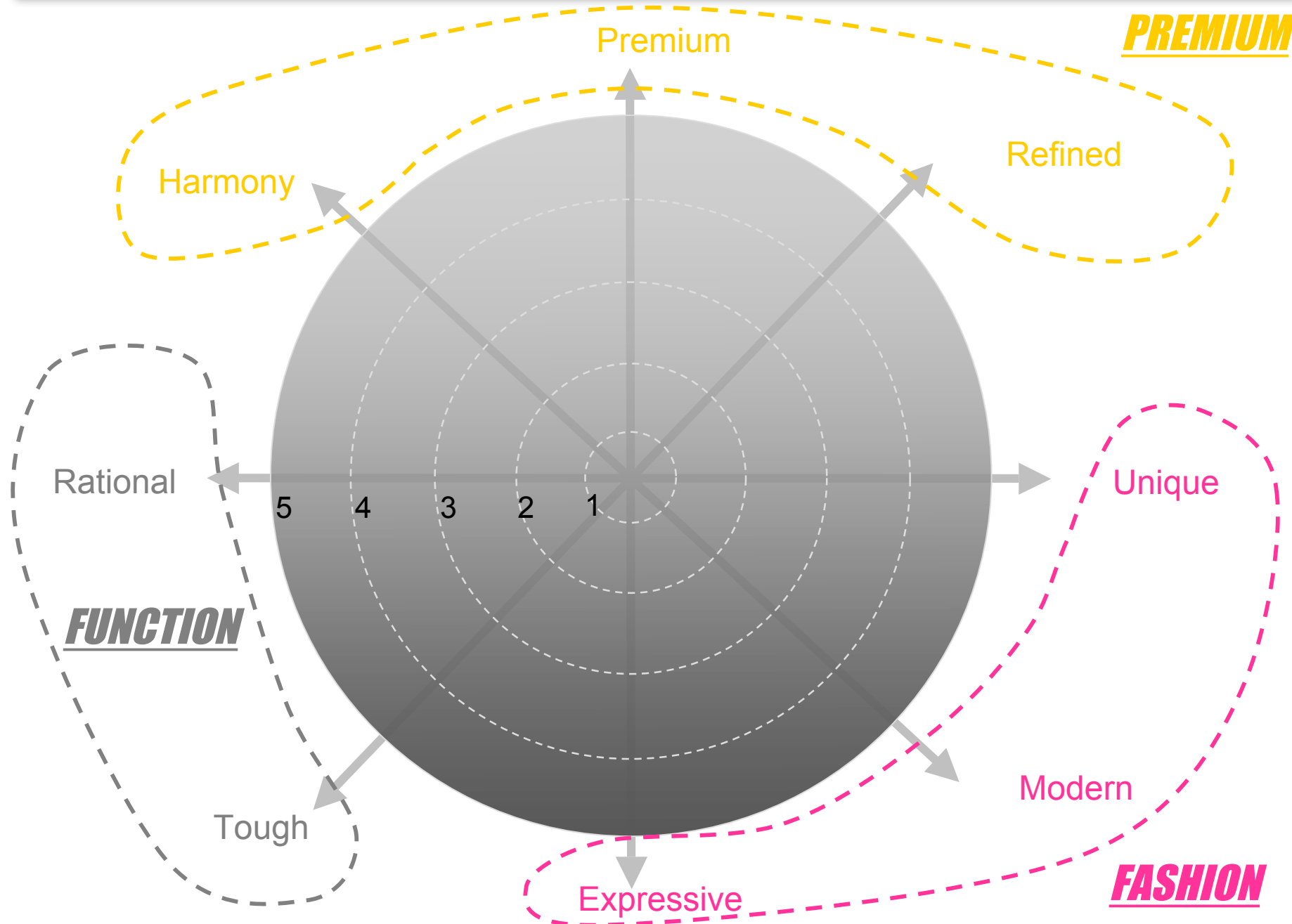
Unique form language, distinctive architecture

- something surprising

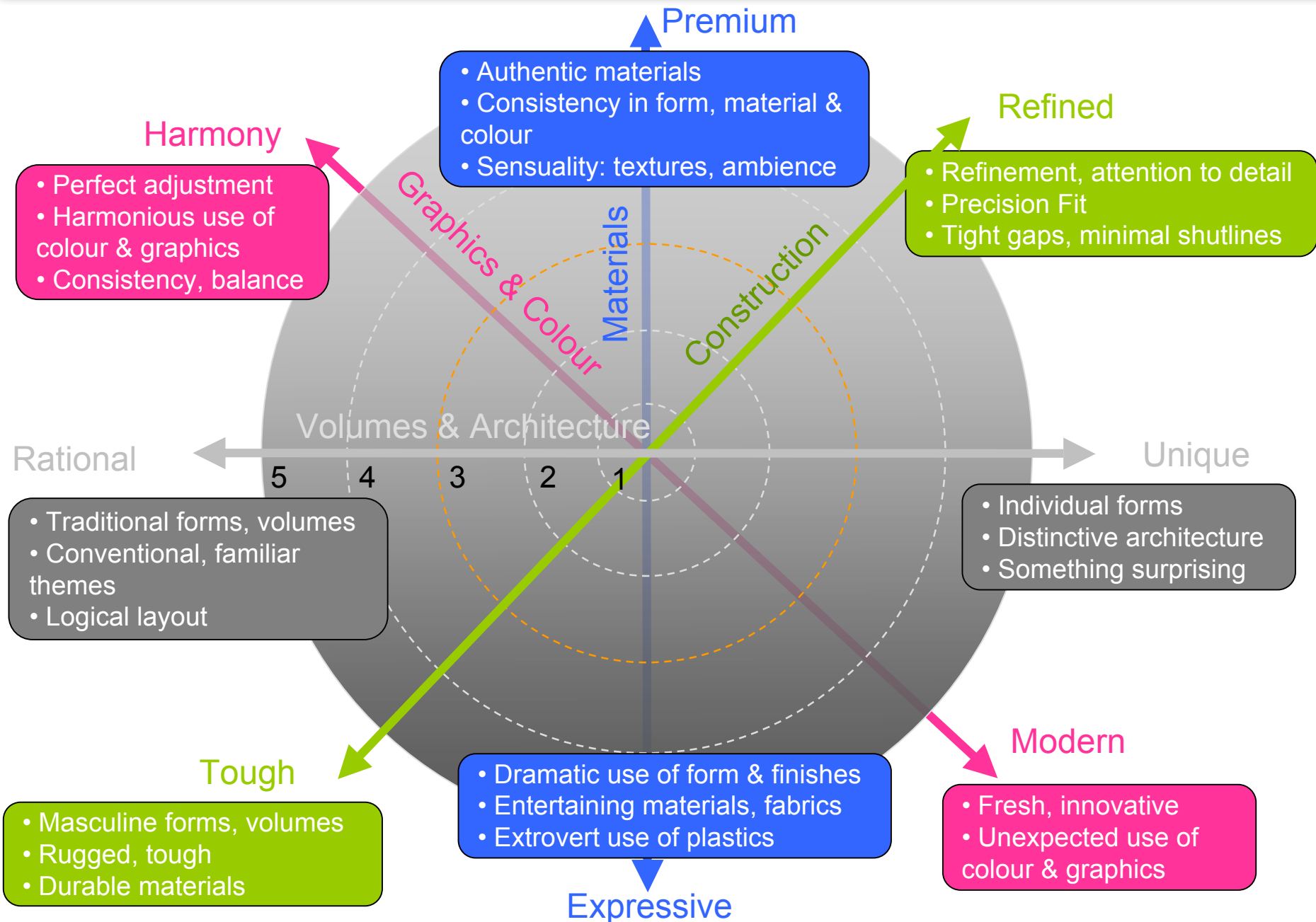
Modern graphics, unexpected combinations of colour & graphics

