

interior motives

december/january 2002/3



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A quarterly round-up of global news from the world of automotive interior design



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Quest for quality

Chrysler is known for its bold exterior design but its interiors have been let down by lacklustre quality. Trevor Creed, senior vice-president – Design, at DaimlerChrysler, explains his strategy for change



inside design

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Doing the Continental

Creating the Bentley GT meant modernizing the marque while continuing its heritage

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Majestic principle

Revitalizing the Maybach brand was not an easy task. We have the inside story

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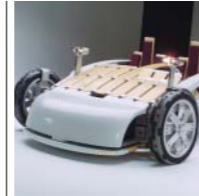
Lasting impressions

Designing a car is a tough enough challenge as it is, especially when it is a prestige product like the Jaguar XJ

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Transformer

It is very hard to explain the Citroën C3 Pluriel without waving your arms around or wanting to draw a picture



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The shock of the new

Art or design? The MA concept on show at Los Angeles' Museum of Contemporary Art challenges convention on many levels. J Mays, vice president of design, Ford Motor Company explains its science



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Light & pulse

While the press was kept entertained by the C3 Pluriel's party tricks on one side of Citroën's Paris 2002 stand, the all-new C-Airdream 2+2 coupe concept car showcased the pulse beating at the heart of Citroën luxury design

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Ford's reality replacement

Things are looking shaky for the clay model. Ford has given the world a brief preview of its 3D design future and is so confident of its potential that the phrase 'virtual reality' has been cast aside for 'replacement reality'



studio

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Drawing inspiration

Arup Design's creative approach is to soak up outside influences and cultures and apply them to automotive design

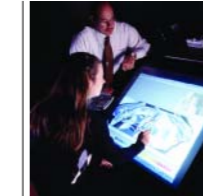


design school

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Northern lights

So far north is the city of Umeå that even the sea freezes over in winter. This does not stop Volvo's Anders Gunnerson going there every week to teach at the Umeå Institute of Design



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Defining distinction

Bringing character into the car interior is a test for all suppliers. John Phillips, director of Advanced Product Development and Production Design, Lear Corp, explains industrial design at Lear



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Plans for living

According to founder and ex-owner of fashion label Red or Dead, there's no secret to design. In fact, his approach is now influencing architecture



outside view

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DaydrEames

While the Bau-lounger allows the vogue to relax in the past, in the car it seems your seat needs to be in two places at the same time. Geoff Hollington explains why we need an Eames for today

PERSONNEL

e-mail style is rborroff@advanstar.com | telephone is +44 (0)20 8987 09 + ext »»» Editor **Ryan Borroff** ext 80 | Publisher & Advertising **Abel Sampson** ext 63 | Chief Sub Editor **Simon Harris** ext 56 | Sub Editor **Marcus Williams** - marcus.williams@advanstar.com ext 47 | Design & Production Manager **Matt Crane** ext 50 | Assistant Design & Production Manager **Paolo Sartori** ext 52 | Contributors **Ian Adcock**, **Russell Hayes**, **Geoff Hollington**, **Thomas Imhof** | Advertisement Sales Support **Alison McQueen** +44 (0)20 8987 0951 | Marketing Executive **Alexandra Campos-Morales** - acampos@advanstar.com ext 67 | Group Circulation & Database Manager **Liz Turner** +44 (0)1244 393268 | Group Editor - Automotive Group, Europe **Simon Duval Smith** ext 55 | Publishing Director - Automotive Group, Europe **Jeremy Richardson** ext 34 ««« www.interiormotives.org

PUBLISHING, EDITORIAL & ADVERTISING OFFICES

Advanstar Communications
Lamb House, Church Street, London W4 2PD
Editorial - Tel: +80 Fax: +01 rborroff@advanstar.com
Publisher and Advertising - Tel: +63 Fax: +48 asampson@advanstar.com

CIRCULATION & FINANCE OFFICES

Advanstar Communications (UK) Ltd.
Advanstar House, Park West, Sealand Road, Chester CH1 4RN, UK
Tel: +44 (0) 1244 378 888 Fax: +44 (0) 1244 370 011

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ADVANSTAR COMMUNICATIONS UK Ltd

CEO Europe **Simon Timm** 04
Finance Director **Neil Jones** +44 (0)1244 393 151
Circulation & Database Director **Andrew Guy** +44 (0)1244 393 401

ADVANSTAR COMMUNICATIONS USA

Chairman & CEO **Robert L. Krakoff**
Vice Chairman **James M. Alic**
President & COO **Joseph Loggia**

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