

# From Architectural to Sculptural

The changing face of Opel/Vauxhall interiors

Stuttgart, June 22-24, 2010



Wir leben Autos.



VAUXHALL

# Stefan Arndt

Chief Designer Meriva Interior



Wir leben Autos.



VAUXHALL

“It is very difficult to predict ... especially about the future.”

Mark Twain



“The best way  
to predict the future  
is to invent it.”

Alan Kay (American computer scientist)



# How do we know



Wir leben Autos.



VAUXHALL





**We talk to the customer**



**We talk to the customer**



Wir leben Autos.



VAUXHALL





**We talk to the customer**



Wir leben Autos.



VAUXHALL





We observe the real life



Wir leben Autos.



VAUXHALL





Question the routines





Question the routines



Wir leben Autos.



VAUXHALL





We find new answers



Wir leben Autos.



VAUXHALL





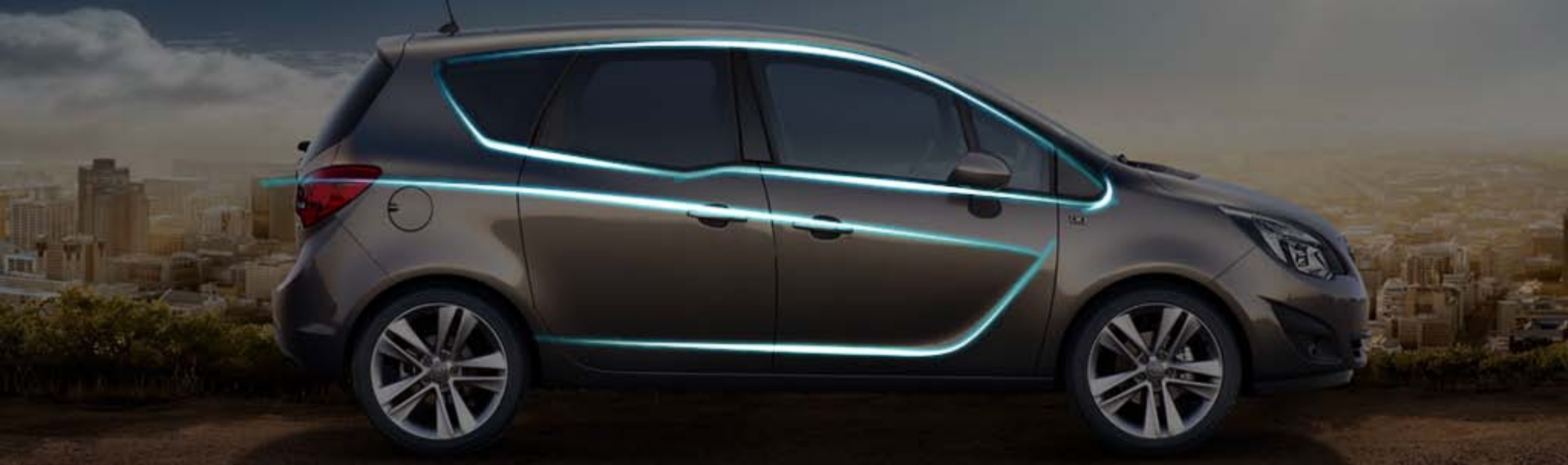
Harmonious inside and out



Wir leben Autos.



VAUXHALL



**Harmonious inside and out**



Wir leben Autos.



VAUXHALL





+



**Sculptural artistry meets German precision**



**Sculptural artistry meets German precision**





# TopGear

# firmenwagen



reddot design award



# EUROSTARS 2009



## Award-winning design



Wir leben Autos. VAUXHALL





**New first design hand assignment in 2008 for years ...**



... first shown in Insignia 2008



Wir leben Autos.



VAUXHALL



From concept to reality



Wir leben Autos.

VAUXHALL





German and emotional



Wir leben Autos.



VAUXHALL



High quality materials, fit and finish



Wir leben Autos.



VAUXHALL





dynamic



innovative



flexible



**Strong DNA with individual personality**







**Remarkable functionality**



Wir leben Autos.



VAUXHALL



Every rear passenger becomes a star!







We all have our personal belongings





**A space for everything**



Wir leben Autos.



VAUXHALL





## FlexRail – center storage



Wir leben Autos.



VAUXHALL



## FlexRail – center storage



Wir leben Autos.



VAUXHALL





**FlexRail – center storage**



Wir leben Autos.



VAUXHALL





## FlexRail – center storage



Wir leben Autos.



VAUXHALL





## FlexSpace – seating system



Wir leben Autos.



VAUXHALL





# FlexSpace – seating system



Wir leben Autos.



VAUXHALL





# FlexSpace – seating system



Wir leben Autos.



VAUXHALL





## FlexSpace – seating system



Wir leben Autos.



VAUXHALL





## FlexSpace – seating system



Wir leben Autos.



VAUXHALL



## FlexSpace – seating system



Wir leben Autos.



VAUXHALL





## FlexSpace – seating system



Wir leben Autos.



VAUXHALL



## FlexSpace – seating system



Wir leben Autos.



VAUXHALL





Geprüft & empfohlen

AGR  
Adress Gesamtdruck & Verlag

Für ein gesünder Rücken - besser leben

Nebenverband der deutschen Rückenschulen

AGR-certified ergonomic system



**FlexFix – always on board**



Wir leben Autos.



VAUXHALL



# Belinda Müller

Assistant Chief Designer Meriva Color & Trim



Wir leben Autos.



VAUXHALL



**Meriva interior – one single concept**



Wir leben Autos.



VAUXHALL





**Meriva interior – one single concept**



Wir leben Autos.



VAUXHALL



**Meriva interior – one single concept**







**Different customers – different personalities**



Wir leben Autos.