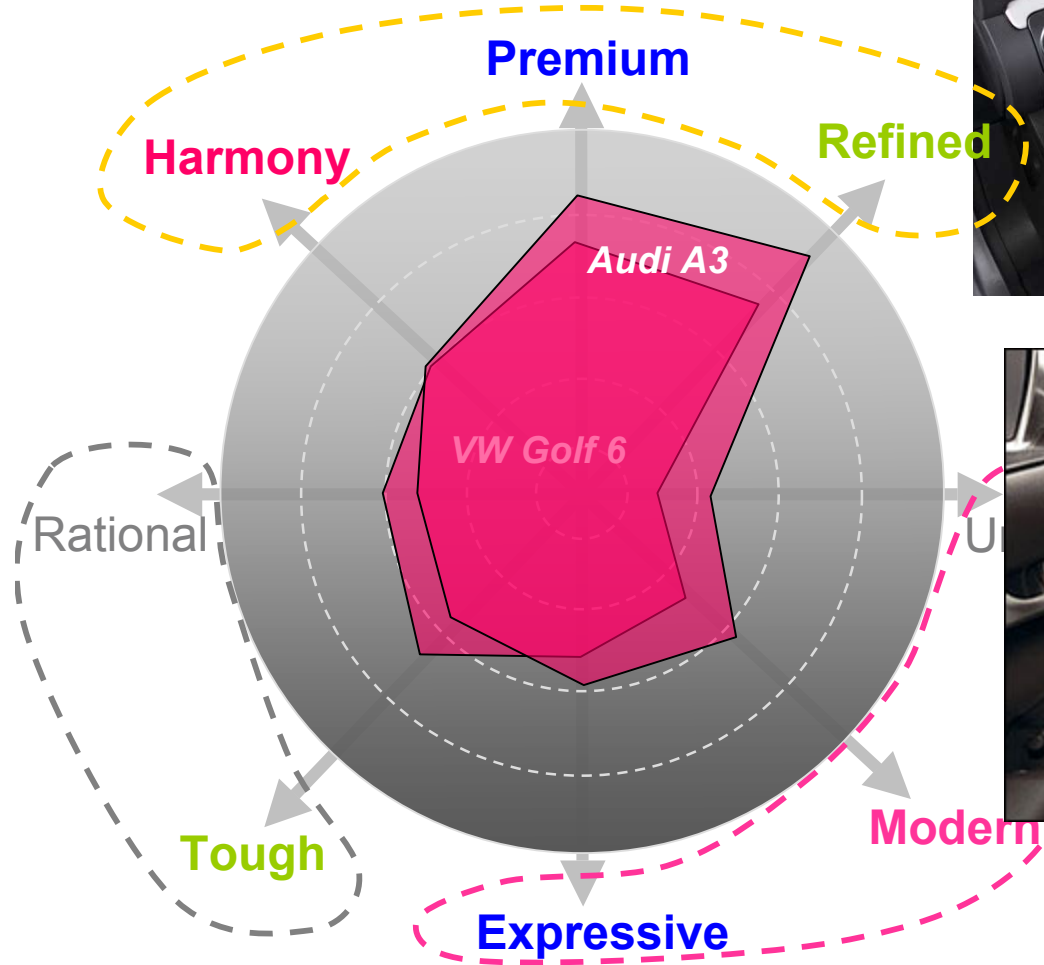
Expressive use of materials, extrovert use of plastics

