

MDM

MOBILITY **DESIGN** MAGAZIN 2026



STUDENT WORK - HOF UNIVERSITY 2025- 2026

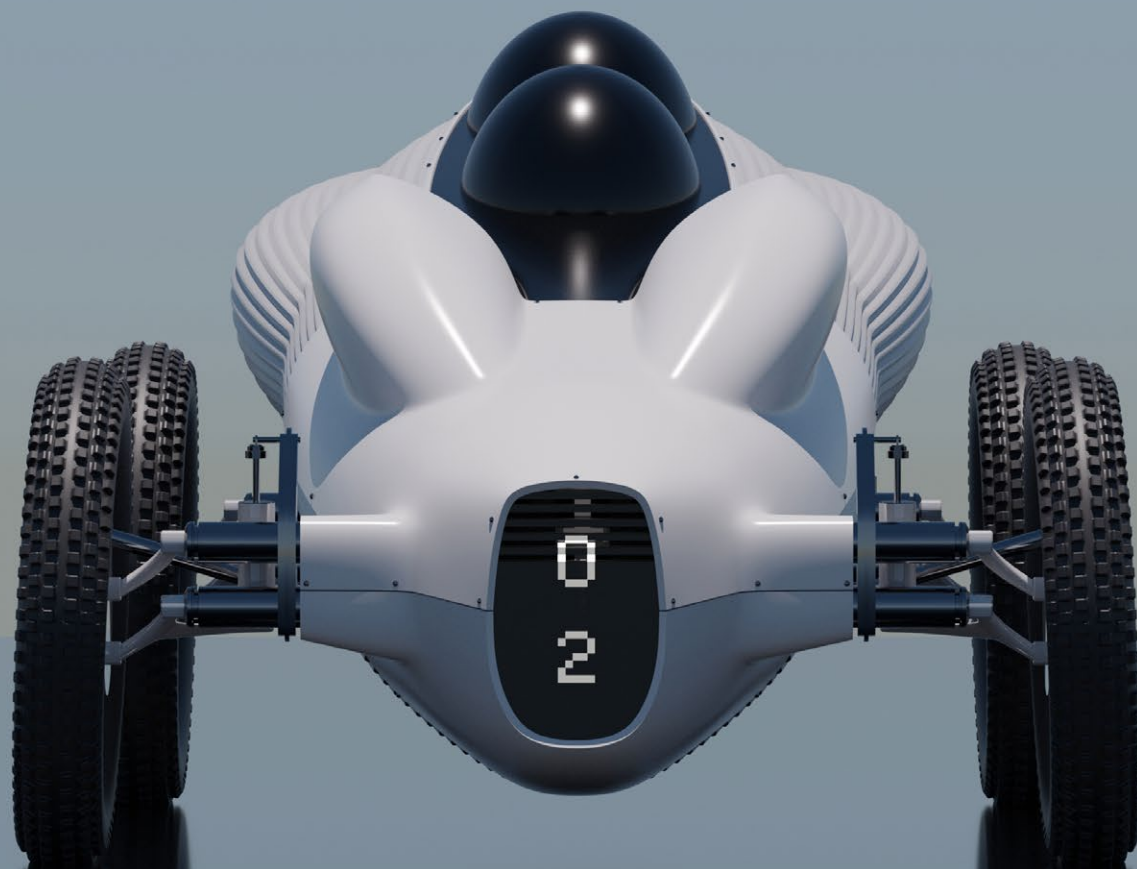


PHOTO CREDIT BY DAVID KILIAN

WELCOME



Prof. Lutz Fügener
COURSE DIRECTOR DESIGN AND MOBILITY
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Dear reader of Mobility Design Magazin



We — the degree programs Design& Mobility (DM) and Artificial Intelligence Aided Mobility Design (AMD) — are delighted that you've found your way to us, whether through our new online presence or in person at this year's Mobility Design Days! It has been an eventful year. This publication and the accompanying event give us both the occasion and the opportunity to take stock and look ahead to the future. We're glad you're here with us!

The past two semesters have been challenging and exciting for us, at the same time, as our new AIAMD master's program has begun its work and must prove whether the concept behind it is viable, feasible, and future-proof.

We are well aware that with this program we are charting an entirely new path — one so distinctive that it currently defies comparison. Our first cohort of students was equally aware of finding themselves in an experimental situation, being both students and evaluators at once. The successful course of these first two semesters gives us confidence that we have chosen the right approach.

The successful initial accreditation received just days ago reinforces this positive development and gives us confidence to continue on our chosen path.. And not least, the clearly noticeable positive ripple effects from the master's into the bachelor's program encourage us to remain bold and innovative there as well.

At a time in which our field of focus, mobility, is shaped by an unprecedented pace of change, we must continually rebalance professional experience with disruptive courage. We welcome your help in doing so — assess us, critique us, advise us, challenge us — and, of course, should you find successful outcomes here and there in this publication, encourage us in what we do.

Thank you for your interest!

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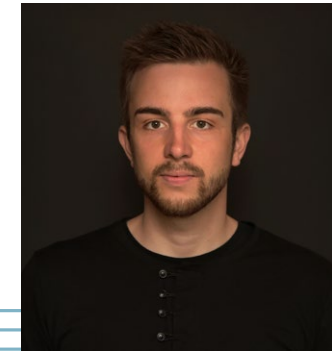


Artificial Intelligence Aided MOBILITY DESIGN (AMD)



Further information
is available on
www.hof-university.de

Artificial Intelligence Aided MOBILITY DESIGN Starting from Scratch: Learning to Design with AI



Prof. Alexander Forst
COURSE DIRECTOR AMD
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A very warm welcome from my side as well. It is a pleasure to share a first reflection on where we stand — and where we are heading.

When Hof University of Applied Sciences launched Artificial Intelligence Aided Mobility Design (AMD), it was a bold step: bringing together the creative discipline of design and the transformative potential of artificial intelligence at a time in which both are evolving faster than ever.

After just one year, we can say with confidence: our concept works.

Our first cohort of nine students, taught across the first and second semesters as one integrated studio, has demonstrated the value of this approach. By creating a shared learning environment instead of separating year groups, we fostered collaboration, exchange, and mutual inspiration from day one.

Over the past two semesters, students completed a series of experimental AI-driven design projects alongside two industry collaborations. In doing so, the students were working on real-world challenges with direct professional feedback. Their work

was also presented at Eurobike, one of the world's leading mobility and bicycle design exhibitions, highlighting the program's growing international visibility.

A major milestone has been the introduction of the AI Design Toolkit, developed as a pilot project with our technology partner Request Change. Hosted by the Hof AI Cluster, it provides students with a modular, studio-grade AI environment for design education and research. It represents one of the first initiatives of its kind at a German university of applied sciences and is already redefining how future designers combine human creativity with machine intelligence.

The strong international interest in AMD has now translated into tangible results: ambitious projects, interdisciplinary collaboration, and a rapidly growing academic community.

AMD is intentionally designed as an evolving program. As technology, industry, and society continue to change, so will the way we educate the next generation of mobility designers. In Selb—a small city with a long tradition of innovation and craftsmanship—we are building not only new products, but new ways of designing them.

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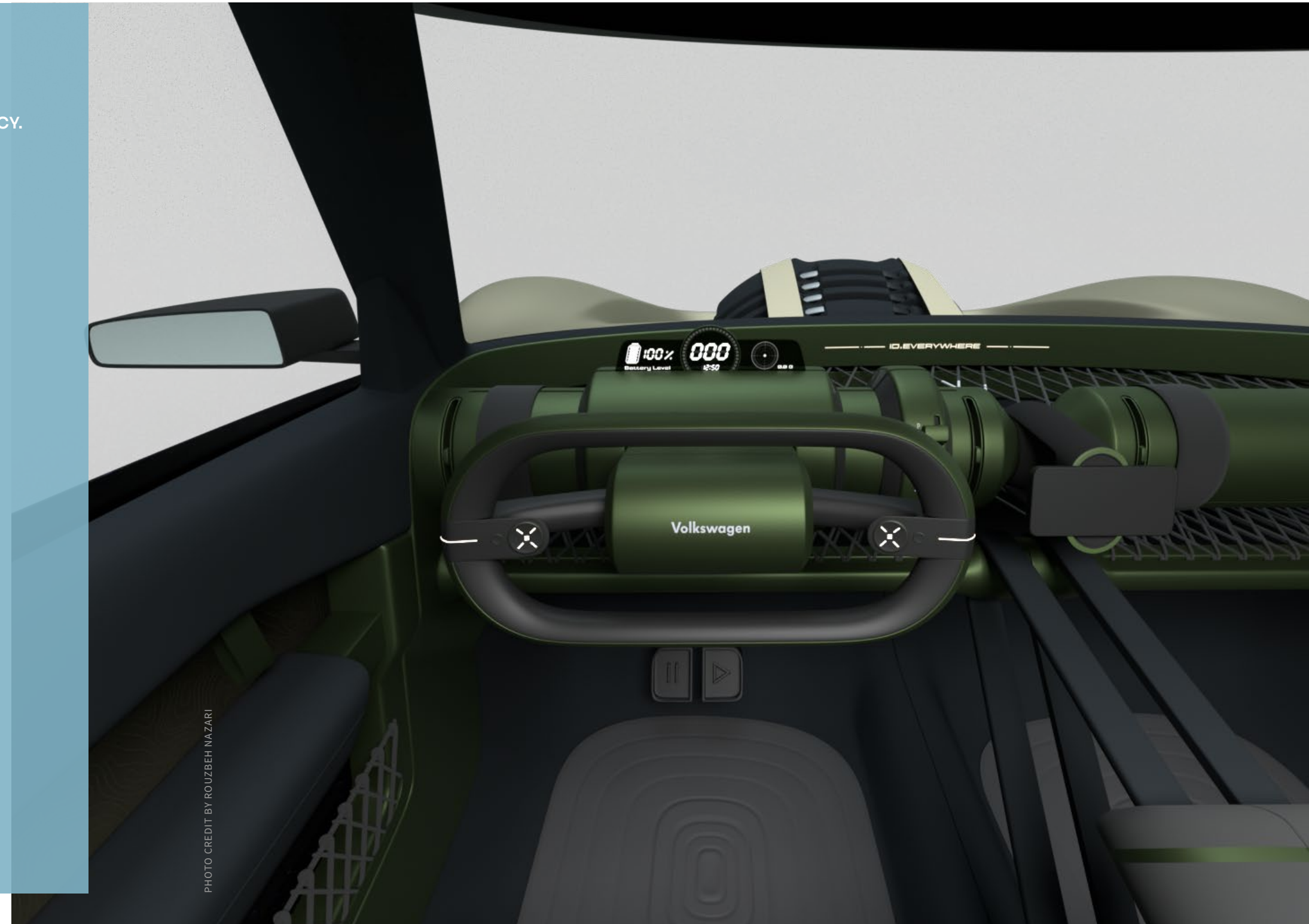


PHOTO CREDIT BY ROUZBEH NAZARI



OUR STUDENTS

THE EPSILON SEMESTER
2ND SEMESTER | MDD 2026

The second semester of the Design & Mobility programme marks the transition from fundamental design education to a structured, research-driven automotive design process. In the Exterior Design project, students developed future mobility concepts through research, trend analysis, package development, proportion studies, and iterative concept refinement.

Combining sketching, digital visualization, and AI-supported workflows, they learned to translate analytical insights into coherent design concepts with the intent to understand exterior design as the result of functional, technical, and aesthetic decisions.

The project established the methodological foundation for subsequent semesters, strengthening students' ability to develop, communicate, and critically justify complex mobility concepts.



REDEFINING LUXURY REINVENTING EFFICIENCY

PHOTO CREDIT BY NIAME TRAORE

REDEFINING LUXURY
REINVENTING EFFICIENCY

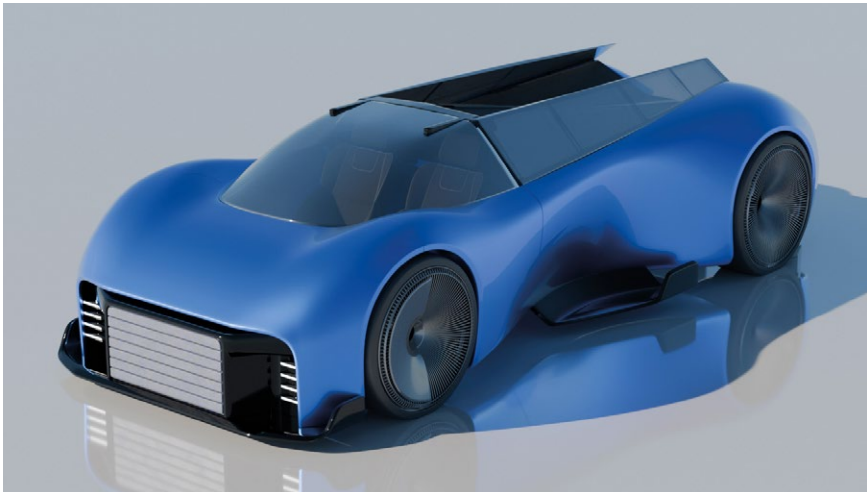
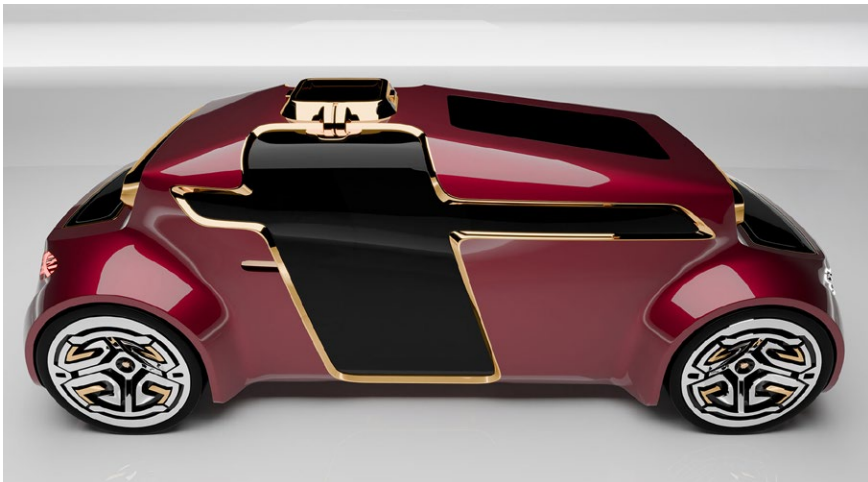
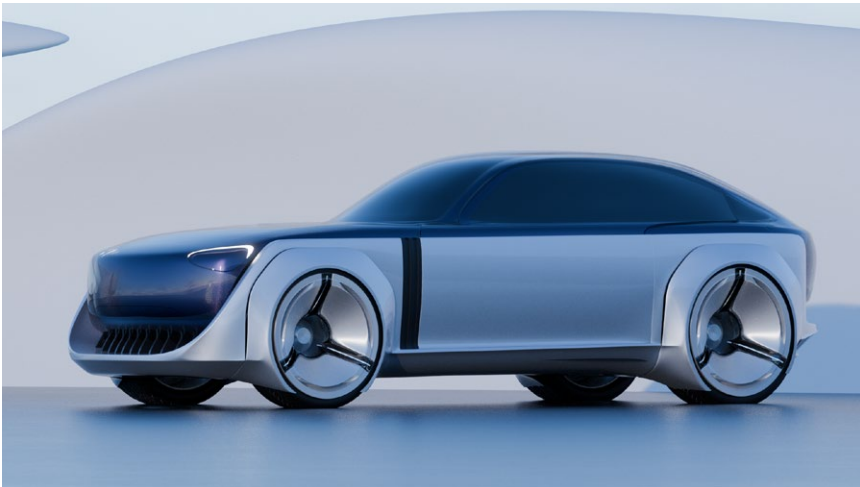
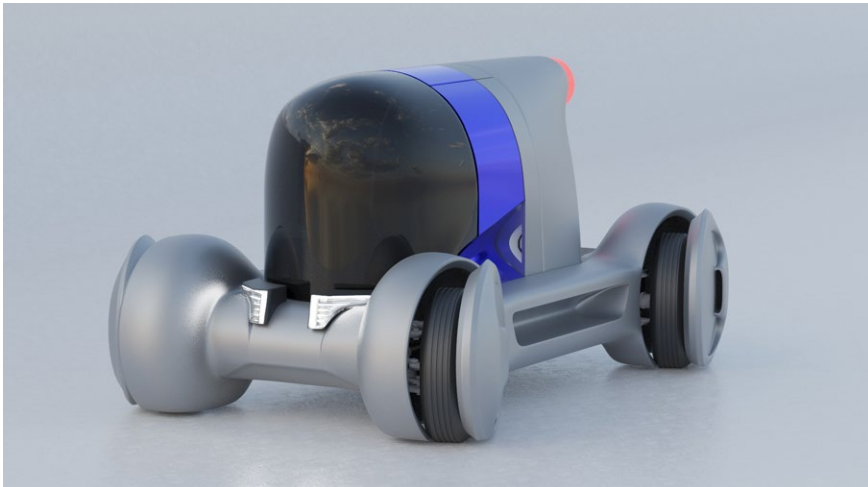


PHOTO CREDIT BY MIKE WALTER, COLIN ALBERT, HENRI POLIVKA, NIAME TRAORE, EMIL GROSS, ERIK KERNER, GREGOR VAN DER, MARION KLARA TRUX

REDEFINING LUXURY REINVENTING EFFICIENCY



PHOTO CREDIT BY HENRI POLIVKA

REDEFINING LUXURY. REINVENTING EFFICIENCY.

Luxury and Efficiency as
Guiding Principles for Future Mobility

 **Prof. Alexander Forst**
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How does automotive design evolve when society's understanding of luxury changes fundamentally while the demand for efficiency becomes increasingly decisive? This question formed the foundation of the Exterior Design project undertaken by second-semester students in the DM2 module.

The project focused on two key themes that are currently shaping the future of mobility. The first explored the transformation of the concept of luxury. While automotive luxury



PHOTO CREDIT BY MIKE WALTER

has traditionally been defined by performance, premium materials, and exclusivity, new values are emerging. Particularly in Asian markets, luxury is increasingly associated with spaciousness, presence, serenity, and a refined user experience. The automobile is evolving from a means of transportation into a carefully designed living environment, where proportions, architecture, and atmosphere become the primary sources of value.

The second theme examined efficiency as a fundamental design principle. The ongoing transformation of mobility demands solutions that critically reconsider the use of energy, materials, and resources. Efficiency is therefore understood not merely as a technical objective but as an integral part of the design process itself. Vehicle architecture, structural engineering, modularity, lightweight construction, and material selection directly influence the vehicle's formal expression while opening entirely new opportunities for aesthetic innovation.



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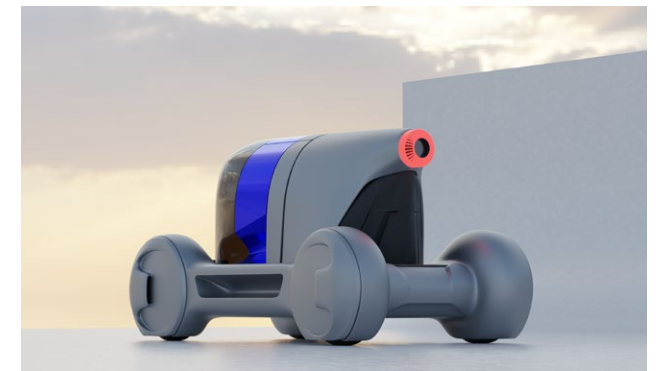


PHOTO CREDIT BY ERIK KERNER

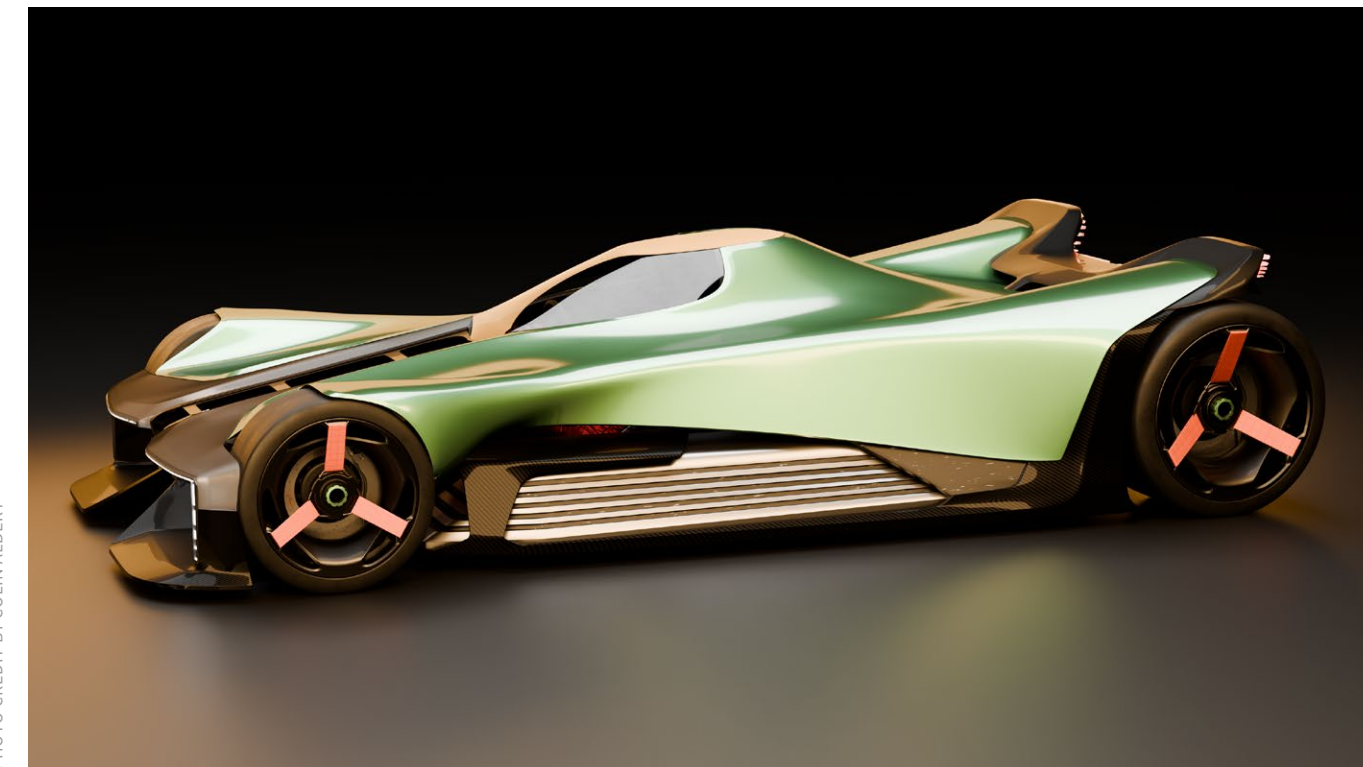


PHOTO CREDIT BY COLIN ALBERT

REDEFINING LUXURY REINVENTING EFFICIENCY

These two themes create a productive tension. On one hand, future vehicles are expected to provide greater comfort, spatial quality, and emotional appeal. On the other, environmental challenges and technological constraints require maximum resource efficiency. Rather than treating these demands as opposing objectives, the design brief encouraged students to explore their interaction and translate this tension into innovative vehicle concepts.

The resulting projects demonstrate that future exterior design must increasingly be understood as the synthesis of technological innovation, functional performance, and evolving cultural values.

In this context, design becomes a strategic discipline that extends beyond the creation of form, offering new perspectives and solutions to the fundamental challenges shaping the mobility of tomorrow.



PHOTO CREDIT BY GREGOR VAN DER VLIET

PHOTO CREDIT BY HENRI POLIVKA



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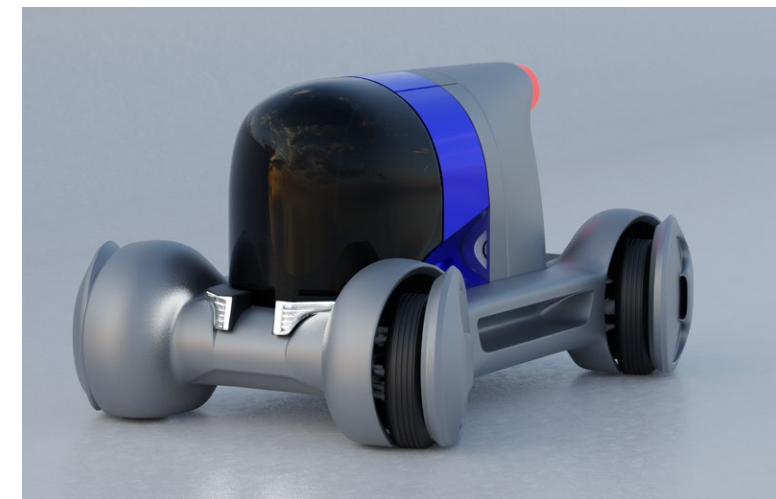


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OUR STUDENTS
THE EPSILON SEMESTER
2ND SEMESTER | MDD 2026

The second semester in the Design & Mobility program is a crucial stage where students deepen their fundamental design skills and begin to develop a more individual working approach. Building on the foundations of the first semester, this phase emphasizes structured project work, the exploration of design methods, and the integration of digital and analog tools.

Students are introduced to time-limited assignments that strengthen their ability to work under realistic conditions. The focus lies not only on aesthetic quality, but also on aspects such as functionality, usability, and context awareness in mobility-related design tasks. Teamwork, presentation skills, and an openness to interdisciplinary perspectives become increasingly important.

At the same time, students gain first experiences with emerging digital tools, from advanced visualization techniques to initial applications of AI in the creative process. This balanced combination of traditional design practice and forward-looking technologies provides the groundwork for later specialization and more complex projects.



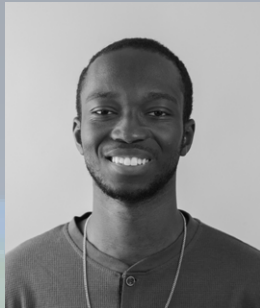
MIKE WALTER



COLIN ALBERT



HENRI POLIVKA



NIAME TRAORE



EMIL GROSS



ERIK KERNER



GREGOR VAN DER VLIET

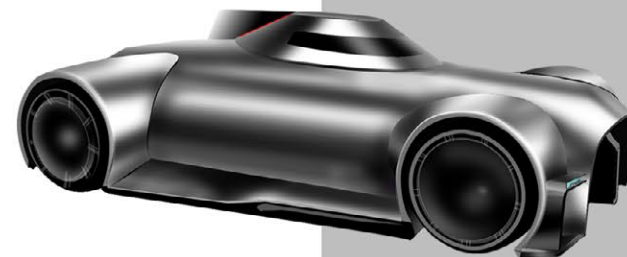


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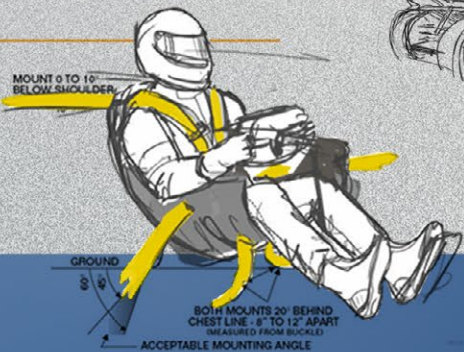
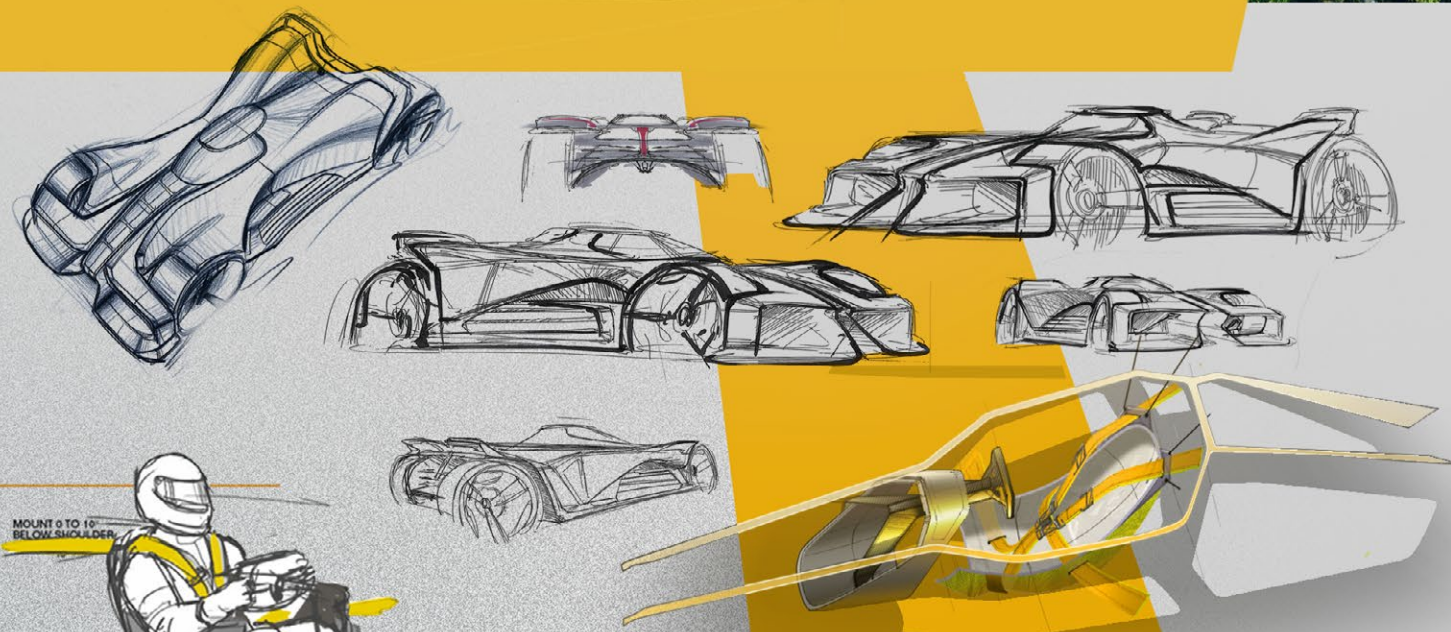
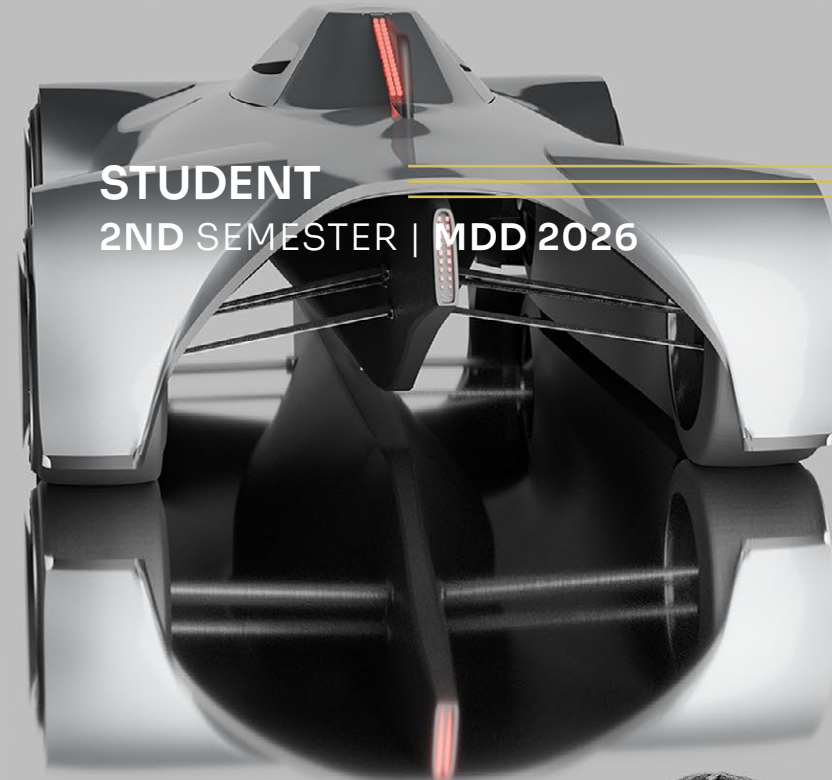
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SKETCH//

