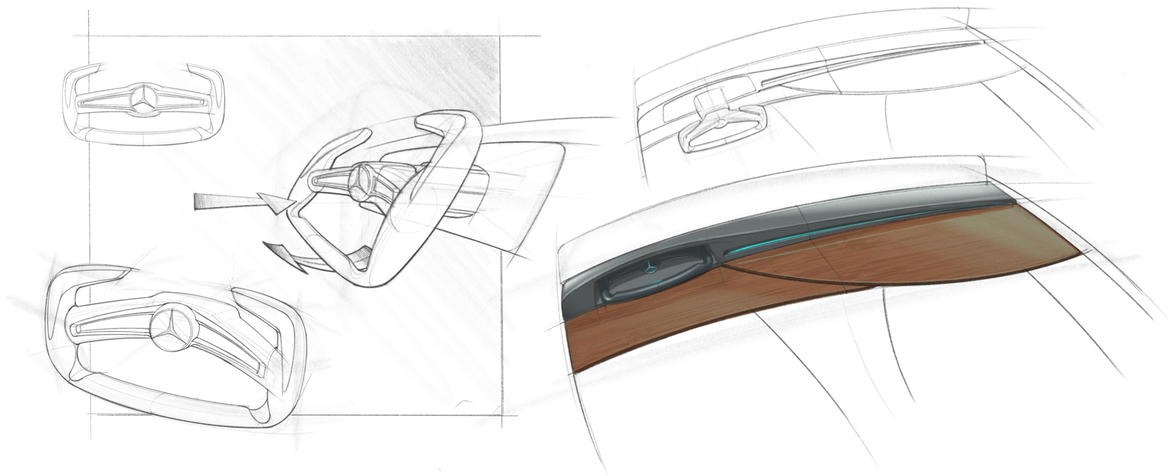




A CONCEPT AND VISION FOR **MERCEDES** EQ

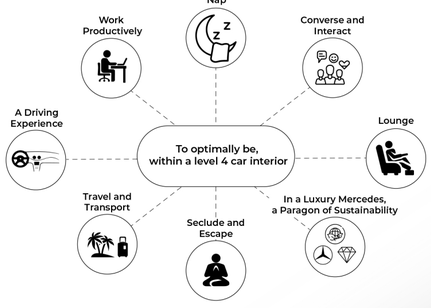
Reimagining our Time Spent in Sustainable Luxury Cars in 2035

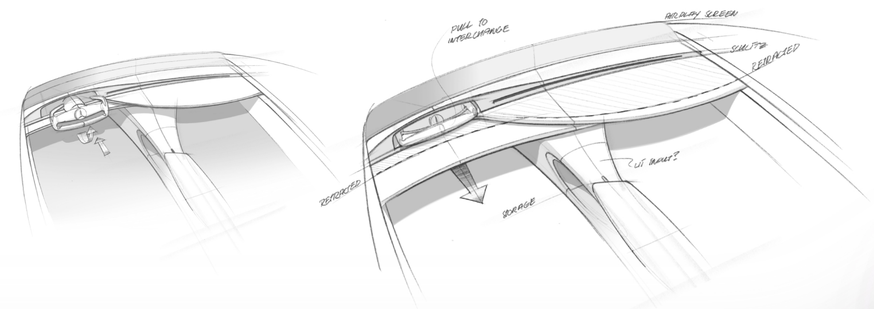
As new technologies will allow for a new kind of driving there is room for implementing innovative interior architecture in future luxury cars. The main goal for this master thesis was to find out what a user truly needs in a Mercedes EQ interior for a sustainable level 4 autonomous driving vehicle in a context around the year 2035.

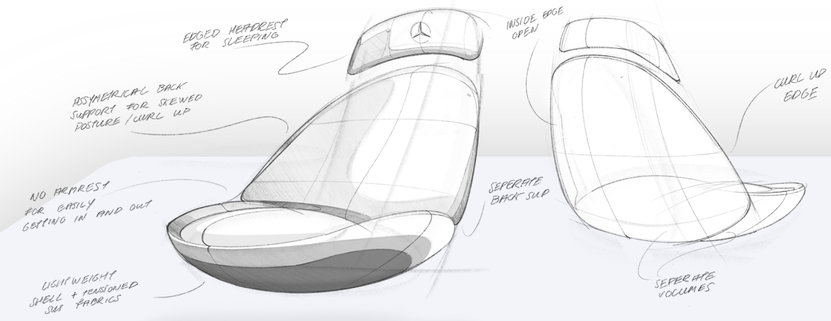
Extensive ViP-research and deconstruction analyses resulted in the following mission statement:

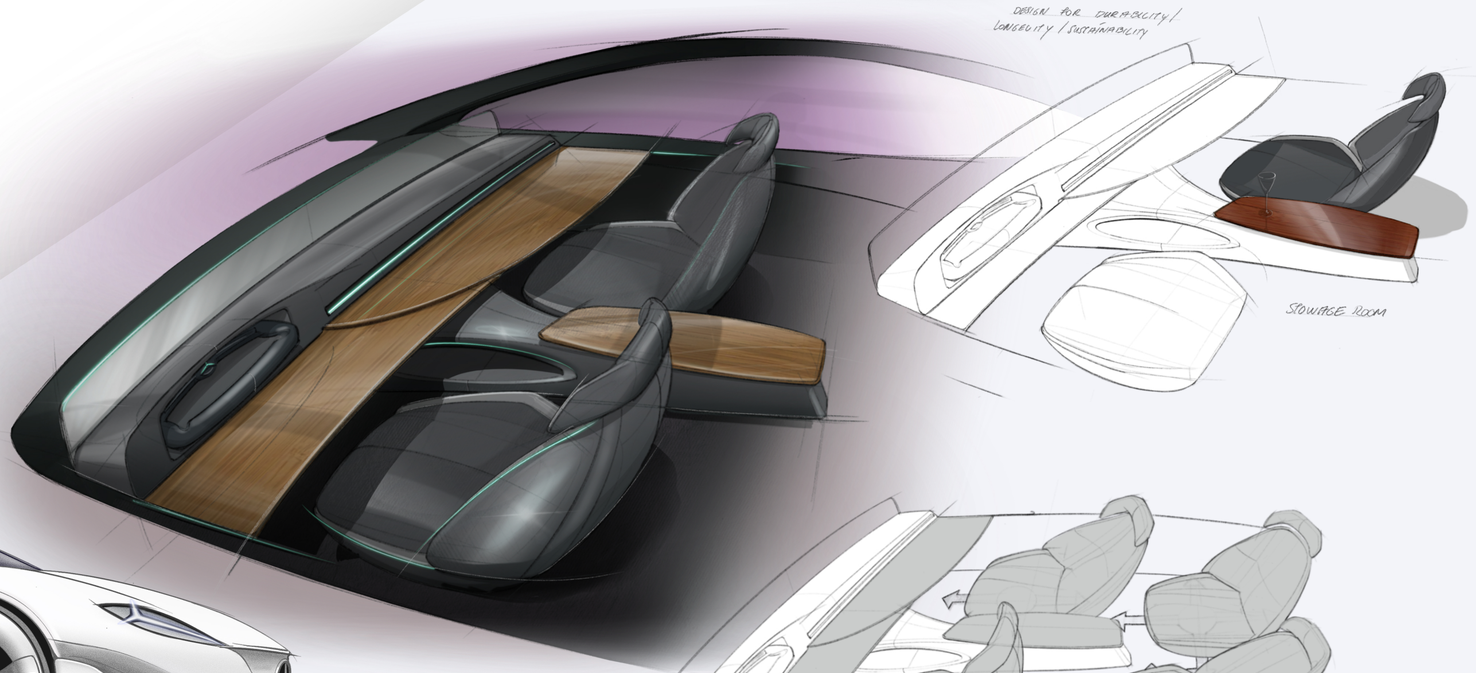
We want Mercedes EQ users to be a '**paragon of sustainable luxury automobiling**' and to provide a '**car interior in which the user can optimally be, considering everyday and real situations**'.

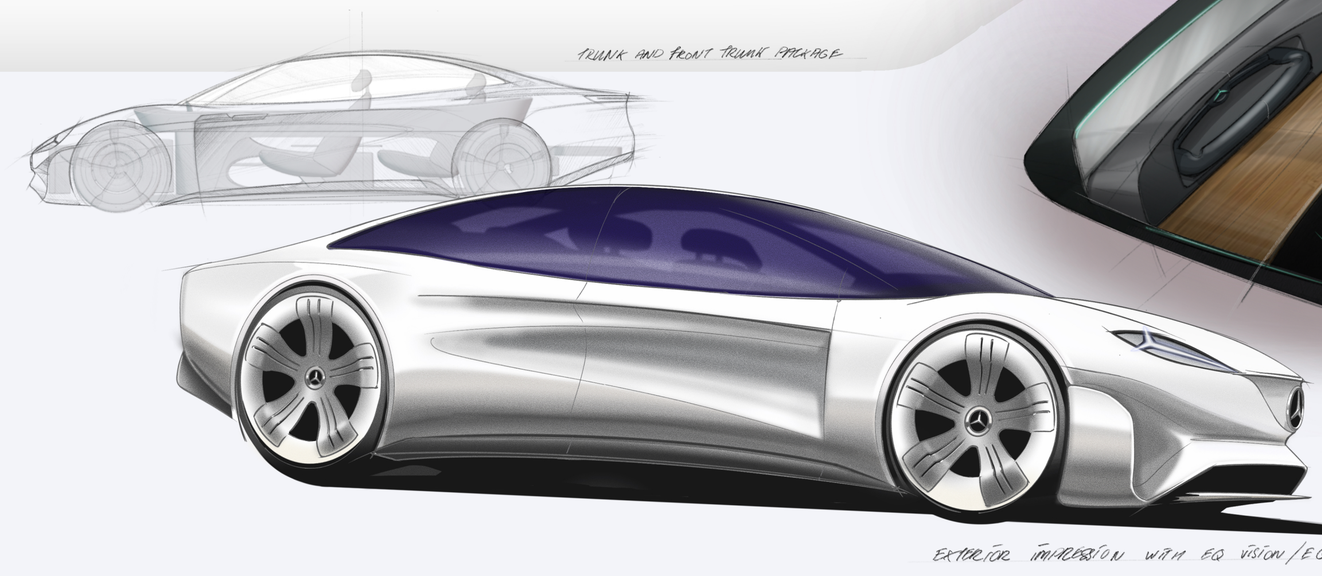
Multiple moods to cover these everyday and real situations were summed up, and it was found that a cosy old train coupe lounge served as a fitting interaction analogy for the desired interactions. Using this analogy and through extensive brainstorming and sketching, a table and/or desk surface was found to be a key element in the interior around which the rest of the architecture could follow.

