



interior motives
design awards 2009

Interior Motives Student Design Awards 2009

Awards ceremony 16 September
Cocoon Club, Frankfurt, Germany

[report on Car Design News](#) [results announcement](#) [photos](#)

"Charm and wit, combined with responsibility and sensitivity to our world, is a theme that runs throughout the talented class of 2009"



Peter Stevens
*describing the designs
from this
year's finalists.*

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Frankfurt, 16 September 2009: The automotive design community celebrated the industry's top future designers at a glamorous awards ceremony during the Frankfurt motor show this evening. An alpine sports vehicle from Coventry University student Philip Woodman was selected as the best overall in this year's Interior Motives Design Awards.



Woodman's concept vehicle made a huge impression on the expert judging panel. Design chief for auto interiors at GM Europe, John Puskar, described it as a "beautiful use of form vocabulary". Wally Yachts design director, Adriana Monk, formerly with Jaguar, identified its "elegant, modern, precise interior with an overall harmony".

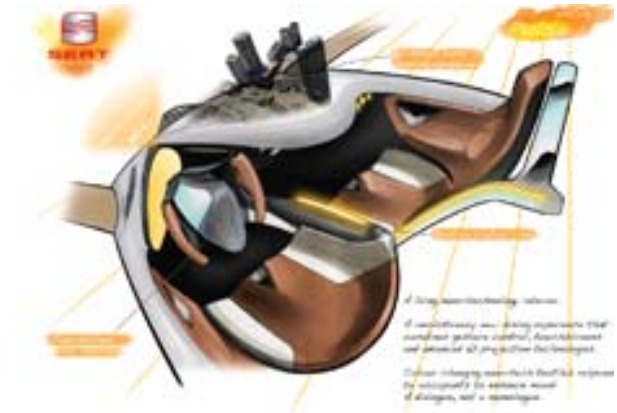
Hundreds of students from dozens of design schools submitted entries to the Awards competition, now in its seventh year. The finalists for each of the eight specific awards categories assembled in Frankfurt's renowned Cocoon Club, and included students at colleges in Canada, China, Slovakia, South Korea, Spain, Sweden, the UK and USA.

Hosting the Awards ceremony, Peter Stevens (Maclaren F1 road car and Lotus Elan among others) commented:

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“To my great pleasure the work on show tonight challenges the ‘grey hairs’ of the industry and fills me with optimistic delight. Charm and wit, combined with responsibility and sensitivity to our world, is a theme that runs throughout the talented class of 2009.”

Just three designs from the judges' shortlists were finalists for each of the awards. These three were presented to the audience on stage in Frankfurt, and the winning design for each award then revealed. They are shown below. [view the shortlisted students](#)



Best Conceptual Interior sponsored by Technicon Design

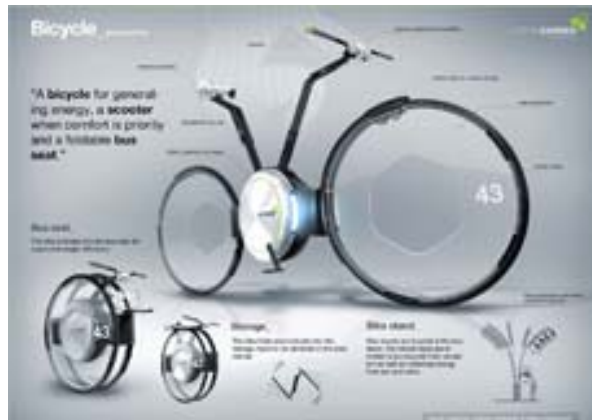
(l-r): **Philip Woodman, Coventry University (Winner)**; Wang Xi, Tsinghua University; Scott Hartley, Coventry University



Best Safety Innovation sponsored by Johnson Controls

(l-r): **Martin Willers, Anton Östebo and Richard Stark, Umea Institute of Design (Winners)**; Alexei Mikhailov Humber College; Nicolas de Peyer, Lehigh University

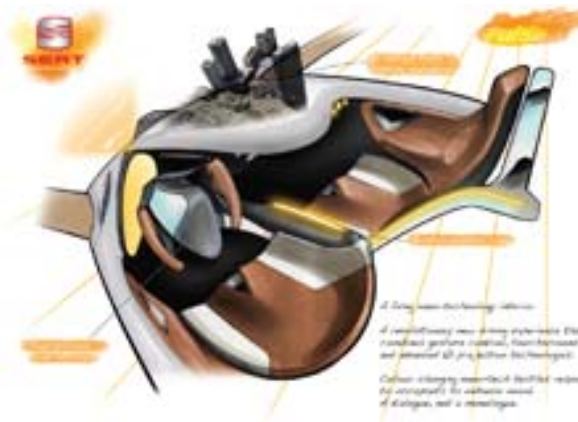
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Best Eco Design sponsored by Retro Concepts

