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P Number: 1902155

Programme of Study: Automotive Design

Module:ADAD4019

Word Count: 1551

Tutors Name: Julia Lockheart, Gwenllian Beynon

Iconic Car History Museum Floor Plan

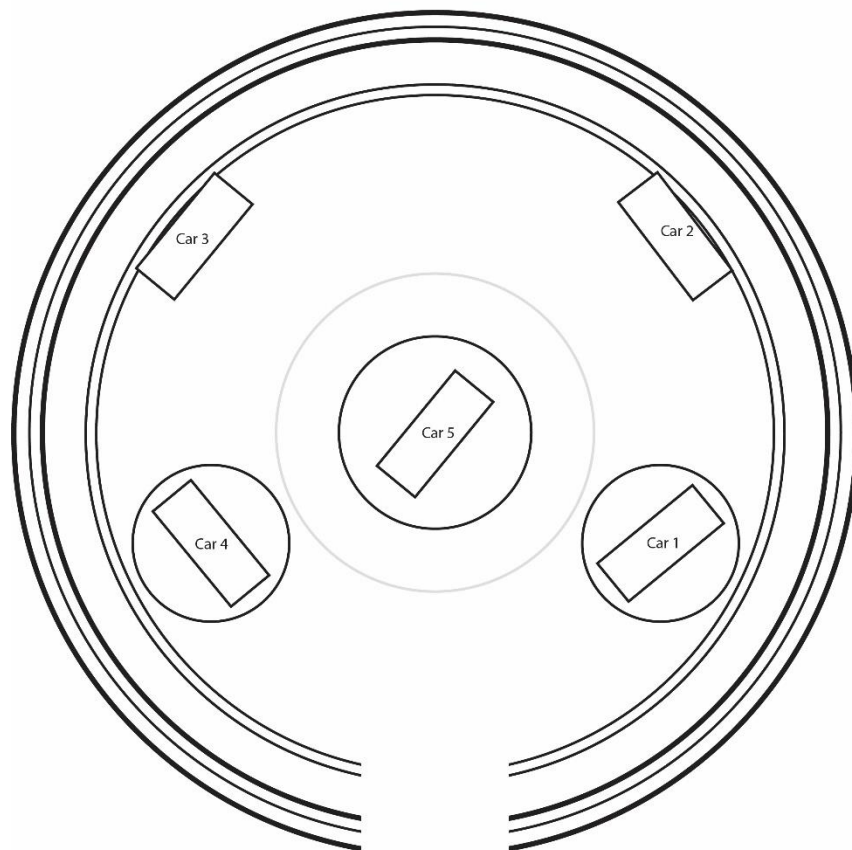


Figure 1
Iconic Car History Museum Floor Plan

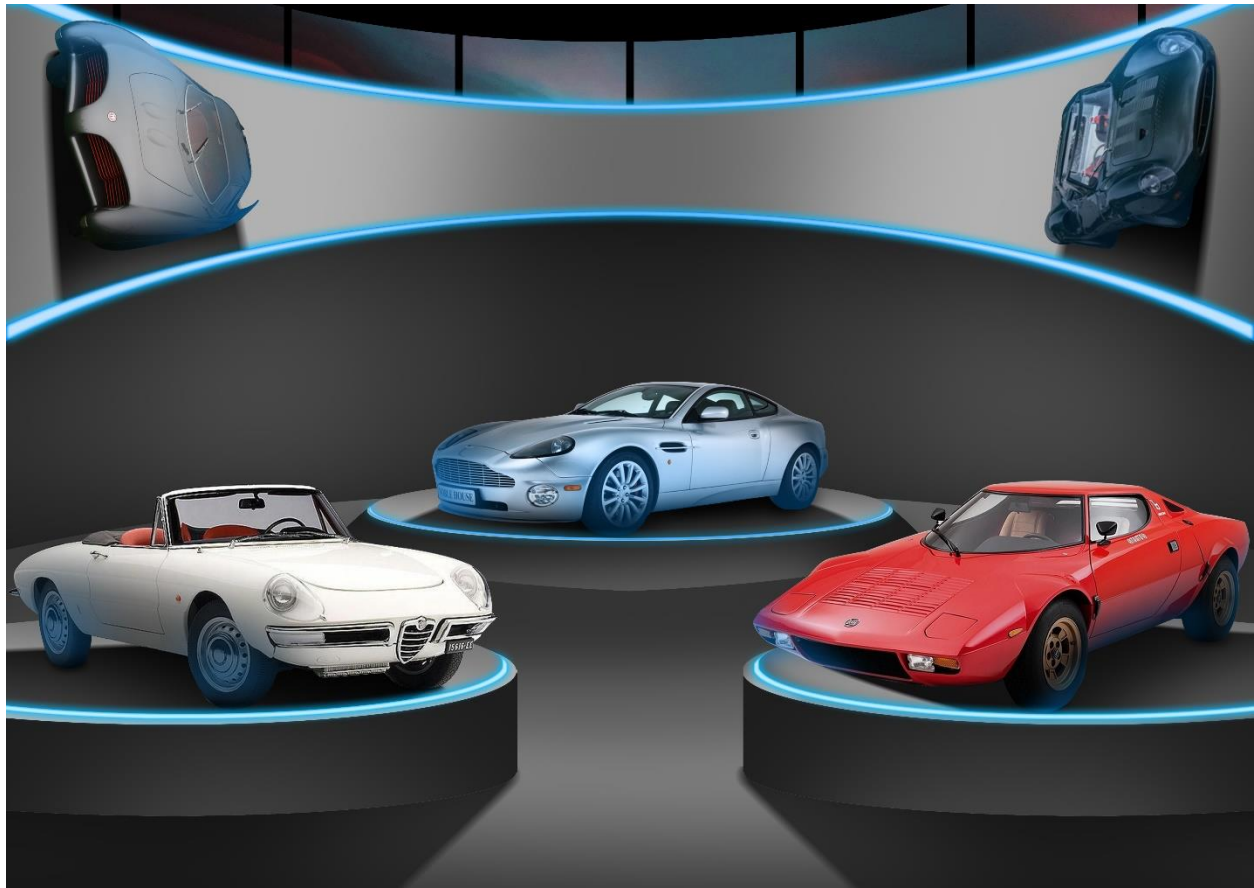


Figure 2
Iconic Car History Museum

My concept depicts a classic car history museum which displays five different cars from various eras. This concept is important to me as not only is it relevant to the history of the automotive design industry but also combines my love of cars. I believe that it is essential for future designers to consider and respect the heritage of automotive design as it serves as a basis for all future designs. Each individual car represents the innovative ideas and creations of each respective designer.

The museum is a singular circular space with a dome shaped roof. As you enter two vehicles are displayed opposite each other either side of the entrance. Circling the wall is a metallic panel like strip to which two cars are attached. The center of the room consists of a turntable showcasing the final and most modern vehicle. The dome roof and the white and neon blue lighting is designed to give an atmospheric semi futuristic feel. The cars are displayed within circular walls to represent the continuity of the automotive design industry.



Figure 3
1973 Lancia Stratos

The Lancia Stratos was an Italian sports/rally car designed by Marcello Gandini in 1973. It was a very successful rally car, winning the World Rally Championship during 1974, 1975 and 1976. It was one of Gandini's most famous and coveted works because of its futuristic design. Marcello Gandini was born on the 26th of August 1938 in Turin, Italy. He is best known for pioneering the concept of scissor doors