3 'Pull' Directions

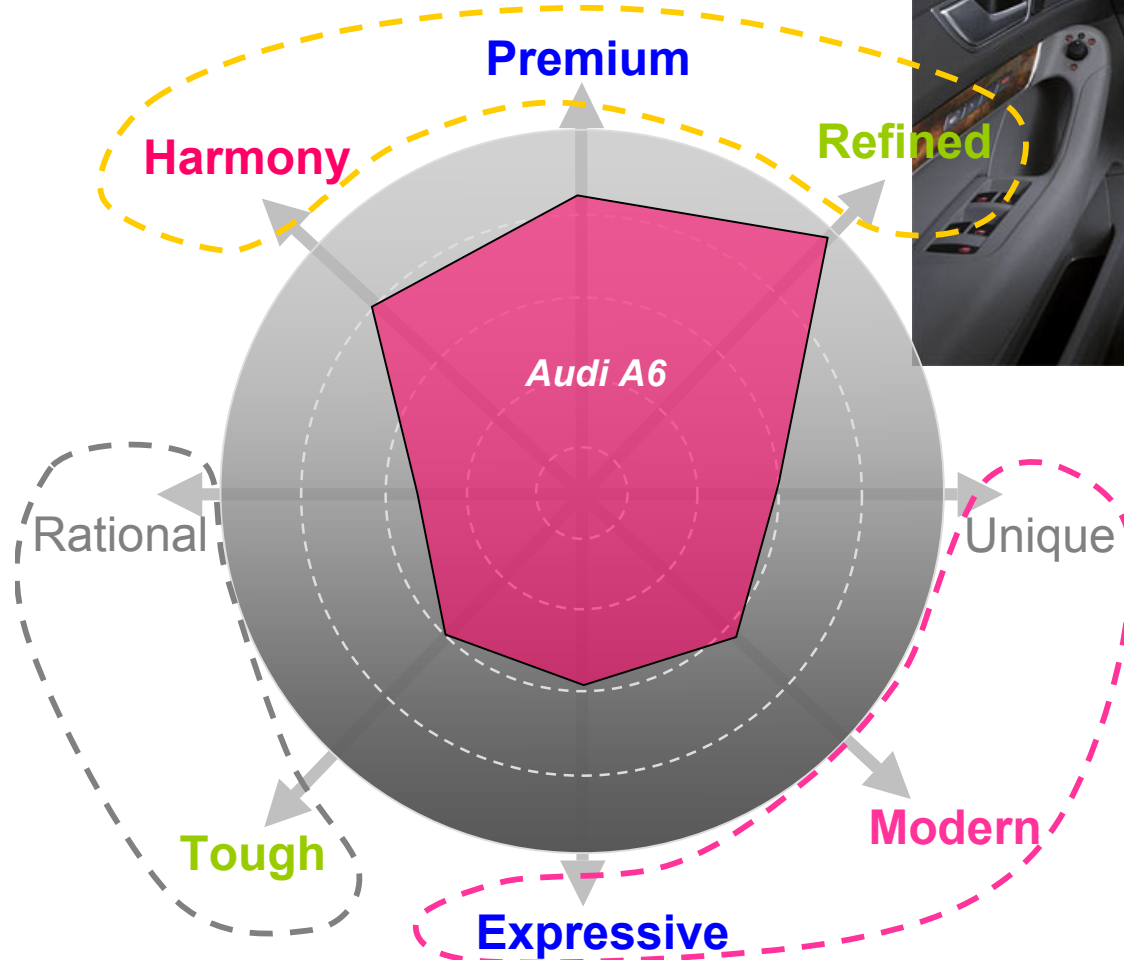


The Spider Chart

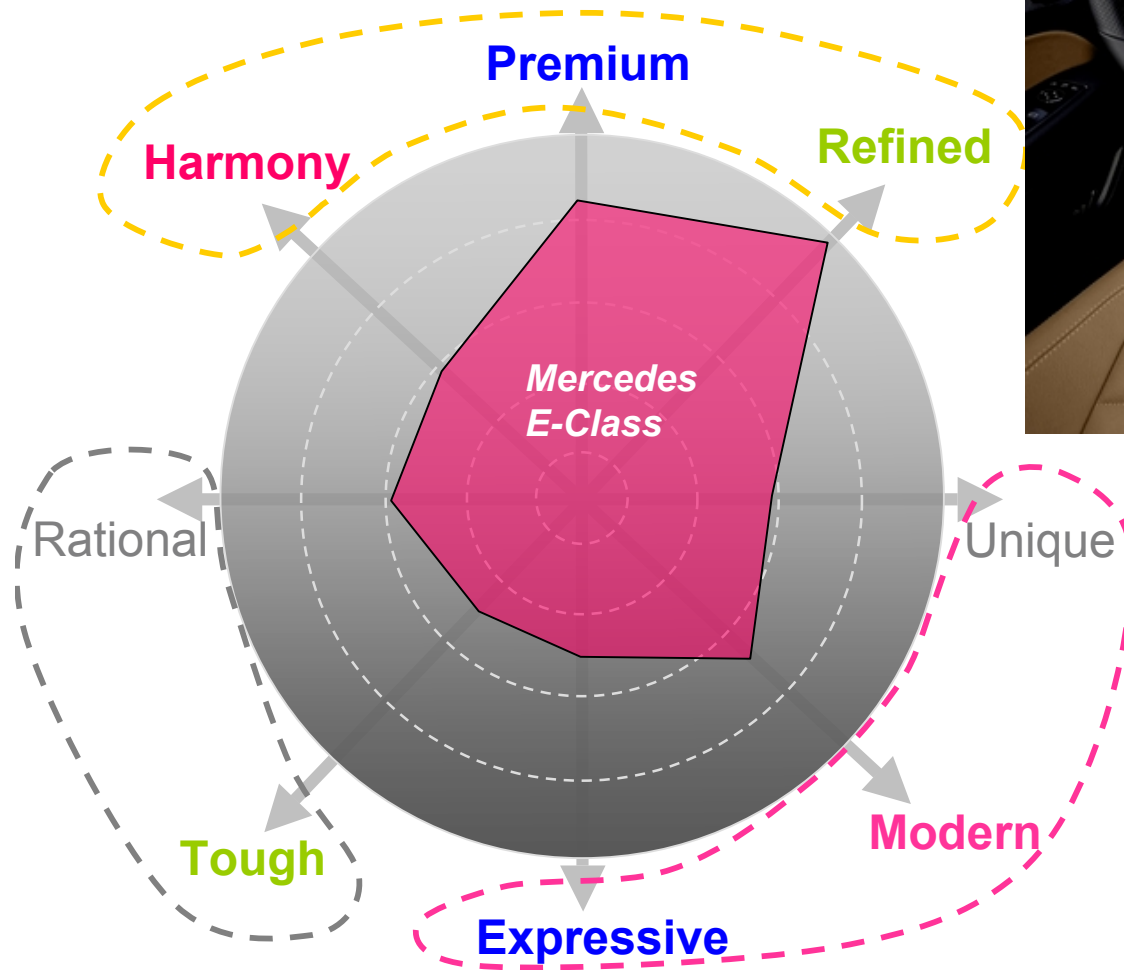




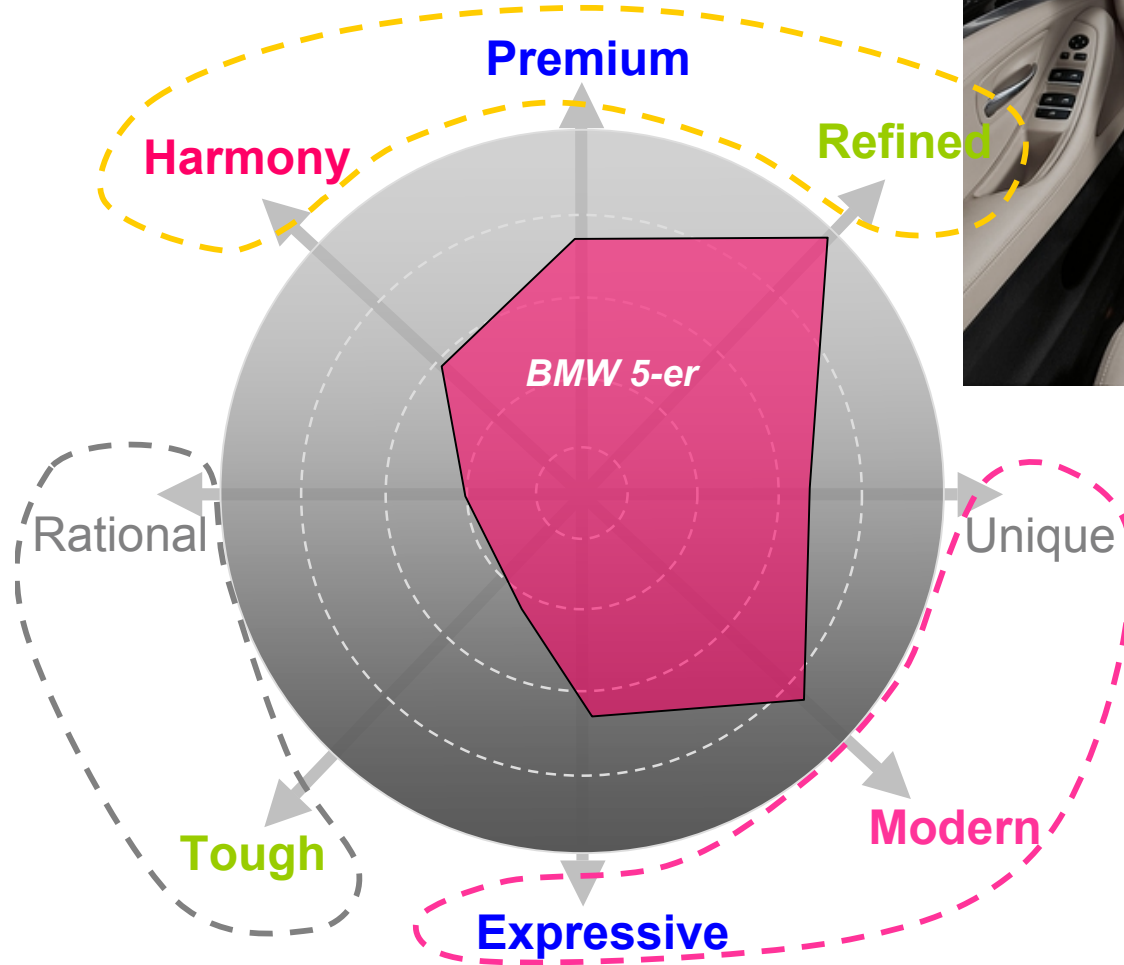
Premium Executive Interiors



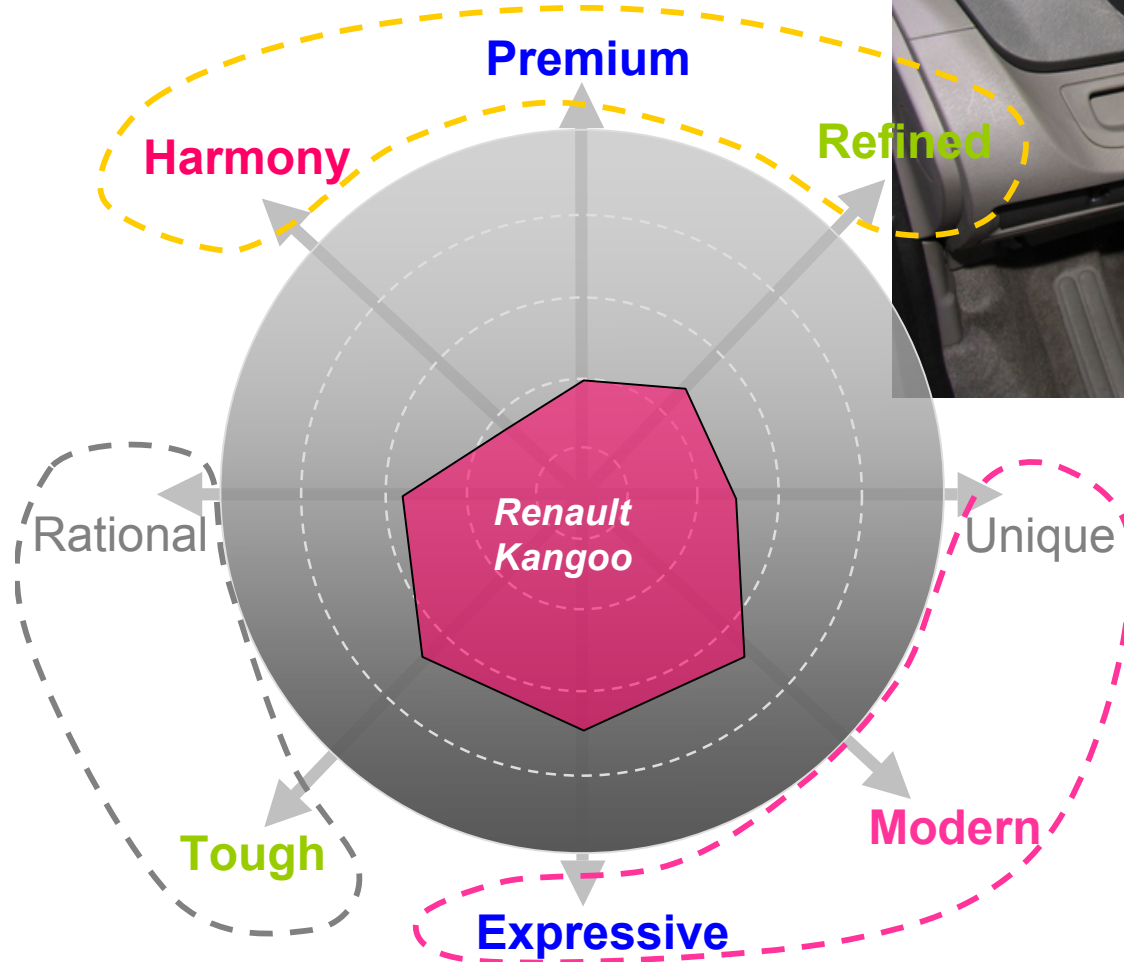
Premium Executive Interiors



Premium Executive Interiors



Functional Interiors



Functional Interiors



JCB Fastrac



Unimog U500

Functional Interiors

- Masculine forms, volumes
- Rugged, tough
- Durable materials

- Dramatic use of form & finishes
- Entertaining materials, fabrics
- Extrovert use of plastics