(l to r): **David Seesing, Miika Heikkinen, Mårten Wallgren, Royal College of Art (Winners);** Wenyu Zhang, Academy of Arts and Design of Tsinghua University; Zhao Jin, Tsinghua University

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Best use of Technology sponsored by Volkswagen
(l to r): **Yoon jin Choi, Kyung Hwan Ban, Jung Han, Chung-Ang University (Winners)**; Scott Hartley, Coventry University;
Wan Ryeol Son, Umea Institute of Design



Best Innovation sponsored by Volkswagen

(l to r): **Yoon jin Choi, Kyung Hwan Ban, Jung Han, Chung-Ang University (Winners)**; Anthony Jannarely, Coventry University; Jukka Rautiainen, Royal College of Art

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Best Lifestyle Interior sponsored by Stile Bertone

(l to r): **Brian Petersen, The Cleveland Institute of Art (Winner)**; Juyeon Jang, Hongik University; Zdenek Borysek, Vysoka Skola Vytvarnych Umeni

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Best Production Interior sponsored by Semcon

(l to r): **Eduardo Javier Povarchik, 9Zeros (Winner)**; Bob Romkes, Royal College of Art; Philip Woodman, Coventry University

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Best Conceptual Exterior sponsored by Autodesk

(l to r): **Bob Romkes, Royal College of Art (Winner)**; Gyuwon Shim, Coventry University; Augustin Barbot, Royal College of Art



Interior Motives Design Awards, Master of Ceremonies Peter Stevens
Visiting Professor, RCA and Director of Peter Stevens Design

Hundreds of entries from dozens of schools: the competition process explained



Design briefs This year's theme was 'Sustainable and Clever', and four briefs were set against which students were asked to work. Their design was then submitted into one of the Awards categories.

Selecting the shortlist From hundreds of entries from dozens of design schools across the globe, the shortlist is compiled from all the entries which receive at least one vote from one judge. The judges work individually in the quiet of their own studios in their locations in different parts of the world. The identity of the work they are reviewing is hidden behind a code number, so the images and, often crucially, the explanation, are all that can be assessed.

Down to sets of three In each of the entry categories, the three shortlisted entries with the most votes then become the finalists. Each of these students, and a friend, is invited to attend the Awards Ceremony in Frankfurt. In a night which mixes the cream of the professional design community with the excitement of the students, the work of the finalists is displayed on boards and on screen.

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The winner is... The winner in each category is announced, and a trophy and cash prize are awarded. And then, as the ultimate accolade, all of the winners have been re-assessed by the judges and just one rated as outstanding, who becomes The Interior Motives Student Designer of the Year.



Judging Panel 2009



• **Alfonso Albaisa**

Vice President, Design

Nissan Design Europe

Alfonso Albaisa was previously at Nissan's design centre in Atsugi, Japan, where he was product chief designer for a next-generation compact car. Albaisa started his career at Nissan Design America (NDA) in 1988 and was appointed director of the North American design studio in 2005. During his tenure there, he oversaw all NDA design activities. He took up his present position in April 2007.



• **Ralph V. Gilles**

Senior Vice President, Product Design

Chrysler Group LLC

Ralph V. Gilles oversees all activities of the Product Design Office for Chrysler Group LLC.

Gilles has led design teams of the award-winning Chrysler 300C and 2005 Dodge Charger, Magnum and Viper SRT10 coupe. Most recently, Gilles oversaw the design of the all-new 2009 Dodge Ram and 2011 Jeep Grand Cherokee. Gilles also leads Mopar Underground, a group of enthusiasts that create niche concept vehicles for specialty shows.



Dr. Mike Ma

Vice President

Geely Automotive Research Institute

Vice president, Director of Design at Geely Automotive Research Institute was educated at Jilin University of Technology and Beijing Aerodynamic Institute in China where he gained a BSc and MSc in automotive engineering (in 1982 and 1988 respectively). He then became Associate Professor at the College of Automotive Engineering, Jilin University, China between 1988 and 1995 before joining Imperial College London in the UK as a doctoral researcher. In 1999 he gained a PhD, DIC, in Mechanical Engineering at Imperial College before moving to the US in 2000 to become a Product Development Engineer for Chrysler Tech Centre, Michigan. He moved back to China in 2007 spending a brief period with Nanjing Automotive Technical Institute as a CTO until July 2008 when he joined Geely.



