

# AUTOMOTIVE INTERIOR DESIGN

Doodles/Ideas work sample

Transportation Design Portfolio



JAMES (33)  
IT-PROFESSIONAL



JULY (28)  
FREELANCE PHOTOGRAPHER/FAMILY



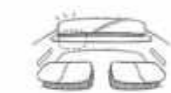
ADAM (23)  
CREATIVE PROFESSION



Life around car



Versatile + Space



Hi-Tech display+AI



Living Space



Relax/Entertainment

JOY



BUSINESS



COMFORT



INTERACTION



CARE

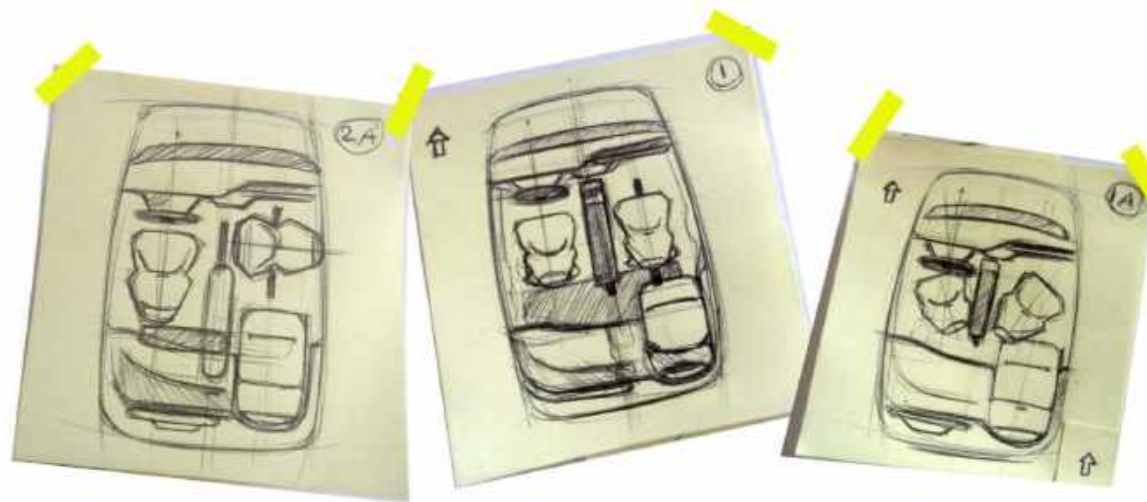


RELAX

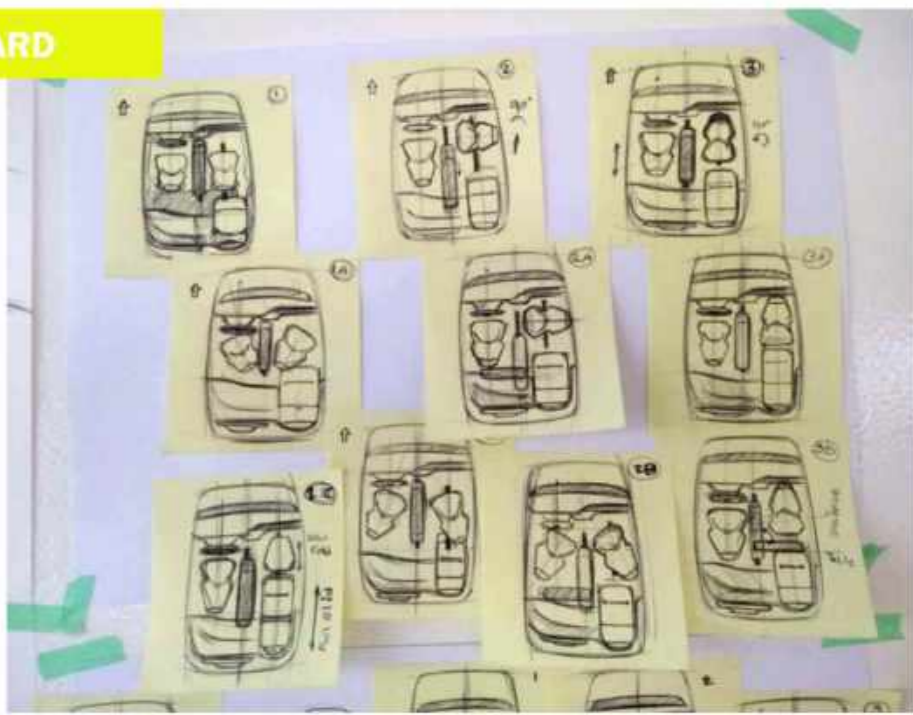


WORK

SHARING SPACE



SPACE STORY BOARD



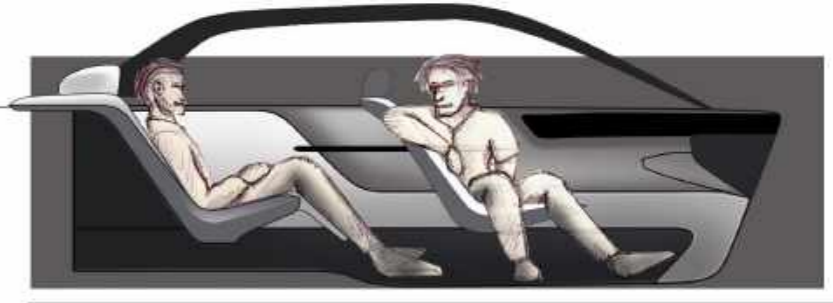
**BOSS**  
+  
**CARE**

APPROCH TOWARDS COMFORT, RELAX AND CARE



**INTERACTION**  
+  
**WORK**  
+  
**FUN**

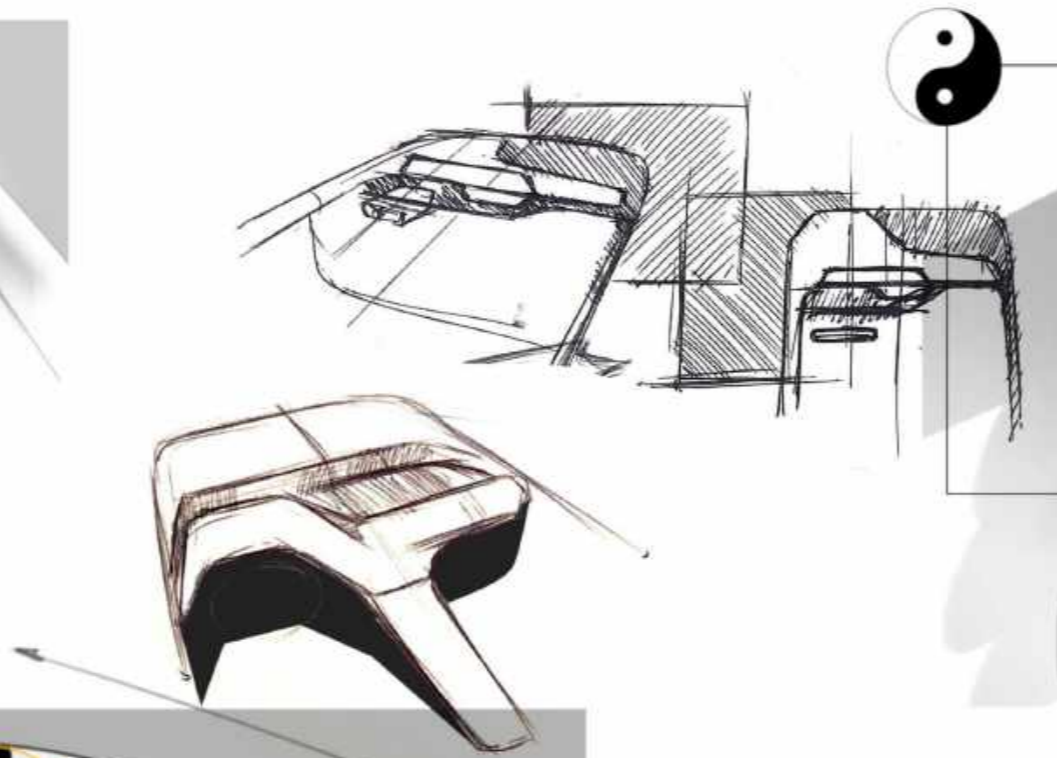
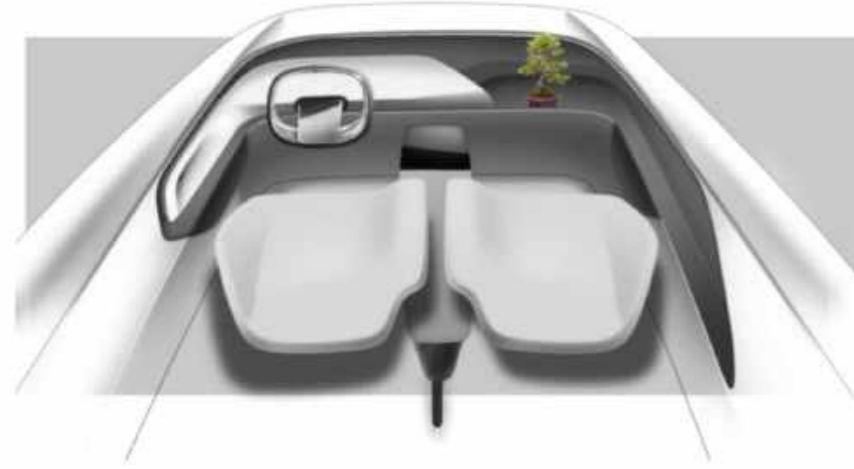
APPROCH TOWARDS INTERACTION FUN - ENTERTAINMENT