- Fresh, innovative
- Unexpected use of colour & graphics



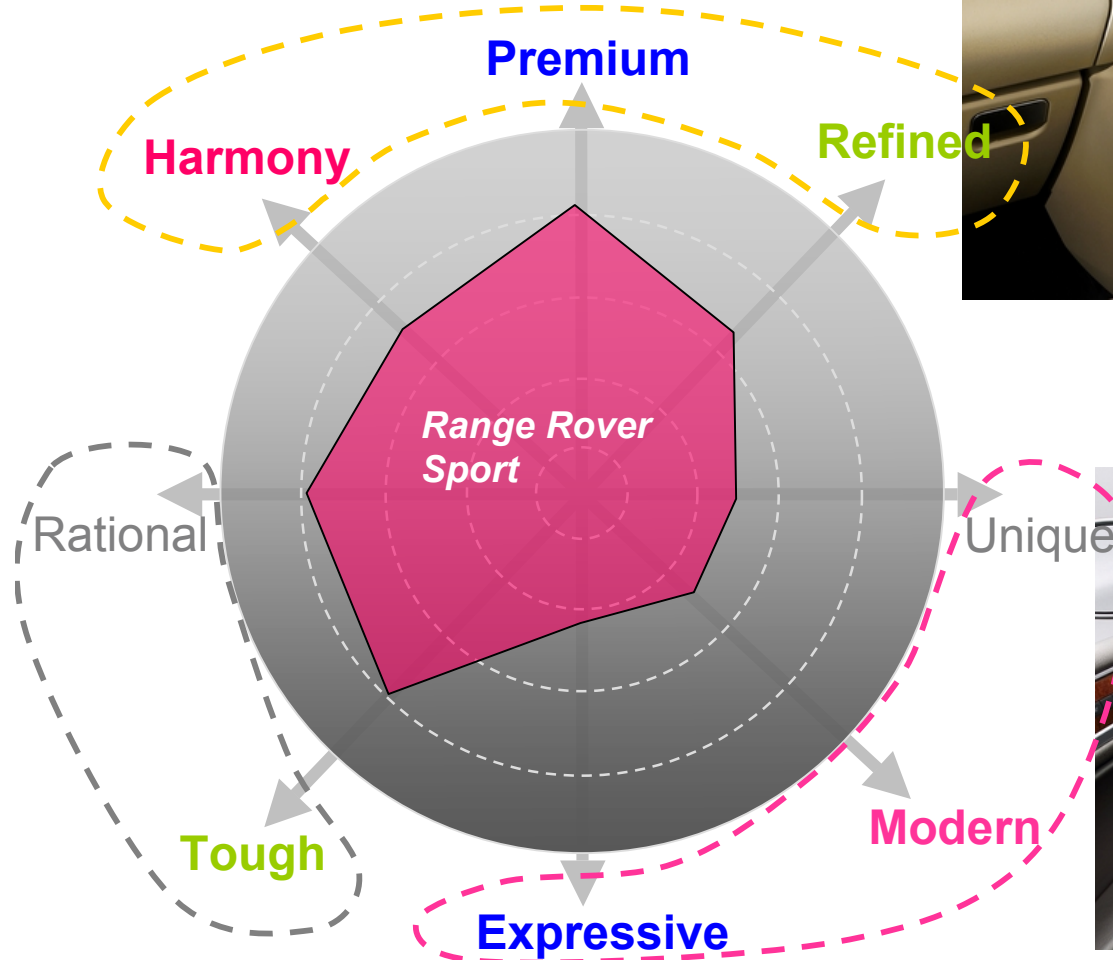
Premium Functional Interiors



Range Rover Sport



VW Touareg



Sporty Interiors

- Masculine forms, volumes
- Rugged, tough
- Durable materials

- Conventional, familiar themes
- Logical layout

- Fresh, innovative
- Unexpected use of colour & graphics



Sporty Interiors



- Fresh, innovative
- Unexpected use of colour & graphics

- Authentic materials
- Consistency in form, material & colour
- Sensuality: textures, ambience



Pininfarina Duetto 2010

Premium Sporty Interiors



Ferrari 458 2008

- Masculine forms, volumes
- Rugged, tough
- Durable materials

- Individual forms
- Distinctive architecture
- Something surprising

- Dramatic use of form & finishes
- Entertaining materials, fabrics



Ferrari Scaglietti 2004

Fashionable Interiors



BMW Mini 2006

- Individual forms
- Distinctive architecture
- Something surprising

- Dramatic use of form & finishes
- Entertaining materials, fabrics
- Extrovert use of plastics