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Flavio Manzoni

Director of Creative Design

Volkswagen Group, Germany

In 1993, Flavio Manzoni joined Lancia in Italy as a designer, and in 1995 was promoted to chief of interior design with the carmaker. Manzoni moved to SEAT in Spain as chief of interior design in 1999 and two years later, was appointed Director of the Lancia Design Centre in Italy. He was promoted to Design Director of brands Fiat, Lancia, LCV in 2004 and took up his current post in 2007.



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Adriana Monk

Design Director

Wally Yachts

Adriana Monk, transportation interior designer for land, sea and air. Her most recent work includes power boats and sailing yachts. She received her degree in product design from Art Center College of Design and began her career in 1995 at Designworks/USA, a

BMW subsidiary.

Adriana has played a major role in the design of luxury marques including Rolls- Royce, Lincoln, Jaguar, Land Rover and Wally Yachts.



• **Euan Sey**

Editor in Chief

Car Design News & Interior Motives

Having contributed to Interior Motives almost since its inception in 2002, Euan Sey took over the role of Editor in 2006 and was appointed Editor in Chief of Car Design News in 2008. Euan has been writing about car design for over a decade and has had articles published in Car, Auto Express, Top Gear, Intersection, Autocar, the Daily Telegraph and the Independent. He is chair of the Interior Motives Design Awards judging panel.



• **John Puskar**

Director Interior

GM Europe Design

John Puskar has been director of interior design for GM Europe since October 2005 and is responsible for all Opel, Saab and Vauxhall interior design. Since joining General Motors in 1999, the former Ford designer and Cleveland Institute of Art graduate has supported the interior development of such models as the Cadillac XLR, Chevy Tahoe, GMC Yukon, Cadillac Escalade and a range of upcoming mid-size SUVs.



Frank Stephenson

Design Director

McLaren Automotive

Born in Port Lyautey, Morocco Frank Stephenson attended Art Center College of Design in Pasadena, California. After completing his studies he worked at Ford, BMW, MINI, Ferrari, Maserati, Fiat, Lancia and Alfa Romeo. Currently he is the Design Director at McLaren Automotive, based at the McLaren Technology Centre in Woking, England.



• **Wolfgang Muller-Pietralla**

Head of Future Affairs

Volkswagen Group Research

Wolfgang Muller-Pietralla studied biology at the University of Hanover, focusing on models and simulations of ecologic systems. In 1992 he joined Volkswagen where he introduced a sustainable environmental management system. During the EXPO 2000, Mr. Muller-Pietralla was Volkswagen's project manager and stage-managed both the Autostadt and the rain-forest house. Since 2003 he is head of Volkswagen's future affairs department within the Volkswagen Group Research, which is analyzing future developments and deducting future mobility and vehicle concepts.

From April 2009 on Mr.Muller-Pietralla is visiting professor at the Braunschweig University of Art.



• **Michael M. Warsaw**

Vice President; Design, Marketing & Advanced Sales , Johnson Controls, Inc.

Student Information: categories, prizes, briefs, entries and legals

Categories & prizes

Categories

Entries to the Interior Motives Student Design Awards 2009 were made in these 8 categories:

- Best innovation
- Best use of technology
- Best safety innovation
- Best production interior
- Best conceptual interior
- Best lifestyle interior
- Best eco design concept
- Best conceptual exterior

Each of the category winners will receive a trophy and a cheque for \$500.

** entries in the exterior category must have also included an interior design solution.

Prizes

The single overall Interior Motives Student Designer of the Year, who will already be a category winner, will receive a trophy and a cheque for \$5,000.

Finalists of the Interior Motives Student Design Awards 2009 will be invited to the Awards ceremony on 16 September 2009 for the announcement of the winners. They will also be invited to bring a guest.

Design briefs

The theme of this year's Interior Motives Design Awards is 'Sustainable and Clever'

Within this overall 2009 theme, students were tasked with matching one of the following four briefs. Entries included illustrations and a written explanation of how the design worked or met the brief.

Chinese car 2.0: Create a next-generation vehicle designed specifically to serve the needs of young, design-aware Chinese consumers. Think about the growing population shift from the country to megacities, and about the kind of personal transportation that suits such a lifestyle. Also consider the incredible and unique cultural heritage of a country like China - how can this be used to make a global design statement?