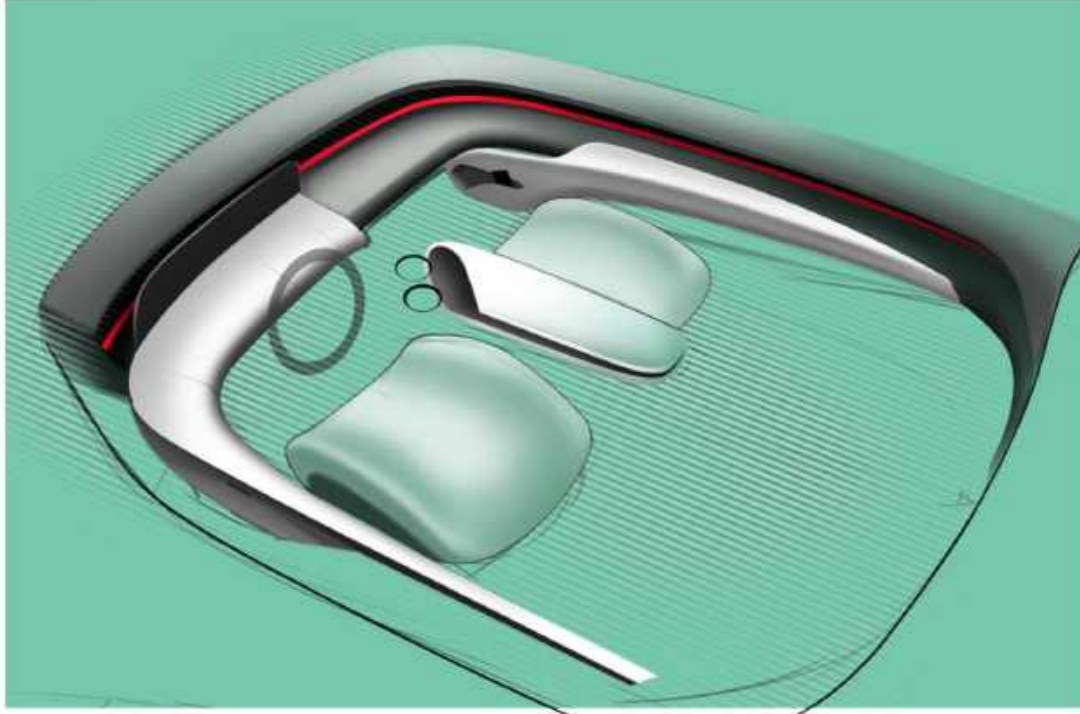
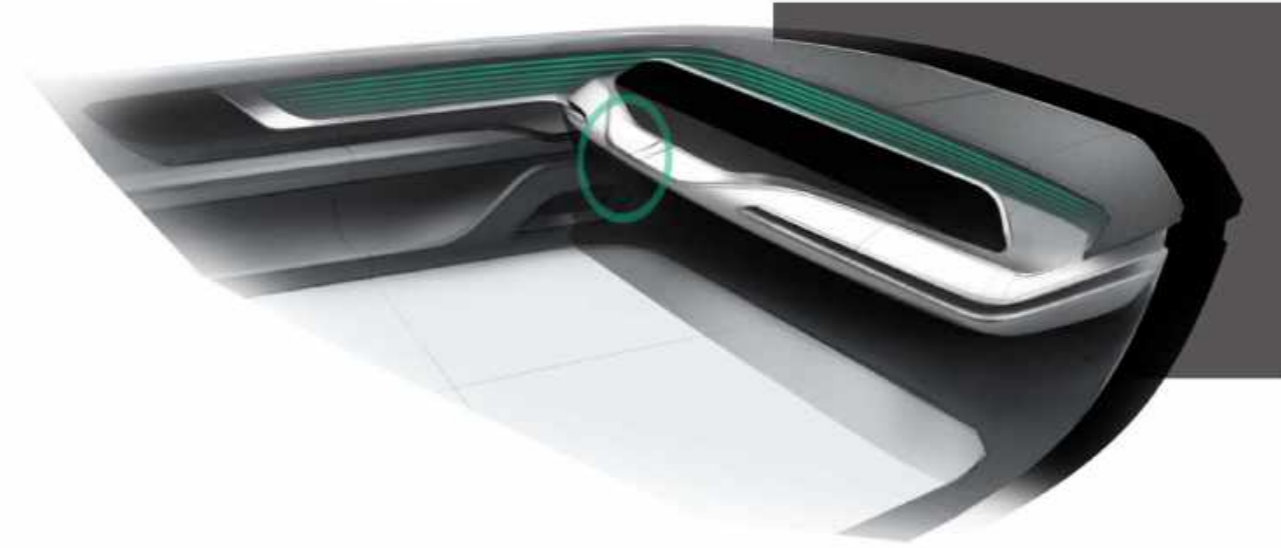
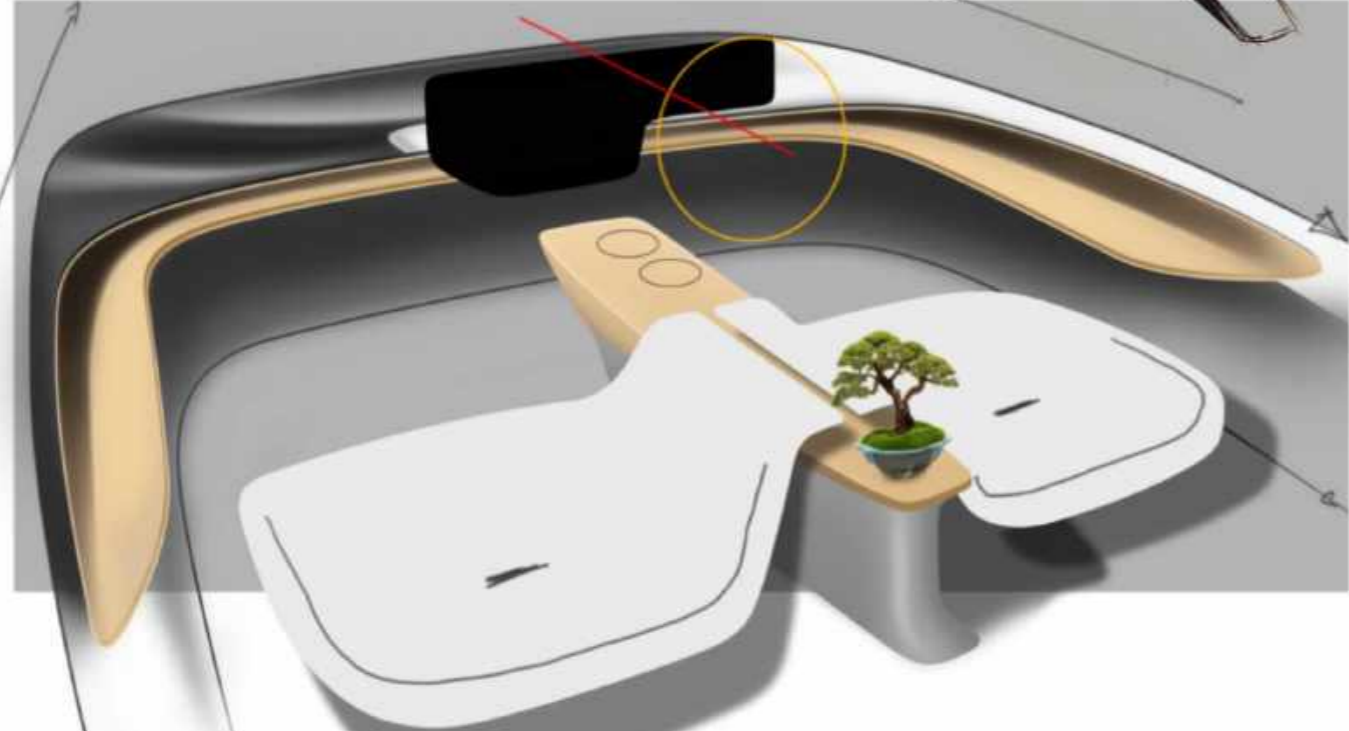
CONCEPT