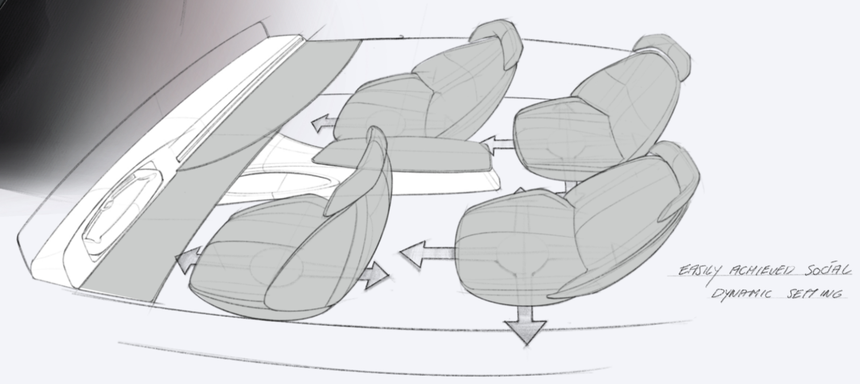


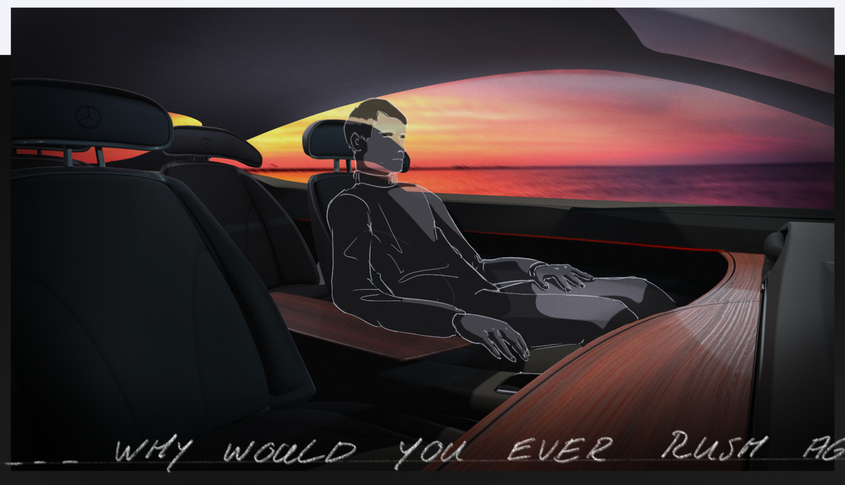


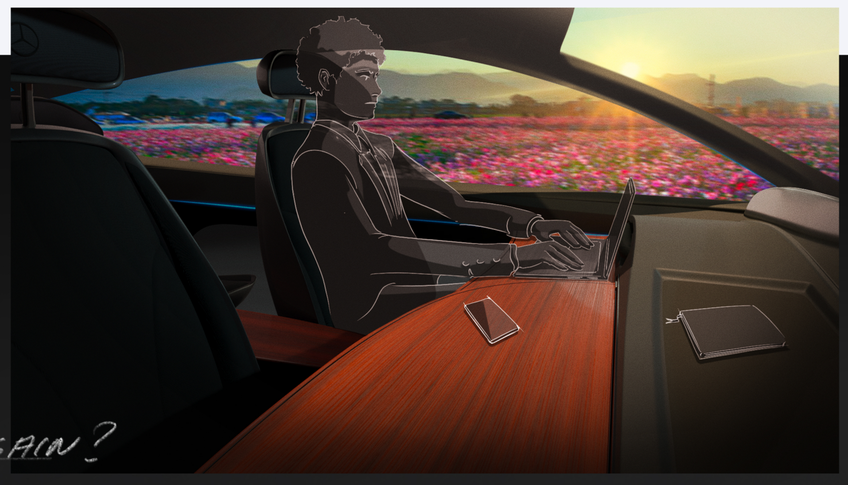














Much like in an old lounge coupe of a train, different activities in different set moods can take place in the envisioned interior setting. This way, users can optimally and immersively spend their time in the car whilst cruising, enhancing the quality of the time spent travelling. Furthermore, this eliminates the need to rush in traffic, contributing further to the behaviour of a paragon of sustainable luxury automobiling.



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