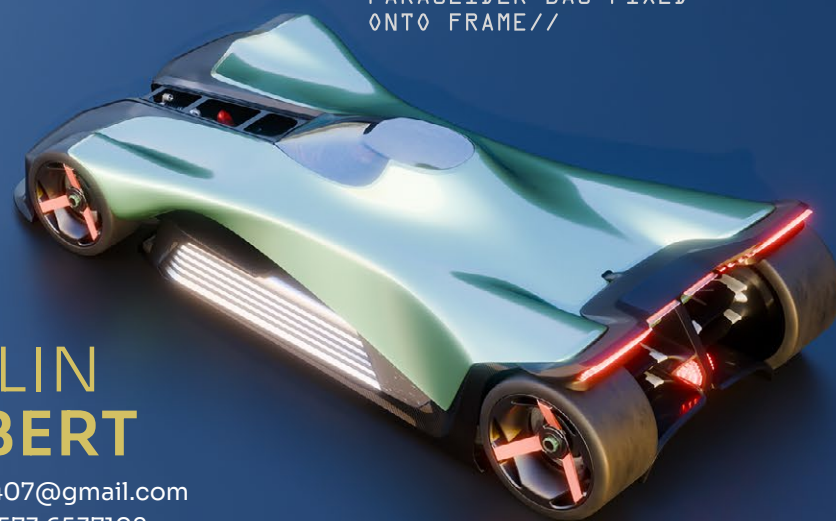
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CONCEPT//



STUDENT
2ND SEMESTER | MDD 2026

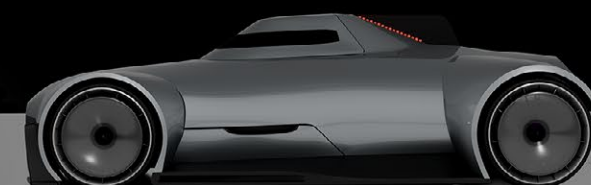
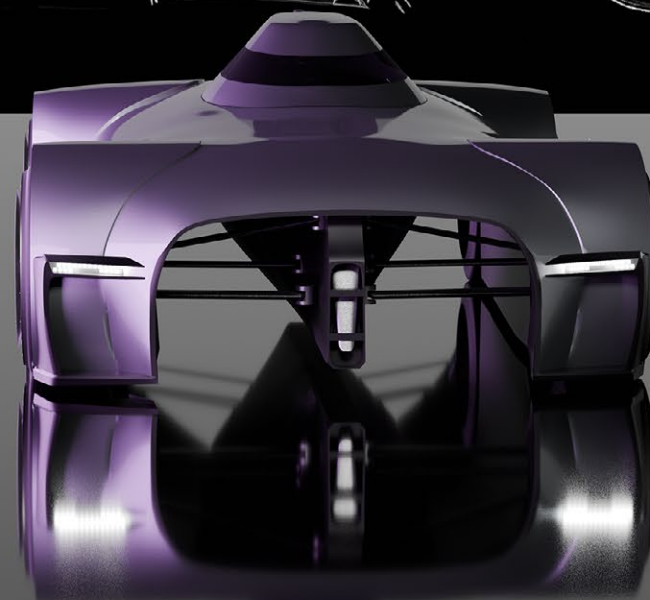
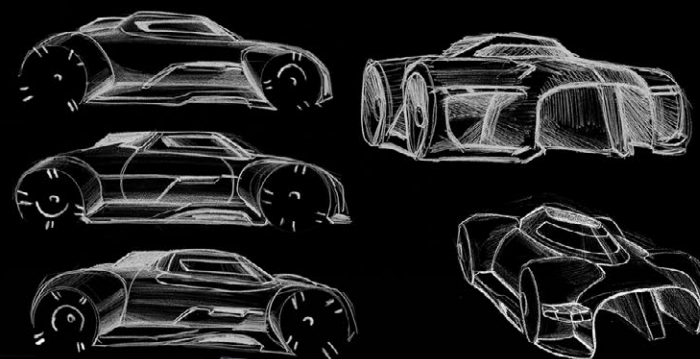


// SEAT CONCEPT...//
PARAGLIDER BAG FIXED
ONTO FRAME//



COLIN
ALBERT

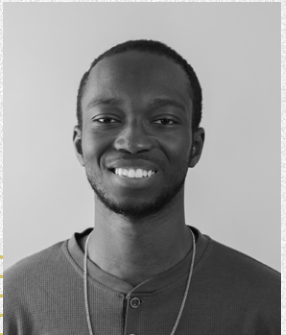
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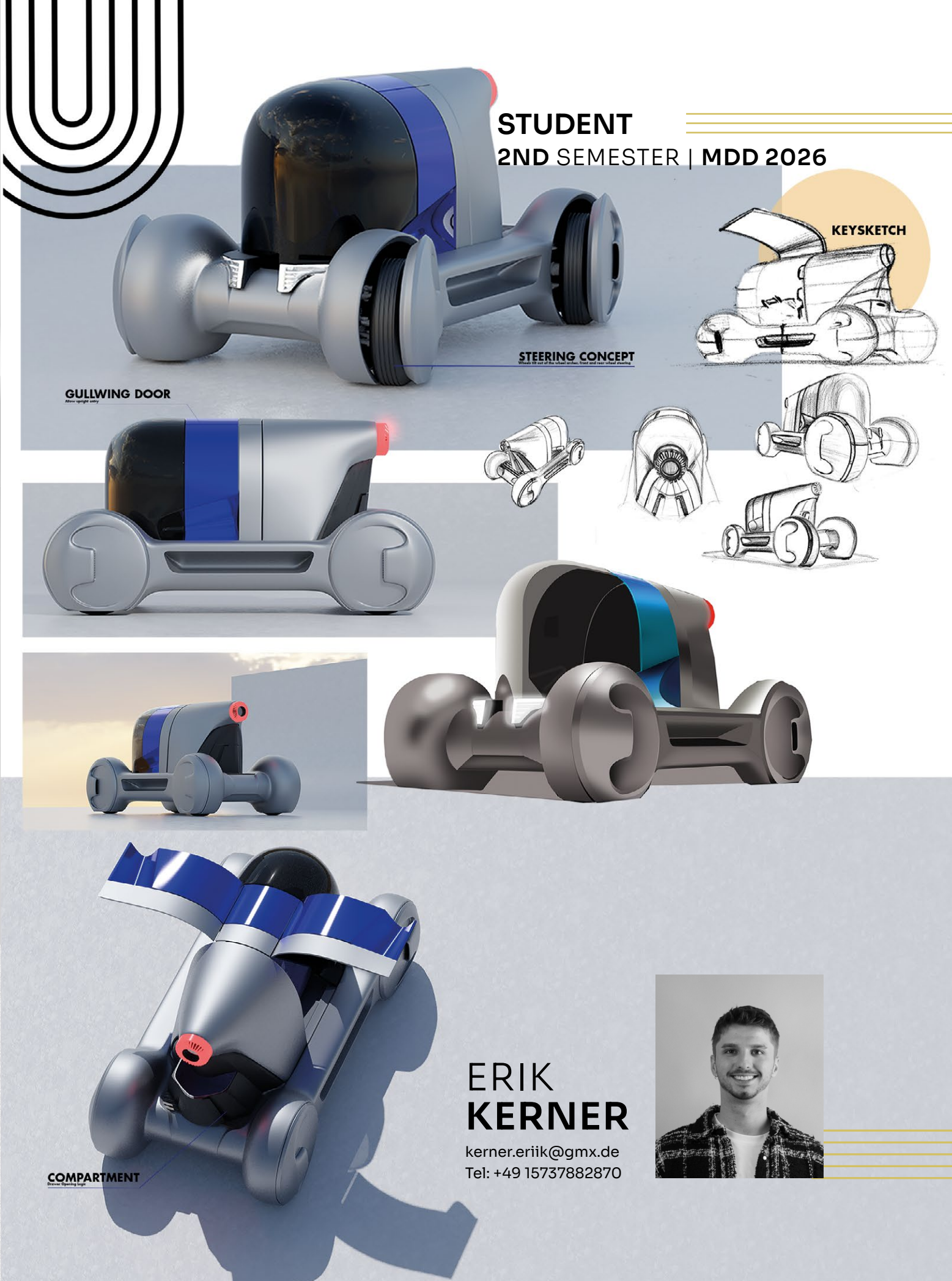
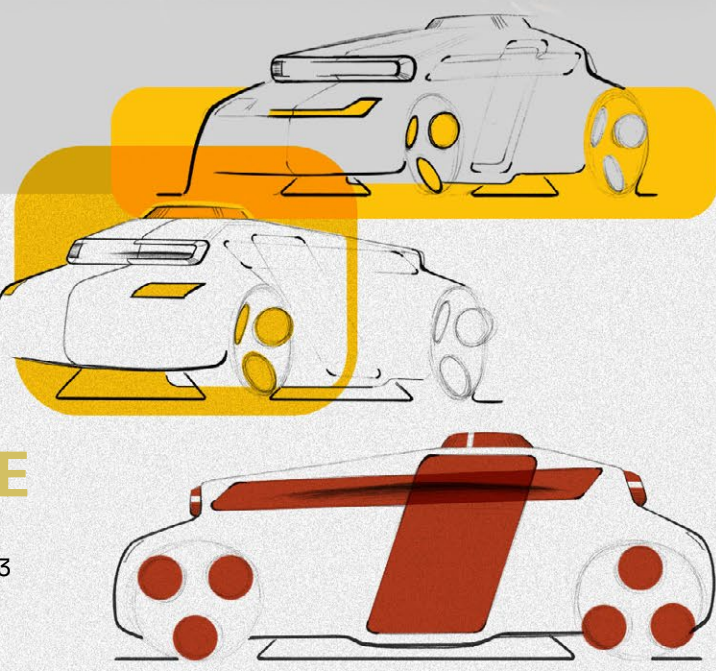
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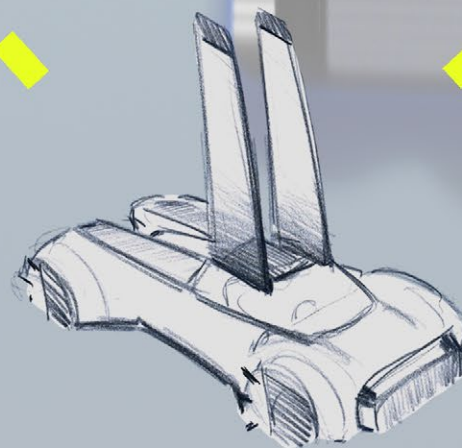
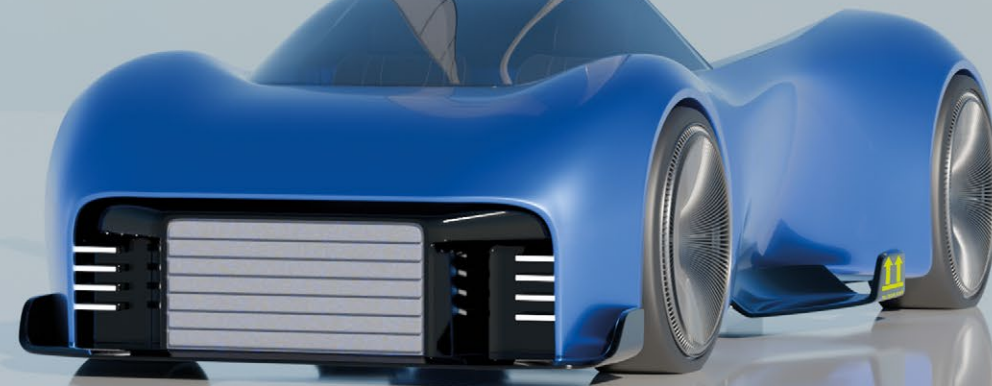
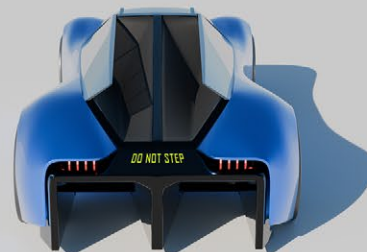
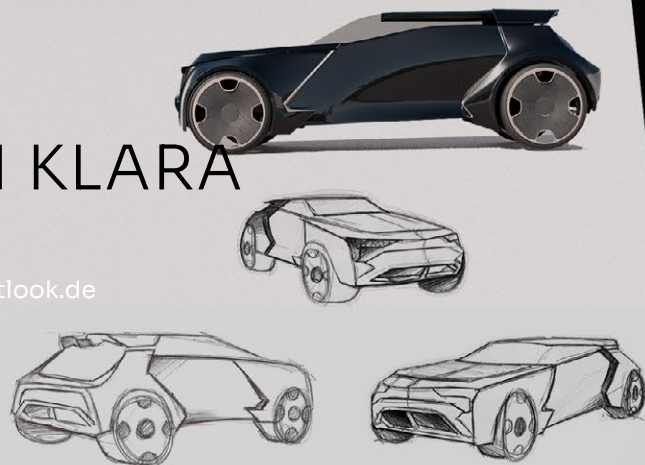
AGAN - EXTENDABLE CONCEPT

Space becomes luxury.
 While luxury vehicles have traditionally been defined by their materials and size, this concept redefines luxury through the ability to create space precisely when and where it is needed.

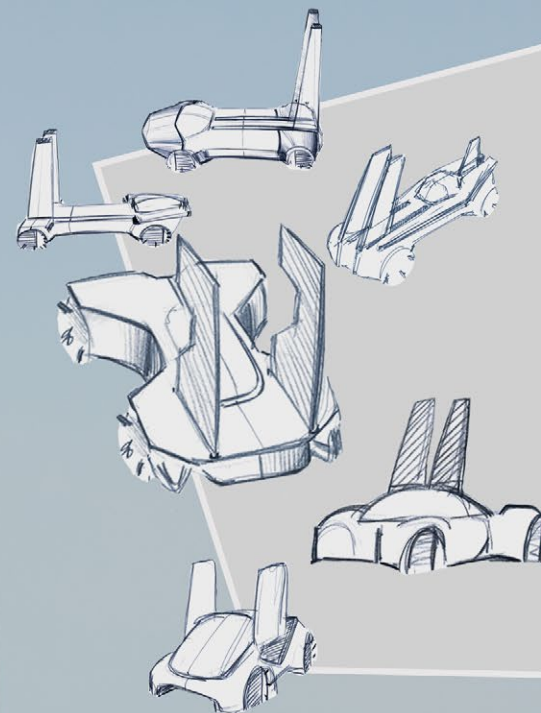


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 2ND SEMESTER | MDD 2026



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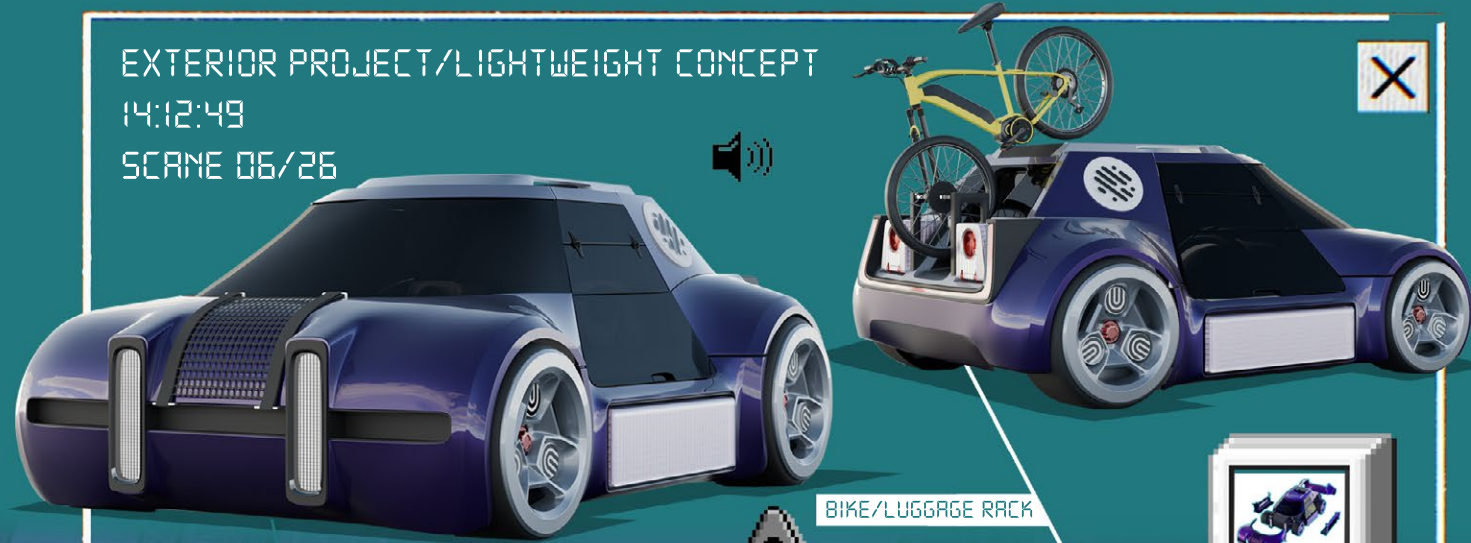
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WINDWARD

EXTERIOR PROJECT/LIGHTWEIGHT CONCEPT

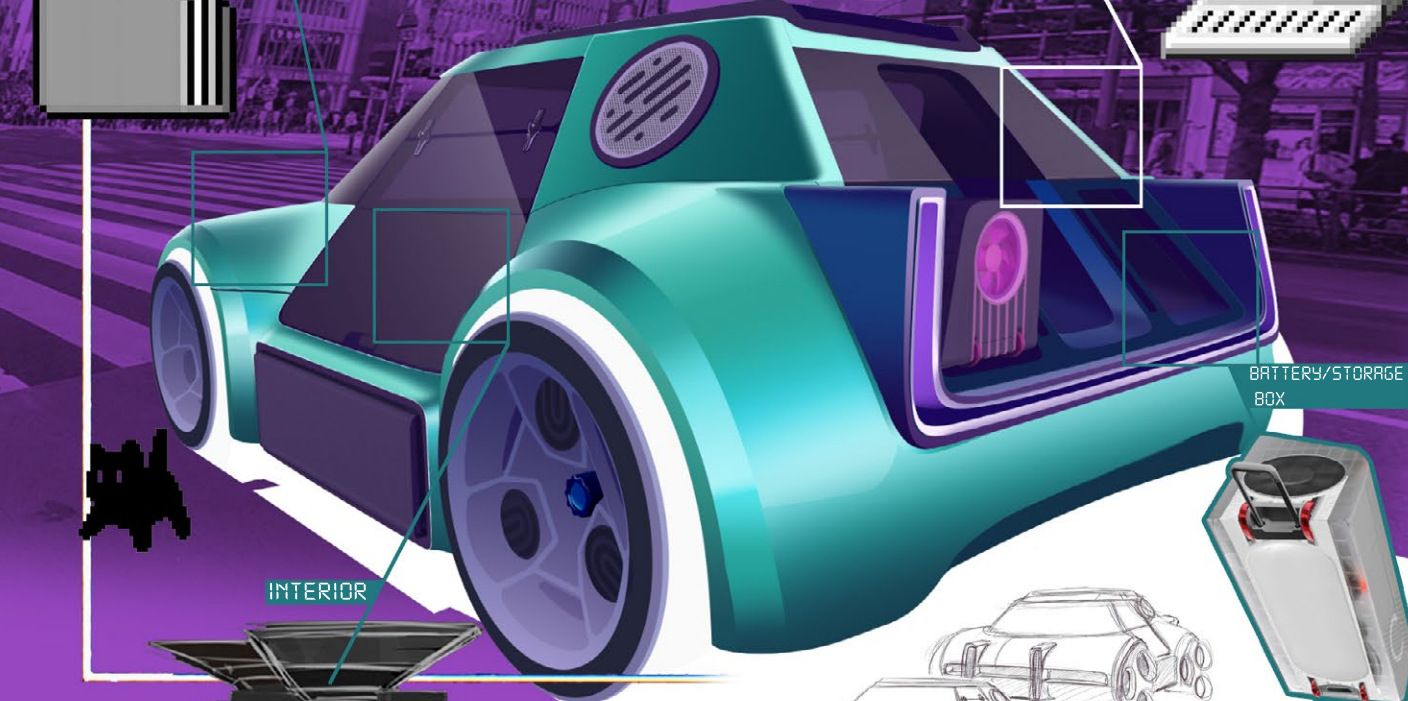
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SCAME 06/26



BIKE/LUGGAGE RACK

FRONT



BATTERY/STORAGE BOX

INTERIOR



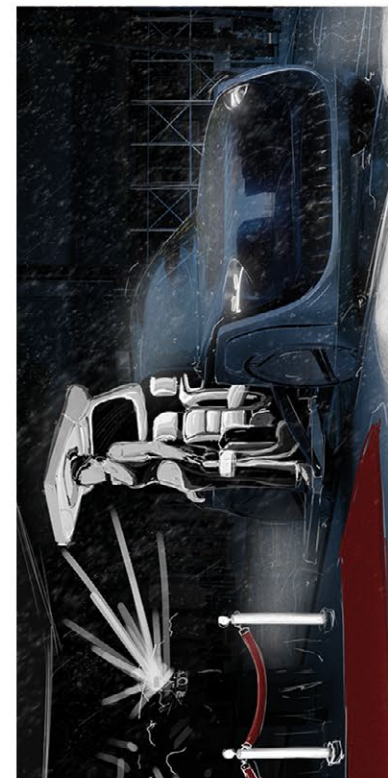
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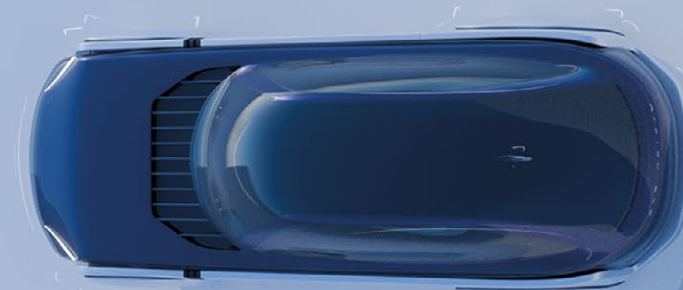
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Wheel arch moves up
and down with the
wheel



Future chinese luxury car in
2035?
A limousine with the interior
volume of an SUV, for
comfort.
A "Show Of" door concept, for
rain protection and as status
symbol.



STUDENT

2ND SEMESTER | MDD 2026



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Project C-8
Chinese Luxury

Designing the Seamless Journey

 **Prof. Alexander Forst**
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How can mobility become truly intuitive when users increasingly combine different modes of transport within a single journey?

This question formed the foundation of the Intermodal Mobility project, in which third-semester students explored mobility not as the design of an individual vehicle, but as the design of an entire travel experience.

The course emphasizes that future mobility will no longer be defined by a single mode of transport, but by the seamless interaction between public transport, micromobility, shared mobility services, and digital platforms.

Rather than beginning with the design of a product, the students started with the user.

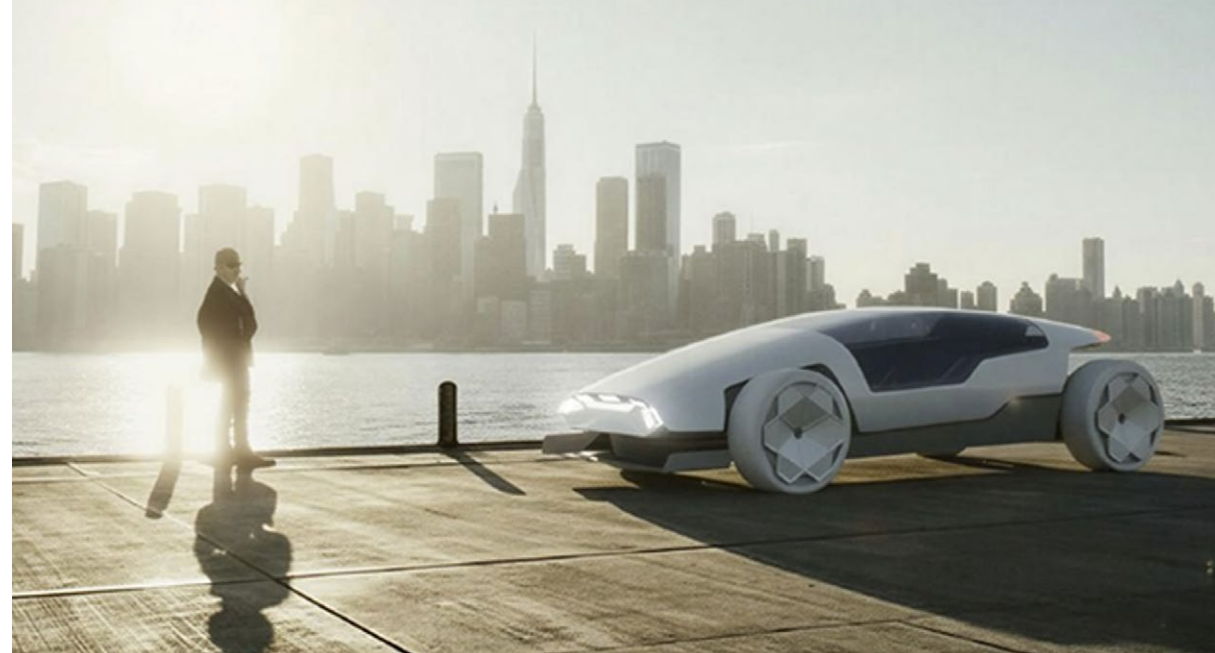


PHOTO CREDIT BY JAKOB AHLGRIMM

Building upon these insights, students developed novel micromobility concepts tailored to specific mobility contexts.

The objective was not simply to create another vehicle, but to design a mobility solution that becomes an integrated component of a larger transportation ecosystem. Questions of accessibility, functionality, ergonomics, infrastructure, and digital integration were considered alongside the aesthetic qualities of the product itself. This systems-oriented perspective reflects the growing importance of Mobility-as-a-Service (MaaS), connected mobility platforms, and intelligent transport networks, where products, services, and infrastructure increasingly operate as a unified experience.

Through detailed use cases, personas, and user journeys, they analyzed real mobility scenarios to understand where friction, uncertainty, and inefficiencies occur during transitions between different modes of transport. These „first mile“ and „last mile“ situations often determine whether intermodal mobility is perceived as convenient or frustrating, making them critical opportunities for design innovation.



PHOTO CREDIT BY METECAN DURAK



PHOTO CREDIT BY NADINE BAUER

Intermodal Mobility DM 3RD SEMESTER | MDD 2026



PHOTO CREDIT BY CHIARA MARTIN

A particular focus of the project was the role of perception in mobility design. Future transportation systems must not only function efficiently but also communicate clarity, trust, and comfort. Students therefore examined how visual language, materials, tactile inter-

action, lighting, acoustics, and interface design influence orientation, safety, and emotional acceptance throughout the travel experience. Design was understood as a multidisciplinary tool capable of shaping both functional performance and human perception simultaneously.