CONCEPT STUDY

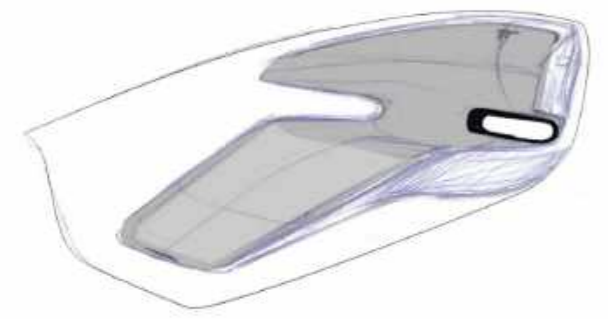
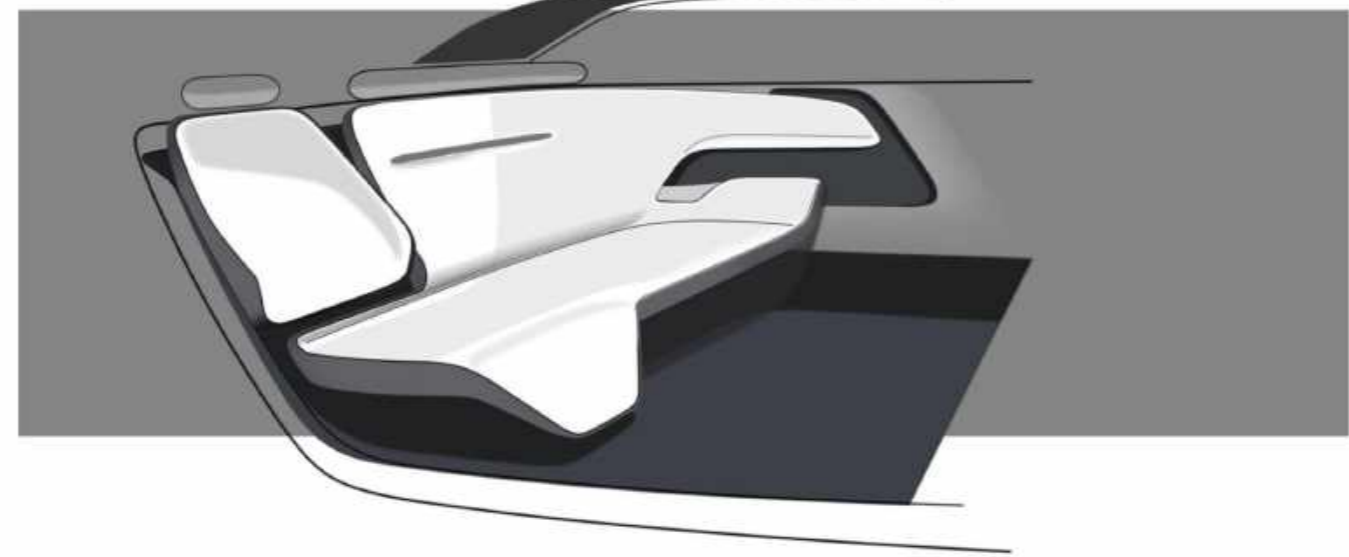
