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Automotive and Transport Design

Module Ways of Perceiving ADAD4019

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Transport Exhibition

An exhibition featuring five different modes of transport, things designed simply for getting from one place to another however those featured in the exhibition have been pushed to extremes to be the fastest or most luxurious or just for fun.

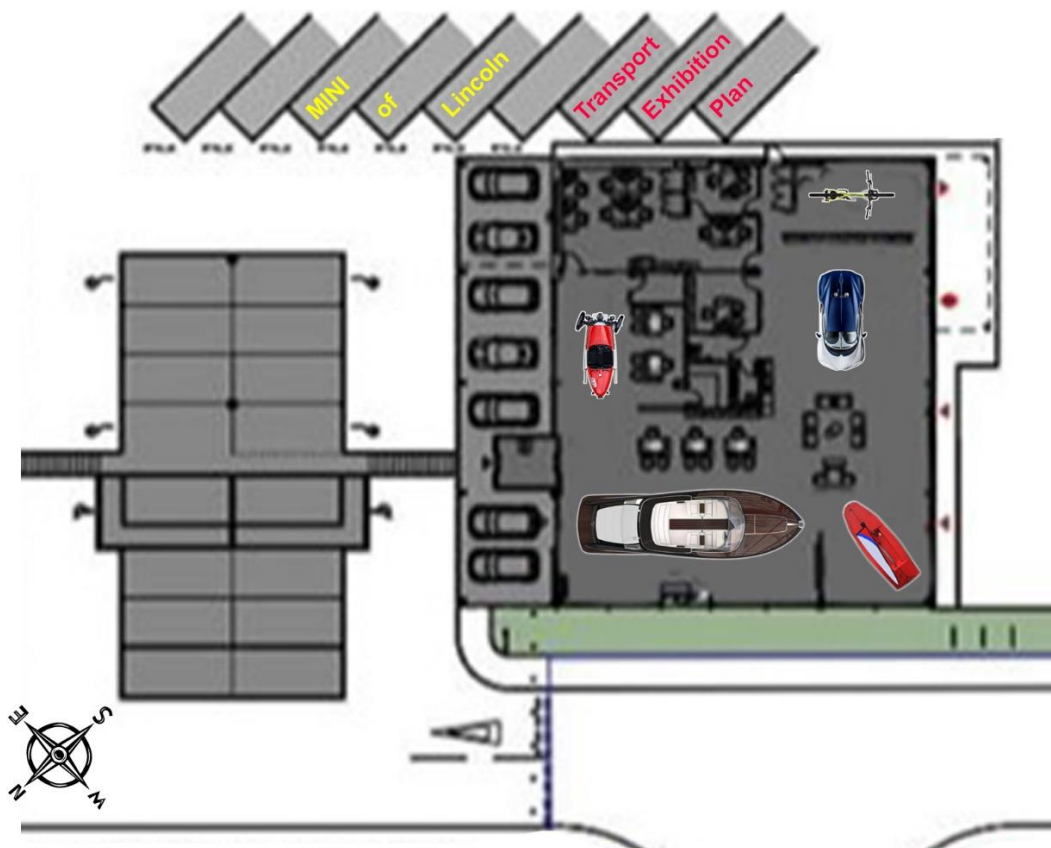
The exhibition will include two cars; a *Bugatti Chiron* and a *Morgan 3 Wheeler*, there will be two vastly different boats; a *Topper* sailing dinghy and a *Riva Iseo* and finally an *Orbea Rallon* mountain bike.

They are five models that all belong in vastly different environments so as well as focusing on the specific brands featured, the exhibition will attempt to recreate the atmosphere of the location where each would appear at home. Using abstract techniques, inspired by artists, the exhibition will bring the feel of those outside environments into the exhibition. This will bring them all to life together in one place becoming a more immersive experience.

The exhibition will be held at Lincoln's *Mini* dealership, a space that is an ideal size for five displays. The dealership is painted black inside and out with splashes of colours lit with bright LED's. The exhibition is designed so people feel as if they are in a different place for each part so the actual location is not important but using dark backgrounds and bright lights will make everything stand out.

"Barthes suggested that signs often connote additional meanings that are often not plainly visible" (Boradak, 2010, p. 219) and this is what the exhibition will make visible by changing the environment things are displayed in. "Semiotics is defined as the theory of signs" (Hall, 2012, p. 5), it is a theory that things we see have more than one meaning or function, one that is plainly visible and a deeper meaning or secondary function beyond that primary

reason. (Marsen, 2006) (Boradak, 2010) When performing a semiotic analysis in the exhibition, transport would be the primary function of the vehicles, yet they are all so much more than just a way of getting around.



Exhibition Layout (Ben Harris, 2020)

The cars on display are a *Bugatti Chiron* and a *Morgan 3 Wheeler*, two cars which are completely different, however both are pushed to extremes in terms of performance for the *Bugatti* and making every journey and adventure in the *Morgan*.