Inside out: Design a true dual-purpose interior, one whose major components can be removed and used for a variety of functions outside of the vehicle - in the home, at the office, in the parking lot or the countryside. Take modular design to the next level.

HMI 2.0: While the interfaces that connect us with our computers, cell phones and portable music players continue to adapt and develop at speed, the interface in our car is left rooted firmly in the 20th century. Develop a new kind of HMI that taps into the latest technologies - drive-by-wire, gesture, iris and voice recognition, for example - and use it to create a new kind of driving experience.

Global car for a global crisis: National economies are in meltdown, growth is in freefall and pressure is increasing on car manufacturers to come up with sustainable solutions to combat climate change. Develop a new kind of global car that's suited to the unpredictable financial and physical climate ahead, paying close attention to cost of ownership, versatility and carbon footprint.

Who was eligible?

The Interior Motives Design Awards 2009 competition has been open to students enrolled in a college or university level design programme (either undergraduate or graduate) anywhere in the world. Entries have now closed.

Along with transportation and product design, entries from students studying fashion, textile and other design courses, as well as those studying design engineering and architecture, are encouraged.

Individuals not enrolled in an accredited undergraduate or graduate degree course at a college or university are not eligible. All projects must have been designed/completed during the 2008-09 academic year.

Individual or group entries:

- Individuals and groups (with a maximum of three members) were eligible.
- For group entries, the three participating members must have been named one nominated as leader and point of contact. The group leader was responsible for sharing winnings with the group should a prize have been awarded.
- To verify that entrants are bona fide students, the name, email address and contact telephone number for the head of department at the student's college was required.

Legal Information

Entry form accuracy and copyright information

Interior Motives and the Interior Motives Design Awards 2009 assumes that all entries are original and are the works and property of the entrant, with all rights granted therein. Interior Motives magazine is not liable for any copyright infringement on the part of the entrant. Interior Motives magazine assumes that all images provided with entries are free of copyright infringement and, if a third party is involved, that the entrant has secured permission for those image(s) to appear in issues of Interior Motives magazine, its supplements and on the following websites: www.interiormotivesmagazine.com, www.interiormotivesawards.com and www.ccardesignnews.com.

Notification

Interior Motives magazine will notify winners and runners-up directly at the Interior Motives Design Awards 2009. The names of winners and runners-up will be posted online at: www.interiormotivesmagazine.com, and/or www.interiormotivesawards.com on completion of the competition.

Rights of ownership

Submissions remain the intellectual property of the entrants. However, by entering, all entrants agree to permit Interior Motives magazine Ultima Media Ltd to use their entries in Interior Motives magazine, www.ccardesignnews.com and Ultima Media Ltd advertising/marketing material in perpetuity and for any and all purposes. Entrants also agree to the use of their names and likenesses for purposes of advertising, trade show use and promotion without additional compensation, unless prohibited by law.

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Miscellaneous

Following the conclusion of the competition, winning entries and select submissions will be published in Interior Motives magazine and on the websites www.interiormotivesmagazine.com and/or www.interiormotivesawards.com and or www.cardsignnews.com.

Interior Motives and/or its authorised agents retain the right to verify the identity and eligibility as well as all information pertaining to any individuals or groups who have entered the Interior Motives Design Awards competition 2009.

Location

Cocoon Club

Carl-Benz Strasse
21, 60386, Frankfurt am Main
Germany
Tel +49 69 900 20531

[Map](#)

[Directions](#)



Timings

18:00 - 19:00 VIP viewing

Exclusive to the Press, VIPs, judges and finalists. The opportunity for the Press and VIPs to meet the finalists and see their work on display (panels and prototypes) before the Awards ceremony.

19:00 - 20:30

Exhibition and buffet



The Interior Motives Student Design Awards evening opens to the industry with to allow guests to have a closer look at the students' work displayed on exhibition boards.

20:30 - 21:30

Awards ceremony



The ceremony guides the audience through each of the categories - showing the finalists' work and revealing some of the judges' comments - before announcing the runner-up and the winner.

Finally, one winner is named Interior Motives Student Designer of the Year.

21:30 - 01:00

The celebration continues!



A free bar and live DJ music will conclude the Interior Motives Student Design Awards 2009 with a well-justified celebration.

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Automotive Experience: Global leader in interior systems for light vehicles including passenger cars and light trucks. Systems supplied include seating, overhead, door, instrument panels, electronics.