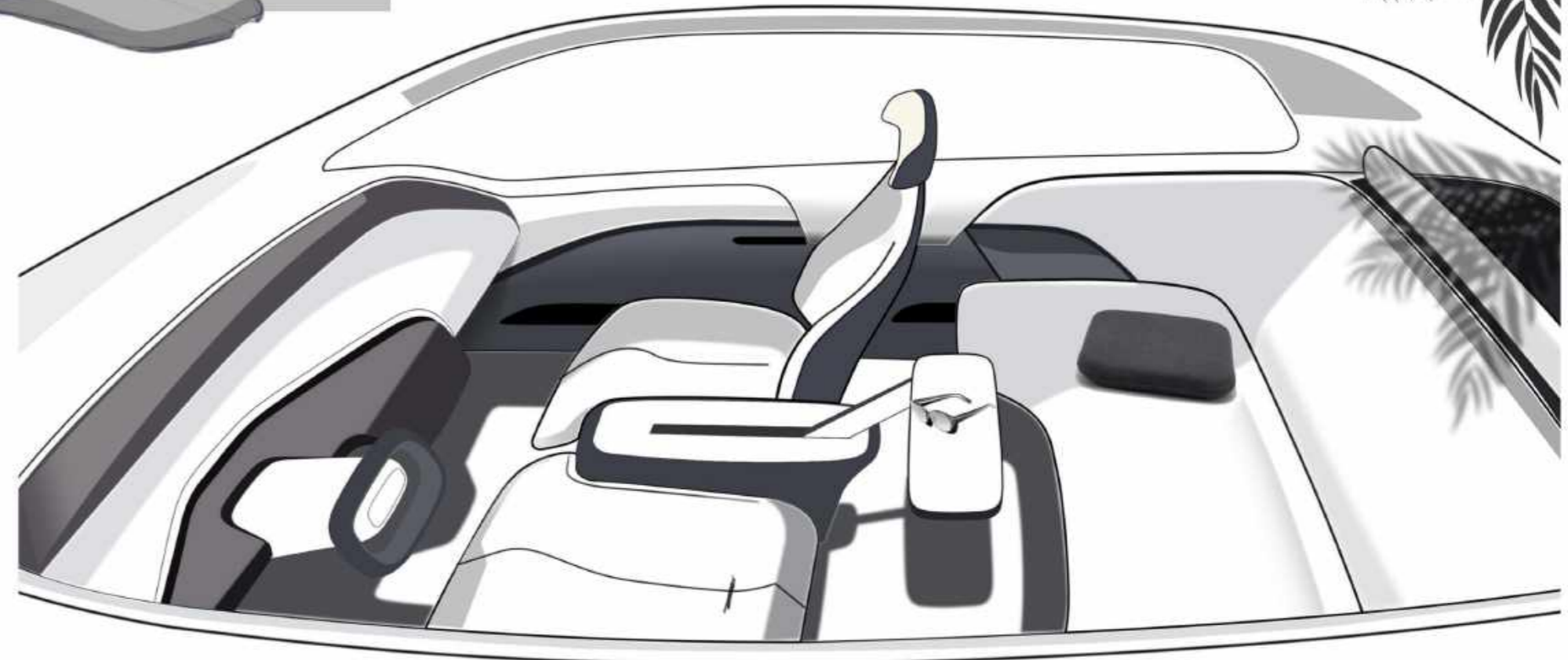
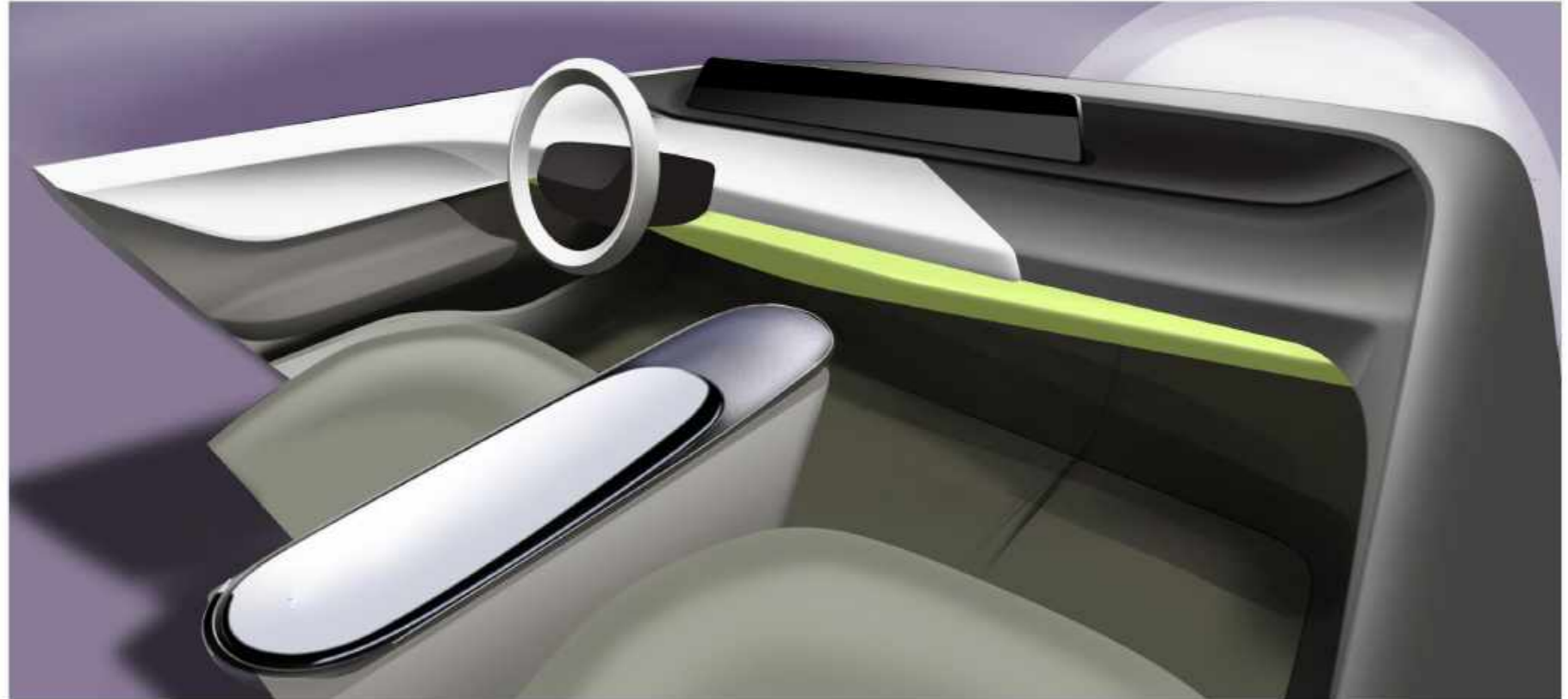
KEY SKETCH