Citroen DS3 2010

Premium Fashionable Interior

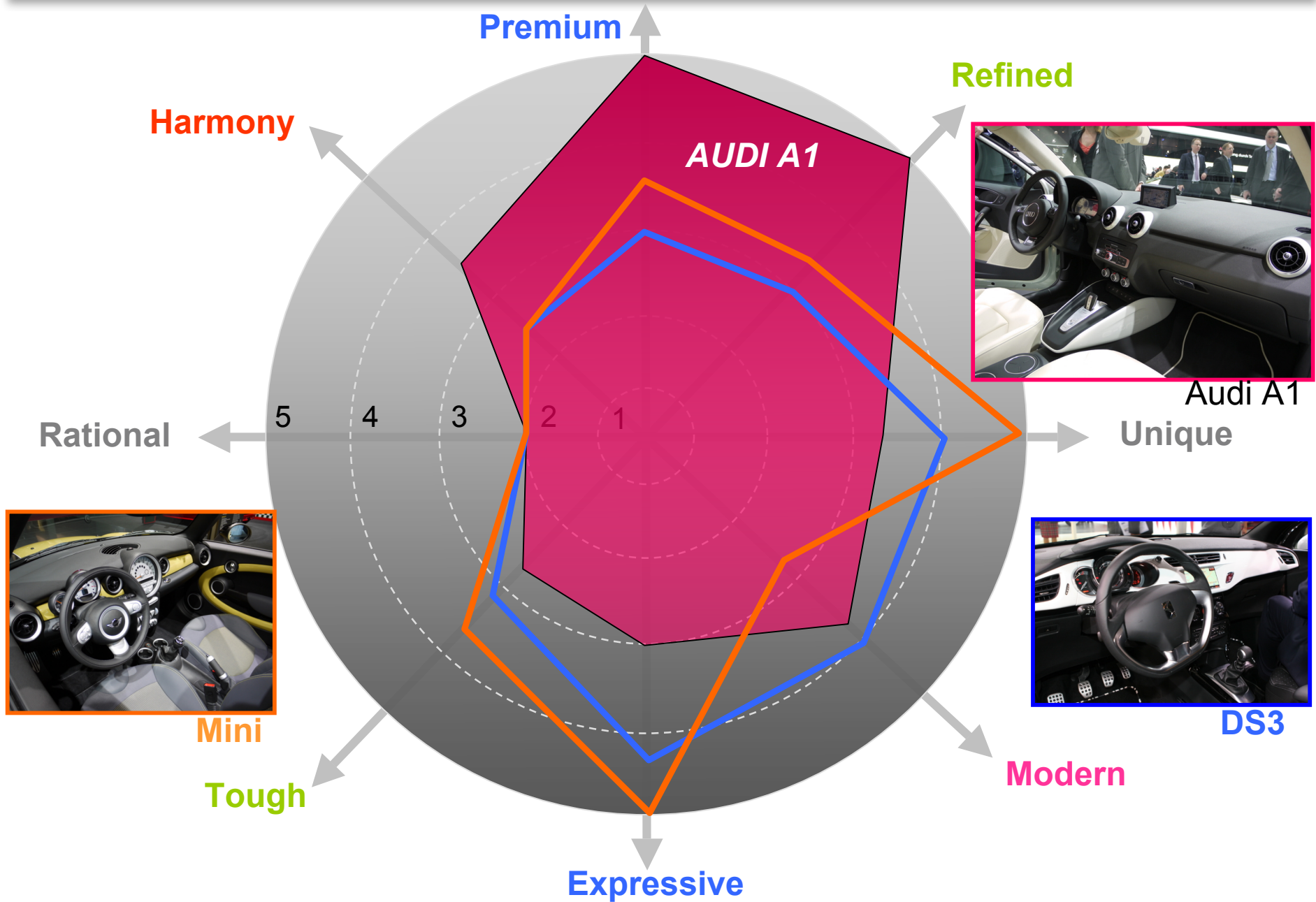


- Authentic materials
- Consistency in form, material & colour
- Sensuality: textures, ambience

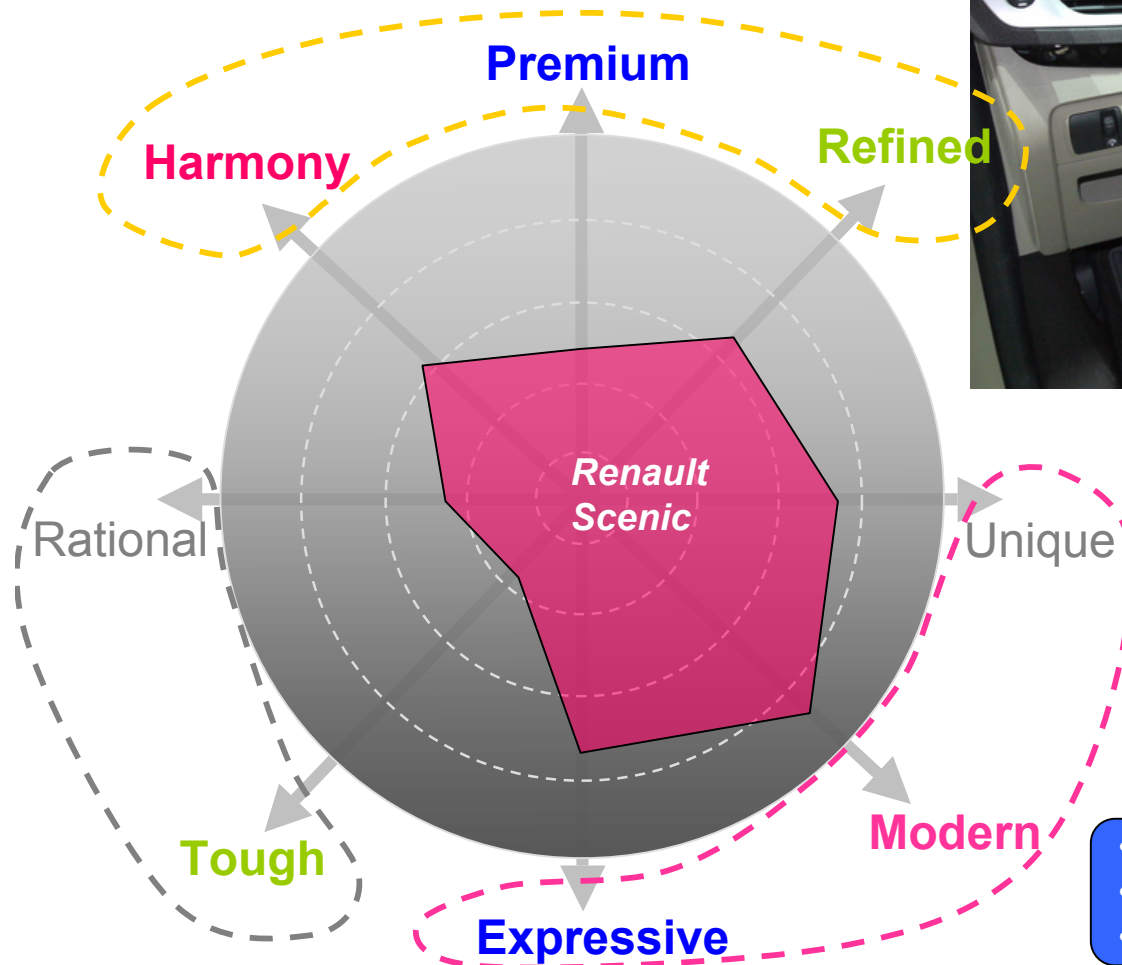
- Refinement, attention to detail
- Precision Fit
- Tight gaps, minimal shutlines