and is recognized as one of the founding fathers of modern Italian supercars. He was hired by Bertone with whom he worked for fourteen years. It was during this time that Gandini designed the Lancia Stratos. The first concept of the Stratos was shown in 1970 at the Turin Car show. Although the production version of the car differed from the concept, it remained one the most iconic rally cars in history. Gandini stated that his design interests were focused on vehicle architecture, construction, assembly and mechanisms. His designs were more angular, embracing straight lines and corners.



Figure 4
Jaguar XJ13

The Jaguar XJ13 was a prototype race car designed by Malcom Sayer to compete at Le Mans in the mid-1960s. Malcom Sayer was born on the 21st of May 1916 in Cromer, Norfolk, UK. He was educated at Great Yarmouth Grammar School. At the age of seventeen he attended Loughborough College to study Aeronautical and Automotive Engineering. During the second world war he worked for the Bristol Airplane Motor Company. In late 1950 Malcom Sayer applied for an engineering position at Jaguar where he designed the iconic Jaguar E-Type, D- Type, C- Type and XJ13 models. He was one of the first designers to apply the principles of aerodynamics to cars with his own specific scientific calculations and by doing this he created one of the most beautiful forms of the era. He described himself as an aerodynamicist. The most predominant feature of Sayers designs was the emphasis on aerodynamic quality. The XJ13 was designed to compete at Le Mans and was the only prototype built. Unfortunately, an accident occurred during testing and the car was almost destroyed. It was rebuilt a few years later although it was slightly altered from its original design. The XJ13 is considered to be one of Malcom Sayers most beautiful and aerodynamic efficient designs ever built.