CONCEPT



Optimum open space and premium experience with down sized seating.



CONCEPT

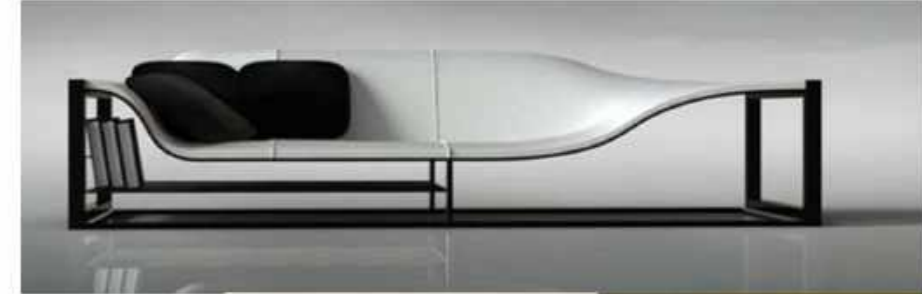
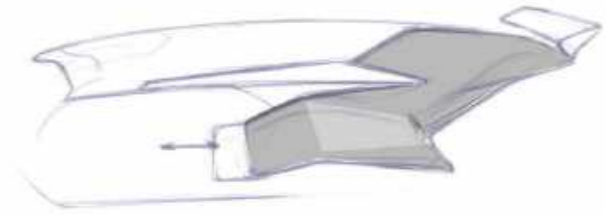


INTEGRATED

LIGHT

SEAMLESS

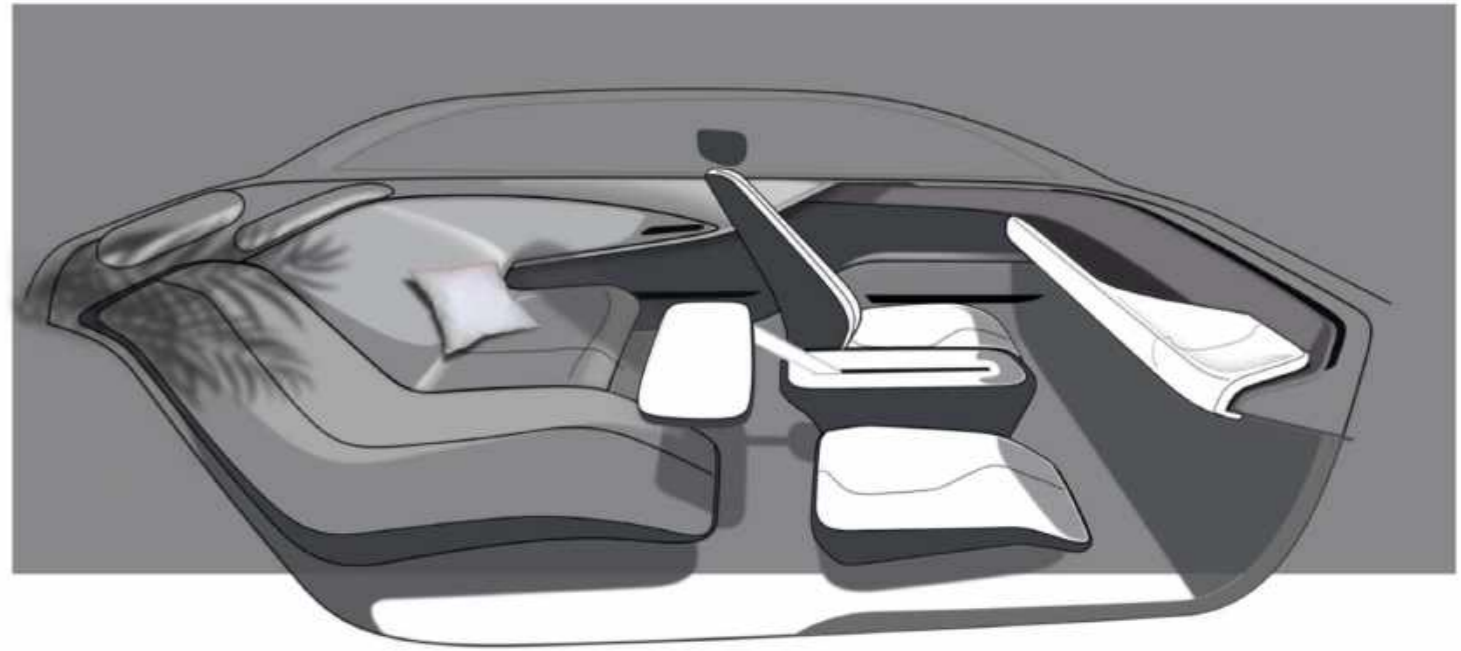




**SPACIOUS**

**SEAMLESS**

**INTERACTIVE**





FAMILIES AND VEHICLE



Family of five  
Lives in suburban area

Planning for car(EV).

- Priorities
- Comfort for 5
- Safety
- Space
- Reliability



Living room is the place where **FAMILIES** gather for having good times and **SOFA/COUCH** is that space - object which enhances this **MEMORIES**.  
Cars are taking special space in humans life, people are now more conscious about car its feelings, more connectivity, environment. It is becoming part of their life.