- Fresh, innovative
- Unexpected use of colour & graphics

Fashionable Interiors



Fashionable Interiors - MPV

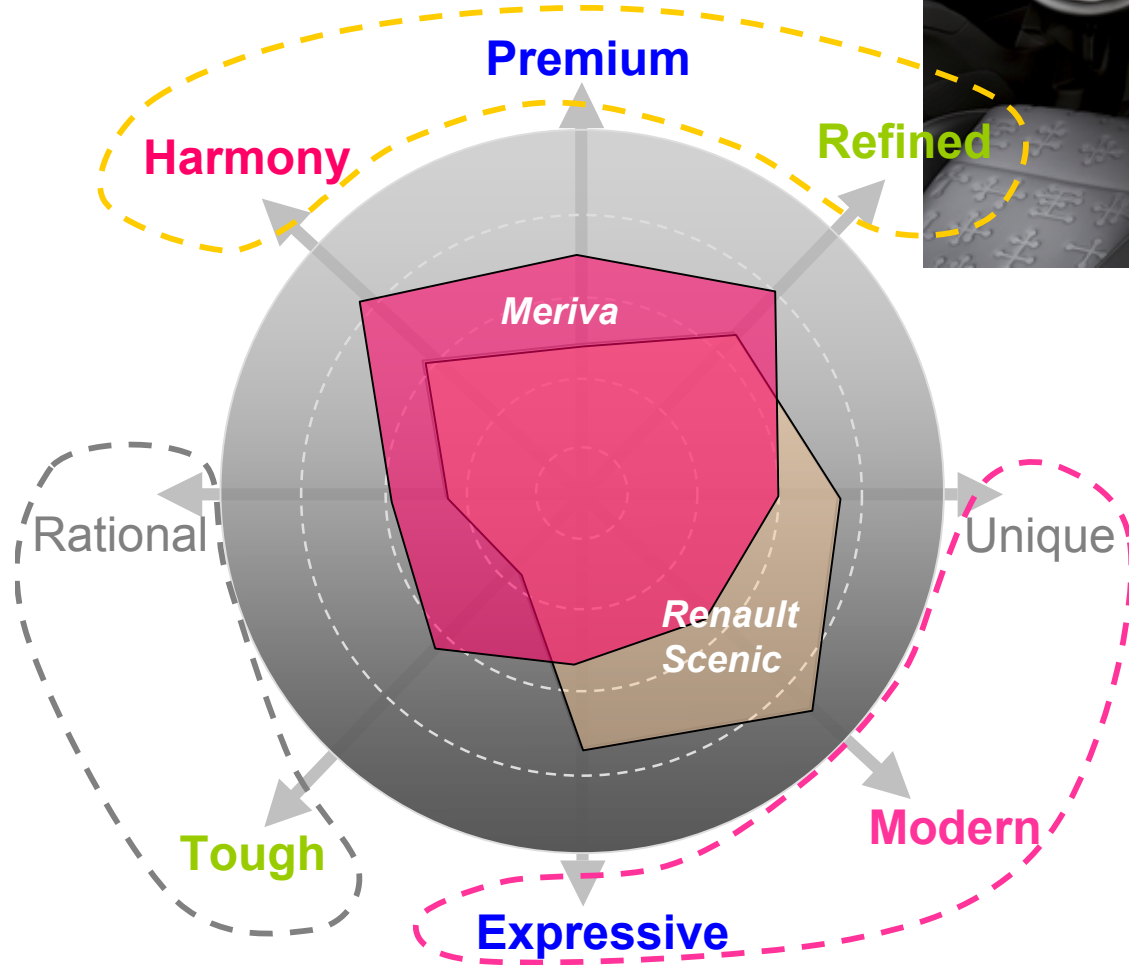


- Individual forms
- Distinctive architecture
- Something surprising

- Fresh, innovative
- Unexpected use of colour & graphics

- Dramatic use of form & finishes
- Entertaining materials, fabrics
- Extrovert use of plastics

