

# interior motives

march/april 2003



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



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### Mazda: plain and simple

With greater success for Japanese carmakers happening outside their homeland, Peter Birtwhistle, Chief Designer, Mazda Motors Europe talks about the company's current design priorities

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### Promising Swedish design

For Volvo's new design chief Henrik Otto, being Scandinavian means having staying power. He discusses exceeding expectations and being true to yourself



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### smart goes out of town

With the arrival of the smart roadster and smart roadster coupé in April the segment of the compact and purist roadster is being revived

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### Pursuing diversity

Think Porsche, think sports cars and Le Mans winners. You don't think Sports Utility Vehicle. Yet Cayenne is setting the design identity for future Porsche interiors



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### Brains, trains and automobiles

You don't hear many people saying Cool Britannia anymore but as far as Nissan is concerned, London is where it's at when it comes to inspiring their young designers



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### Reshaping Aston Martin

Not many automakers can get away with a press conference at seven on a freezing January morning. But Aston Martin did when it unveiled its AMV8 Vantage concept at this year's Detroit Show

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### Ebony and Ivory

For Detroit, Lincoln created Navicross, the third representation of Lincoln's evolving design DNA. Inside it made use of a number of new materials not traditionally found inside cars to redefine luxury for Lincoln



## show

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### Detroit Motor Show 2003

At Detroit this year the concept was synonymous with the crossover as designers sought to make their interiors flexible enough to accommodate fashion and family



## technology

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### Making room for improvement

Most commentators at Detroit quickly observed the irony of the super-green Ford Model U sharing stand space with unapologetic gas-guzzlers like the sleek 427 and Mustang. Yet of all the Ford concepts unveiled in January, it has the biggest job to do



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### Origin of symmetry

Audi has always favored an interior design based around smooth, clean lines and an overriding symmetry. Markus Auerbach, Head of Concept and Series Development (Interiors), talks about the new emphasis on the driver



## design school

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### Modeling designers

Being sent to Coventry usually means cultural exclusion but at the city's university, students from all over the world are talking to each other about transport design



## outside influence

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### Quality time

Luxury is something GM has always made time for. Now it has made world class jeweler Bulgari an integral part of making the Cadillac interior



## icon

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### A question of aesthetics

For Ian Callum, inspired design takes priority over power when it comes to defining an icon. He talks here about the understated aspect of a true original



## outside view

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### Innovative times? Think again

For all the talk of pioneering leaps in design it seems in the automotive industry it is just a case of one small step after another

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