EXPRESS LIFE

WEEKLY DRIVE



OFFICE-RUSH DRIVE  
TRAFFIC  
SCHOOL DROP PICKUP  
GRAND PARENTS ROUTINE

RECREATIONAL LIFE

WEEKEND DRIVE



ENTERTAINMENT  
GOLF-RECREATIONAL  
PARK-WATERPARK  
GROCERIES SHOPING

CONCEPT



COMFORTABLE

SAFE



TOGETHER

SPACIOUS



FUNCTION & LAYOUT STUDY

**EXPRESS FUNCTION**

Scenario - Home to work  
Work to home  
Usage - 70%

**RECREATIONAL FUNCTION**

Scenario - Shopping, sports, party, entertainments  
Usage - 22%

CONCEPT



OFFICE + MEETING



SCHOOL+ PARENTING



SHOPPING



SPORTS



ENTERTAINMENT





LIGHT

SPACIOUS



FOLDABLE PAD

CONCEPT

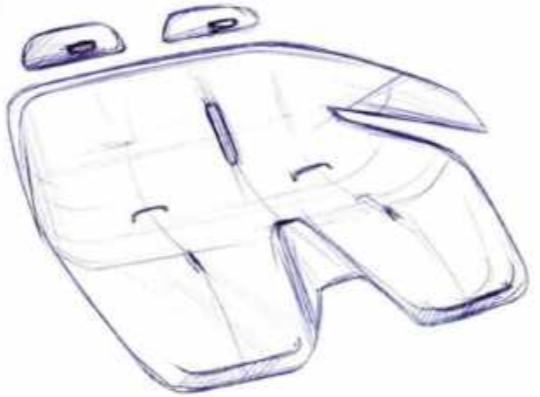
REAR SEAT STUDY



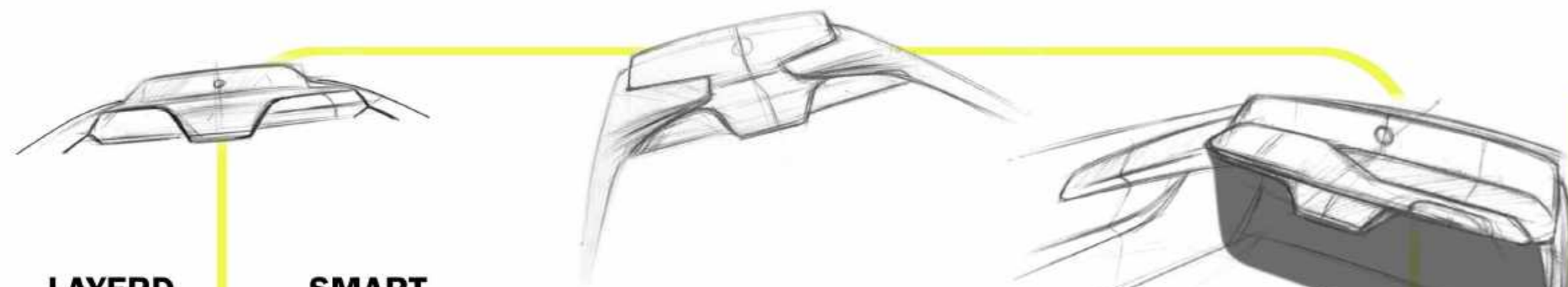
CAPTAIN SEAT



QUEEN SEAT



CONCEPT



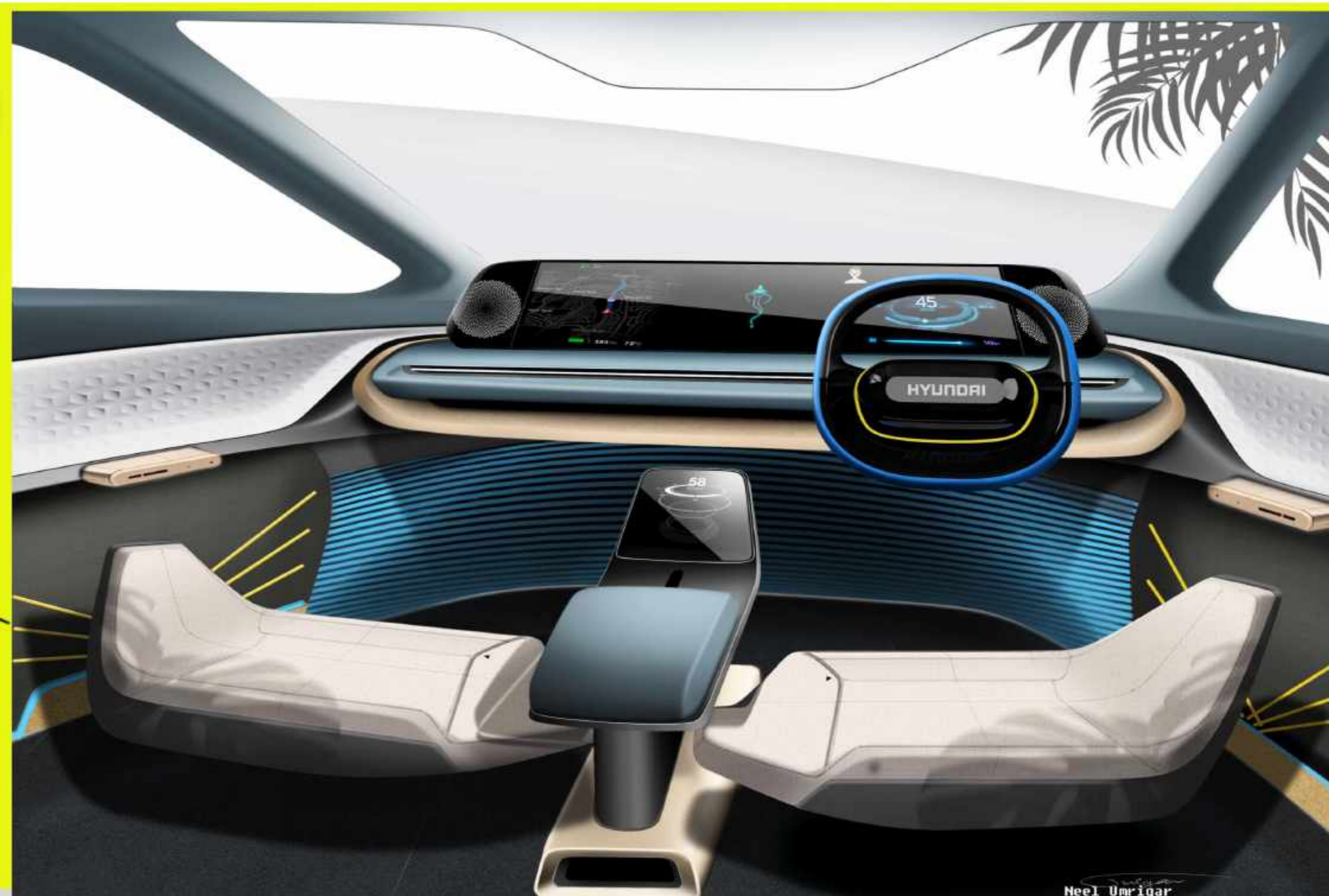
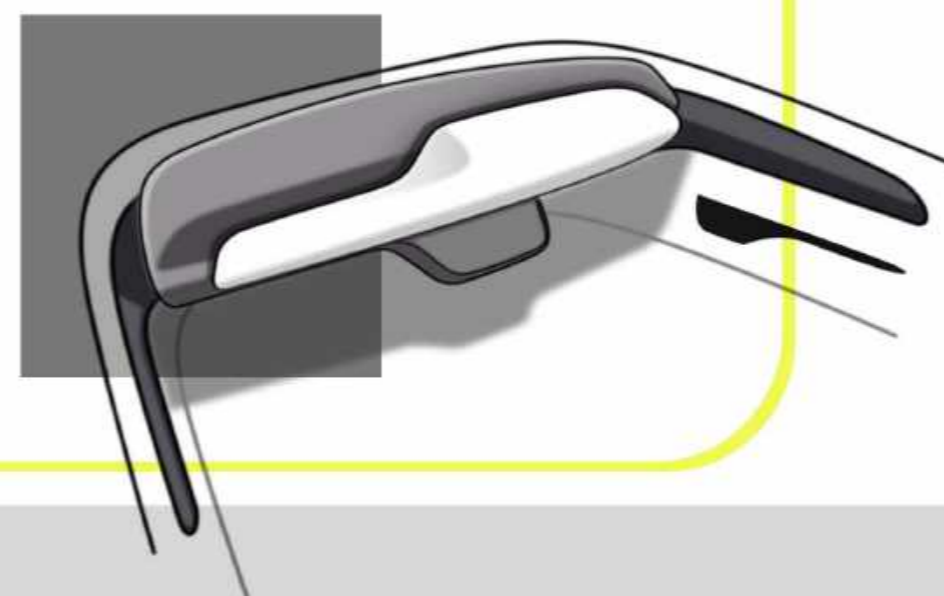
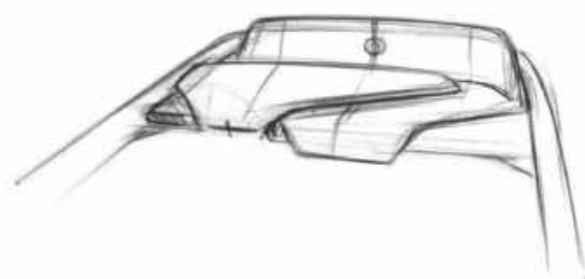
LAYERD