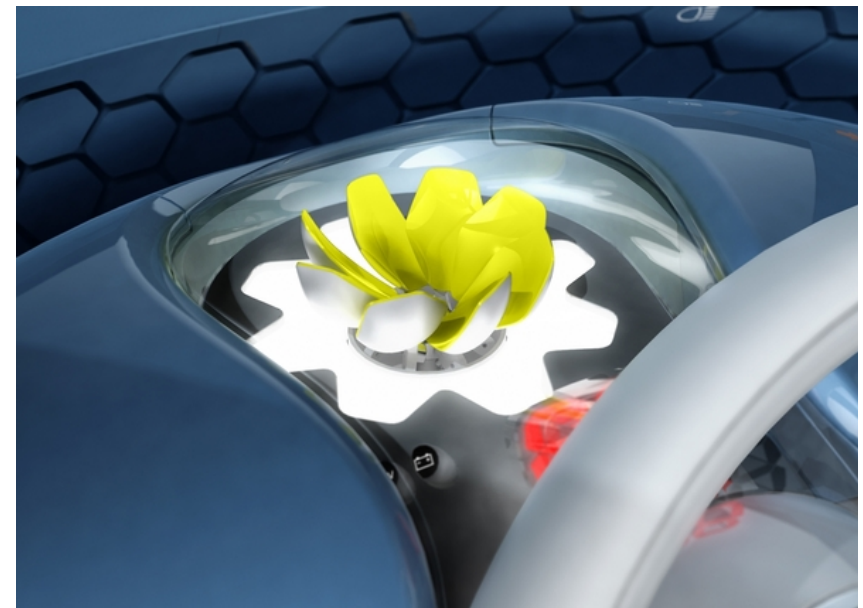
Fashionable Interiors - MPV



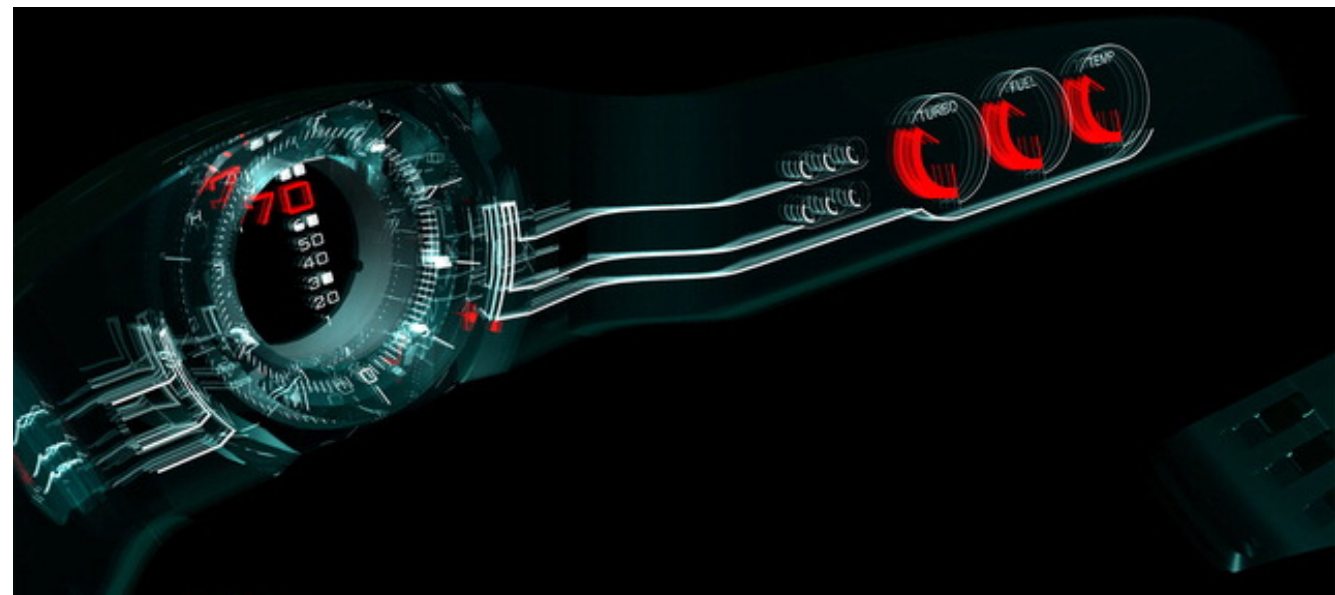
Informal IP architectures



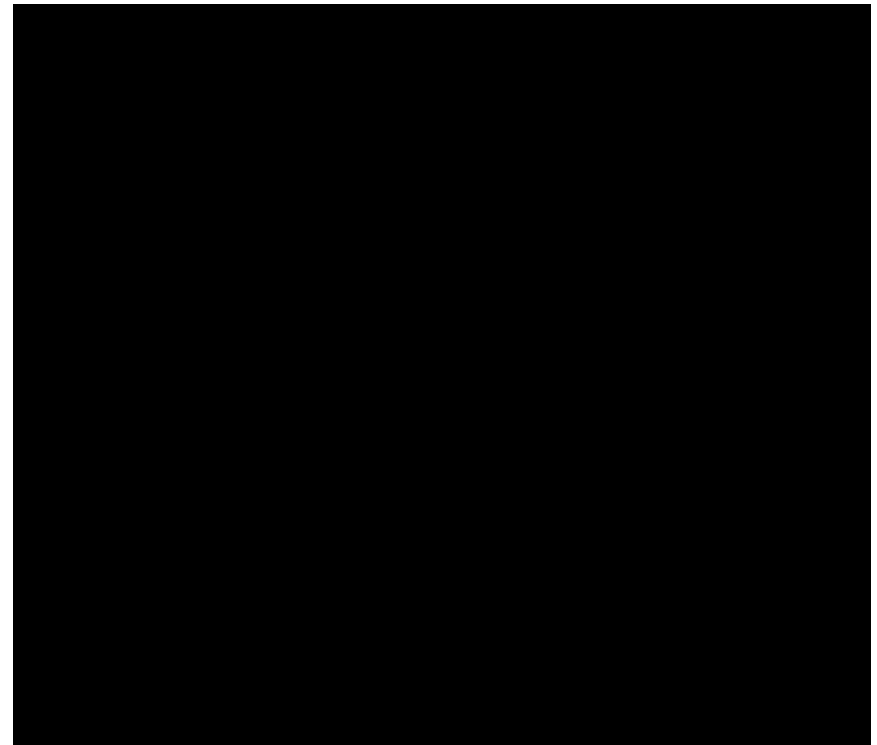
New Information Displays



Translucent Displays

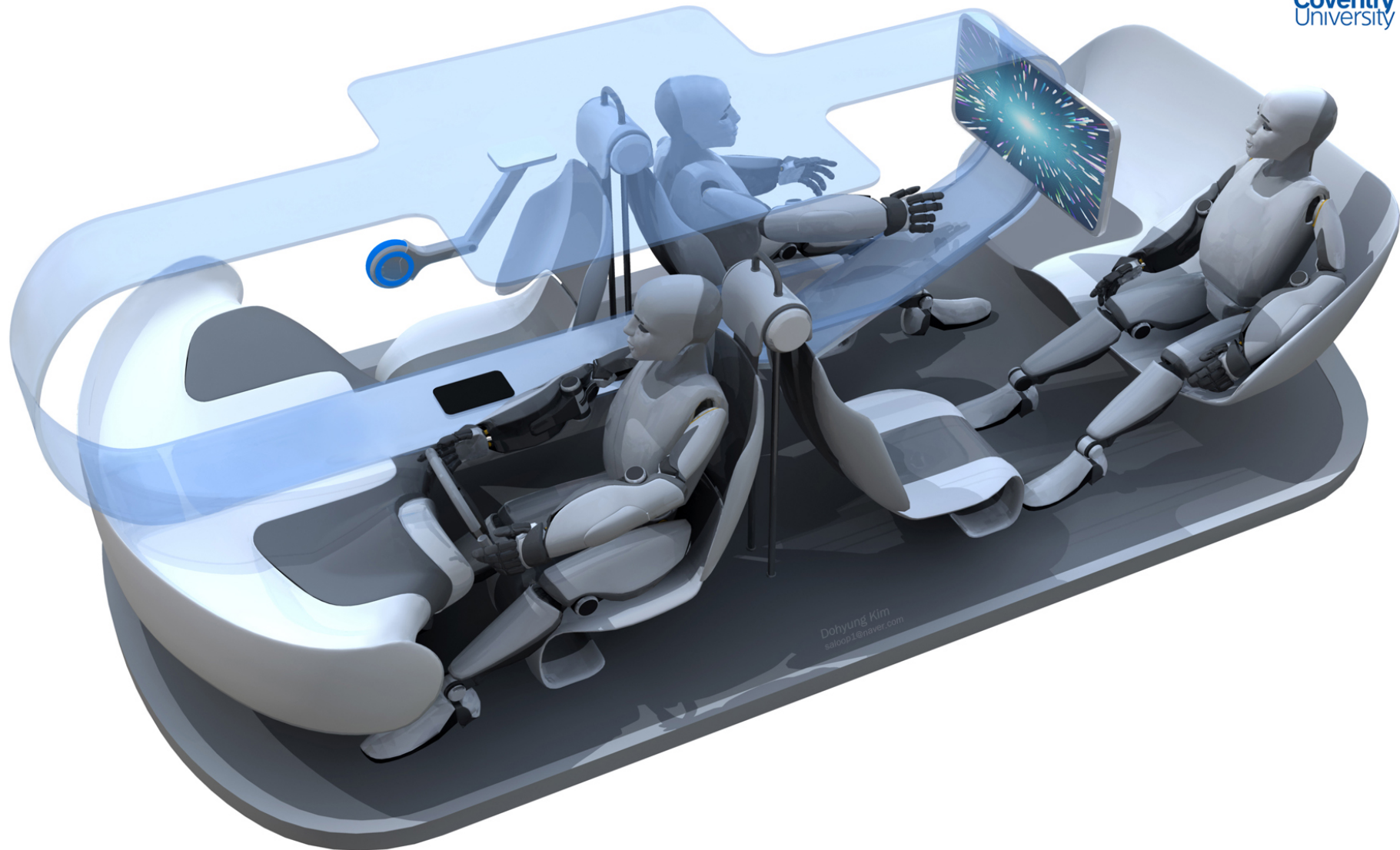


HUDs





Premium, Fashion or Function?



***Thank
You***



Nick Hull