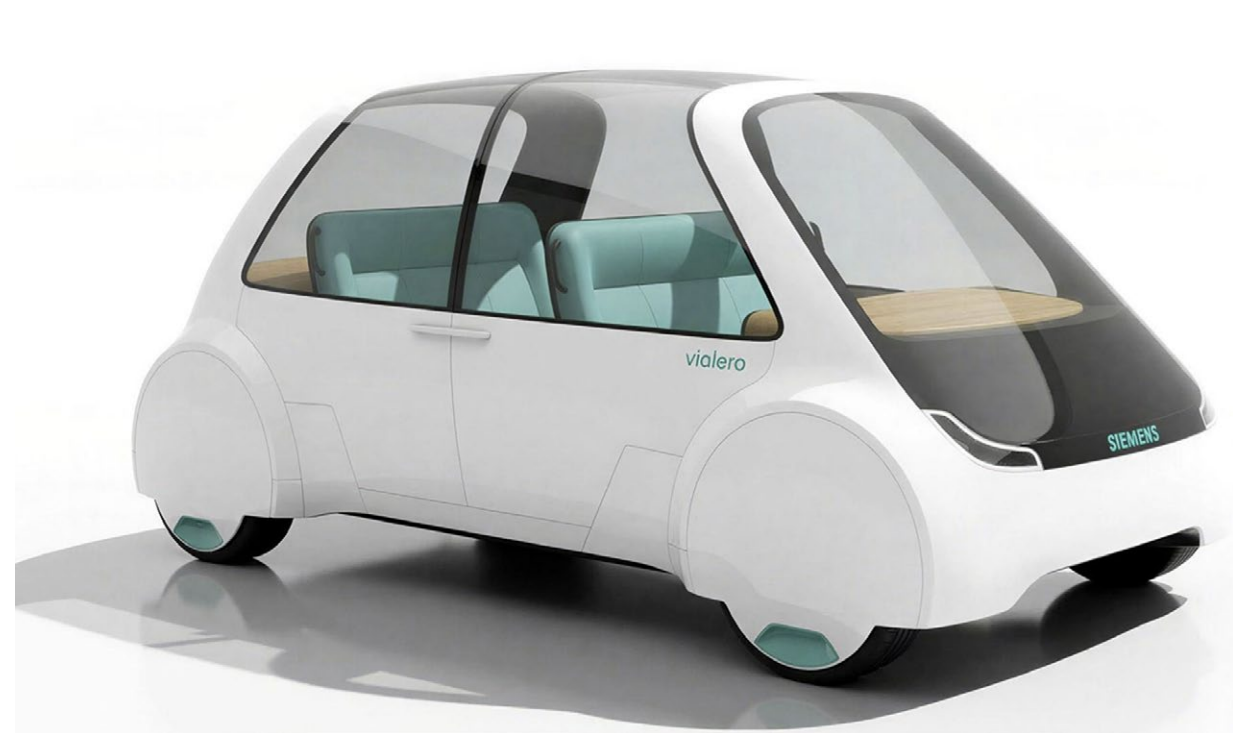


PHOTO CREDIT BY KONSTANTIN WEHR

The resulting concepts demonstrate that future mobility design extends far beyond the development of individual vehicles. It requires designers to think in interconnected systems, where products, infrastructure, digital services, and user experience converge into a coherent whole. As cities continue to evolve and mobility becomes increasingly multimodal,

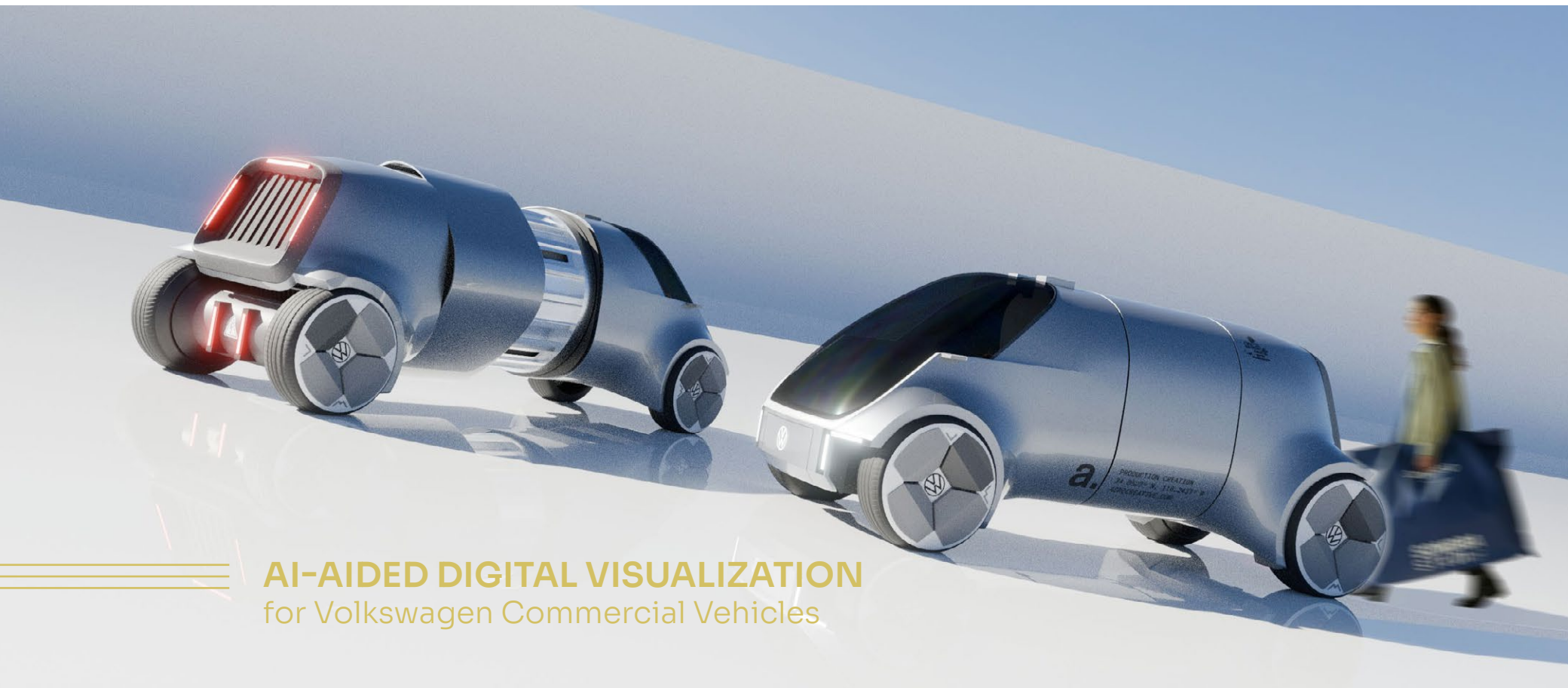
the ability to create seamless, user-centered transitions between transport modes will become one of the defining challenges of contemporary mobility design. This project encourages students to address precisely this challenge by placing human experience at the center of complex mobility systems.



PHOTO CREDIT BY CHIARA MARTIN



PHOTO CREDIT BY KONSTANTIN WEHR



AI-AIDED DIGITAL VISUALIZATION for Volkswagen Commercial Vehicles

PHOTO CREDIT BY JAKOB AHLGRIMM

SPECIAL THANKS

Our sincere thanks to the Volkswagen Commercial Vehicles Design team for their outstanding support, valuable feedback, and close collaboration throughout the project. Special thanks to Louis, Sebastian, Marek, and Benjamin for sharing their expertise and inspiring our students.

Each topic challenged students to reinterpret established vehicle typologies and develop original mobility concepts tailored to future users and environments.

Throughout the semester, students worked closely with designers from Volkswagen Commercial Vehicles, receiving regular feedback and valuable insights into professional design practice. This close exchange created an aut-

Prof. Lutz Fügner
Prof. Alexander Forst

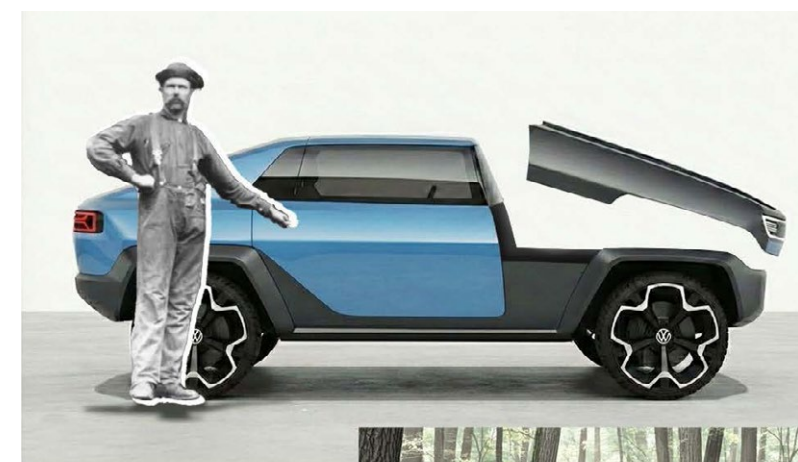
Marek Simko
Designer @VWCV

As part of a collaboration with Volkswagen Commercial Vehicles Design, third-semester students of the Design & Mobility (B.A.) programme at Hof University of Applied Sciences explored the growing role of artificial intelligence in contemporary transportation design. The project introduced AI-supported workflows alongside traditional design methods, enabling students to accelerate visualization, expand creative exploration, and develop compelling concept presentations while gaining insights into professional automotive design practice.

Rather than working from a single design brief, students selected one of three future-oriented themes defined by the Volkswagen Commercial Vehicles Design team.

Inspired by the brand's heritage while looking beyond today's vehicle concepts, they developed proposals for the Renndienst, a next-generation mobile motorsport support vehicle, the Forester, an intelligent vehicle for forestry and outdoor applications, or Micro Delivery, addressing the rapidly growing demands of last-mile urban logistics.

PHOTO CREDIT BY KONSTANTIN WEHR



COOPERATION

Volkswagen Commercial Vehicles



PHOTO CREDIT BY KONSTANTIN WEHR

hentic studio environment in which ideas were continuously discussed, refined and evaluated from creative, educational and industry perspective.

The project followed a streamlined design workflow that combined freehand sketching with AI-assisted visualization and concept development. Starting from clear vehicle proportions and design intentions, students used artificial intelligence to rapidly generate design alternatives, explore different visual directions, and iterate on their concepts more efficiently. Rather than replacing the creative process, AI became a practical tool for accelerating tasks that traditionally require extensive manual rendering, allowing students to focus more on design quality, refinement and decision-making.

Beyond concept development, AI also played a significant role in visual communication. Students used AI-generated imagery to create high-quality renderings and place their concepts within believable scenarios, strengthening the storytelling behind each proposal and communicating the intended use case more effectively.

The collaboration concluded with a series of concept presentations that combined sketches, AI-supported visualizations and narrative imagery presented to the Volkswagen Commercial Vehicles Design team.

The project demonstrated how AI can complement established transportation design workflows by accelerating visualization, encouraging broader concept exploration, and enhancing visual storytelling—preparing the next generation of mobility designers for an increasingly digital and collaborative design profession.



PHOTO CREDIT BY METECAN DURAK

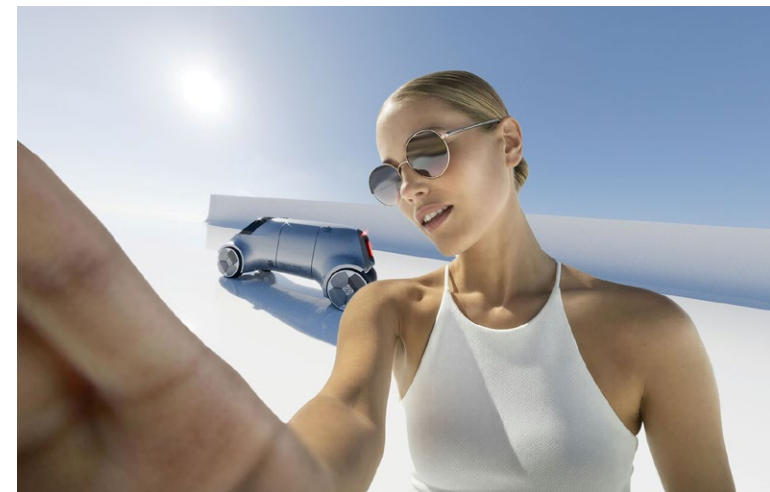
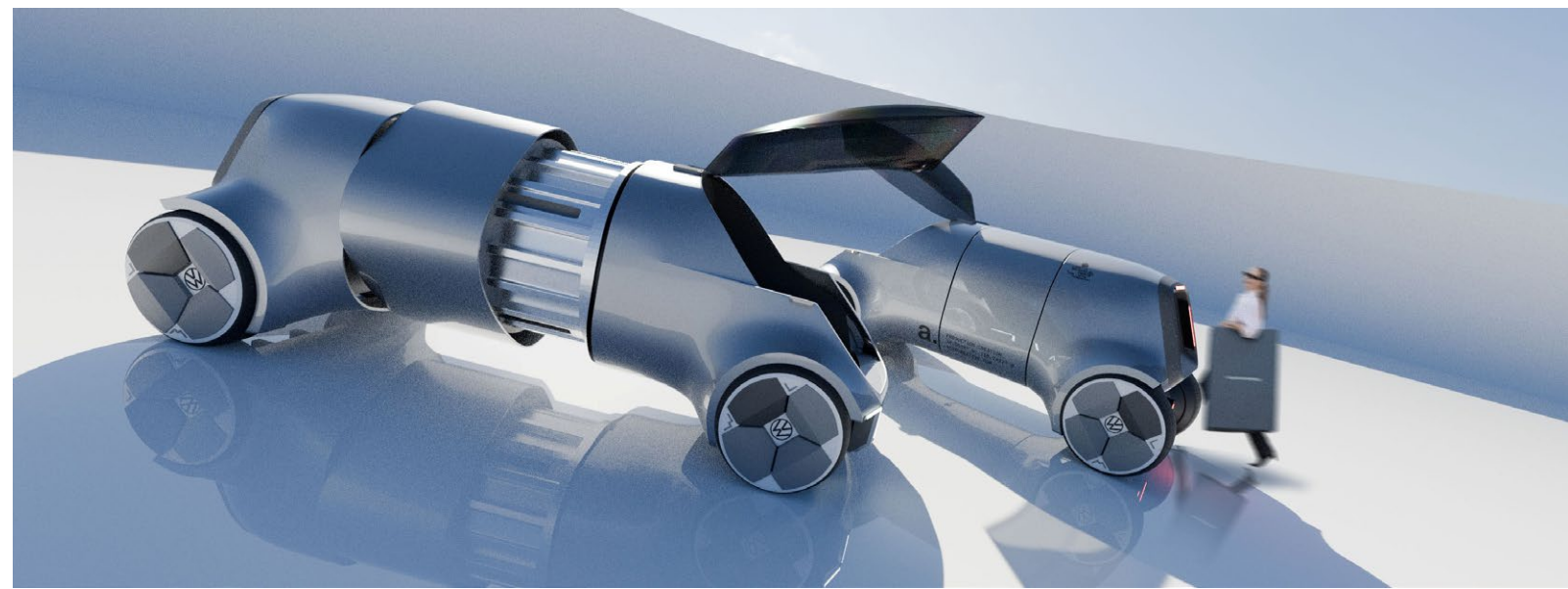


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PROJECTS

4th Semester



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The engineering perspective was provided by Prof. Dr.-Ing. Lutz Eckstein, Managing Director of Race by Wire GmbH, Director of the Institute for Automotive Engineering (ika) at RWTH Aachen University, and President of the Association of German Engineers (VDI). Drawing on his extensive experience in the automotive industry, he explained the transition from mechanical steering systems to steer-by-wire technologies and discussed the opportunities and challenges they create for future mobility.

A two-hour interactive discussion gave students the opportunity to explore technological possibilities, regulatory requirements, safety considerations, and future mobility scenarios directly with one of the leading experts in the field.

Combining insights from both automotive design and engineering, students developed visionary concepts for alternative vehicle

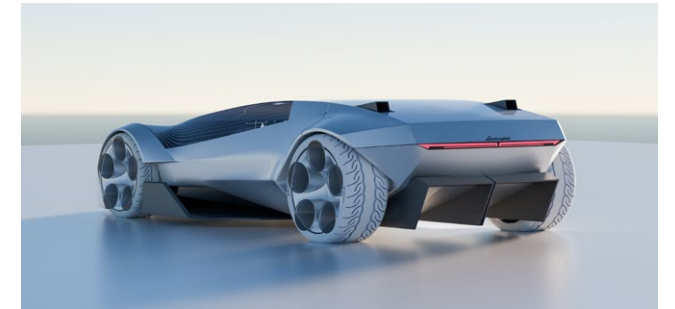
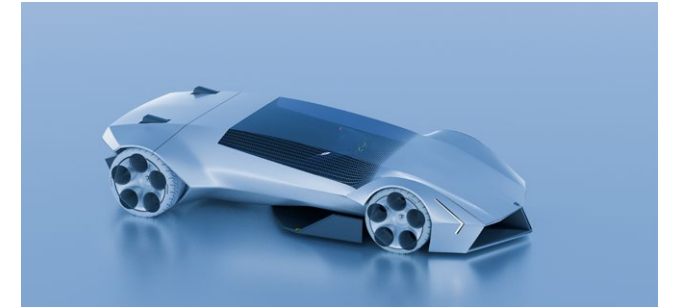


PHOTO CREDIT BY ERIK BÄR



control systems that challenge established conventions while placing user experience, ergonomics, and technological feasibility at the centre of the design process.

The project reflects the educational philosophy of the Design & Mobility programme by connecting academic teaching with leading industry expertise and encouraging students to develop interdisciplinary solutions for the mobility systems of tomorrow.

PROJECTS

Rethinking Vehicle Control

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Designing the Next Generation of Human-Machine Interaction

How will we control vehicles in the future? As electrification, automation, and software-defined vehicles continue to transform the automotive industry, conventional steering wheels and pedals are increasingly being questioned. This challenge formed the basis of a collaborative project undertaken by fourth-semester students in the Design & Mobility Bachelor's programme at Hof University of Applied Sciences.

To provide students with direct industry perspectives, the project was supported by two internationally renowned experts from the fields of automotive design and vehicle engineering.

Mitja Borkert, Head of Design at Automobili Lamborghini, introduced students to the design philosophy and brand values behind one of the world's most iconic sports car manufacturers. As the creative starting point for the project, he presented the Lamborghini Manifesto concept, encouraging students to rethink the relationship between vehicle architecture, driving experience, and future user interaction.

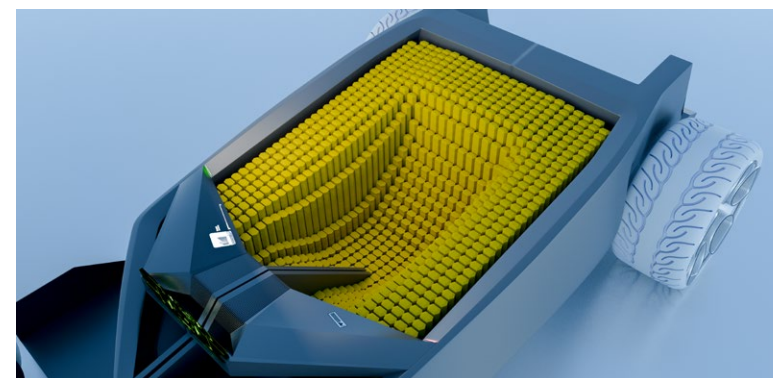
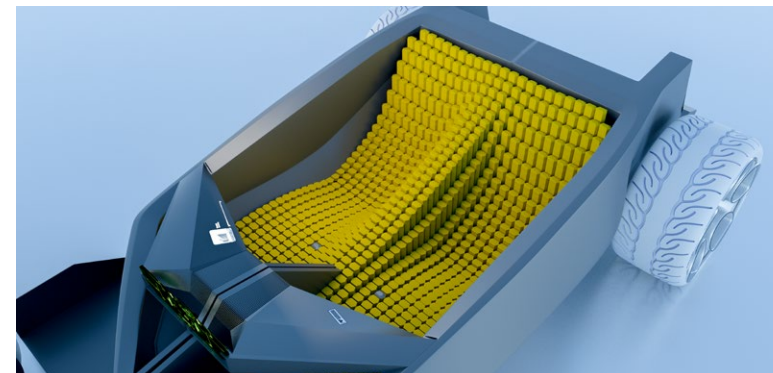


PHOTO CREDIT BY ERIK BÄR

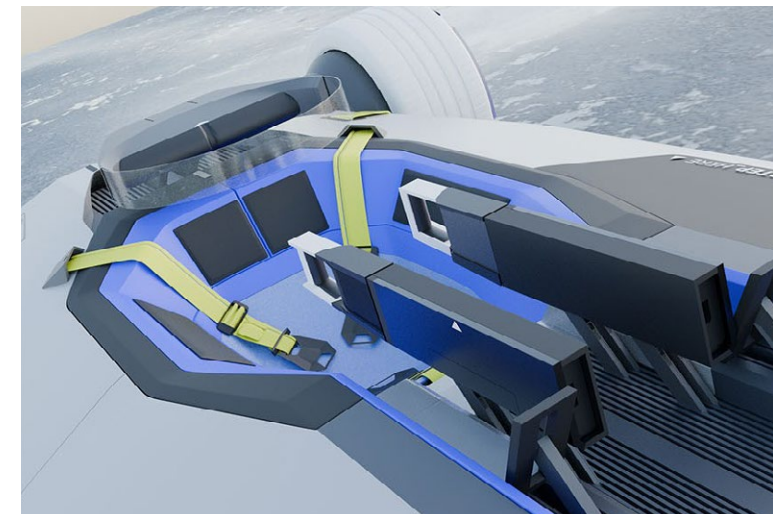


PHOTO CREDIT BY JAKOB AHLGRIMM

OUR STUDENTS

THE DELTA SEMESTER

4TH SEMESTER | MDD 2026

The third and fourth semesters of the Design & Mobility programme mark the transition from learning established design methods to applying them in increasingly complex and industry-oriented projects. Students are encouraged to combine creative thinking with technical understanding while working on realistic design challenges in close collaboration with professional partners.

During the third semester, students participated in a collaborative studio with Volkswagen Commercial Vehicles Design, exploring how artificial intelligence is transforming contemporary transportation design. Working on one of three future-oriented project themes, they combined freehand sketching, digital 3D modelling, AI-supported visualization, and animation to develop innovative concepts for future commercial vehicles.

Continuous feedback from the Volkswagen design team provided valuable insights into professional automotive design practice while introducing students to AI as an integral part of an iterative design process.

The fourth semester focused on the future of human-machine interaction in collaboration with internationally renowned experts in automotive design and engineering. Building on the *Lamborghini Manifesto* concept and current developments in steer-by-wire technology, students explored alternative vehicle control systems for future mobility. By combining visionary design thinking with technical feasibility, ergonomics, and user experience, the project encouraged an interdisciplinary approach that reflects the increasingly close relationship between design and engineering in next-generation mobility development.



JAKOB AHLGRIMM



ERIK BÄR



CHIARA MARTIN



KIRILL WOLF



MARYAM PAZOUKI



METECAN DURAK

PHOTO CREDIT BY JAKOB AHLGRIMM

VWN COOPERATION

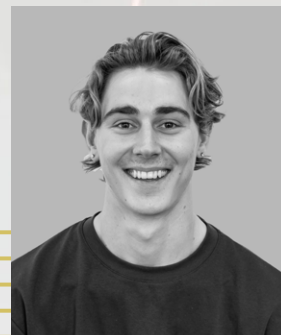
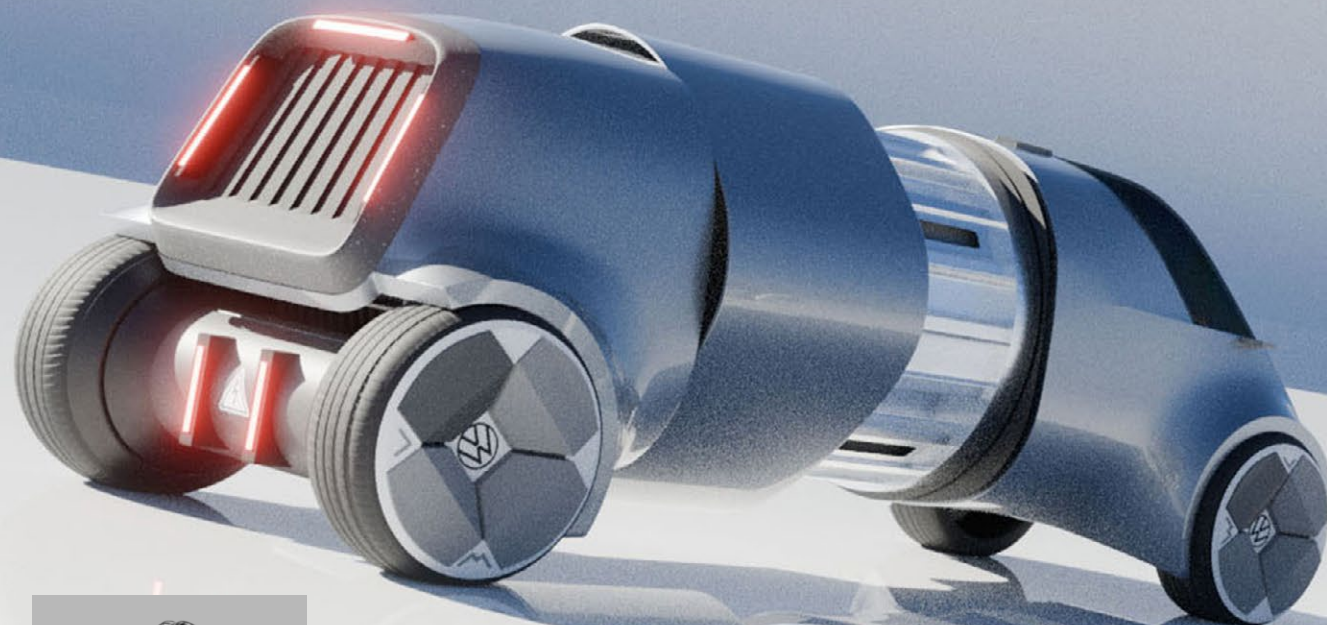
Project

rotating middle part

mechanism on package

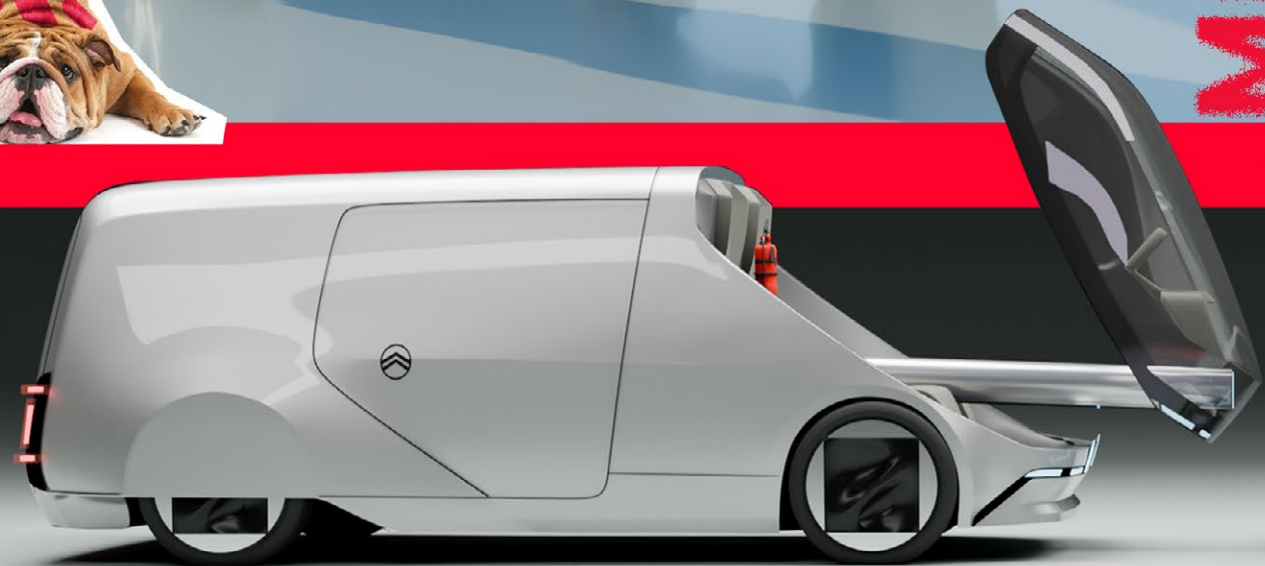
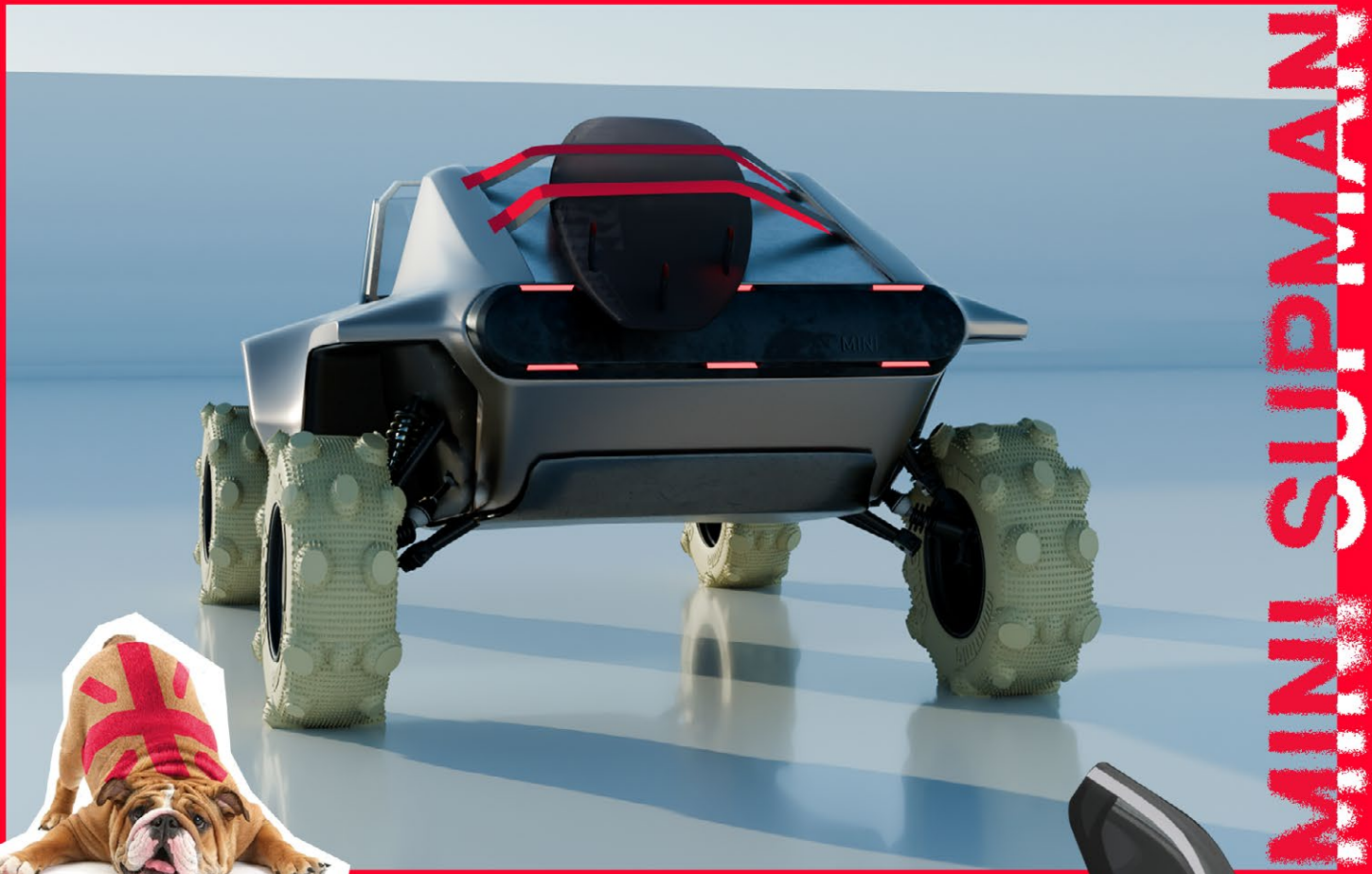
STUDENT

4TH SEMESTER | MDD 2026



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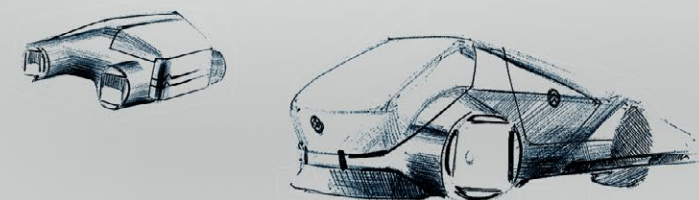
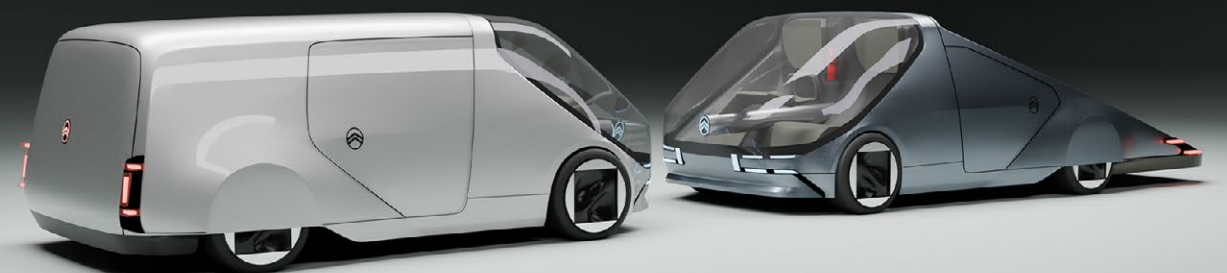


CITROËN RACE TRANSPORTER MINIMAL FOOTPRINT. MAXIMUM TRANSPORT.