SMART



LIGHT

SEAMLESS



HYUNDAI

**INTEGRATED**



**LIGHT**

**SEAMLESS**





SMART



YOUNG



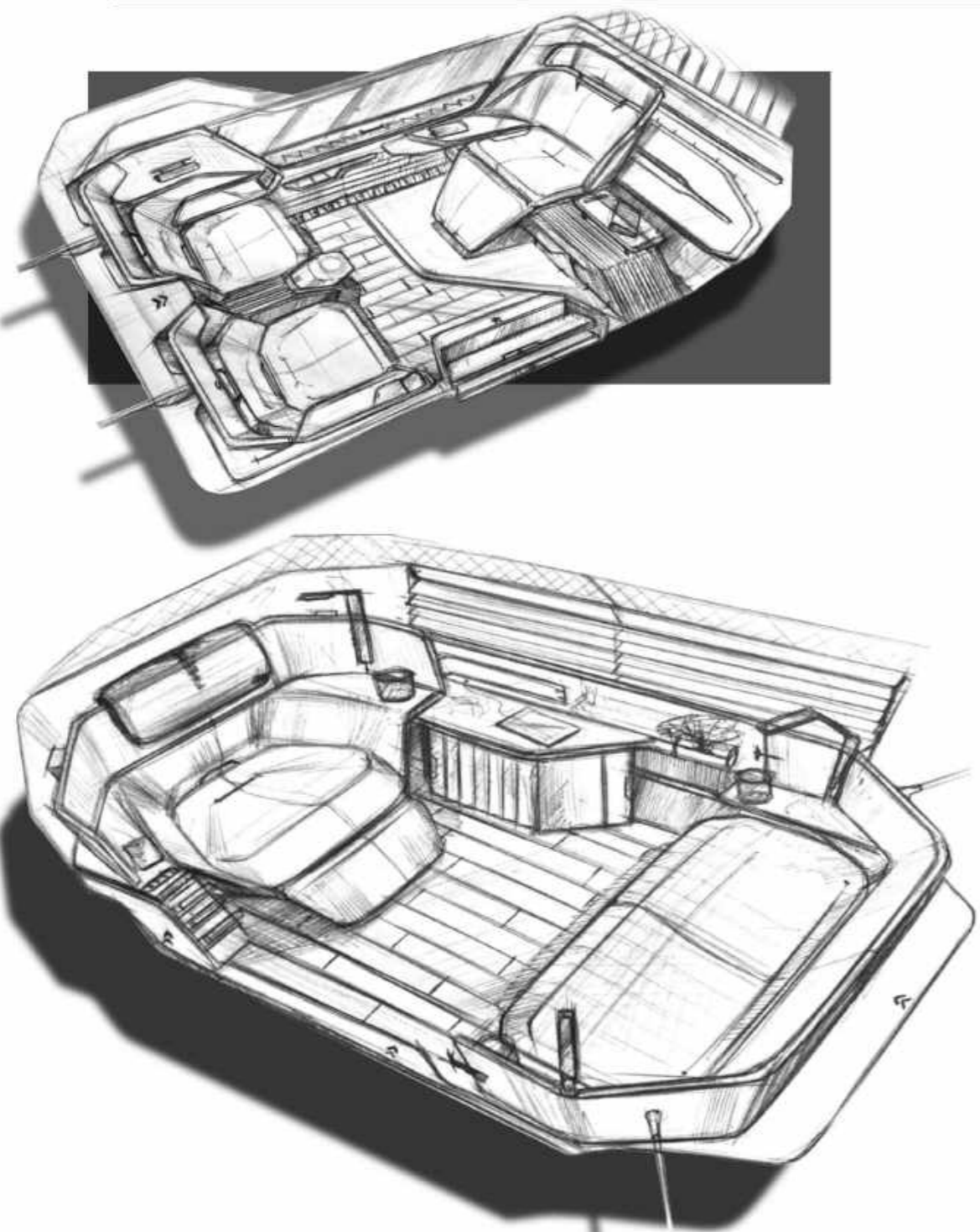
SEAMLESS



