

Ways of Perceiving

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BA course title: Transport Design

Word count: 1258

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Assessing Modernism as a practice through Jaguar

In order to assess modernism as a practice I will be looking at the company Jaguar and in particular the new I-Pace which is Jaguar's all electric SUV. I will be comparing the I-Pace to the F-pace, Jaguar's standard SUV. I will be able to see how Jaguar has applied the idea of modernism by renewing something old such as a standard SUV and turning it into an environmentally conscience electric SUV. Along with assessing modernism I am going to be looking into postmodernism, described by Andreas Huyssen as an idea to be salvaged from its champions and from its detractors. (Hutcheon, 1988)

Jaguar's new SUV range is taking the world by storm. According to (Haymarket Media Group , 2016) around 50 years ago jaguar was able to sell 60,000 cars a year now jaguar is able to top that figure with the F-Pace alone. The world seems to be moving towards SUVs due to being more spacious. They are bigger therefore people feel safer. An SUV is a sports utility vehicle comparable to the likes of an estate car but instead, it is usually equipped with four-wheel drive for on-road or off-road capabilities (Kumar, 2018). SUV's highlight the movement towards a modernist world whereby "mass culture has always been the hidden subtext of the modernist project" (Rainey, 1998). Companies reinvent or reimage products to make them 'better' such as taking an estate car and combining its abilities with a standard four by four and advertising it to be the next big entry on the market.



The F-pace (pictured top right) has been brought out to compete with similar SUV success such as Land Rover's Evoque, Audi's Q5 and BMW's X3 as the ever-evolving demand for SUVs increases. The F-pace offers enough space and features to keep any buyer happy with a starting price of £34,730. The F-pace will be able to compete with the Land Rover Evoque, although slightly bigger, the Evoque has a higher acceleration and a higher top speed, along with being cheaper (2018 Jaguar E-Pace vs 2017 Range Rover Evoque (technical comparison), 2017). The F-Pace has a similar design to the XE and XF, which will give the classic Jaguar feel and look to the car, highlighting key features of modernism as Jaguar uses its brand recognition in order to sell their vehicles.

The SUV is available in both petrol or diesel engines. The range is mainly available in four-wheel drive although an option of rear wheel drive is available (Haymarket Media Group, 2016).

The F-Pace is not the most economical SUV. In the Autocar's top five SUV cars the Audi Q5 and BMW X3 both beat the F-Pace attributed to the fact that they are around £2000 cheaper. Additionally, the F-Pace isn't that environmentally sound when looking at its miles per gallon (MPG) compared to similar SUVs. To combat this situation Jaguar have brought out the new I-Pace (McIlroy, 2018).

Arthur Erickson, an architect in the 1950s to the 1970s, stated that “Modernism released us from the constraints of everything that had gone before with a euphoric sense of freedom.” (Erickson, 2018) Jaguar has applied this when considering the design of the I-Pace pictured to the right. The I-Pace can be argued as one of the most ‘radical’ vehicles in all the years of jaguars manufacturing.



It could be said that Jaguar’s I-Pace could rival the Tesla model X. The I-Pace is an electric SUV which combines all the benefits of Jaguar’s Standard SUV range, however at the same time having a positive effect on the environment. The I- Pace gains most of its looks from the hybrid Jaguar C-X75 (McIlroy, 2018). This can be seen with the likes of the front grill and front air duct. Post modernism can be described as the idea that “reality is not mirrored in human understanding, but rather constructed as individuals find their own reality.” (Hannahman, 2013) Jaguar has taken this to new heights with the arrival of the I-Pace and revolutionised the way that a car works and performs. The aluminium structure on the I-Pace is the stiffest of any Jaguar. This makes the I-Pace safer in the event of a crash. It Has two electric motors driving front and rear wheels. The 432 battery cells combined to produce a 90 kW pack. This powers the electric motors, one on each axle (McIlroy, 2018). The I pace’s technology allows for a more compact installation, saving room in the cabin. Jaguar have devolved synchronous permanent magnet technology. This could enable the I-Pace to have an increased edge in efficiency over rivals. The I-Pace is able to do 0 to 60mph in 4.5 seconds. This rivals the Tesla model X which takes 4.9 seconds. The 92 kW lithium ion battery has a range of 298 miles, in comparison to the Tesla model X which has a range of 289 (McIlroy, 2018).

The I-Pace’s centre of gravity is 130 mm lower than the F Pace’s. This will make the I-Pace’s handling more efficient and better around corners, improving the driving experience (McIlroy, 2018).

It could be argued that Jaguar has achieved a stage further than other car companies by launching The ‘World’s first International Championships for production based electric cars’ as part of the companies ‘Race to Innovate’ mission. The race will be known as the Jaguar I-Pace eTROPHY. It is intended to be the support series for the FIA’s formula E championship (Jaguar, 2017). Jaguar plans have 10 races in the world’s greatest cities. These include Hong Kong, Paris, Rome, New York and São Paulo (Jaguar, 2017). Jaguar is planning to launch this series at the end of 2018 and will race it’s all electric I-Pace.

In order to put together an exhibition space based on my research I will take inspiration from Patrick Nadeau and his environmentally conscience Green Waters Exhibit. Nadeau focused on how Flushing toilets, running faucets, and long showers are a huge drain on ecosystems around the world. He converted a bathroom by using plants and technology to conserve water (Laylin, 2012). I can take this idea of converting a room into a green space using Nadeau as inspiration. Piers M Blaikie said “Post-modernism presently challenges our interpretations of science, social science and specifically how we understand and study global and environmental change” (Blaikie, June 1996). I would like to bring this idea to my exhibition and explain the relationship between



post modernism and environmental awareness. Without our understanding of the current environmental changes such as global warming, new technologies such as electric or hybrid cars are unlikely to have evolved. To cater to this, I am interested in the idea of having an exhibition whereby people walk into an environmentally green space from an industrialised room. This would signify the change from conventional petrol or diesel vehicles to more environmentally sound electric vehicles. I would place Jaguar's older conventional petrol diesel vehicles such as the F-Pace at the beginning of the exhibition the air in the space will smell muggy to signify dense amounts of fumes and the room will be dark. Viewers will then walk into the green space which will smell fresh and cleaner, the space will be light and sunny. This will be where the electric cars will be housed. The green space will be outdoors in a forest like scene. Vehicles such as the I-Pace will be placed in this scene. There will be facts placed on the walls and sign boards around each space informing viewers of the dangers or benefits of each type of vehicles.

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