Figure 5
1966 Alfa Romeo 1600 Duetto Spider

The Alfa Romeo 1600 Duetto Spider was a convertible designed in 1966 and was the last car Battista Pininfarina ever worked on. The name of the car originates from a competition run by Alfa Romeo during the cars launch. The Spider remained in production for three decades. It was first shown to the public at the 1966 Geneva Motor Show, a month before Pininfarina's death on April 3rd, 1966. The Duetto Spider is widely known as a long lived classic Italian car design and is very reminiscent of 1960s car esthetics. Battista Pininfarina was born on November 2nd, 1893 in Cortanze, Italy. From the age of twelve he developed his love for cars working at his brother's body shop and it was here that he learned bodywork and began designing his own cars. In 1930, he founded his own company in which he designed custom bodies for cars and limited-edition models for the public. Pininfarina was also well known for his partnership with Ferrari. His designs were well proportioned, conservative efforts in the Italian style, with a strong emphasis on unbroken horizontal lines. Even today his designs are considered as some of the most beautiful cars in the automotive industry.



Figure 6
1953 Alfa Romeo BAT 5

The Alfa Romeo Bat was an Italian concept car designed by Franco Scaglione in 1953, the result of a collaboration project between Alfa Romeo and Bertone. The first model (the BAT 5) was shown at the Turin Auto Show in 1953. The design was based on a study of aerodynamics. The cars had large curved tail fins and long smooth body curves. Its design was unique and surprisingly unpractical in road worthiness. The shape of the front was designed to eliminate airflow disruption. A further two BAT cars were designed, the BAT 7 in 1954 and the BAT 9 in 1959. Franco Scaglione was born on the 26th of September 1916 in Florence. He studied at the University of Aeronautical Engineering although his studies were interrupted due to the outbreak of World War 2. In 1951 he moved to Turin and there he met Nuccio Bertone which resulted in a collaboration between the two. Franco's first project was the Alfa Romeo BAT series. The BAT initials represented "Berlinetta Aerodinamica Techina". In 1959 he ended his partnership with Bertone as Franco was mostly interested in designing concept cars and art. Scaglione valued beauty and art over practicality.



Figure 7
2001 Aston Martin V12 Vanquish

The Aston Martin V12 Vanquish was a super grand tourer designed in 2001 by Ian Callum. It was the successor of the 1993 Aston Martin Vantage. The Vanquish was produced between 2001 and 2007. It is renowned for appearing in the 2002 James Bond Film "Die Another Day" for which it was awarded with 3rd position on the list of Best Film Cars Ever. The design was inspired by the DB4 Zagato with the final result projecting an aggressive style. The front grill, headlights and sleek curves are reminiscent of previous Aston Martin designs and whilst retaining the Aston Martin heritage still provide a new enhanced esthetic look. Ian Callum was born on July 30th, 1954 in Dumfries, Scotland. From 1968 he studied at Coventry University, Aberdeen Art College and the Glasgow School of Art and graduated with a degree in Industrial Design. Following this he gained a post-graduate master's degree in Vehicle Design. In 1979 Callum was employed by Ford and stayed with the company for eleven years. In 1991 he founded TWR Design and designed the DB7, Vantage and V12 Vanquish. Callum states that "what's important is the atmosphere. Get the atmosphere right and it should be consistent across all the models".

Automotive design is a constantly evolving industry and yet the fundamental design principals established by previous designers are evident in every new design today. Each designer researched made their mark in the automotive industry by introducing a new design element which evolved into Automotive Design today. Pininfarina, designed a car for beauty. Malcom Sayer created the perfect aerodynamic form. Marcelo Gandini created futuristic designs. Franco Scaglione projected concept art and Ian Callum combined all these factors keeping a consistent esthetic to his designs. Each of these designers entered the automotive industry with a clear vision of what they wanted to create whilst at the same time respecting the ever-growing legacy of automotive design. The cars displayed in the museum represent the designer's ideology and work style which they based their designs upon. The museum walls are circular, and the cars are displayed within these walls to represent the continuity and growing evolution of the automotive design industry. The most recent car model design is displayed in the center of the museum as it incorporates each element of the various design concepts created previously. The world is ever changing but regardless of outside influences such as environmental preservation factors and fuel economy the fundamental design influences established in the past are still evident today. It is certain that these designers will forever remain an essential part of the structure of the heritage of automotive design.

Researching five iconic cars not only verified the importance of historic design elements but inspired me to combine and display the cars as one whole art piece as opposed to individual objects. It made me realize the importance of presenting the cars in a way that would best display the important design factors of each vehicle in an artistic atmospheric setting. I found it challenging to design the architecture of the museum in a way that would represent my vision of the continuity of the industry and serve as a place of inspiration for future car designers. Completing this project has enabled me to realize with certainty that these iconic car designs and art are one.

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