HYUNDAI

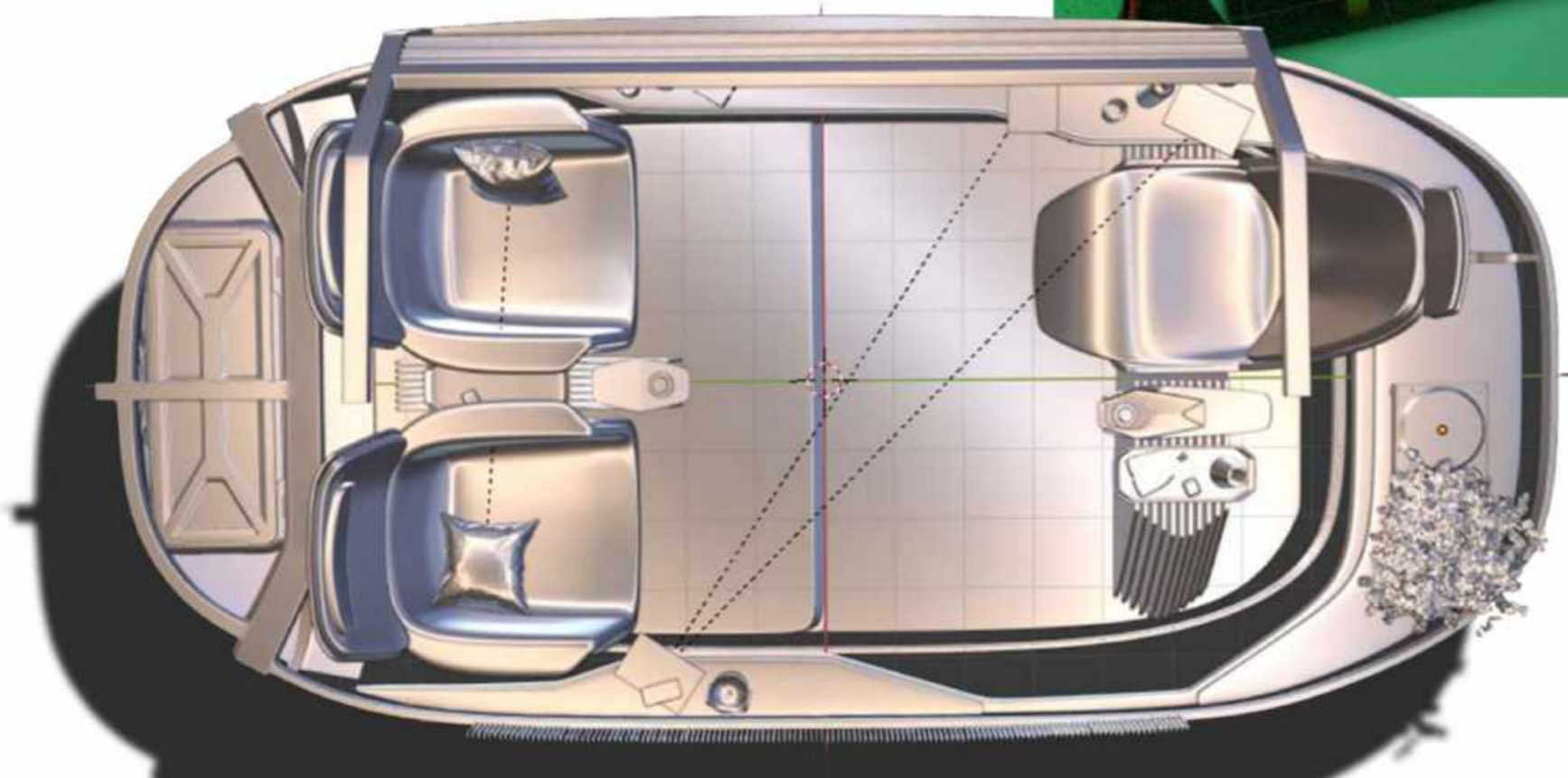
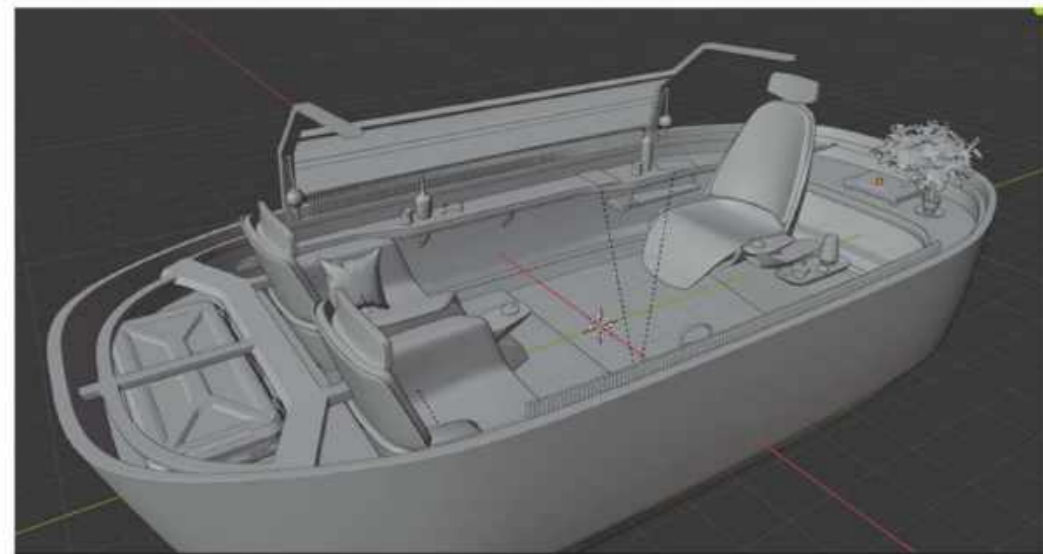


*Smigon*



CONCEPT





CONCEPT

WIP

CONCEPT



SAMSUNG

THANK YOU