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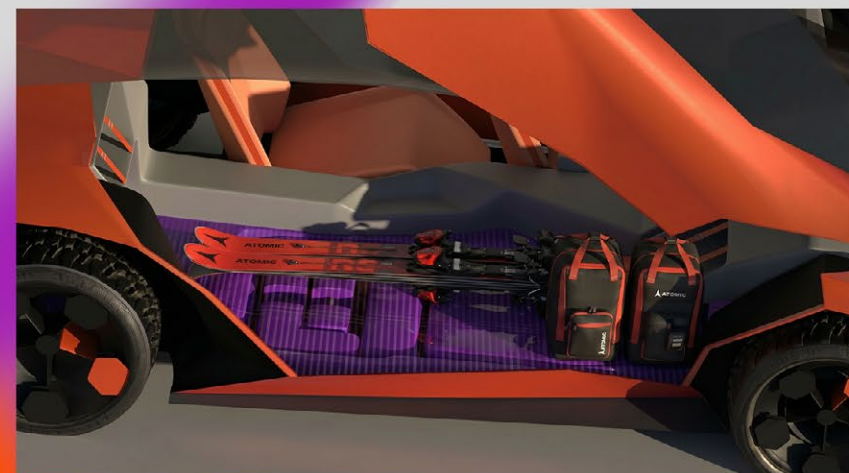
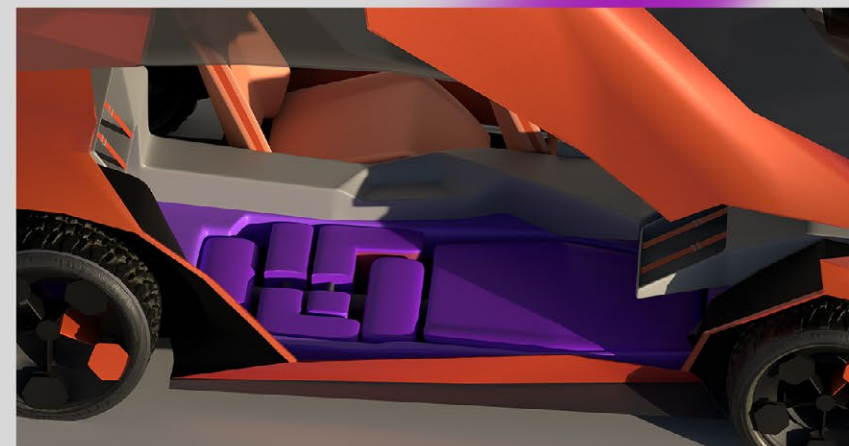
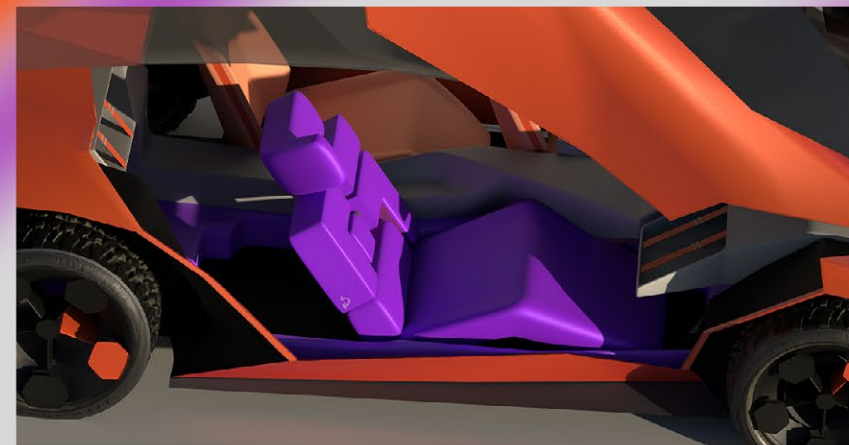
GETTING THE VISION



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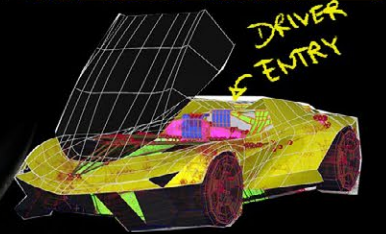
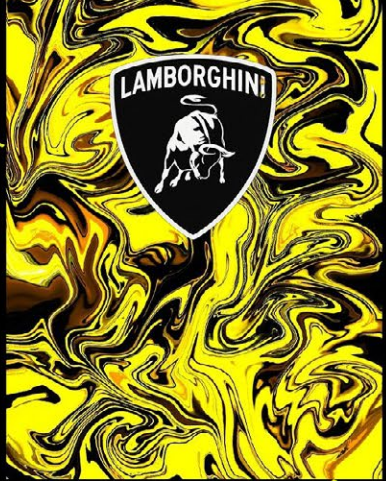
INTERIOR LAMBORGHINI MANIFESTO



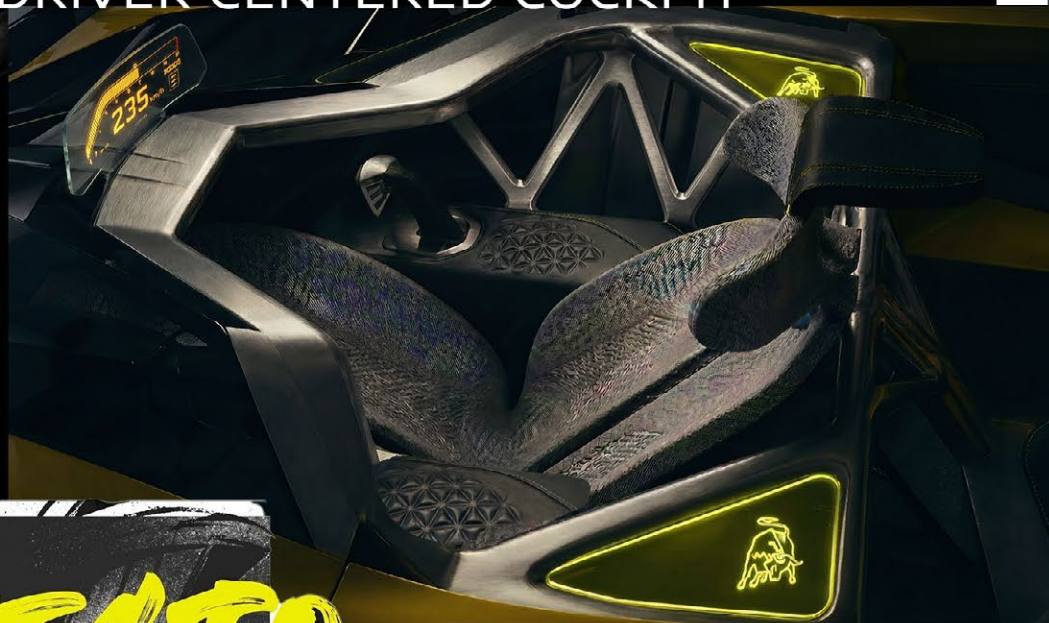
STUDENT
4TH SEMESTER | MDD 2026

INTERIOR

Lamborghini



DRIVER CENTERED COCKPIT



MANIFESTO

FEEL LIKE A PILOT

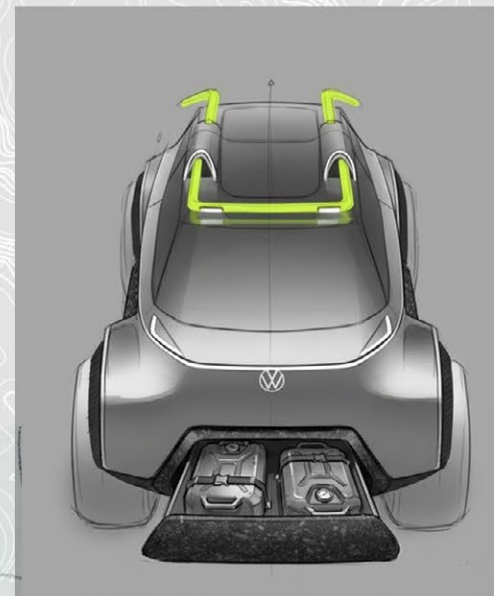
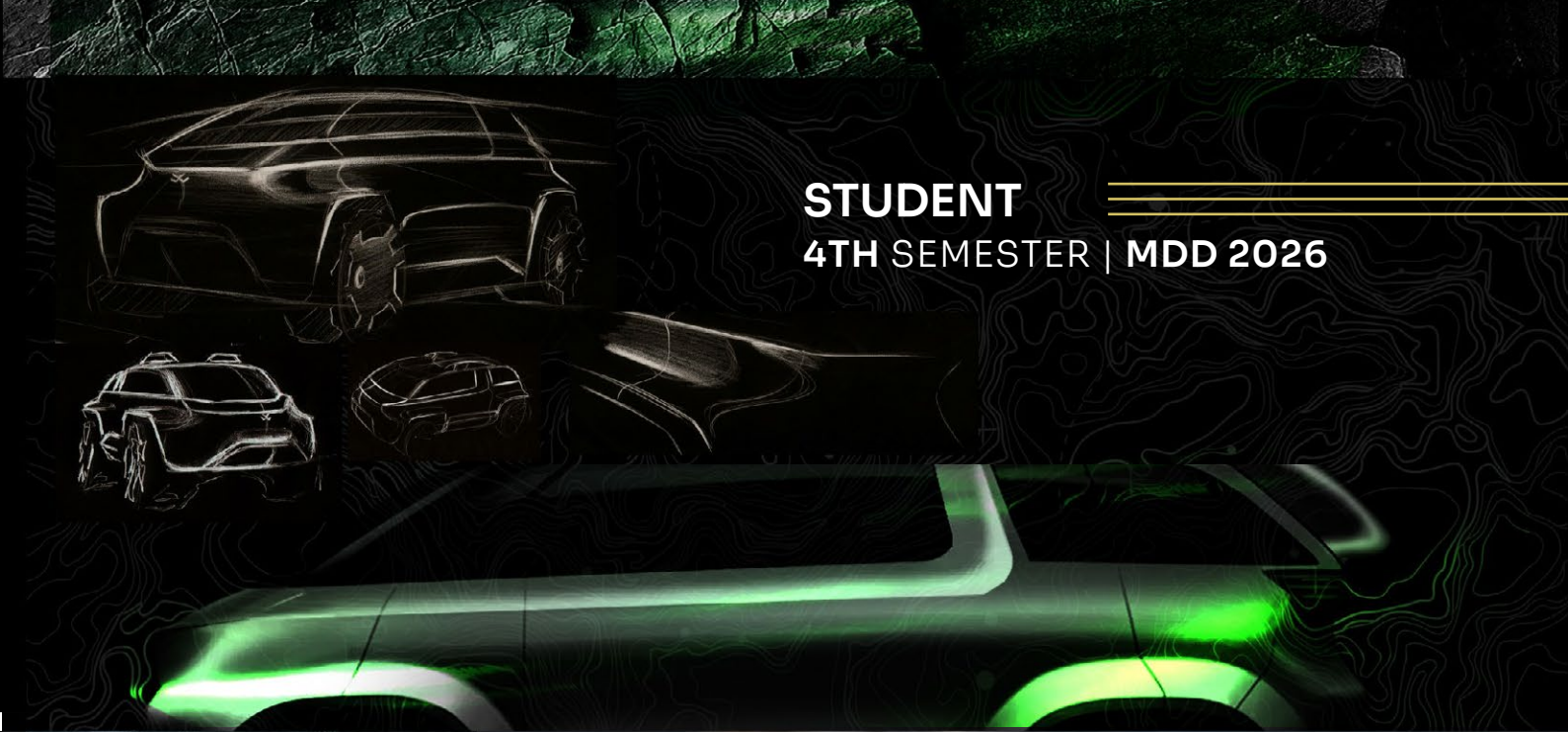
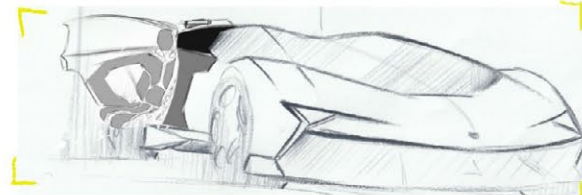


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DRIVE BY WIRE
JOYSTICK



Hidden drawers for loading canisters or tools underneath



www.vw.com



Sleeping and resting area for the forester

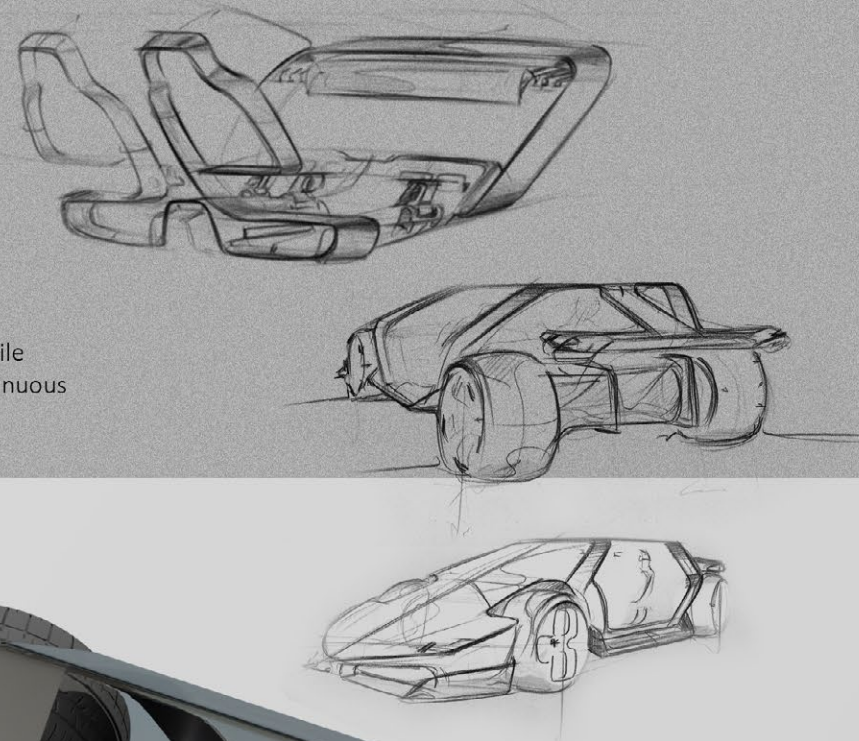
FREIGHT

Placing cutted trees or bags, can be attached by using the work assist bar

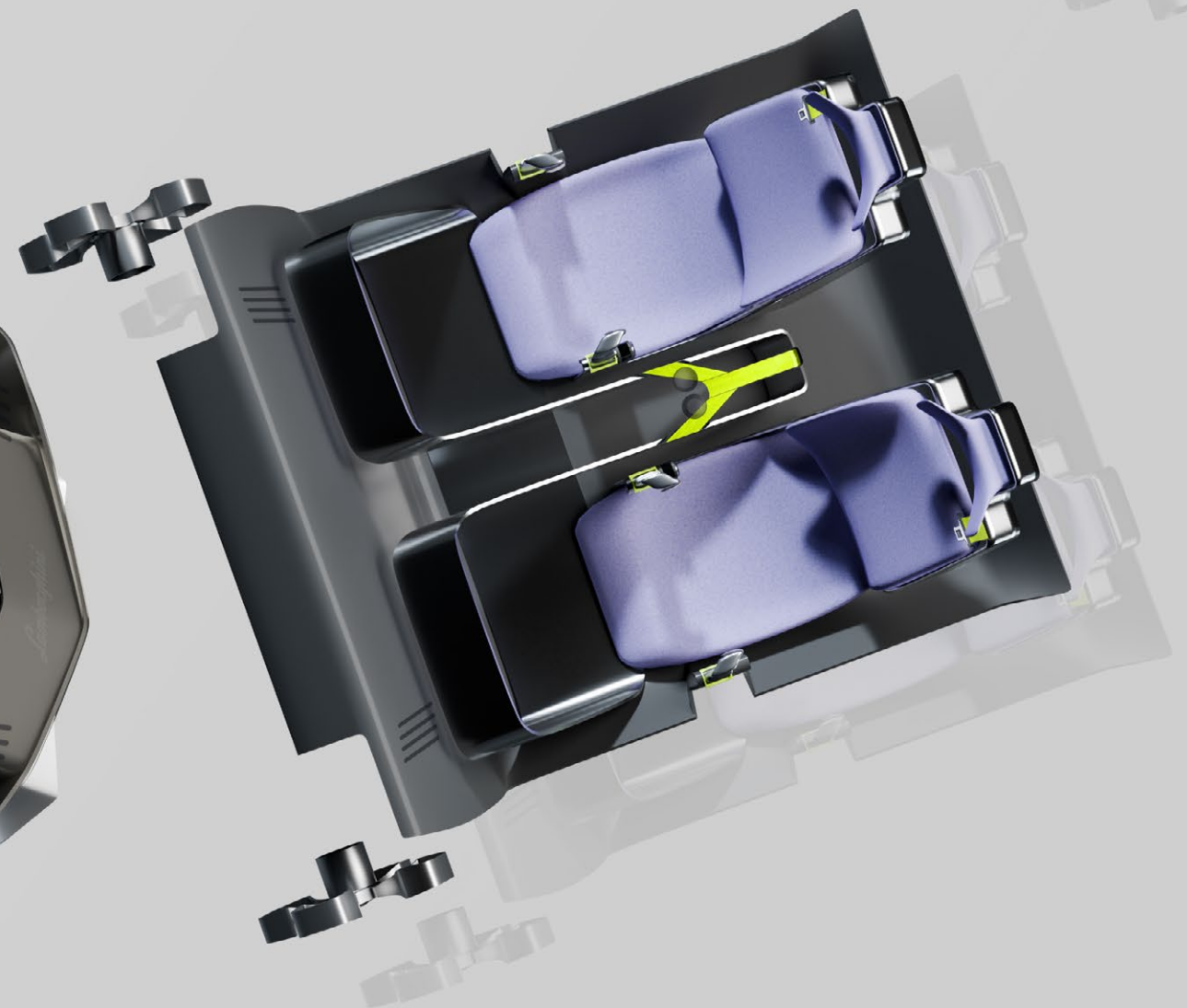


FlexDrive

Imagine a vehicle that adapts while driving. It can shift between the high position of an SUV and the low position of a sports car without stopping. The driver can even drive at SUV height with the doors open. Most importantly, the vehicle is compatible with switching drivers on the move while driving at speed, making it highly efficient for continuous situations like police use.



STUDENT
4TH SEMESTER | MDD 2026



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Feel The Future

Natural by design. Radical by nature.

Ein fahrerzentriertes Cockpit, inspiriert von der Luftfahrt.

Der schwebend aufgehängte Mittelsitz vermittelt ein einzigartiges Pilotengefühl, während zwei Joysticks das klassische Lenkrad ersetzen. Ein zentrales, ruderinspiriertes Element macht den Lenkwinkel der Räder intuitiv sichtbar.

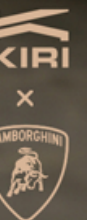


STUDENT
4TH SEMESTER | MDD 2026



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EUROBIKE 2026

First Exhibition AMD

 **Prof. Alexander Forst**
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The Artificial Intelligence Aided Mobility Design (AMD) Master's programme at Hof University celebrated its first public exhibition at EUROBIKE 2026, presenting student work at the Career Center of the world's leading trade fair for cycling, e-mobility, and sustainable transportation. The exhibition introduced the programme's interdisciplinary approach to an international audience of designers, engineers, researchers, and industry professionals.



The exhibition featured the project *EUROBIKE 2035 – AI-Aided Cargo Mobility Futures*, in which students explored future scenarios for urban cargo mobility.



Combining design thinking, engineering principles, strategic foresight, and AI-supported workflows, they developed visionary concepts that respond to emerging technological, environmental, and societal challenges.

A central focus was the design process itself. Rather than using artificial intelligence as a replacement for creativity, students employed AI as an intelligent design partner for research, ideation, visualization, and concept evaluation while maintaining full creative authorship throughout the project.

Presenting their work at EUROBIKE provided students with the opportunity to exchange ideas directly with international mobility experts and receive valuable professional feedback. At the same time, the exhibition marked an important milestone for the AMD programme, demonstrating how the integration of design, engineering, and artificial intelligence is preparing the next generation of mobility designers.



HOCKENHEIM 2026

Jim Clark Revival

 **Prof. Lutz Fügener**
COURSE DIRECTOR DESIGN AND MOBILITY
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On 9 May 2026, students from the Design & Mobility (B.A.) and Artificial Intelligence Aided Mobility Design (AMD) (M.A.) programmes at Hof University of Applied Sciences participated in the ADAC Hockenheim Historic – Jim Clark Revival. With a delegation of around thirty students, the university showcased its educational approach, highlighting the connection between traditional automotive design craftsmanship and contemporary mobility design methods.



Throughout the event, students demonstrated the importance of freehand sketching as one of the fundamental skills of automotive designers. During live sketching sessions, they captured historic racing cars on site, allowing visitors to experience the creative process behind professional vehicle design. The original sketches produced during the event were available for purchase, creating a unique connection between motorsport heritage and contemporary design education.

Another highlight was the presentation of the Best Car Design Award. Acting as an independent design jury, the students evaluated participating vehicles according to their proportions, surface development, visual identity, and overall design quality. Awards were presented in the GT, Formula, and Prototype categories, recognising outstanding achievements in automotive design.



The event also provided an opportunity to introduce prospective students and motorsport enthusiasts to the university's design programmes. Visitors met directly with students and faculty members to learn more about the Bachelor's programme in Design & Mobility and the international Master's programme Artificial Intelligence Aided Mobility Design, discussing the curriculum, studio culture, and career opportunities in mobility design.



The Jim Clark Revival once again demonstrated the value of connecting design education with authentic automotive culture. By engaging with historic vehicles while discussing the future of mobility design, students experienced firsthand how tradition, craftsmanship, and innovation continue to shape the automotive industry.



RETRO CLASSICS Stuttgart 2026

 **Prof. Lutz Fügener**
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On 21 February 2026, students from the Design & Mobility (B.A.) and Artificial Intelligence Aided Mobility Design (AMD) (M.A.) programmes at Hof University of Applied Sciences presented their work at Retro Classics Stuttgart, one of the world's leading exhibitions for classic automobiles and automotive heritage.

Located in a prominent position within the Atrium of Messe Stuttgart, the university's exhibition stand was surrounded by some of the most iconic vehicles in automotive history. This unique setting provided an inspiring environment in which students connected the heritage of automotive design with the future of mobility.

Throughout the exhibition, students demonstrated the importance of freehand sketching as one of the fundamental skills of professional automotive designers. During live sketching sessions, they captured the character and proportions of historic vehicles, giving visitors a direct insight into the creative process behind automotive design. The original sketches created during the exhibition were available for purchase.



Retro Classics also provided an excellent platform for engaging with prospective students, industry professionals, and automotive enthusiasts. Students and faculty members introduced visitors to the Bachelor's programme in Design & Mobility and the international Master's programme Artificial Intelligence Aided Mobility Design, discussing the curriculum, studio culture, and career opportunities in mobility design.

The exhibition once again demonstrated how both programmes combine the traditions of automotive design with contemporary design methods and emerging technologies, preparing the next generation of designers for the future of mobility.





PHOTO CREDIT BY KASRA NOBARI

SCENEBASED MOBILITY



PHOTO CREDIT BY KASRA NOBARI

SCENEBASED MOBILITY

The Future Has Been Here Before

Prof. Alexander Forst
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alexander.forst@hof-university.de

Future Past

Every generation creates its own vision of the future. The twentieth century, in particular, was marked by an extraordinary wealth of visionary mobility concepts: radical concept cars, experimental infrastructures, futuristic vehicle architectures, and technical studies that pushed far beyond the technological possibilities of their time. Yet many of these ideas gradually disappeared from public awareness—not because they lacked potential, but because the technological, economic, or societal conditions required to realize them simply did not yet exist.

Today, this situation has changed fundamentally. Electrification, digitalization, autonomous systems, artificial intelligence, ad-

PHOTO CREDIT BY JAN PETROSSOW



vanced manufacturing technologies, and innovative materials are expanding the boundaries of what is technically feasible at an unprecedented pace. As a result, many historical visions of the future no longer appear unrealistic; instead, they seem remarkably relevant. Concepts once regarded as purely speculative or utopian may now, for the first time, be technically achievable.

This question forms the foundation of the semester project „Future Past – Yesterday’s Utopias, Tomorrow’s Realities“ within the Design & Mobility program at Hof University of Applied Sciences. Rather than developing entirely new concepts from scratch, the project encourages students to critically engage with the rich legacy of historical mobility visions. Which ideas from the past possess the potential to become the mobility solutions of tomorrow under today’s technological conditions?

PHOTO CREDIT BY NICK HAUPT



Students investigate historical mobility utopias drawn from the fields of design, engineering, and architecture. They explore concept cars, experimental vehicle studies, visionary infrastructure proposals, and un-

SCENEBASED MOBILITY

The Future Has Been Here Before

realized design projects that once imagined radically different futures. Each vision is first examined within its original historical context: What societal challenges was it intended to solve? Which technological assumptions shaped its development? Why was it never realized? Only after this analytical phase does the design process begin.

The objective is not to reconstruct historical vehicles or revive nostalgic design languages. Instead, the original concepts are translated into a contemporary context and reinterpreted through the lens of current



PHOTO CREDIT BY KASRA NOBARI

technologies, societal needs, and future mobility scenarios. The historical vision serves as a catalyst for an independent process of design innovation and systems thinking.

The resulting concepts are therefore not retro-inspired vehicles but contemporary mobility solutions that preserve the original idea while fundamentally rethinking its implementation. Historical visions become starting points for future vehicles, infrastructures, and mobility ecosystems. The past is not replicated—it is transformed.

Ultimately, the project demonstrates that design history is far more than a collection of products from the past. It is an archive of unrealized possibilities. Hidden among countless unbuilt concepts are ideas whose true moment may only be beginning today.

In this sense, the future does not always emerge from entirely new ideas—sometimes it begins with a vision that was simply decades ahead of its time.



PHOTO CREDIT BY JAN PETROSSOW



PHOTO CREDIT BY KASRA NOBARI

PHOTO CREDIT BY KASRA NOBARI



OUR STUDENTS

THE GAMMA SEMESTER

6TH SEMESTER | MDD 2025

The sixth semester represents the final major design challenge before students begin their Bachelor's thesis. In the scenario-based mobility project *Future Past – Yesterday's Utopias, Tomorrow's Realities*, students revisited visionary mobility concepts of the twentieth century that were never realized—not because they lacked imagination, but because the technological conditions of their time made them impossible.

Rather than designing entirely new vehicles, students analyzed historical concepts and reinterpreted their underlying ideas through today's technologies, including artificial intelligence, electrification, autonomous systems, and advanced manufacturing. The project demonstrated how visionary concepts from the past can inspire innovative mobility solutions for the future.

As the central project of the semester, *Future Past* carried the highest workload within the curriculum. This year's studio was particularly unique, as many students had already begun their industrial internships, resulting in a small project group that benefited from intensive supervision and a highly individual design process.



KASRA NOBARI



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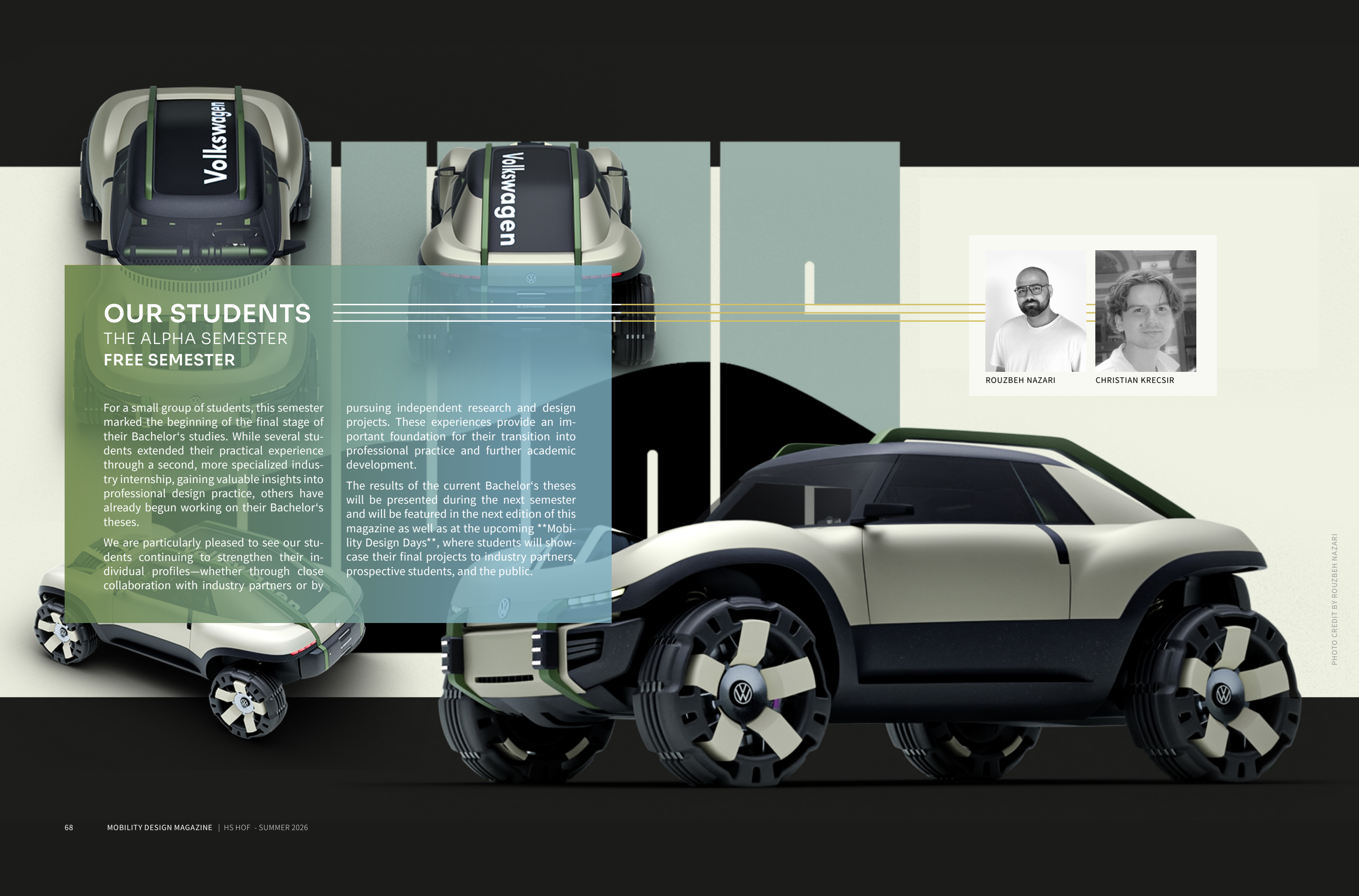
JUST FOR
44999
EURO



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PRE-ORDER
AVAILABLE 2045



OUR STUDENTS

THE ALPHA SEMESTER FREE SEMESTER

For a small group of students, this semester marked the beginning of the final stage of their Bachelor's studies. While several students extended their practical experience through a second, more specialized industry internship, gaining valuable insights into professional design practice, others have already begun working on their Bachelor's theses.