Power Solutions: World's largest manufacturer of lead acid automotive batteries and developer of advanced battery chemistries and hybrid technology. Products provided include hybrid and lead acid batteries which can meet various kinds of requirements.

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Retroconcept is owned by Living Planit and integrates the Mobility Platform developed for Oporto City in Portugal. This pilot project provides technologies, methodologies and business and financing models to improve all aspects of urban and rural mobility. Comprehensive and cohesive strategies and solutions include intelligent traffic and parking management, health and safety systems (collision avoidance, emergency response, prognostics), navigation and communication systems for transportation (trains, subway, trams, buses, taxis, municipal vehicles), private vehicles (including electric vehicles, vehicle-to-vehicle communication), renewable energy infrastructure (vehicle-to-grid), emissions control and reduction, carbon trading, smart walls and surfaces.

Retroconcept is responsible for developing and producing electric vehicles to operate under this technological platform, and under

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the Vinci brand will produce the 'Planit Vinci' – an intelligent electric sports car designed for the Planit Valley intelligent city project – and the 'Eco Vinci' electric urban commuter, which will integrate into the Mobility Platform developed for Oporto in Portugal. These vehicles will integrate the most advanced technologies to provide interactive in-car services such as internet connectivity, SMS messaging, music, video, banking and navigation. These services can be operated by voice command and via other devices co-developed with technology partners of Planit Valley – the first urban-scale intelligent city.

Semcon is a global company active in the areas of engineering services and product information. The Group has sites at 40 locations on three continents with around 2,850 employees who have extensive experience from many different development-intensive sectors. Semcon helps companies develop products that boost sales and boost competitive strength. This occurs in both single assignments and projects where specific teams are formed to develop innovative solutions for the entire product development chain from requirement studies to finished product.

The Automotive R&D business area is Semcon's single largest business. Our range is aimed at product development for customers in the global automotive industry.

Automotive R&D complements the vehicle manufacturers' own resources and Semcon's activities are adapted to meet customers' requirements. Our business is based on new development and changes to model programmes among the world's largest vehicle manufacturers. The business area provides expertise in design, construction, testing, simulations and production of prototypes. Our joint expertise and experience mean that we can provide complex, complete solutions where we supply everything from idea to finished product.



Stile Bertone was founded by Nuccio Bertone in 1972 as independent Design Company operating in all sectors of Transportation, Nautical, and Aeronautical Industry, Architecture and Industrial Design. Within these sectors Stile Bertone is working in the areas of Styling, Engineering, Model Making and Prototyping as well as Construction of Concept Vehicles and fully performing One-Off Cars. Stile Bertone is a full service supplier for turn key projects and provides services from the design idea through all phases of design

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Stile Bertone is a globally renowned "Design Boutique of Excellence", committed to delivering Style, Elegance and Beauty into your hands and operating as full service supplier in design development for the worldwide industry.

VOLKSWAGEN

ARTIENGESELLSCHAFT

The Volkswagen Group, with its headquarters in Wolfsburg is one of the world's leading automobile manufacturers and the largest carmaker in Europe. In 2007, the Group increased the number of vehicles delivered to customers to 6.189 million (2006: 5.734 million), corresponding to a 9.8 per cent share of the world passenger car market.

In Western Europe, the largest car market in the world, almost one in every five new cars (19.5 per cent) comes from the Volkswagen Group. Group sales rose in 2007 to 108.9 billion euros (2006: 104.9 billion). Profit after tax in the 2007 financial year amounted to 4.12 billion euros (2006: 2.75 billion)

The Group is made up of eight brands from six European countries: Volkswagen, Audi, Bentley, Bugatti, Lamborghini, SEAT, Skoda and Volkswagen Commercial Vehicles.

Each brand has its own character and operates as an independent entity in the market. The product range extends from low-consumption small cars to luxury class vehicles. In the commercial vehicle sector, the product offering spans pick ups, buses and heavy trucks.



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- Our recruitment teams recruit for temporary and permanent placements and Technicon Design holds an extensive database of hand-picked international professionals.
- The core competencies of our studios lay in CAD supported quality assurance of the product development process as well as the creation of new design concepts
- A more recent addition to Technicon's portfolio of services is specialist digital training courses.

The Technicon Design Academy is an Autodesk Authorized Training Centre and offers a range of Alias courses from Sketch via Class A Surfacing to Visualisation.

In a rapidly changing world the staff in our offices in Germany, France, UK, USA and China have unrivalled knowledge of the industry's new challenges and ongoing demand for innovative design solutions.

We work *with people - for people*. Can we work with you?

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