Bugatti's cars are known for pushing boundaries and breaking records, they describe the *Chiron* as "the fastest, most powerful, and exclusive production super sports car in Bugatti's history." (Bugatti, 2020) A lightened version with improved aerodynamics has broken the 300 mph barrier and made the *Chiron Super Sport 300+* the fastest production car (Car and Driver, 2020). What makes the *Chiron* so special and unique is the way it has achieved these

power and performance figures without compromising luxury and drivability on the road. In *Top Gear Magazine* Chris Harris compares it to its predecessor the *Veyron* and explains that “in the *Chiron*, the full madness is available most of the time”. (Harris, 2017)



(Perez, 2019) (Bond, 2011)

The *Morgan 3 Wheeler* on display is a modern version of the car the brand was founded on in 1909 (Morgan, 2019). The new *3 Wheeler* is a car simply designed for fun, it has no roof or doors or even a windscreen “yet it exudes a remarkable sense of adventure that compels owners to regularly embark on road trips across countries and even continents.” (Morgan, 2020) Going back to semiotics, in *Ways of Seeing*, (1972, p. 8) *John Berger* explains that “the way we see things is affected by what you know or what we believe in” so for a *Morgan 3 Wheeler* this spirit of adventure and fun is the connoted meaning for people who love cars behind a car that could be seen as just an expensive toy.

For marketing *Morgan* use photography of the cars exploring the country roads around the Malvern factory. To recreate this atmosphere and sense of adventure the *3 Wheeler* will be in a room by itself surrounded by natural sculpture by *Andy Goldsworthy* so people experience the connoted meaning behind the car. *Goldsworthy* is a British artist who ‘works directly with nature’s objects and processes, intervening in the landscape’ (McGill, 2018) creating artwork in nature taking advantage of the colours and textures of natural materials like leaves, branches and stones creating site specific installations (Artnet, 2020) ‘to imitate,

embellish and otherwise comment on organic forms.’ (McGill, 2018) Using autumn leaves an abstract background can be created to look like trees seen from a car driving through the countryside.



Photoshop render of the exhibition (Ben Harris, 2020)

The Bugatti will be first in the exhibition positioned so that upon entering people see its side profile and unique signature line making it instantly recognisable. It is a £1.9 million car so will rarely be seen on the road but will be most at home in places like Monte Carlo. To recreate this in the exhibition the inside wall will be designed to resemble building fronts in the style seen around the Monte Carlo harbour. This will curve around to the north corner of the exhibition where the Riva Iseo will be moored. The background will be created in the style of Richard Long, a British sculptor and land artist. (Lisson Gallery London Limited, 2020) Long started his career walking through the countryside creating artworks using natural materials like stone and has since explored natural area around the world. “Through this

medium of walking, time, space and distance became new subjects for his art.” (Lisson Gallery London Limited, 2020) Using stones arranged to represent buildings with details like windows and doors a natural wall can be made inside the exhibition behind the Bugatti car and Riva yacht to bring the two together.



(Riva, 2020) (Topper, 2018)

Riva is an Italian yacht manufacturer founded at Lake Iseo in 1842 (Riva, 2020). The new Riva Iseo combines design inspired by the 1962 Aquarama and modern technology. “The result is a marriage of tradition and innovation that can-not fail to beguile all who experience her” (Riva, 2020).

For people to experience the sensation of the open water the boats will appear to be floating by surrounding the with polypropylene fabric sheets in the style of Christo and Jean Claude's Surrounded Islands piece from 1984 which surrounded eleven islands in Biscayne Bay, Florida with pink fabric reaching 200 feet from each island (Christo and Jean Claude, 2020). On the water the fabric was constantly moving in the wind and waves. In the exhibition the fabric sheets will be blown around the boats hulls to appearing like water and the boats wake.

The cost, rarity and therefore exclusivity of the Bugatti and Riva link them together and mean they can be displayed in the same environment. In comparison the other boat in the exhibition is the complete opposite. A Topper sailing dinghy is a racing boat that is perfect

for beginners when rigged with a small sail and with a full sail is raced by experts in an international class. It is a very small, simple, almost indestructible plastic hull with almost 40 years in production and almost 50,000 boats worldwide (Topper Sail Boats, 2020). For comparison only 500 Bugatti Chirons will be made over a few years of production (Holding, 2019).

The Topper has more in common with the Morgan, over everything else it is made for fun. Like the Riva the Topper will be displayed using fabric blowing in the wind to represent water, with the sounds of water and wind people will be transported away from the busy cities and marinas to a quiet, natural sailing lake.

Senses like this are essential for the full experience of different places for example the smell of new leather and wood inside the cars or the sound and feel of engines running that will give the cars more character and differentiate them even before being seen.



(D & D Cycles, 2018)

The last mode of transport in the exhibition is an Orbea Rallon, a full suspension mountain bike for cross country and downhill riding and racing (Orbea, 2020). It is Orbea's most advanced mountain bike that pushes the idea of bike as simple cheap transport to the limit. It uses the best technology for suspension, gears and brakes making it the fastest and easiest way to ride over mountains. Like the other things in the exhibition it is a stunning

piece of engineering to look at but to really understand it needs to be seen racing along a mountain trail.

Bill Viola is an American video artist who “has been instrumental in the establishment of video as a vital form of contemporary art” (Viola, 2020). He creates slow motion videos using natural elements like water, sand and fire flowing over someone creating works that “focus on universal human experiences—birth, death, the unfolding of consciousness” (Viola, 2020). This sort of natural video makes an ideal background for a mountain bike that could be projected on the walls and floor. This part of the exhibition will be held in the south corner of the building with a wall for the projection separating it from the rest of the exhibition.



Photoshop representation of the exhibition (Ben Harris, 2020)

All of these forms of transport are very different and are not expected to appeal to the same people and definitely not to everyone, but they are all made to be more than the sum of

their parts, whether just for fun or for breaking records. In an episode of Top Gear with a road trip across France looking for the point of a supercar Jeremy Clarkson concluded by saying “you can’t rationalise cars like these, they’re not something you buy with your head, you buy them with your heart because you love them.” (Top Gear, 2005) A point which explains not just supercars but also the boats and even the mountain bike.

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