We are particularly pleased to see our students continuing to strengthen their individual profiles—whether through close collaboration with industry partners or by

pursuing independent research and design projects. These experiences provide an important foundation for their transition into professional practice and further academic development.

The results of the current Bachelor's theses will be presented during the next semester and will be featured in the next edition of this magazine as well as at the upcoming **Mobility Design Days**, where students will showcase their final projects to industry partners, prospective students, and the public.



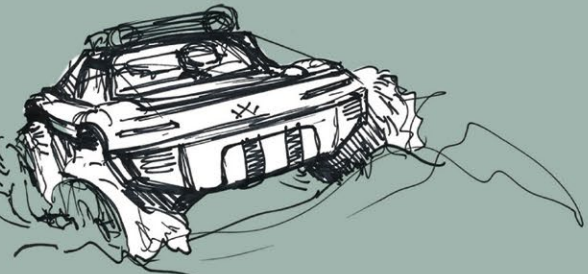
ROUZBEH NAZARI



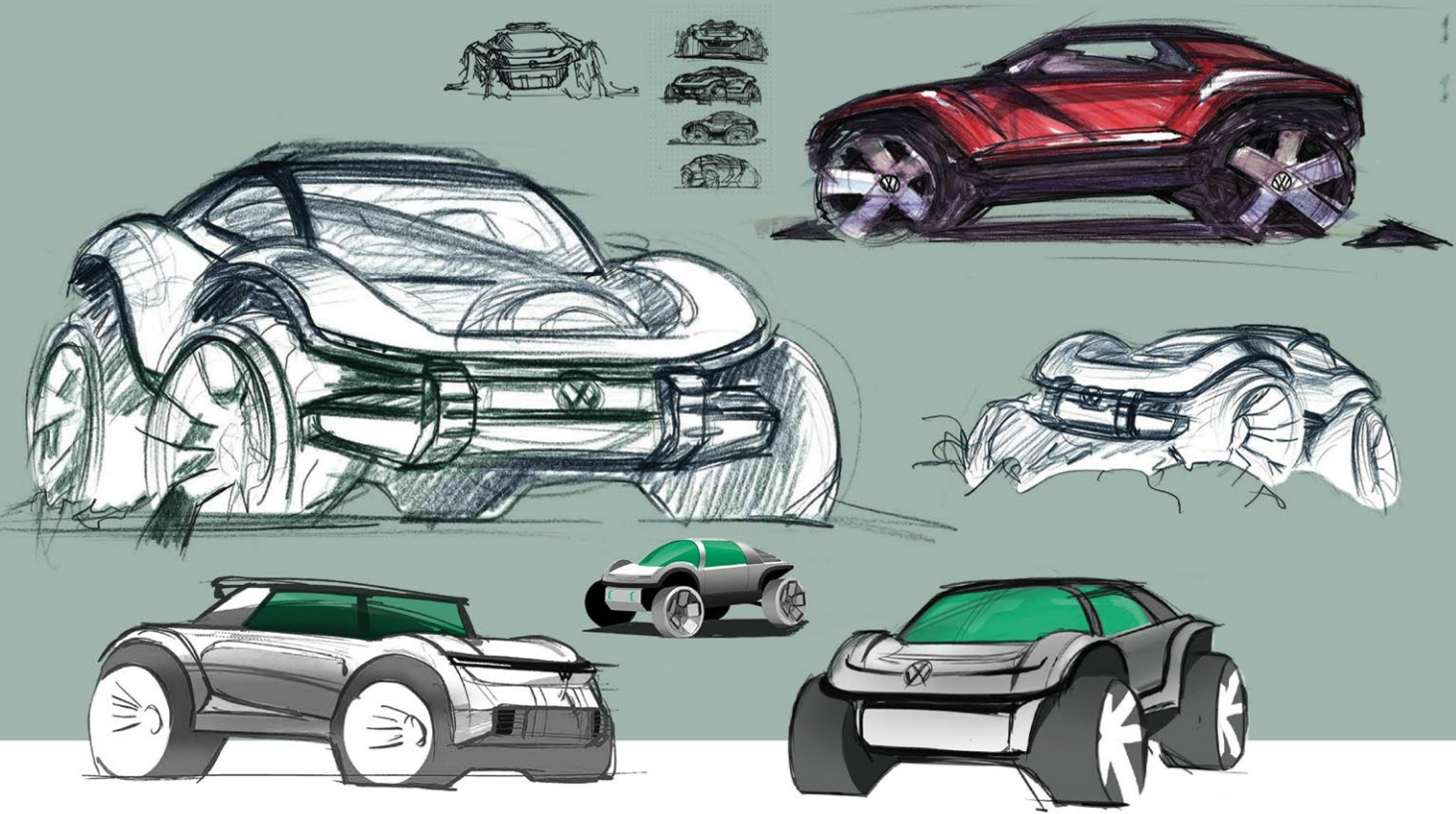
CHRISTIAN KRESSIR

ID:EVERYWHERE

The vehicle combines a lightweight structural interior with reduced visual complexity to create an open, practical, and adaptable space. By integrating the interior components directly into the frame structure, the design achieves a balance between affordability, efficiency, and futuristic aesthetics.



Go anywhere, do anything with no shelter from the outside elements

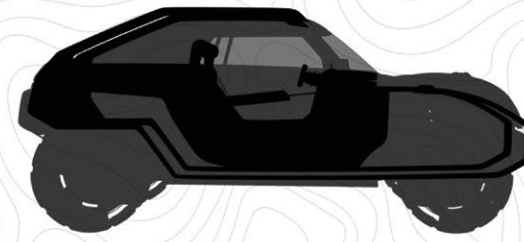
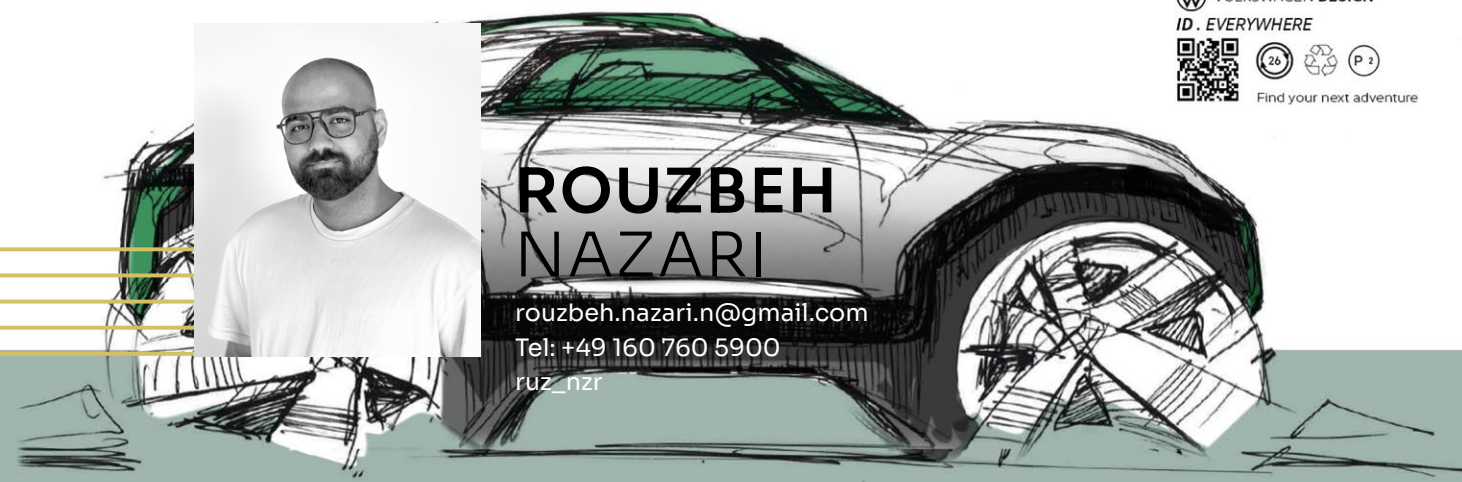


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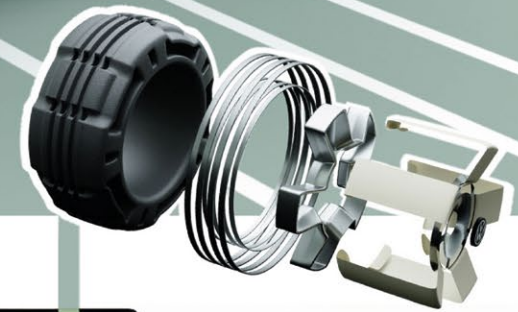
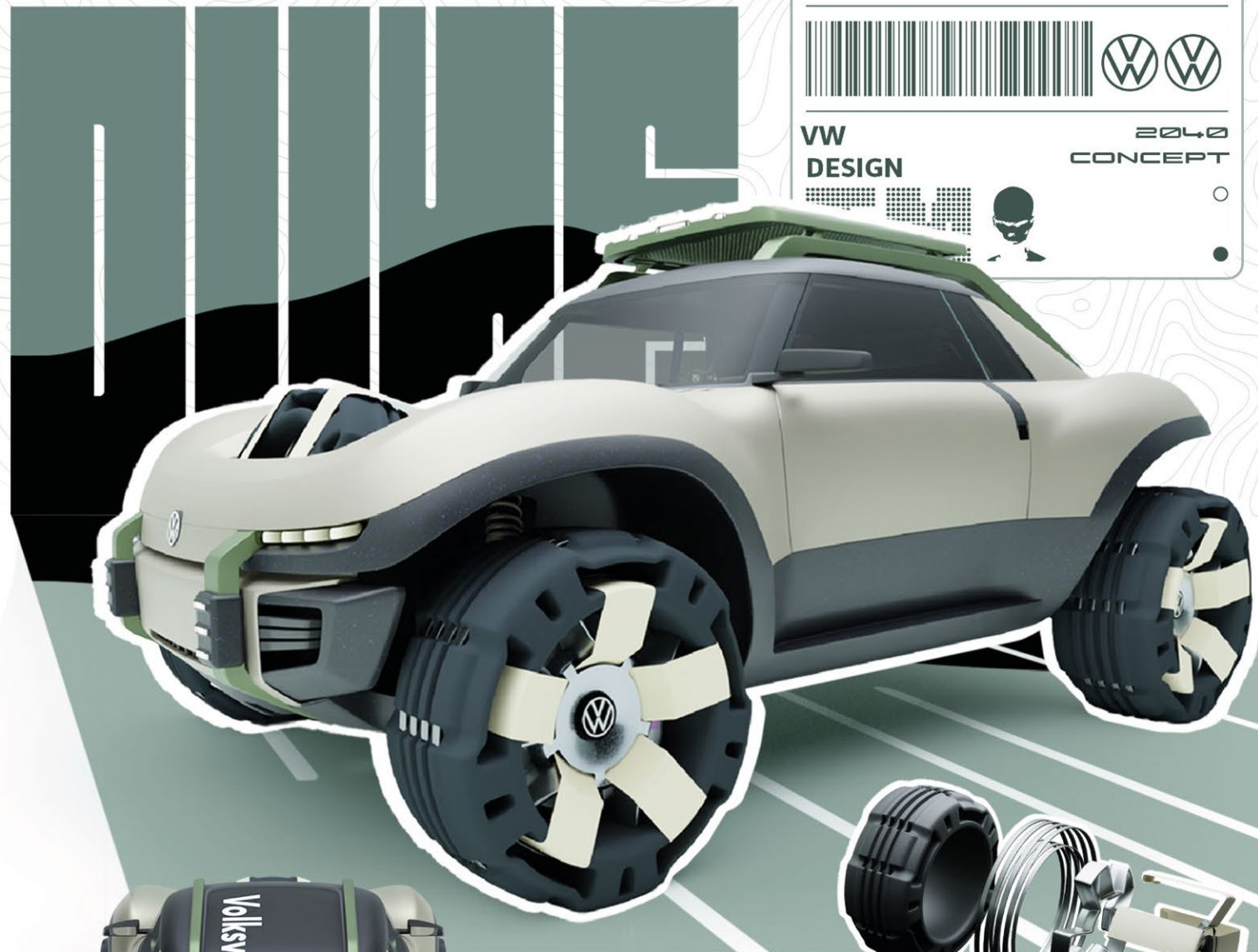


ID. EVERYWHERE



**VW
DESIGN**

**2040
CONCEPT**



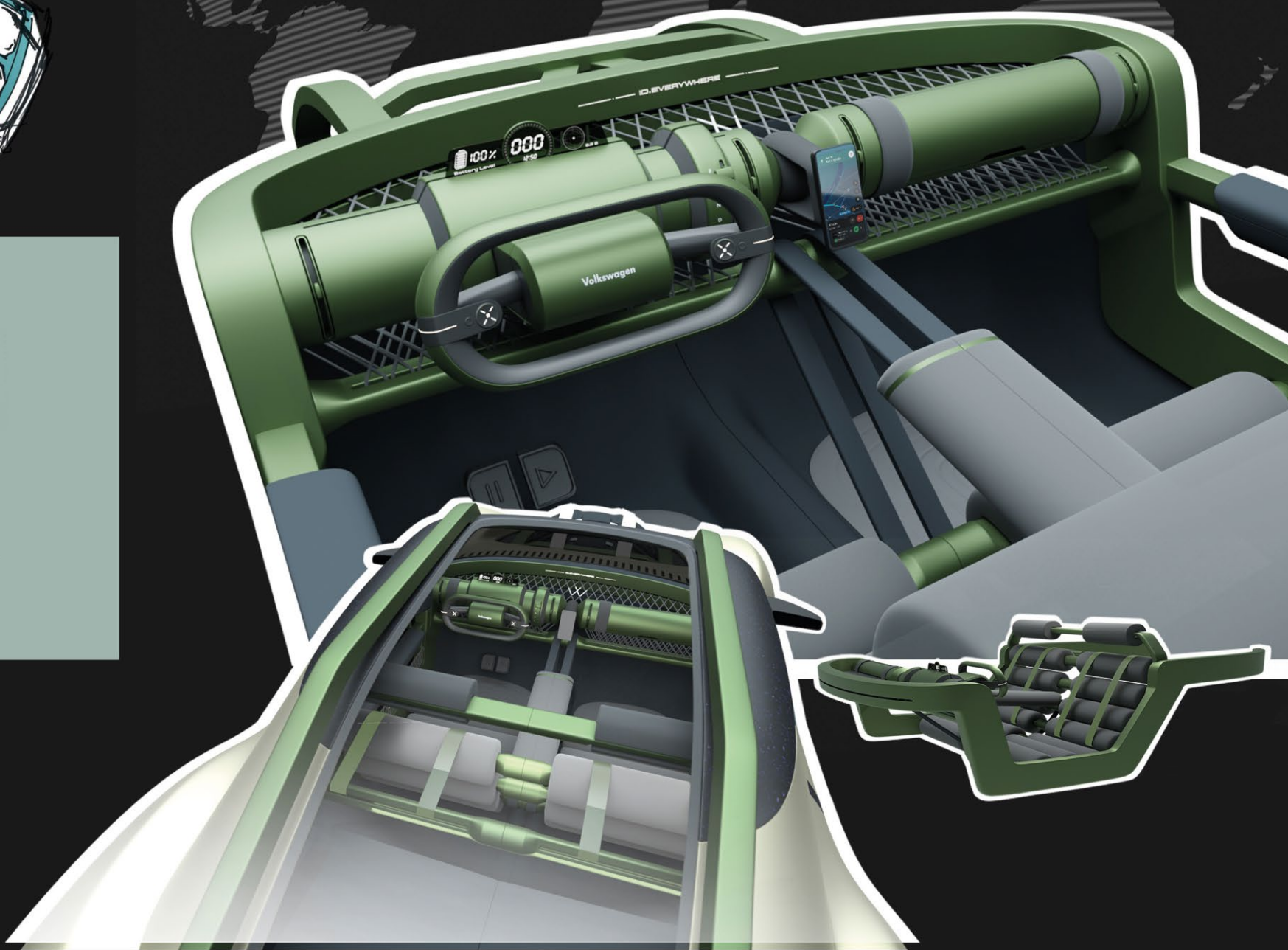
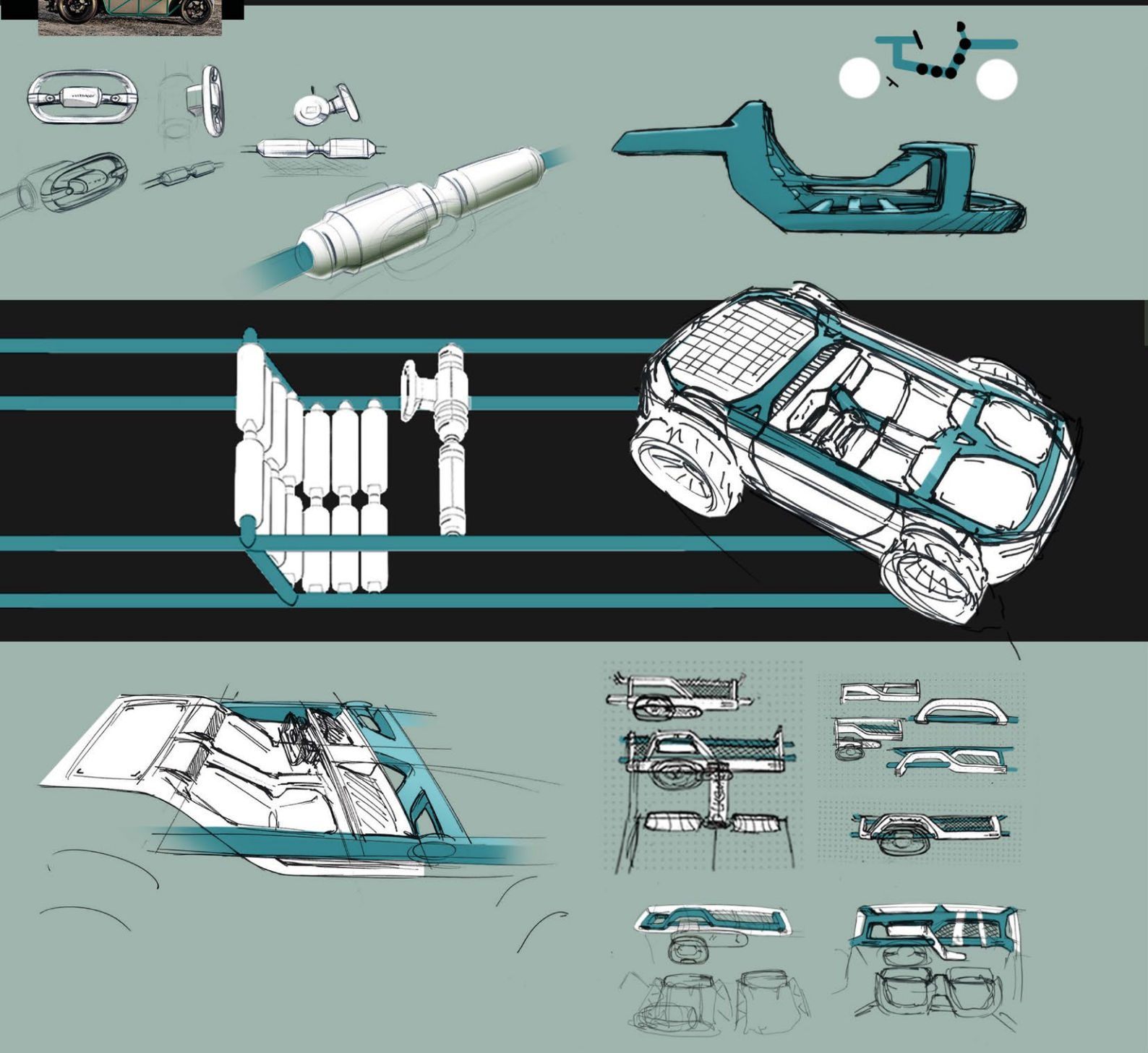
The overall design concept focuses on simplicity, modularity, and functional mobility for the future generation of users.

STRUCTURE



Interior philosophy focused on simplicity, functionality, and affordability without unnecessary elements or visual overload.

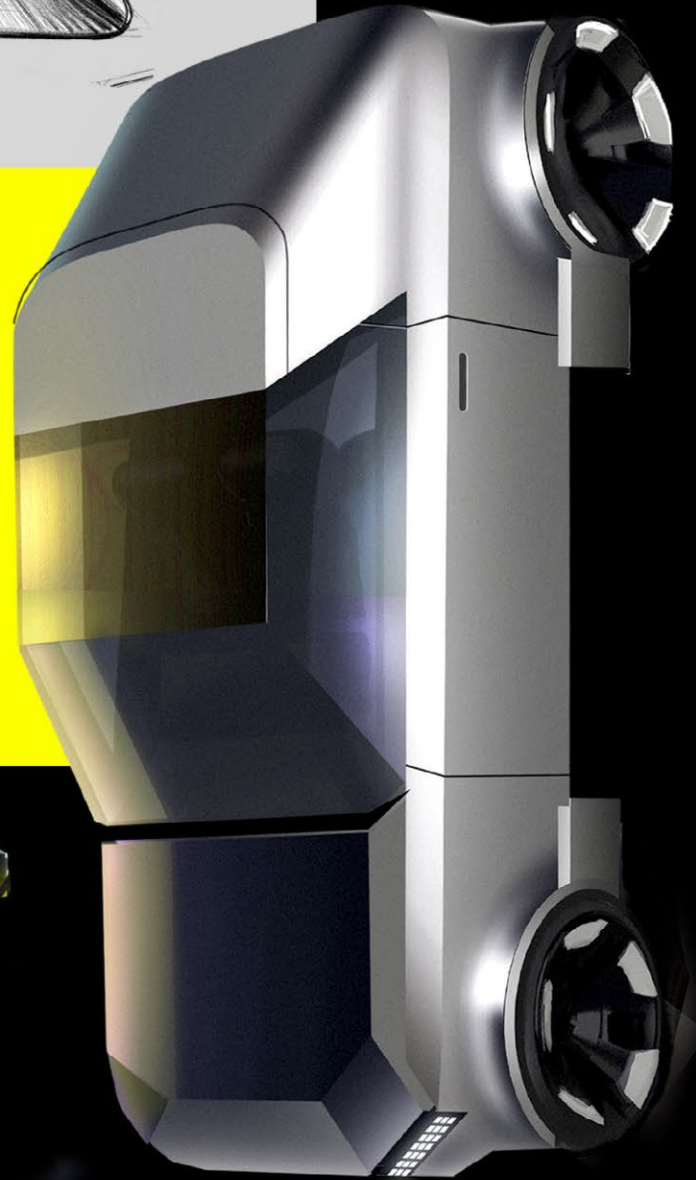
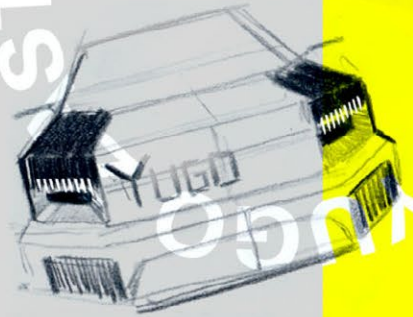
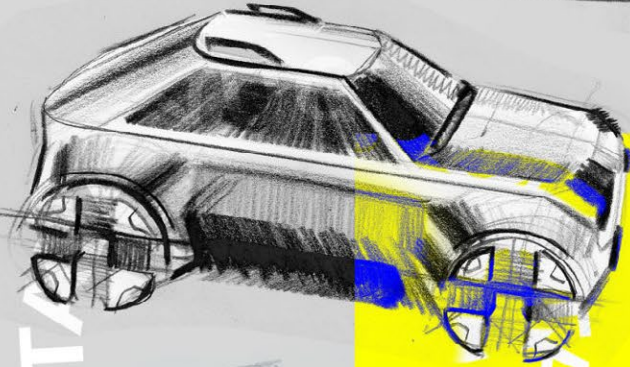
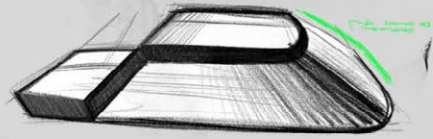
This approach reduces complexity, lowers production and maintenance costs, and improves overall practicality.



**ROUZBEH
NAZARI**

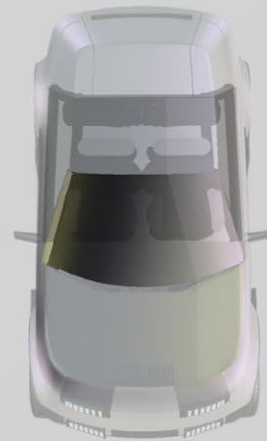
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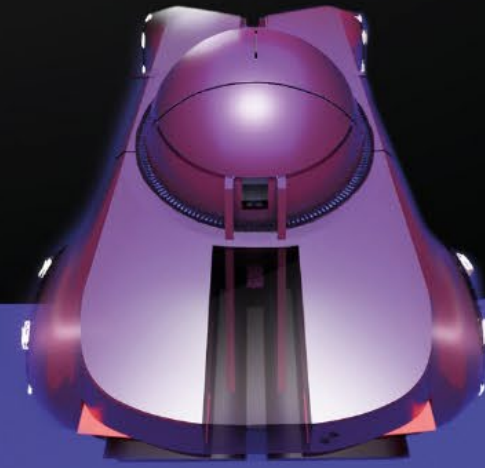
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AMD PROJECTS
1.st Semester



AMD PROJECTS

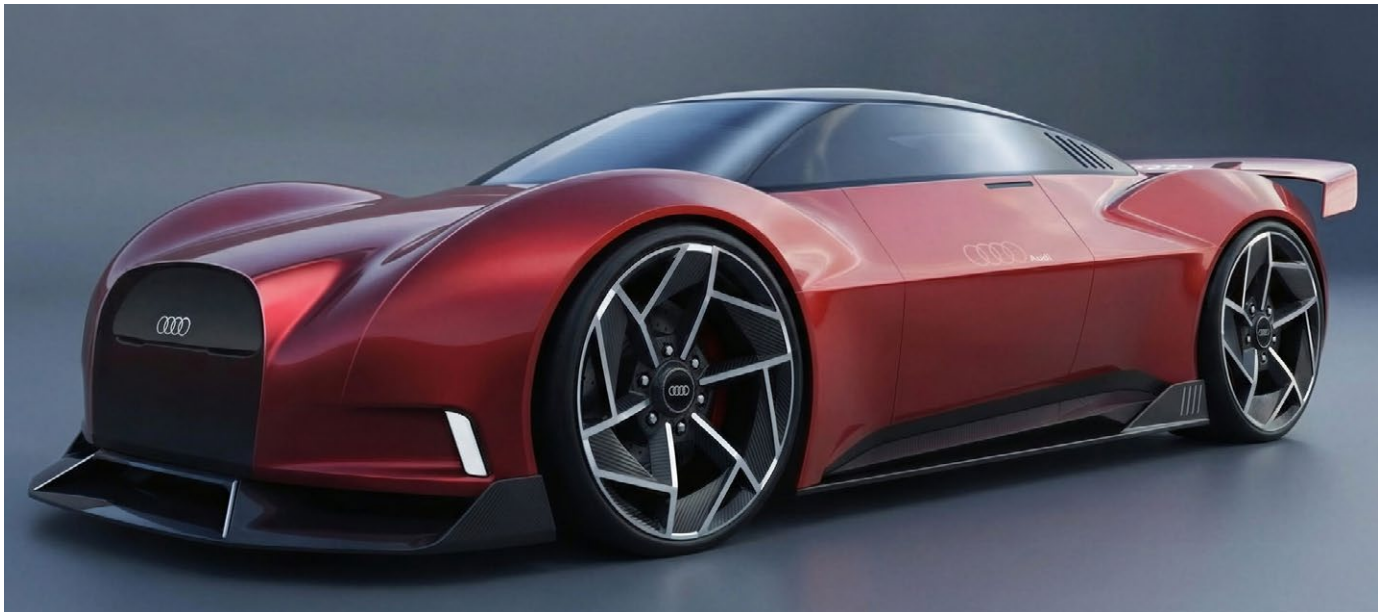


PHOTO CREDIT BY EFE SAYIN,, DAVID KILIAN, ANISH GHADAI, HYEONWOO MOON

OUR STUDENTS

THE AMD SEMESTER

1ST & 2ND SEMESTER | MDD 2026

The first year of the Artificial Intelligence Aided Mobility Design (AMD) Master's programme combines traditional automotive design education with emerging AI-supported design methodologies. Across two semesters, students progress from structured design exercises to increasingly complex industry and future mobility projects.