VAUXHALL



**Different customers – different personalities**



Wir leben Autos.



VAUXHALL





**Different customers – different personalities**



Wir leben Autos.



VAUXHALL



**Different customers – different personalities**







**Color & trim for all tastes**



Wir leben Autos.



VAUXHALL



**Color & trim for all tastes**



Wir leben Autos.



VAUXHALL





**Color & trim for all tastes**



Wir leben Autos. VAUXHALL



**Color & trim for all tastes**



Wir leben Autos.



VAUXHALL





**Color & trim for all tastes**



Wir leben Autos.



VAUXHALL





Wir leben Autos.

VAUXHALL





Extensive customer research





Reflection of the changing world



Wir leben Autos.



VAUXHALL





Clear Opel identity



Wir leben Autos.



VAUXHALL





Challenge the eye



Wir leben Autos.



VAUXHALL





# Design and function



Wir leben Autos.



VAUXHALL





## Design and function



Wir leben Autos.



VAUXHALL





Quality you can feel



Wir leben Autos.



VAUXHALL





Wir leben Autos.



VAUXHALL



How do we know





Real-life inspiration







Real-life inspiration







Real-life inspiration



Wir leben Autos. VAUXHALL





Creating new contexts



Wir leben Autos.



VAUXHALL



Creating new contexts



Wir leben Autos.



VAUXHALL





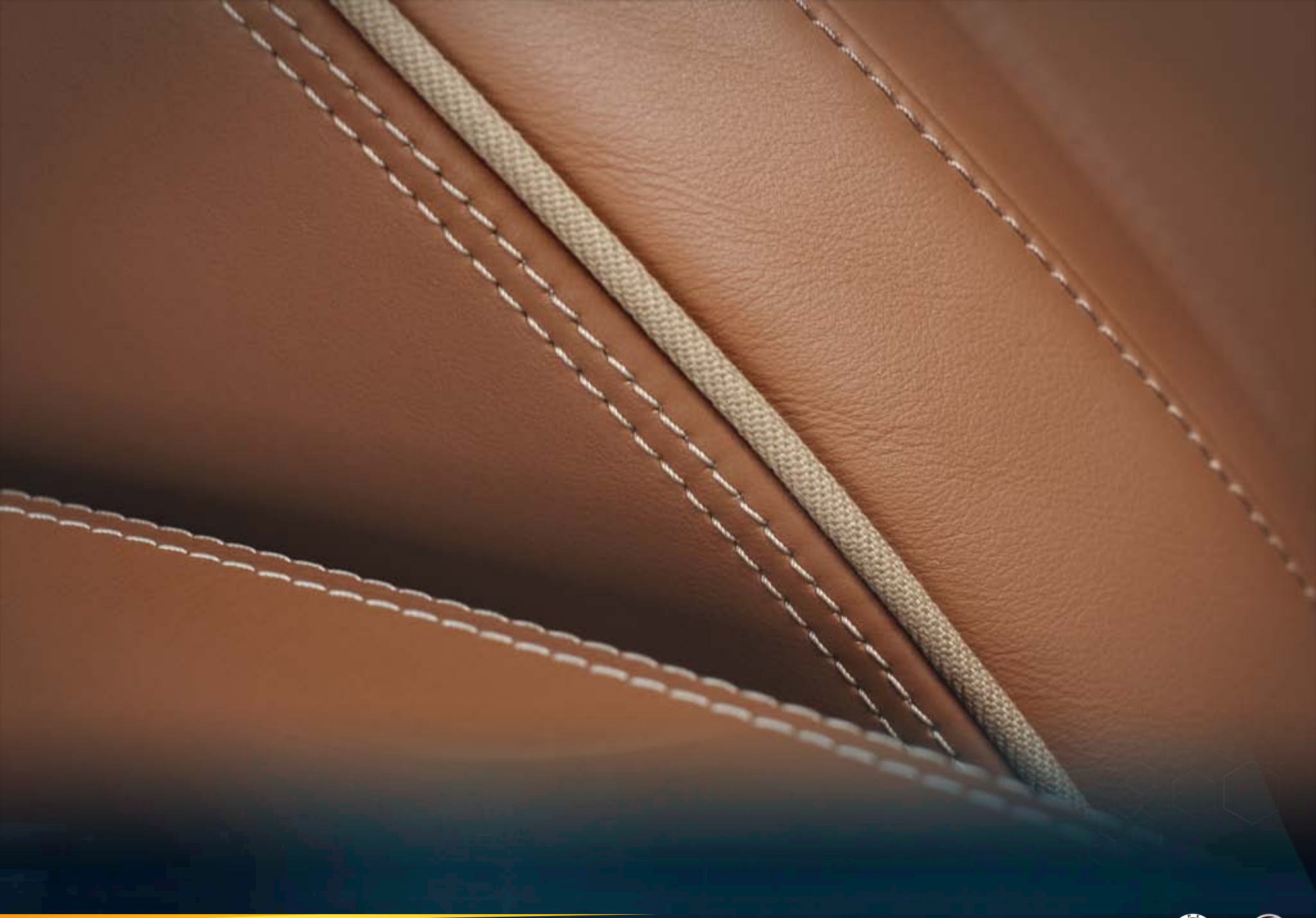
# Insignia "Indian Summer"



Wir leben Autos.



VAUXHALL



# Insignia “Indian Summer”



Wir leben Autos.

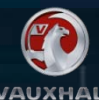


VAUXHALL





“Indian Summer” mood board





“Indian Summer” mood board







Wir leben Autos.



VAUXHALL





Wir leben Autos.



VAUXHALL





Wir leben Autos.



VAUXHALL





Wir leben Autos.



VAUXHALL





Thank you!



Wir leben Autos.



VAUXHALL