During the first semester, students established the foundations of AI-assisted mobility design through four progressive design briefs before expanding their experience in two additional design studios. They reinterpreted the iconic Audi Rosemeyer Concept as a high-performance vehicle for 2050 and collaborated with Marcus Syring, former Head of BMW ALPINA Design, to develop intelligent automotive roof concepts that explored adaptive structures, new user experiences, and future vehicle architectures. Building on these foundations, the second semester shifted towards complete automotive design projects. In GRAVITY and MODEST EGOISM, students applied the full design process—from concept development and packaging to CAD, AI visualization, and cinematic presentation—before exploring future urban logistics through EUROBIKE 2035 – AI-Aided Cargo Mobility Futures.

Together, these projects reflect the programme's central philosophy: combining established mobility design methodologies with AI-supported workflows to educate the next generation of mobility designers.



HYEONWOO MOON



TANKUT CEKIC



MAHYAR MAHDIKHANI



EFE SAYIN



ANDREAS IRRGANG



DAVID KILIAN



JANA BRÜCHER



ANISH GHADAI



ANNE SCHÜTZ

PHOTO CREDIT BY DAVID KILIAN



AI DESIGN TOOLKIT

Building the AI Behind the Design Process

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Marcus Görner
REQUEST CHANGE
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What happens when the most important tool in a design studio is owned by someone else? When pricing, access, or capabilities can change overnight without universities having any influence?

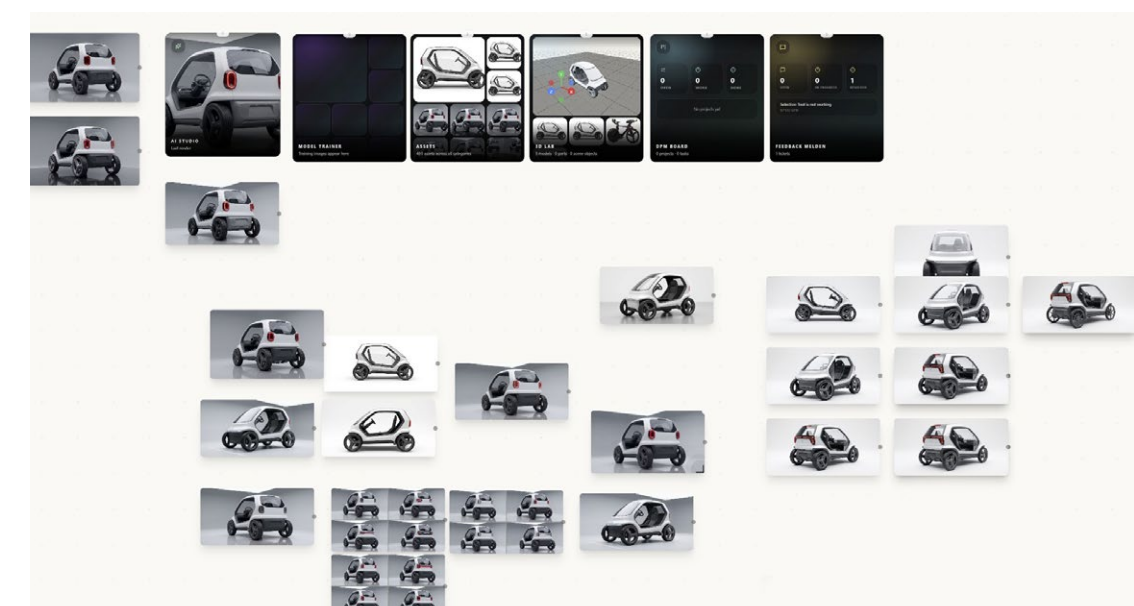
For design education, this has become reality. Generative AI is now part of everyday studio work, yet most universities rely on commercial platforms designed for the market—not for teaching or research. Educational licences become more restrictive, costs continue to rise, and equal opportunities increasingly depend on privately purchased tools.

The AI Design Toolkit is a design-specific AI platform developed in a strategic partnership between Hochschule Hof and Marcus Görner of Request Change. While Request Change is responsible for the software architecture and continuous development of the platform, it runs entirely on Hof University's own AI cluster, providing a secure and scalable infrastructure tailored to research and teaching. This technological foundation was initiated by Prof. Dr. René Peinl, whose vision of a university-owned AI infrastructure made the project possible. His support throughout the implementation has been instrumental in transforming the concept into a working platform for design education.

gners and engineering closer together from the earliest stages of product development.

Rather than depending on commercial cloud services, the AI Design Toolkit gives the university full control over its technology, data, and future development. Fixed model versions enable reproducible teaching, student projects remain on university infrastructure, and specialised models can be trained on the program's own design knowledge.

Students are an essential part of this collaboration. Every studio project serves as a real-world test environment, providing continuous feedback that directly influences further development of the platform. In this way, teaching, applied research, and software development become part of a shared iterative process.



Instead of competing with existing AI applications, the Toolkit brings together state-of-the-art models for image generation, language, 3D, and intelligent agents within one open, modular environment. As technologies evolve, the platform evolves with them.

The long-term ambition reaches far beyond image generation. Together, Hochschule Hof and Request Change are developing workflows that connect sketches, AI-generated concepts, 3D geometry, and editable CAD models into a continuous design process—bringing design

The AI Design Toolkit is therefore more than software. It represents a long-term collaboration between Hochschule Hof, Marcus Görner and Request Change, and the university's AI infrastructure, combining technological innovation, applied research, and design education within a single, continuously evolving ecosystem.

We are not building our own AI to compete with commercial platforms. We are building it because universities should help shape the tools of tomorrow—not simply consume them.

AMD PROJECTS

1.st Semester



PHOTO CREDIT BY ANISH GHADAI



PHOTO CREDIT BY HYEONWOO MOON

Task 2 – Two Wheels Architecture takes an existing motorcycle platform as a starting point and asks students to push into unconventional territory — exploring 1-to-3-seater configurations, novel suspension concepts, and radical weather protection systems. Here the theoretical tool is divergent thinking: the module teaches Guilford's distinction between ideational fluency (how many ideas can you generate?) and ideational flexibility (how categorically different are they?). Applied to AI workflows, this means deliberately designing prompts that break habitual visual patterns — using combinatorial creativity techniques such as morphological analysis to ensure the solution space is actually explored, not just populated with variants of the first plausible image.

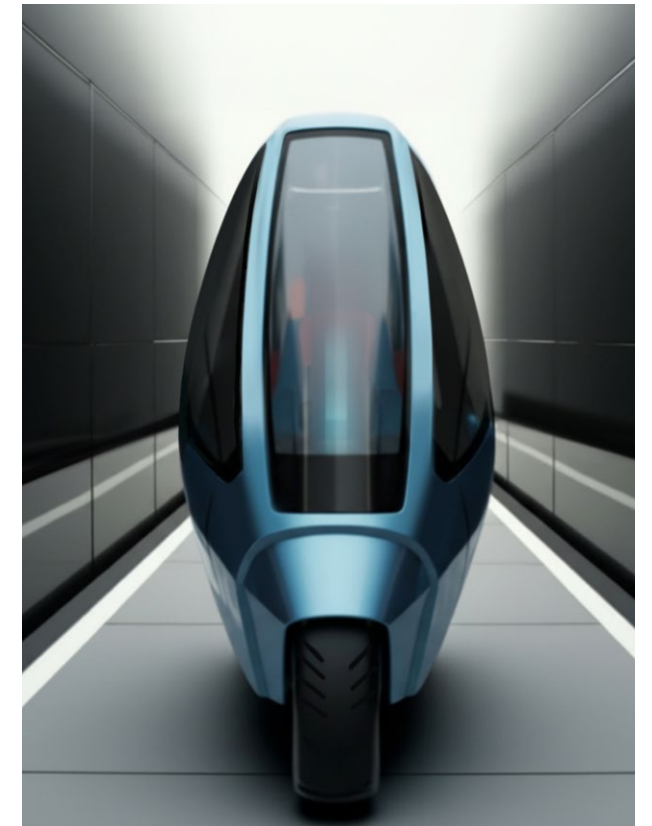


PHOTO CREDIT BY HYEONWOO MOON

AMD PROJECTS 01

Precision, Intuition and Semantic Intention

Prof. Alexander Forst
COURSE DIRECTOR AMD
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Project 1 runs across a full 15-week semester and confronts first-year AIAMD students immediately with the core challenge of AI-augmented design: not generation, but navigation. Four consecutive project briefs — each escalating in complexity and freedom — build both practical fluency and critical judgment simultaneously.

Task 1 – Retro Futurism asks students to reinterpret a historically significant vehicle and translate its essential character into a forward-looking design. The task is deliberately precise in its focus: students must un-

derstand what made the original iconic, then steer AI tools through iterative prompt refinement and comparative semantic evaluation to find a contemporary expression that preserves that identity without copying it. Creativity theory frames the exercise from the outset. Wallas's four-phase model — Preparation, Incubation, Illumination, Verification — helps students understand why the early research phase cannot be shortcut: the quality of what AI generates is directly proportional to the depth of the conceptual brief that precedes it.



PHOTO CREDIT BY ANISH GHADAI

AMD PROJECTS

2.nd Semester

Task 3 – Autonomous Shuttle specifies a compact hop-on hop-off vehicle for dense urban environments: standing-height interior, minimal footprint, fully barrier-free access. The design problem is inherently systemic — any formal decision is simultaneously an ergonomic, spatial, and social decision — and this is where the module's Unified Theory becomes most directly applicable. Students work with all three of its dimensions: Precision to specify the exact spatial and atmospheric qualities they want AI to generate; Intuition to judge whether a generated layout feels genuinely inhabitable or merely visually plausible; and Semantic Intention to ensure the resulting form communicates accessibility and urban trust rather than technological indifference.



PHOTO CREDIT BY HYEONWOO MOON



PHOTO CREDIT BY DAVID KILIAN

Task 4 – Open Topic removes the brief entirely. Students define their own vehicle category—from micromobility to supercars—and justify its relevance from ecological, social, technological, or cultural perspectives. Without predefined constraints, they must establish their own conceptual framework, applying the analytical skills developed throughout the previous tasks. Across all four assignments, the primary outcome is not the final rendering but the Prompt

Book: a structured record of prompting strategies, iterations, semantic evaluations, and critical reflections on the relationship between AI support and human design judgment. It makes the design process transparent and assessable, reinforcing the module's central premise: in the age of generative AI, the key design competence is not producing images, but curating ideas.



PHOTO CREDIT BY DAVID KILIAN



PHOTO CREDIT BY DAVID KILIAN



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AMD PROJECTS 01

Intelligent Roof Concepts: Rethinking the Fifth Surface



Prof. Lutz Fügner
COURSE DIRECTOR DESIGN AND MOBILITY
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When I first visited the Mobility Design Department at Hof University of Applied Sciences, I was immediately struck by its creative atmosphere. Even more impressive, however, was the quality of the students' work.

What became particularly evident was the department's educational approach: combining traditional automotive de-



Marcus Syring
HEAD OF BMW ALPINA DESIGN (BMW GROUP)
UNTIL SEPTEMBER 2025*

sign craftsmanship—hand sketching, tape drawing, and physical design thinking—with advanced CAS modelling and the latest AI-supported design workflows.

Having spent many years at BMW Group Design, where I was involved in the development of several patented automotive roof

concepts, I was delighted when Prof. Lutz Fügner and Prof. Alexander Forst invited me to collaborate on a short design project for the students of the Master's programme in Artificial Intelligence Aided Mobility Design (AIAMD).

The project focused on one of the most underestimated yet innovation-rich areas of automotive design: the roof. Often regarded simply as a structural element, the roof is increasingly evolving into an intelligent interface that shapes functionality, user experience, sustainability, communication, and ultimately the identity of a vehicle.

The students were given an intentionally open design brief. As members of an international design team at a global automotive manufacturer, they were asked to develop an emotional concept vehicle that would extend an existing model portfolio. There were no predefined platforms or packaging restrictions, allowing complete creative freedom—from compact two-seaters and four-seat vehicles to SUVs and vans. The only mandatory requirement was the development of an innovative intelligent roof concept. To encourage genuinely fresh thinking, I challenged the students to seek inspiration beyond the automotive industry.

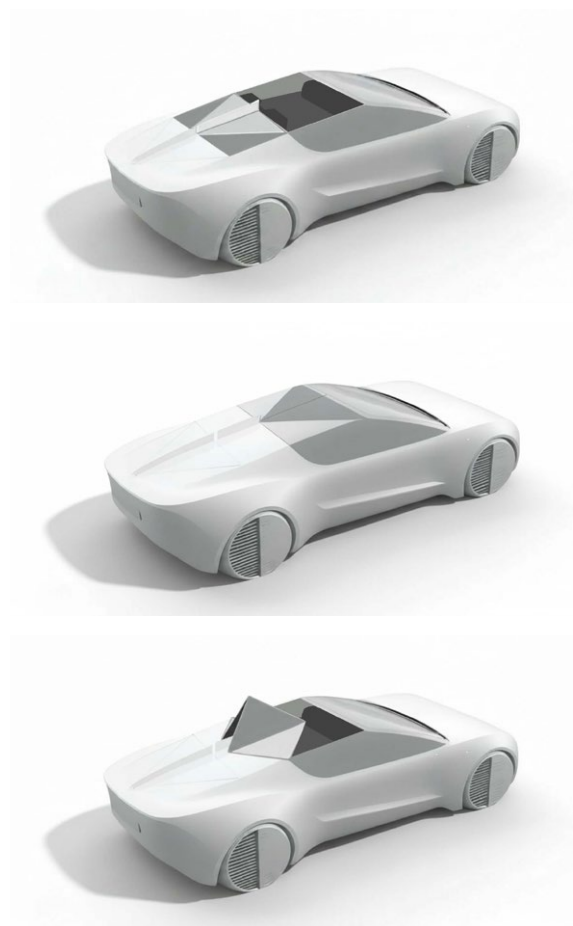


PHOTO CREDIT BY DAVID KILIAN

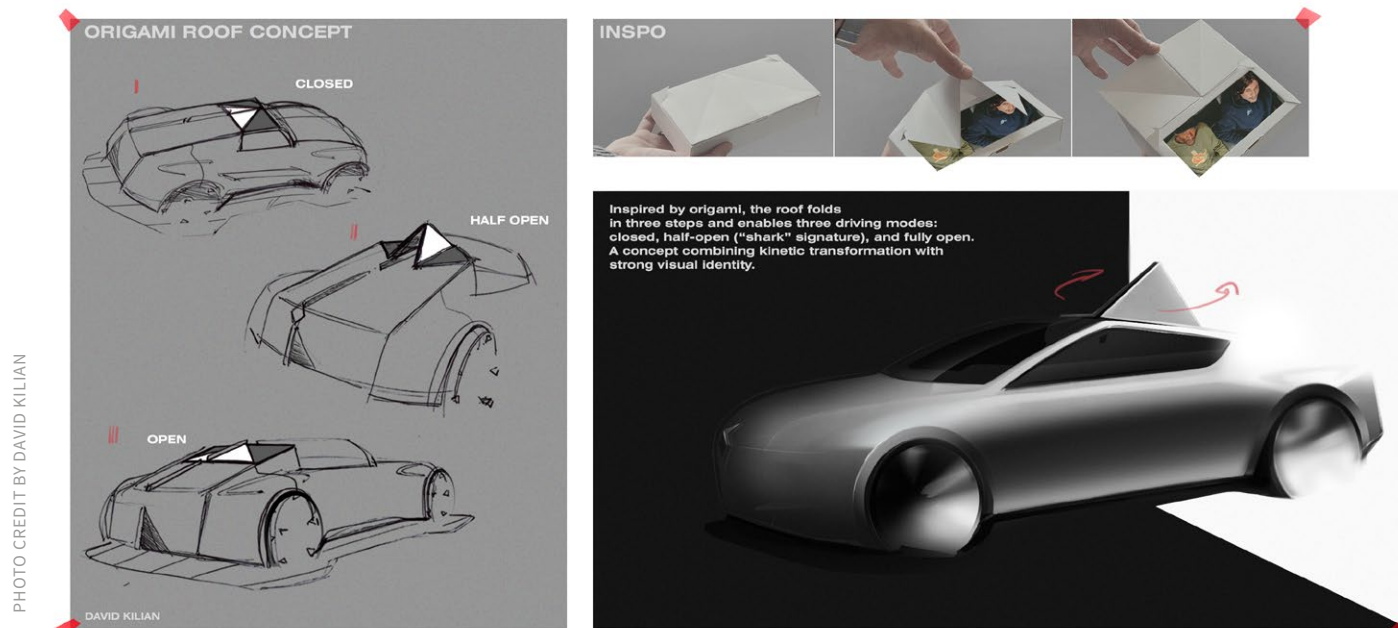


PHOTO CREDIT BY DAVID KILIAN

AMD PROJECTS 01

Intelligent Roof Concepts: Rethinking the Fifth Surface

The project began with an in-depth analysis of existing roof architectures, historical innovations, and current technological developments. This research phase provided the foundation for functional studies exploring new mechanisms, adaptive structures, and novel user experiences through sketching and conceptual development.

Only after these concepts had matured did artificial intelligence become part of the workflow. Rather than replacing the creative process, AI served as a powerful design companion that accelerated visu-

alization, supported rapid iterations, and enabled the students to communicate increasingly sophisticated ideas while maintaining a clear authorial design direction.

The resulting proposals demonstrated remarkable diversity. Some concepts explored adaptive interior experiences, others investigated climate-responsive roof systems, transformable architectures, or entirely new relationships between vehicle occupants and their surroundings. What impressed me most was not only the quality of the final concepts but also the maturity of the design process behind



PHOTO CREDIT BY HYEONWOO MOON



PHOTO CREDIT BY EFE SAVIN

them. AI was used thoughtfully—as a tool to amplify creativity rather than substitute it.

For me, the project demonstrated how effectively established automotive design methodologies can be combined with emerging AI technologies. The number of original ideas that emerged within a relatively short period of time was remarkable, and it became evident that AI can significantly strengthen conceptual development and communication when

integrated into a structured design process.

Projects like this show how future mobility designers can bridge traditional design excellence with intelligent digital tools. The ability to combine strong design fundamentals with the opportunities offered by artificial intelligence will become an increasingly valuable skill for the next generation of automotive designers.



PHOTO CREDIT BY DAVID KILIAN

AMD PROJECTS

1.st Semester

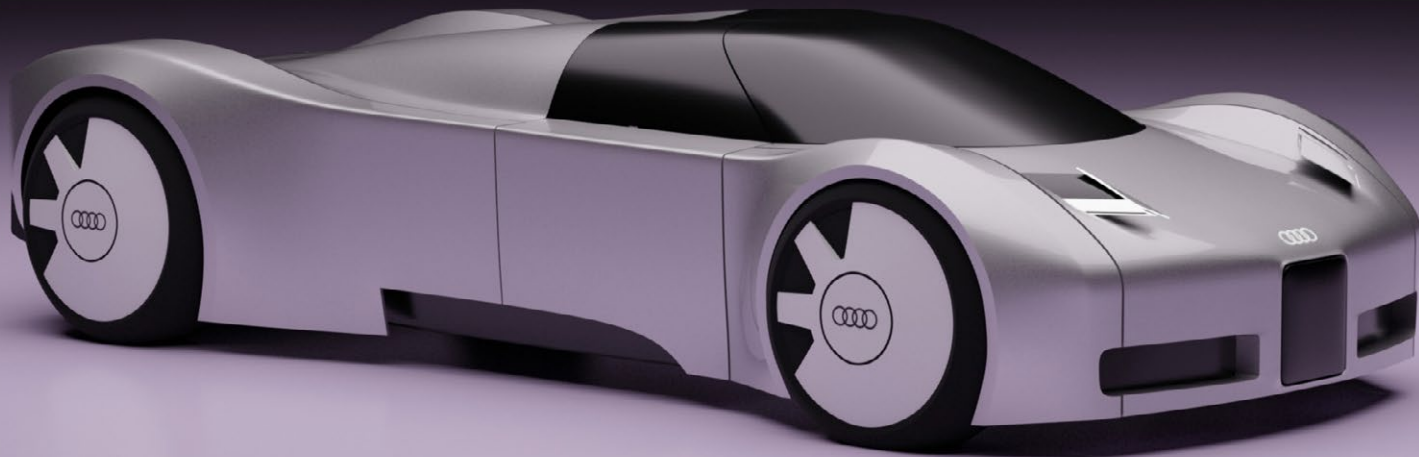


PHOTO CREDIT BY DAVID KILIAN

REINTERPRETING AN AUTOMOTIVE ICON

Rosemeyer 2050

Prof. Lutz Fügner
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As part of a three-week design studio during the Winter Semester 2025/26, students of the Master's programme *Artificial Intelligence Aided Mobility Design (AIAMD)* explored how one of Audi's most iconic concept cars could be reimagined for the middle of the 21st century.

The project was accompanied by an internationally renowned automotive designer, who supported the studio with lectures, design reviews, and valuable professional

feedback. His industry perspective provided students with direct insights into contemporary automotive design and complemented the academic design process.

Inspired by the *Audi Rosemeyer Concept* of 2000—originally conceived as a tribute to the legendary Auto Union Grand Prix racing cars—students developed visionary high-performance coupés for the year 2050. Rather than recreating the original vehicle, they reinterpreted its character through future techno-

logies, evolving mobility scenarios, and changing user expectations.

Particular emphasis was placed on the development of innovative retractable headlight concepts. Building on the classic idea of flip-up headlights, students explored adaptive lighting systems, new mechanical principles, and integrated solutions enabled by emerging materials and technologies.

Despite its duration of only three weeks, the studio produced a remarkably diverse range of concepts, demonstrating how historical automotive icons can inspire forward-looking mobility design while preserving their distinctive identity.



PHOTO CREDIT BY HYEONWOO MOON

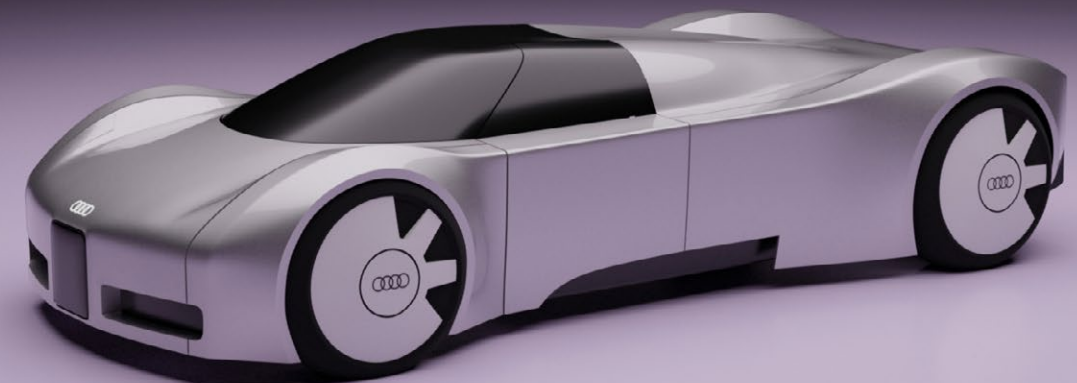


PHOTO CREDIT BY EFE SAYIN



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AMD PROJECTS

2.nd Semester

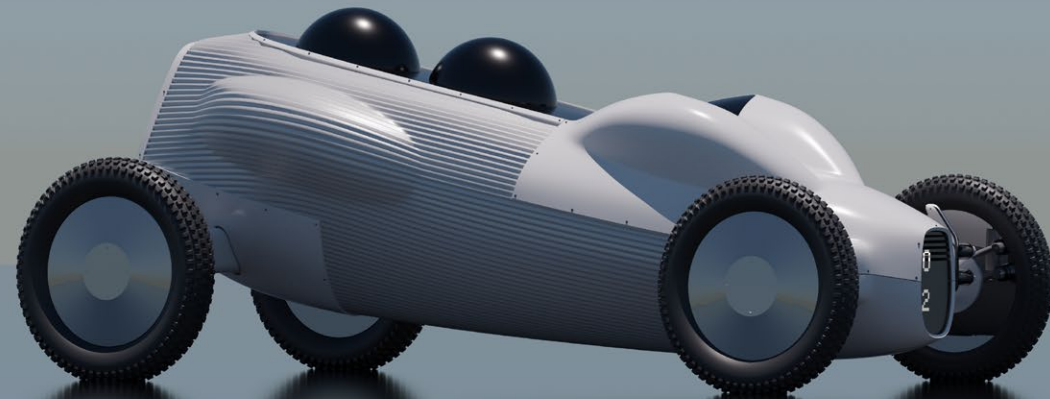


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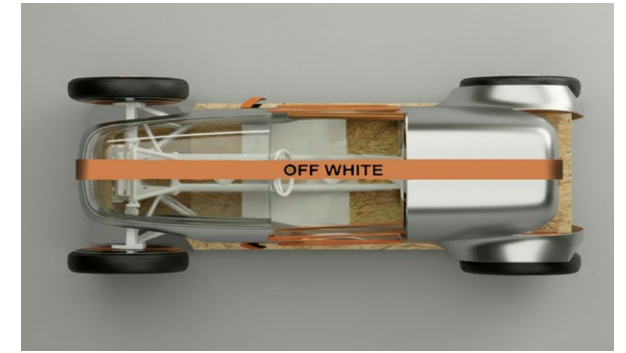


PHOTO CREDIT BY JANA BRÜCHER

As the first project of the Master's program, „GRAVITY“ served as a practical introduction to the automotive design process. Students were tasked with designing an unpowered, two-track soapbox vehicle for a driver and passenger (95th percentile), inspired by events such as the Red Bull Soapbox Race and the London Soapbox Race. Conceived as a moving brand ambassador, each vehicle translated the identity and design language of a selected brand into a distinctive three-dimensional form.

The deliberately simple technical package enabled students to experience the complete design workflow within a compact project.

From initial ideation and sketching to package development, 2D visualization, CAD package models, and AI-supported renderings, the project covered every essential step of a professional automotive design process. It established a solid methodological foundation before students progressed to the greater complexity of a full mobility design project.

AMD PROJECTS

GRAVITY

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During the past semester, students in the Master's program *Artificial Intelligence Aided Mobility Design (AMD)* at Hof University of Applied Sciences completed two consecutive design projects under the supervision of Prof. Lutz Fügner. Together, „GRAVITY“ and „MODEST EGOISM“ introduced students to the design methodology of the program while gradually increasing the complexity of the design challenge.



PHOTO CREDIT BY MAHYAR MAHDIKHANI

PHOTO CREDIT BY TANKUT CEKIC



AMD PROJECTS

2.nd Semester



AMD PROJECTS

MODEST EGOISM

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As part of the Master's programme *Artificial Intelligence Aided Mobility Design (AMD)* at Hof University of Applied Sciences, students developed *MODEST EGOISM*, a project exploring future concepts for compact individual mobility. Building on the design methodology established in previous projects, students were challenged to combine strategic thinking, technical reasoning, and a distinctive design vision.



PHOTO CREDIT BY EFE SAYIN

PHOTO CREDIT BY JANA BRÜCHER

The brief focused on the development of a compact single-seat vehicle based on one of two contrasting design philosophies: *Comfort* or *Luxury*. Students independently defined the vehicle architecture, selected an appropriate propulsion system—from battery-electric and hydrogen to hybrid or alternative concepts—and determined the level of automation. Every design and technical decision had to consistently support the chosen concept.

Particular emphasis was placed on creating a coherent user experience through exterior design, proportion, and CMF (Color, Material, Finish). The project encouraged students to develop holistic mobility concepts that balanced emotional appeal, functionality, and technological feasibility while responding to changing expectations of future personal mobility.

The final presentations combined design sketches, 3D sketch models, AI-supported visualizations, and cinematic animations, demonstrating how a clear conceptual vision can be translated into a convincing and highly individual mobility proposal.



PHOTO CREDIT BY TANKUT CEKIC



PHOTO CREDIT BY JANA BRÜCHER

AMD EUROBIKE PROJECTS
2.nd Semester



PHOTO CREDIT BY MAHYAR MAHDIKHANI, EFE SAYIN, ANA BRÜCHER, DAVID KILIAN, ANISH GHADAI, TANKUT CEKIC, HYEONWOO MOON

COMPOSITION K_



Programming and training of an AI agent to decode abstract art into structural logic. Analyze the provided painting and create a transparent minimalist line-art overlay, strictly adhering to the existing geometry and forms of the composition.

1. Identify Target Volumes: Identify two to three distinct shapes or volumes within the original painting to interpret as highly creative, unconventional cargo bike forms.
2. Draw Silhouettes of People: Within the identified volumes, draw the minimalist line-art silhouettes of two distinct people (riders or passengers), ensuring their forms conform perfectly to the contours of the existing painted shapes.
3. Define Cargo Volumes: Also within the identified forms, delineate the volumes of at least one cargo area. The line-art for the cargo volume must adapt strictly to the existing geometry of the painting.
4. CRITICAL CONSTRAINT: Use Only Existing Forms: The entire interpretation must use ONLY the inherent shapes, forms, and volumes already depicted in the painting. DO NOT add any new parts, standard bike components (wheels, frames, handles), or geometry that is not already visibly present in the original composition.



art reputation of Wassily Kandinsky



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tie-rod steering_
electric_
up to 25 km/h_

in collaboration with AI

STUDENT
AMD SEMESTER | MDD 2026

family centered urban mobility
inspired by Kandinsky art



OAKLEY
OUTRUNNER



The Oakley Outrunner is a zero-compromise synthesis of aviation inspired Aero Volumetrics and "Mad Science" heritage. The fuselage is sculpted from ultra-thin aluminum sheets for aerospace rigidity, while the lower chassis is forged from recycled Oakley frames. These elements unite at the Kinetic Seam: a structural interlock where high-speed flight meets the grit of the road.



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Portigo

/pôr'tēgō/
A modern synthesis of
Port (carry/transport) +
Amigo (companion/friend) +
Go (movement/action).

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Technical Specifications

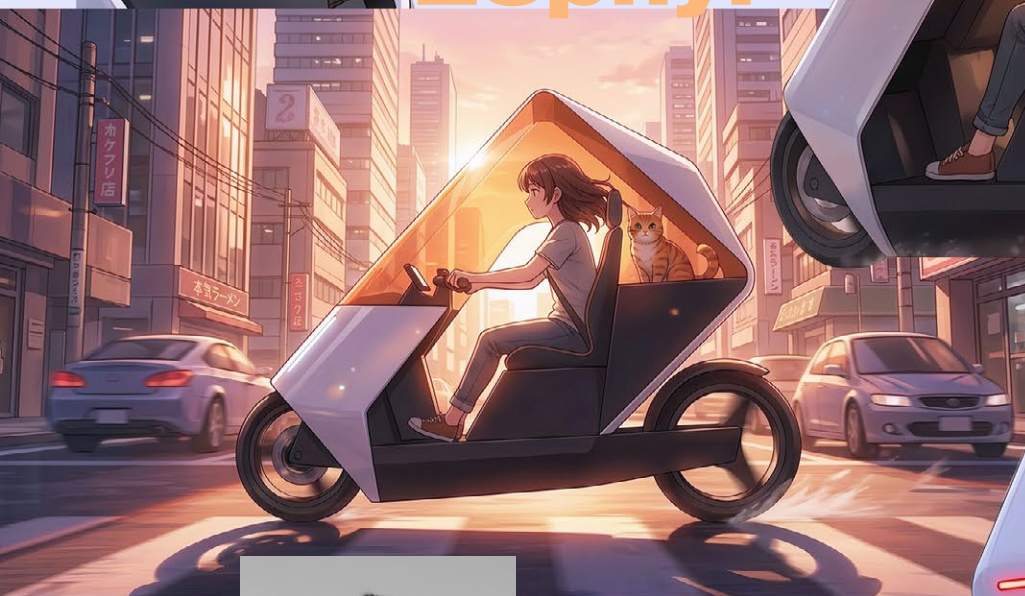
- Three-Wheel Configuration
- Electric Power Drivetrain
- 20-Inch Front & 24-Inch Rear Wheels
- Heavy-Duty Urban Tires
- Front & Rear Suspension
- Hydraulic Disc Brakes
- Lockable Front Cargo Space
- Overhead Safety Arch
- Enclosed Weather Protection
- Front & Rear LED Lights



Portigo redefines how we move together. It is a friendly, forward-thinking electric mobility solution designed to carry both your essentials and your favorite companion.



Zephyr



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STUDENT
AMD SEMESTER | MDD 2026

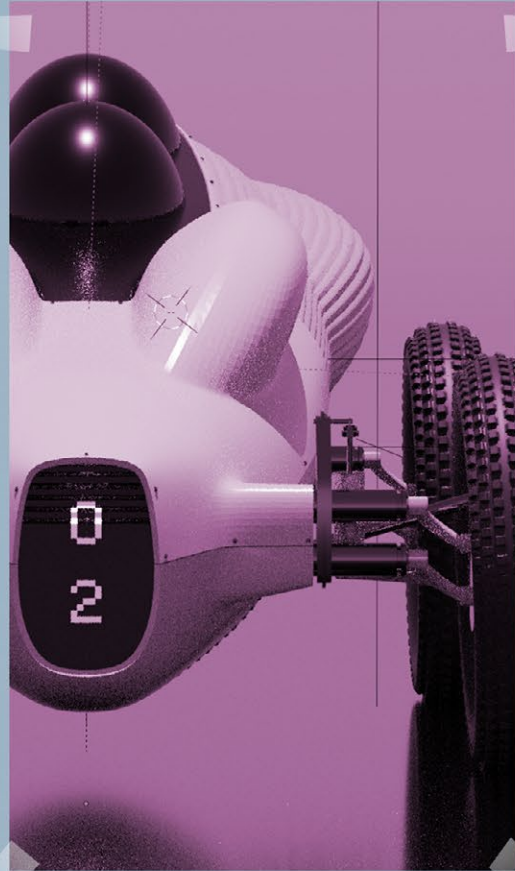


Trickshaw

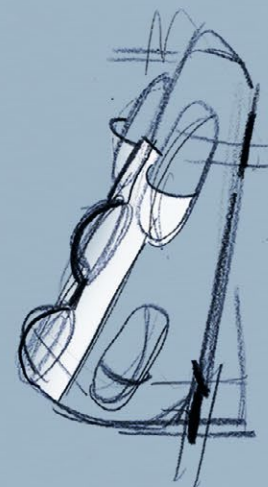
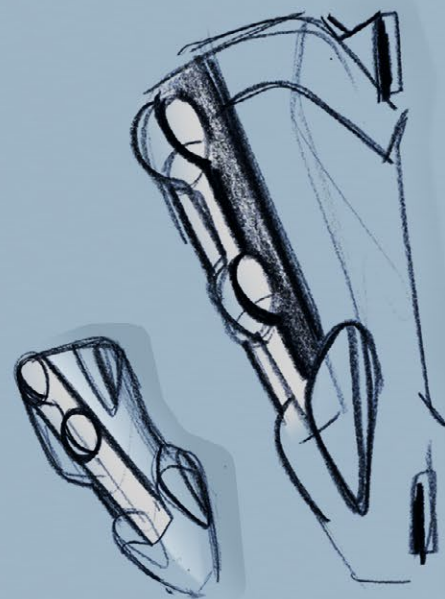
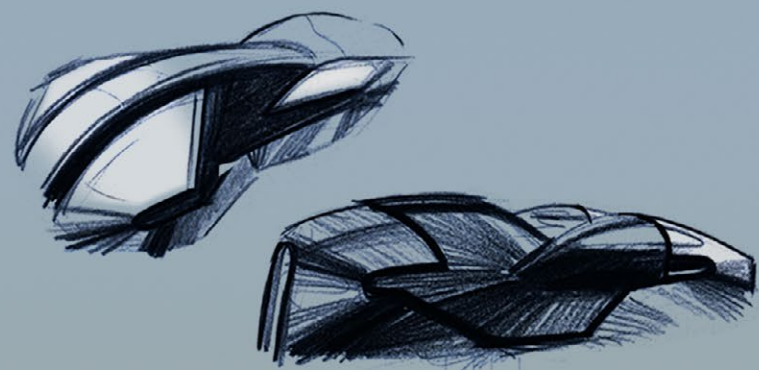
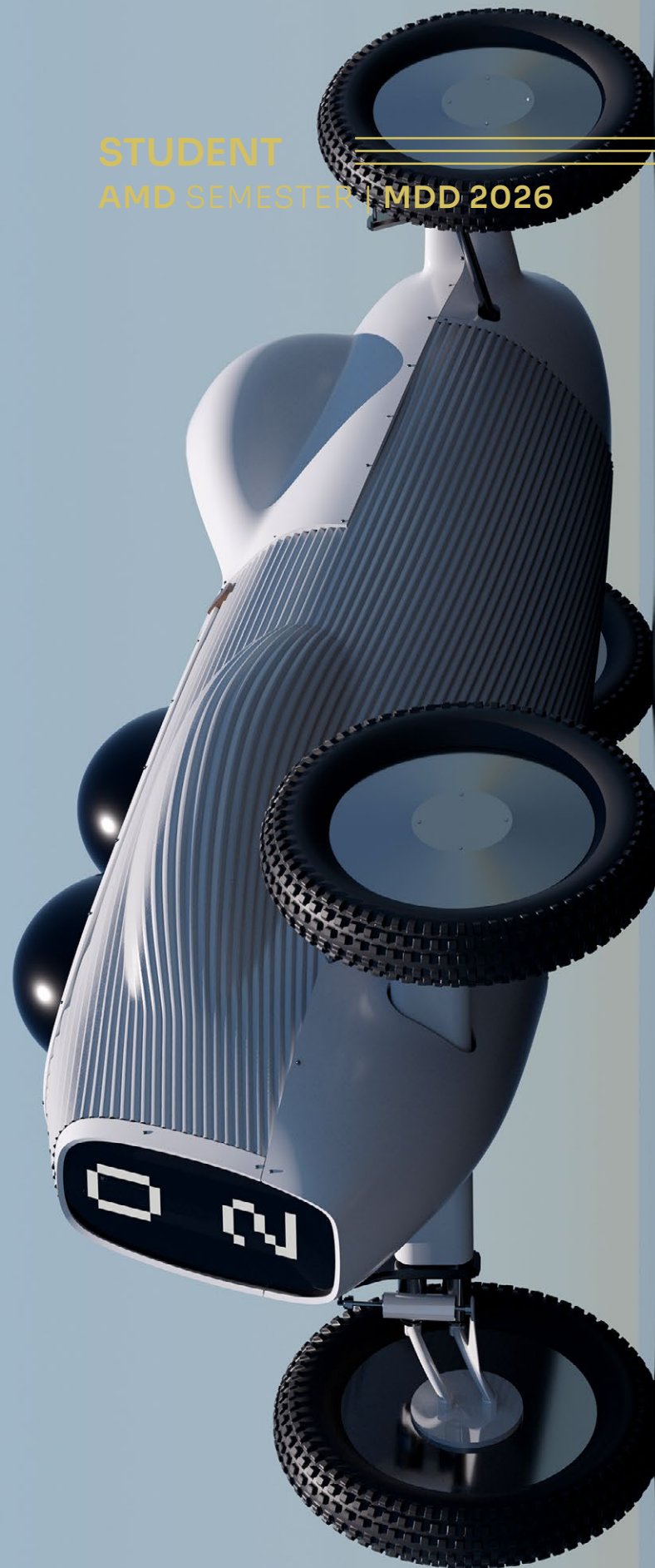


WELCOME TO MUNICH - NICE TO HAVE YOU HERE!

GRAVITY



STUDENT
AMD SEMESTER I MDD 2026



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MOBISERVE

Urban Technician Mobility 2035



MOBISERVE is a future urban cargo bike concept designed for appliance service technicians operating in dense city environments. The vehicle combines last-mile delivery, on-site installation, and rapid team deployment within a compact electric platform capable of accessing dedicated bike lanes and bypassing urban congestion. By replacing conventional service vans with a more agile and sustainable mobility solution, the concept explores new possibilities for efficient technical services in the cities of 2035.



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STUDENT
AND SEMESTER | MDD 2026

The Nike AIR Gravity Racer is a RedBull soapbox race project. It features four BMX wheels and a tubular space frame filled with air cushions. The rear passenger can control the center of gravity by leaning into the corners.

22" BMX MAG Wheel

24" BMX MAG Wheel

Air Cussion

**GRAVITY
RACER** **NIKE®**
AIR

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109



VELION

EUROBIKE 2035

AI-AIDED CARGO MOBILITY FUTURES

STUDENT
AMD SEMESTER I MDS 2026



USAGE SCENARIOS



STEP 1 ACCESS STORAGE



STEP 2 LOAD CARGO

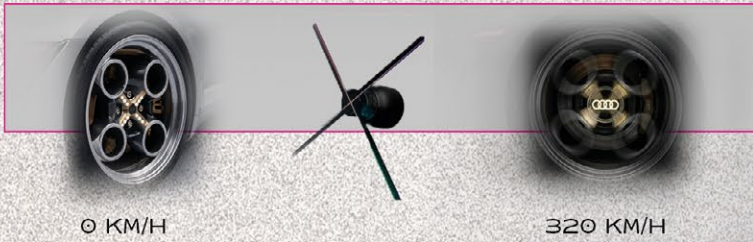
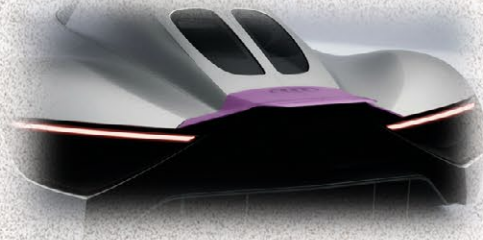


STEP 3 START JOURNEY



REMEMBERING ROSEMEYER AUDI COOPERATION

STUDENT
AMD SEMESTER | MDD 2026



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WELCOME TO THE FUTURE HERE!

OUR STUDENTS GRADUATES & THESIS TOPICS

This year marks an important milestone for the Design & Mobility programme. The final students of the Alpha cohort—our very first generation of Design & Mobility students—successfully completed their Bachelor's theses, bringing the programme's inaugural cohort to a close. At the same time, the first students of the Beta cohort also completed their final projects, marking the beginning of a new generation of graduates.

Their thesis projects once again demonstrated the broad spectrum of contemporary mobility design. Topics ranged from visionary automotive exterior and interior concepts to innovative bicycles, e-bikes, motorcycles, and multifunctional mobility solutions. Other projects explored adaptive vehicle interiors, sustainable material strategies, and new forms of intermodal transportation, reflecting the programme's strong emphasis on systems thinking and future-oriented design.

Across all projects, students combined traditional design craftsmanship with advanced digital tools, CAD modelling, simulation, and AI-supported workflows. The results demonstrate not only a high level of design quality, but also the ability to translate complex technological and societal challenges into compelling mobility concepts.

Many graduates now begin their careers in the mobility and transportation design industry, while others continue their academic journey within our Master's programme in Artificial Intelligence Aided Mobility Design (AIAMD). Seeing members of the very first Design & Mobility cohort return as the first generation of AIAMD students illustrates the continuous educational pathway that has been established in Selb—from Bachelor's education to advanced, AI-supported mobility design.



ANNE HÄFNER



TILL GALIMBIS



JACOB HASS



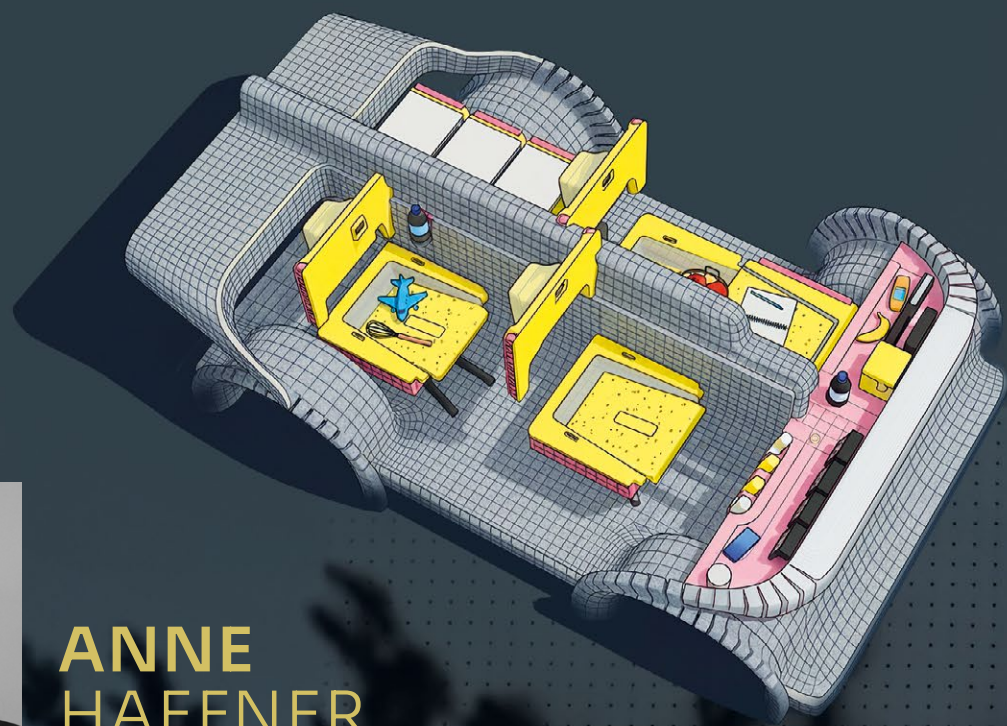
ROBERT MILOS



M O D U L A R



I N T E R I O R

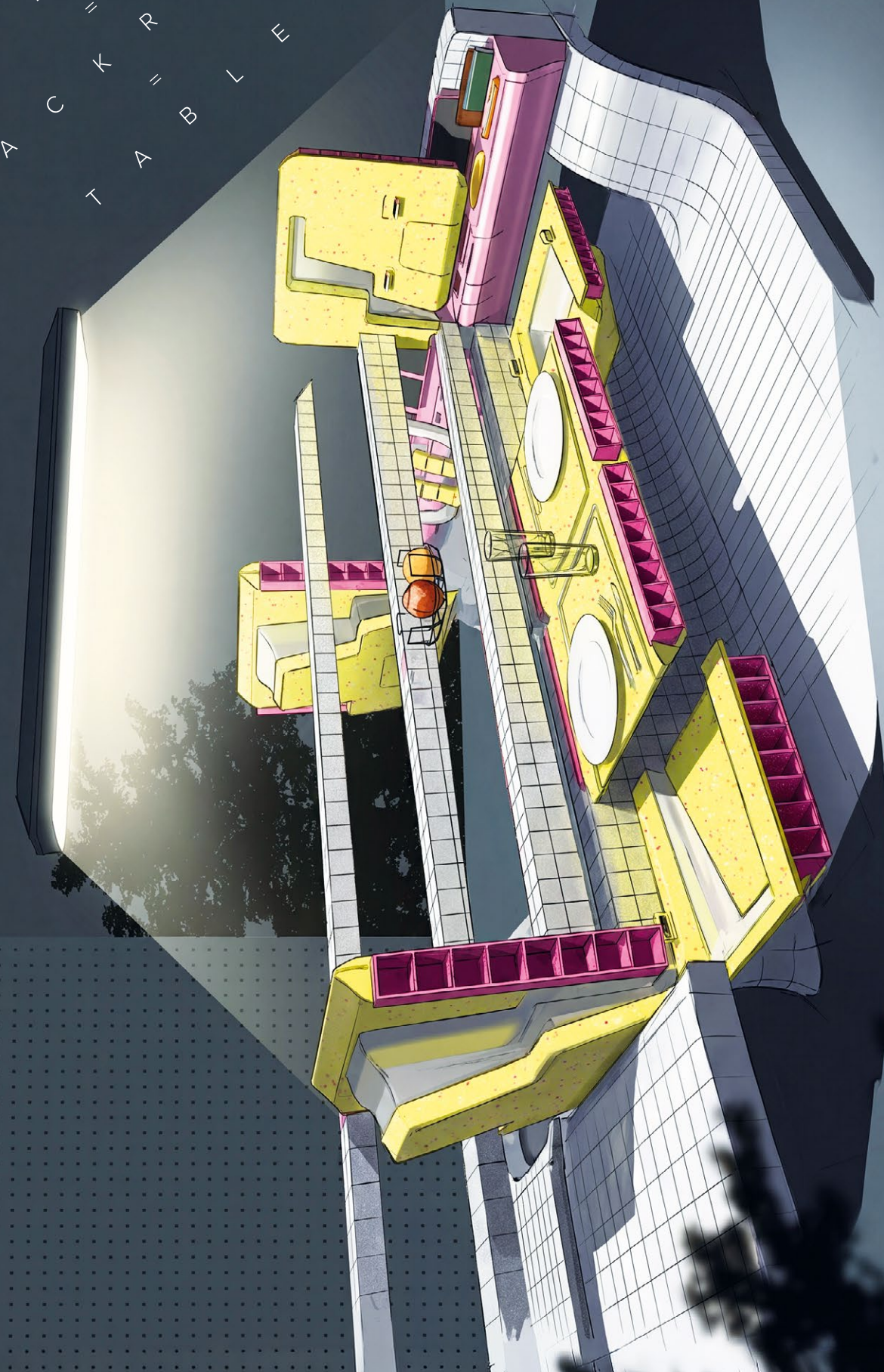


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STUDENT
THESIS SEMESTER | MDD 2026





MODULAR INTERIORS

Modern mobility extends far beyond transportation, yet today's static vehicle interiors offer only limited functional versatility. This thesis therefore explores a modular interior concept that transforms the vehicle into a highly adaptable living and working environment.

In an increasingly individualized society, personal identity is expressed not only through actions but also through the objects and spaces people inhabit. Vehicles are evolving from purely functional means of transport into extensions of the self, requiring interiors that can adapt to changing lifestyles and daily routines.

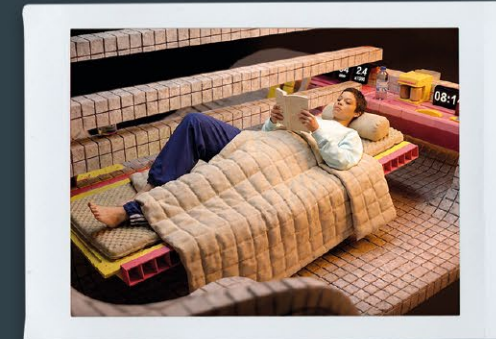
Achieving this transformation requires moving beyond rigid, integrated interior architectures. Instead, the system separates a stable platform from interchangeable functional modules connected through standardized interfaces. This modular approach enables users to actively configure the interior according to their needs, turning the vehicle into a flexible space of possibilities.

A conventional four-seat layout can be reconfigured into a dining area, sleeping space, dedicated workstations, or high-capacity storage by simply rearranging the modules. Each component is designed to fulfill multiple functions, supporting the seamless integration of work, leisure, and transportation.

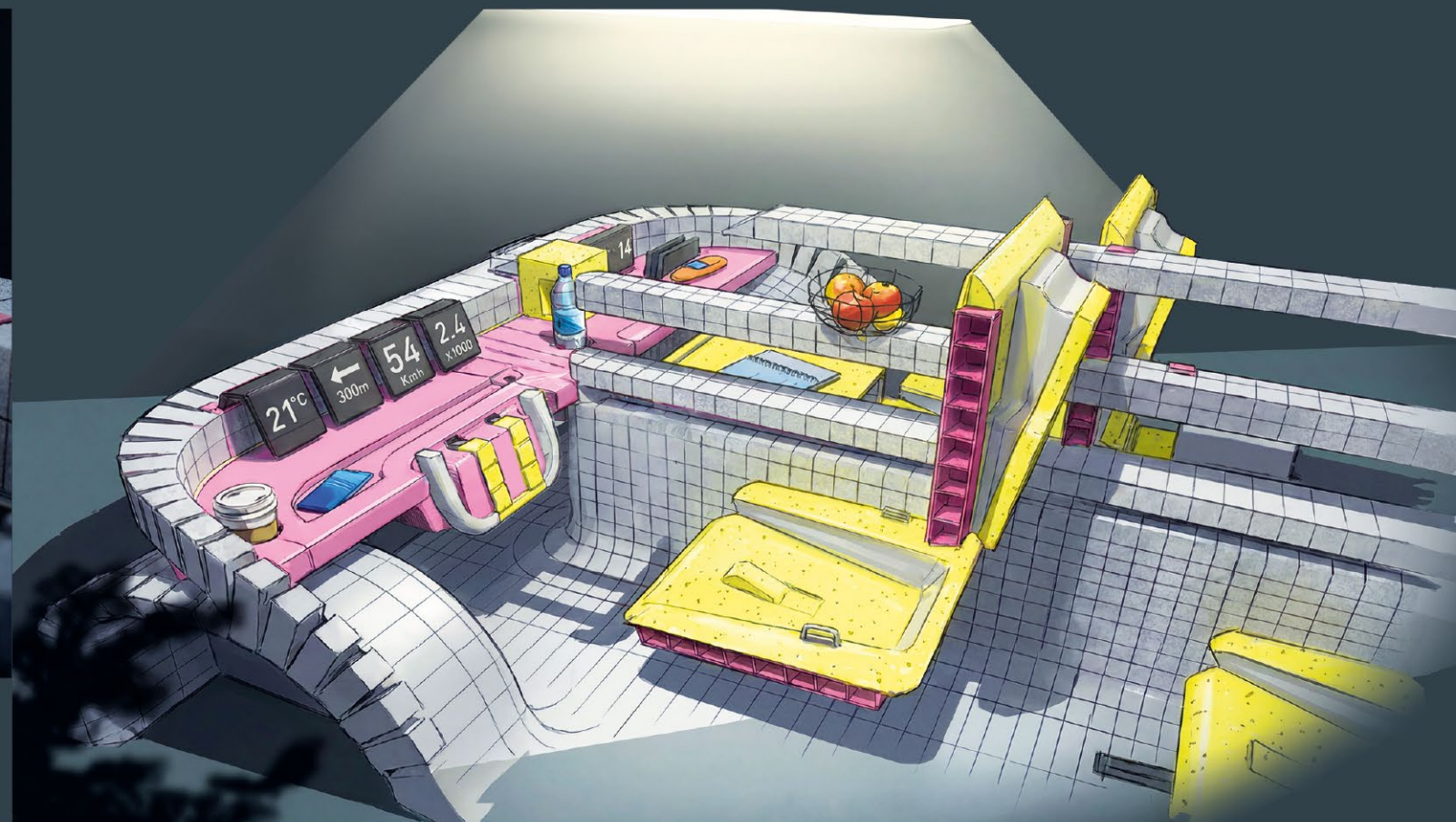
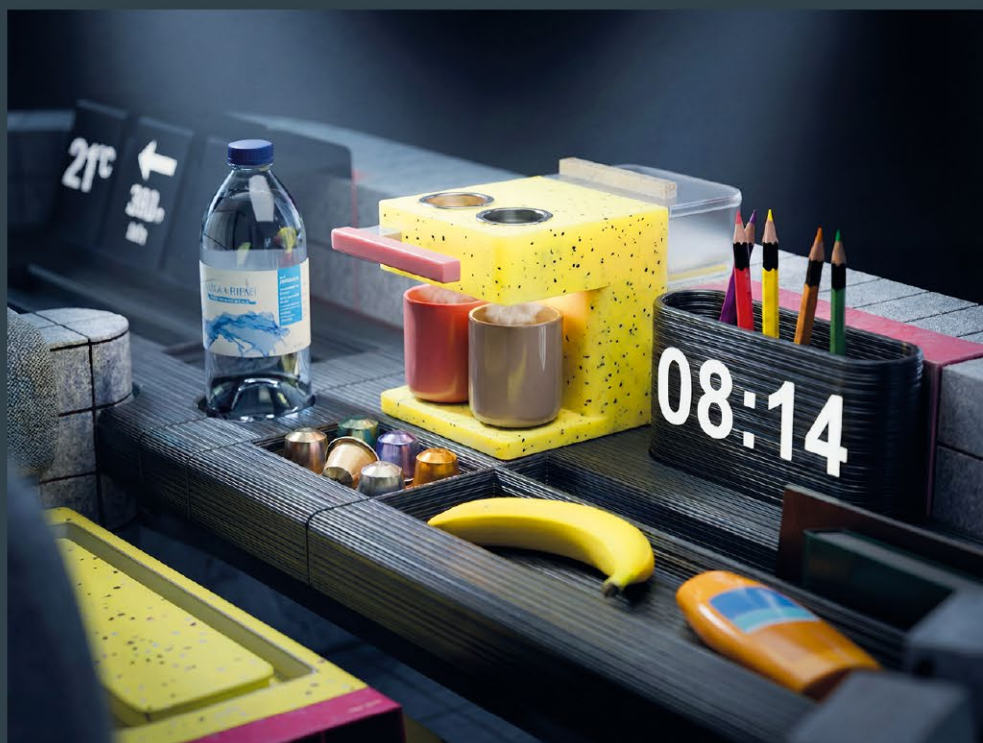


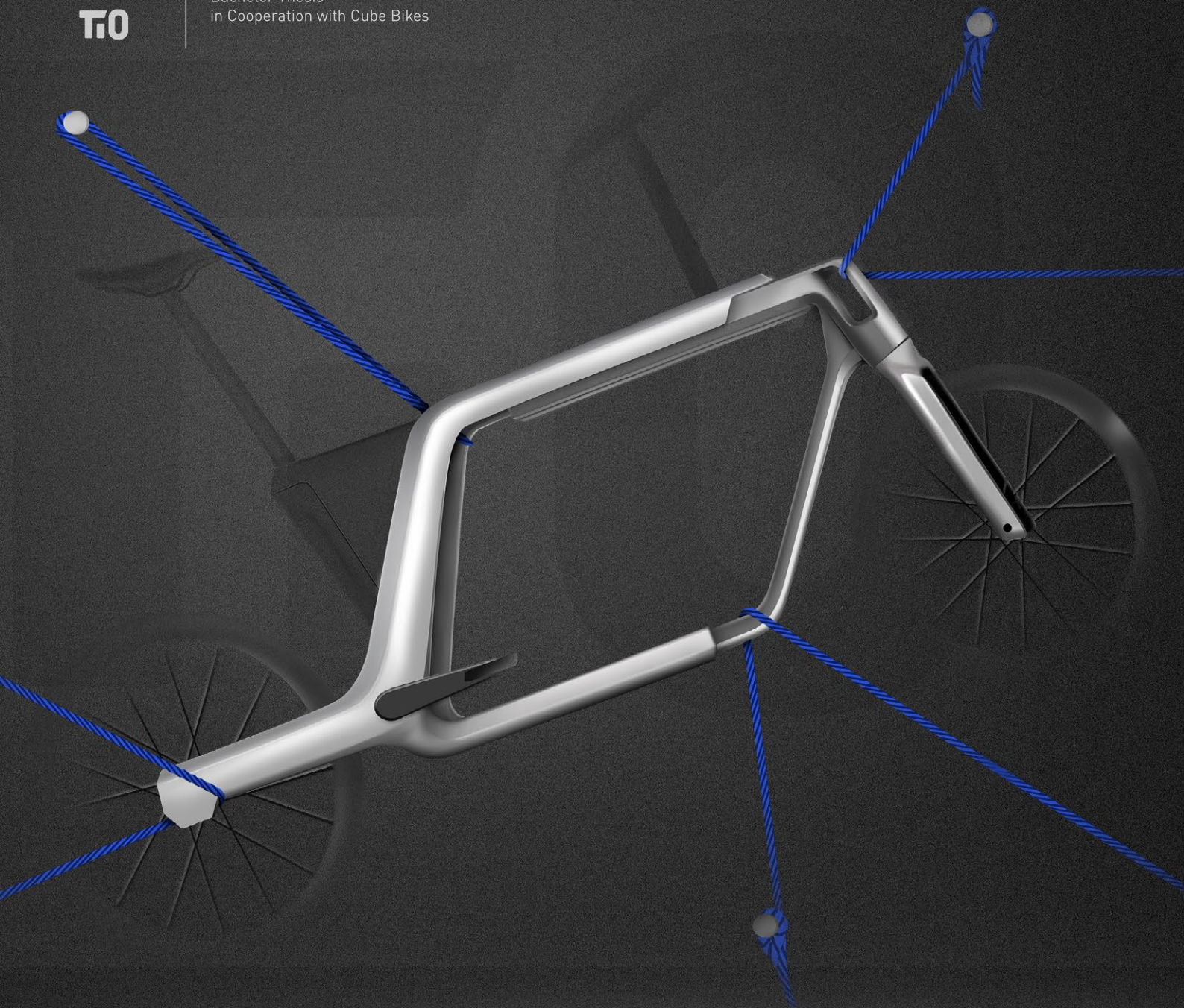
STUDENT THESIS SEMESTER | MDD 2026

As everyday life becomes increasingly dynamic, flexibility becomes essential. An intuitive grid-based interface allows the entire interior to be transformed within minutes, while multifunctional modules maximize usability. The result is a scalable interior architecture that overcomes the historical rigidity of automotive design and translates adaptability into spatial freedom.



3D PRINT DASHBOARD





more to see here

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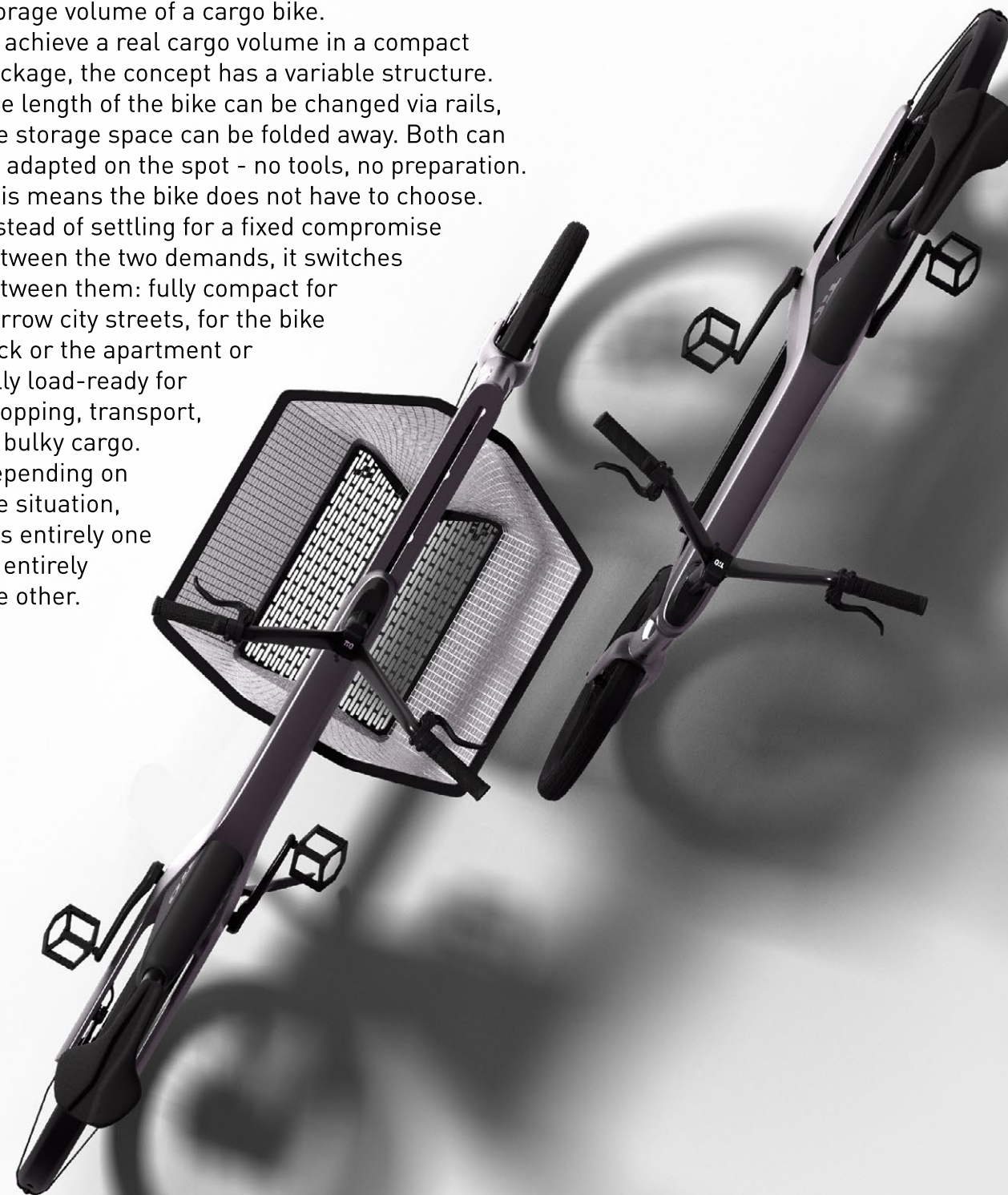
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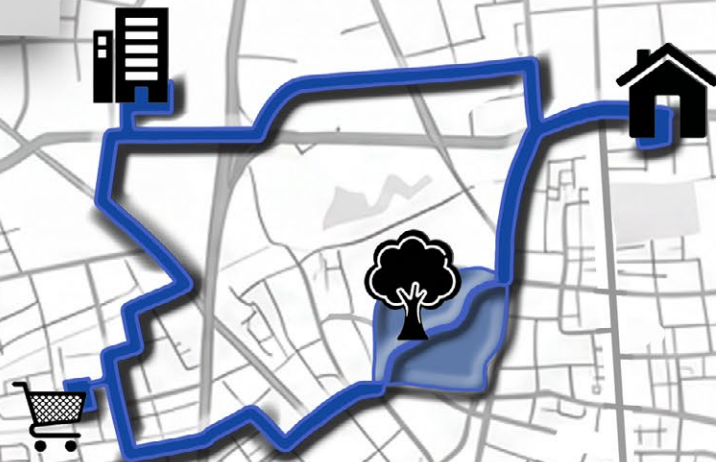
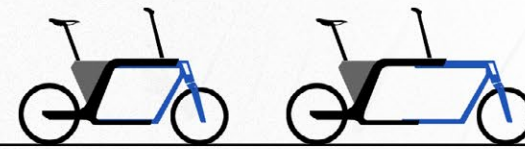
THESIS SEMESTER | MDD 2026

Thesis Task

The task of this bachelor's thesis was to combine the compactness of a compact bike with the storage volume of a cargo bike.

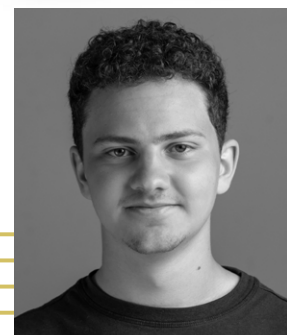
To achieve a real cargo volume in a compact package, the concept has a variable structure. The length of the bike can be changed via rails, the storage space can be folded away. Both can be adapted on the spot - no tools, no preparation. This means the bike does not have to choose. Instead of settling for a fixed compromise between the two demands, it switches between them: fully compact for narrow city streets, for the bike rack or the apartment or fully load-ready for shopping, transport, or bulky cargo. Depending on the situation, it is entirely one or entirely the other.



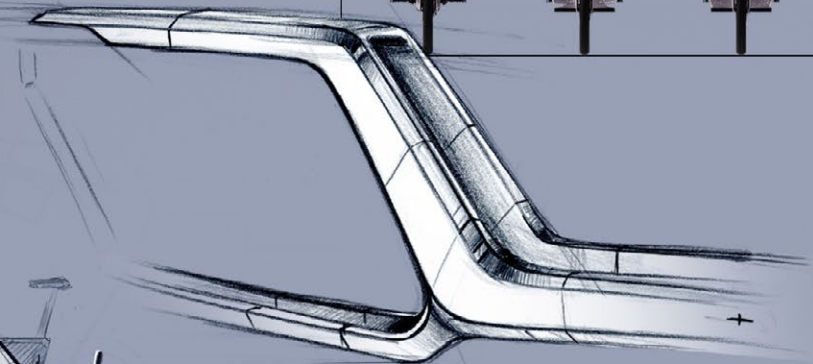
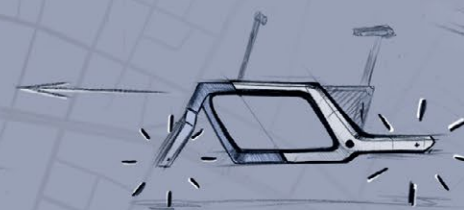
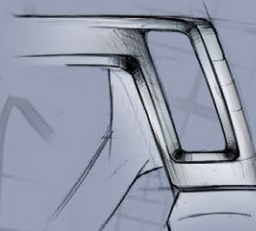


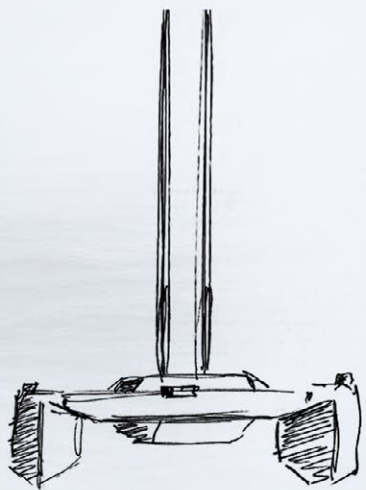
everyday needs change from
compactness to transport use

no decisions needed,
get Two in One



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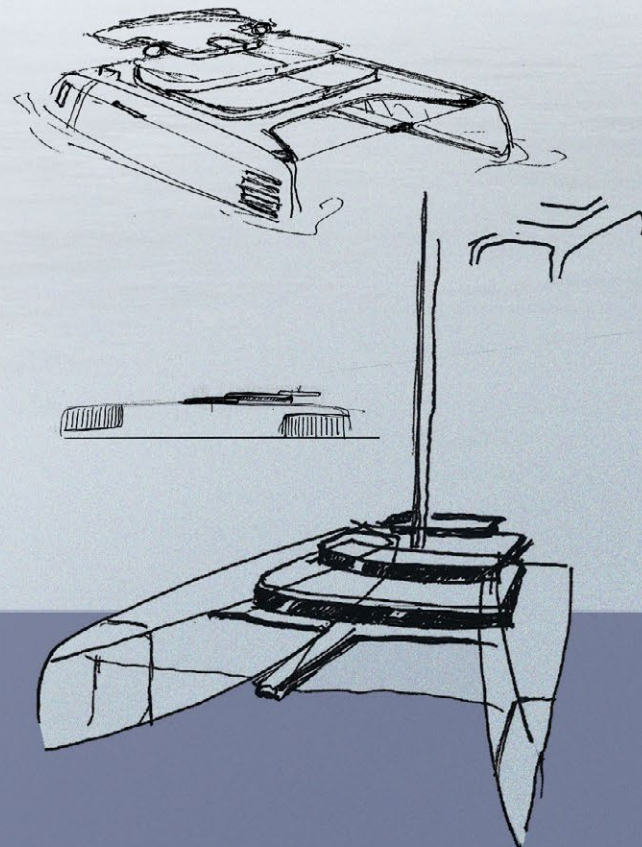
JV_55

In Cooperation with
judel/vrolijk & co
DESIGN ■ ENGINEERING

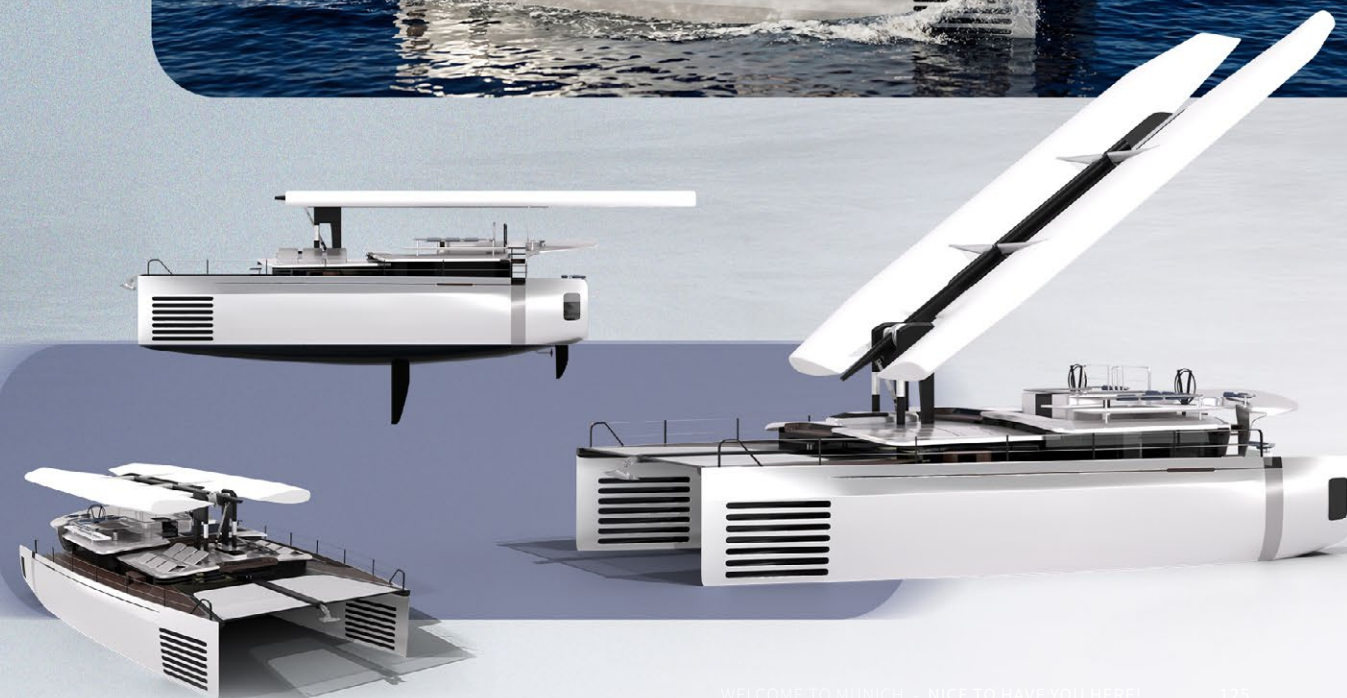
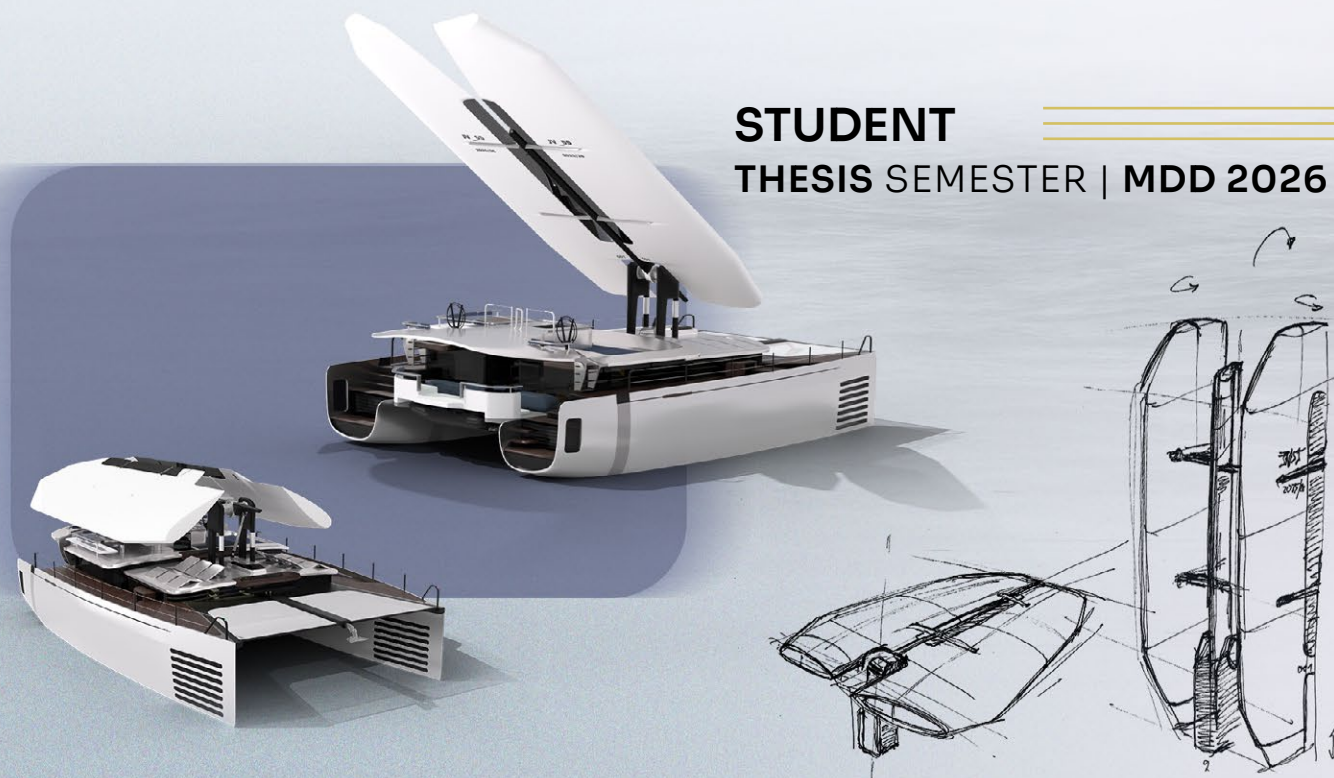
JV_55

2025/26

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STUDENT
THESIS SEMESTER | MDD 2026



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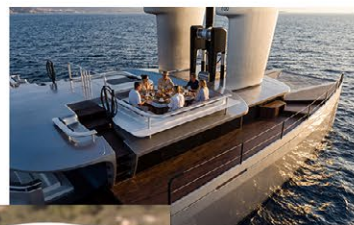
Scan for more projects
)



Project JV_55 summary

The JV-55 reinterprets the modern sailing catamaran by combining performance, functionality and contemporary design. At the heart of the concept are the transformable wing sails, which not only optimise sailing efficiency but also create new possibilities for using the deck in different situations.

The project demonstrates how innovative engineering and thoughtful design can work together to enhance both the sailing experience and onboard living. A minimalist design language, flexible spatial concepts and a strong connection between the interior, exterior and surrounding environment result in a yacht that is equally suited for long-distance cruising and comfortable everyday living.



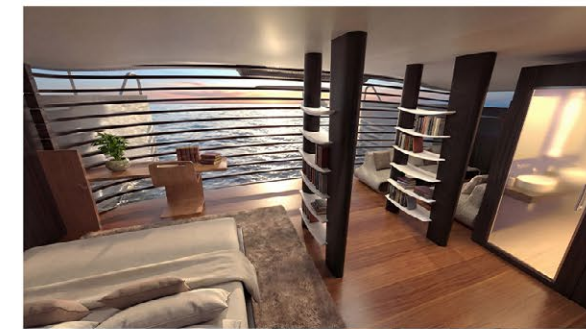
Non-sailing mode

The sails are folded down, reducing their draft. The sun loungers and table are extended, transforming the upper deck into a usable lounge and relaxation area with addi-

tional shade. The catamaran is fully usable. The extended sun loungers and raised table allow you to sit, eat and relax outdoors.

In Cooperation with
judel/vrolijk & co
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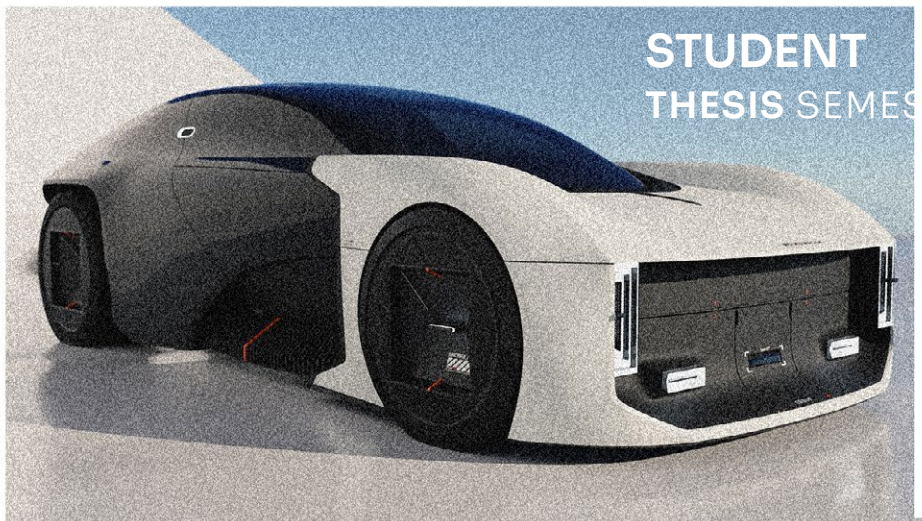
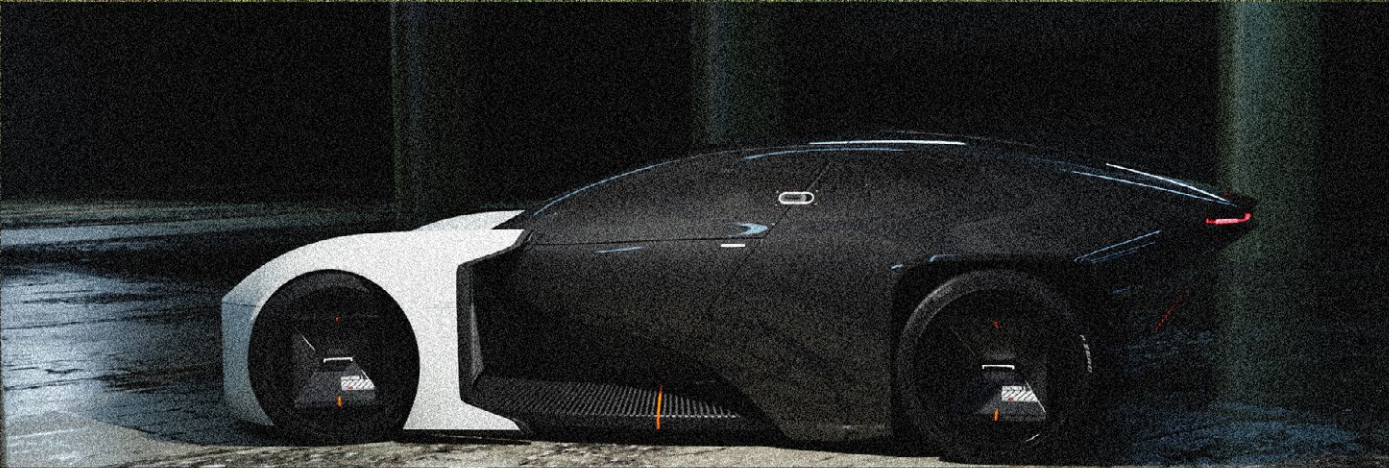
Interior concept

The interior combines a clean, minimalist design with warm materials and generous panoramic glazing, creating a bright and seamless connection between the living spaces and the surrounding sea.

A distinctive feature of the layout is the owner's cabin, which is positioned forward of

the saloon rather than inside the hulls. This arrangement offers panoramic sea views, greater privacy and a more spacious, residential living experience. The open-plan saloon, dining area and galley form the social heart of the catamaran, combining functionality with a calm and timeless atmosphere..

#IN_MOTION

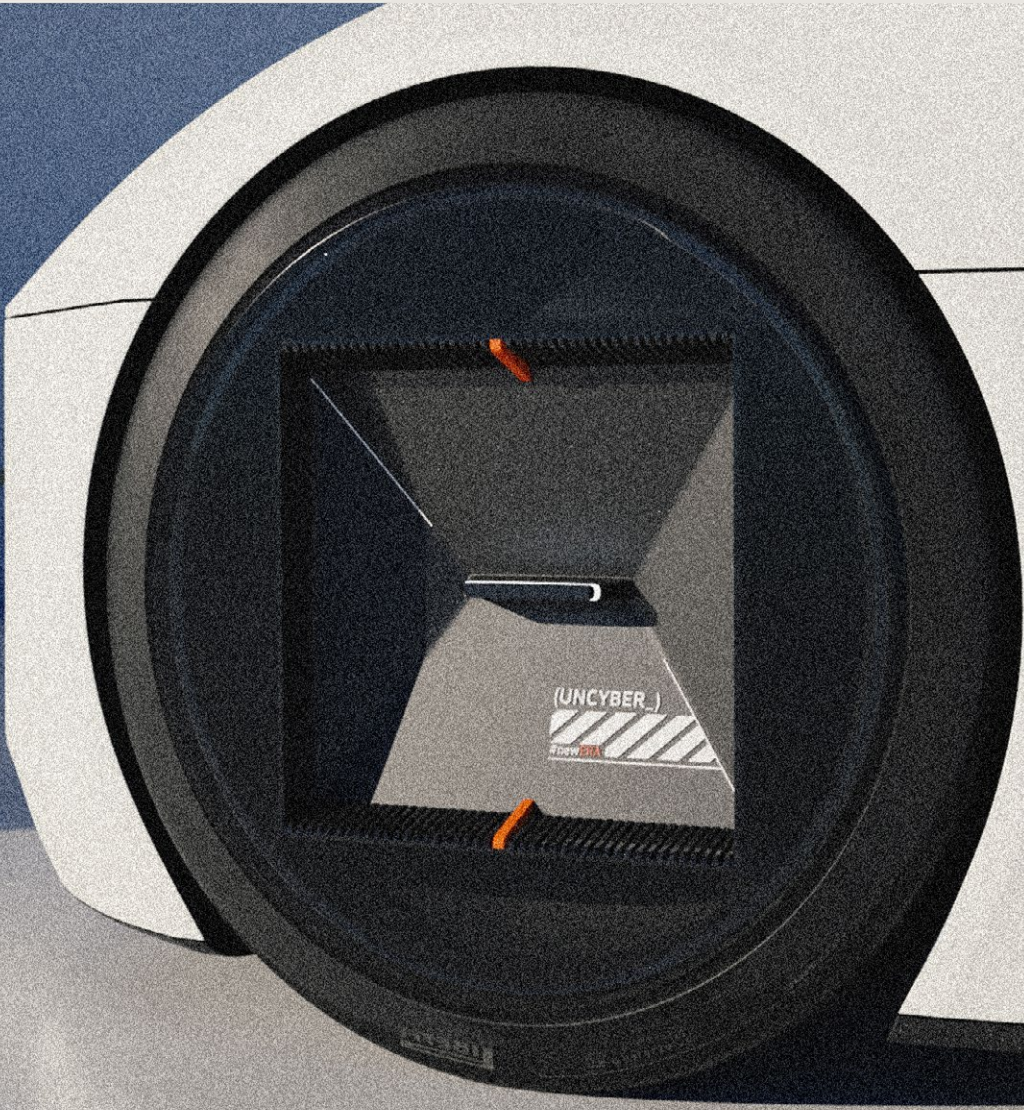


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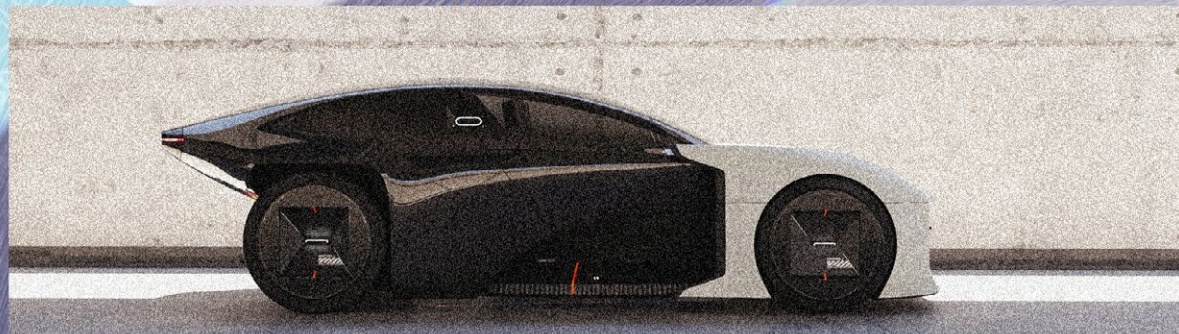


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(unCYBER_)

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Project (unCYBER_)

The unCYBER combines two worlds into one unique concept. On one side, it features an elegant, timeless design—something memorable and built to last for decades. On the other, it embraces modern trends with clean surfaces, simplicity, and a technology-driven aesthetic.

The fusion of these contrasting philosophies makes the concept truly distinctive. Its goal is to challenge the traditional way vehicles are categorized and to break the boundaries between segments by creating a car that can adapt to different needs throughout its lifetime.

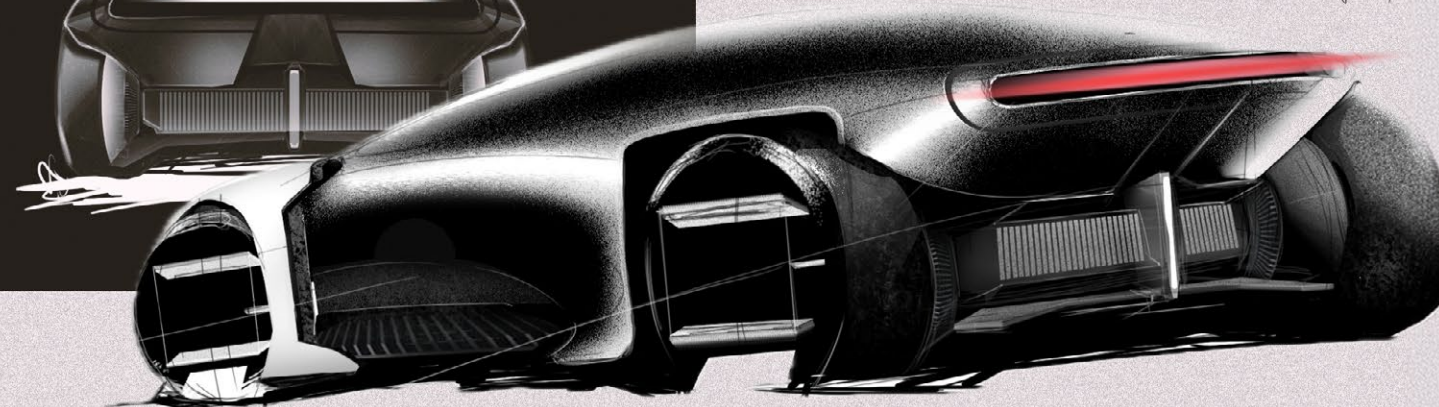
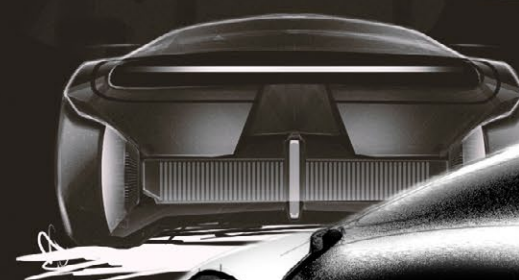
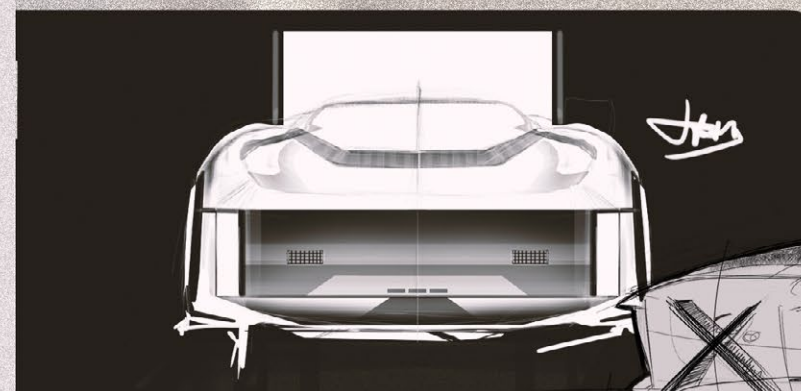
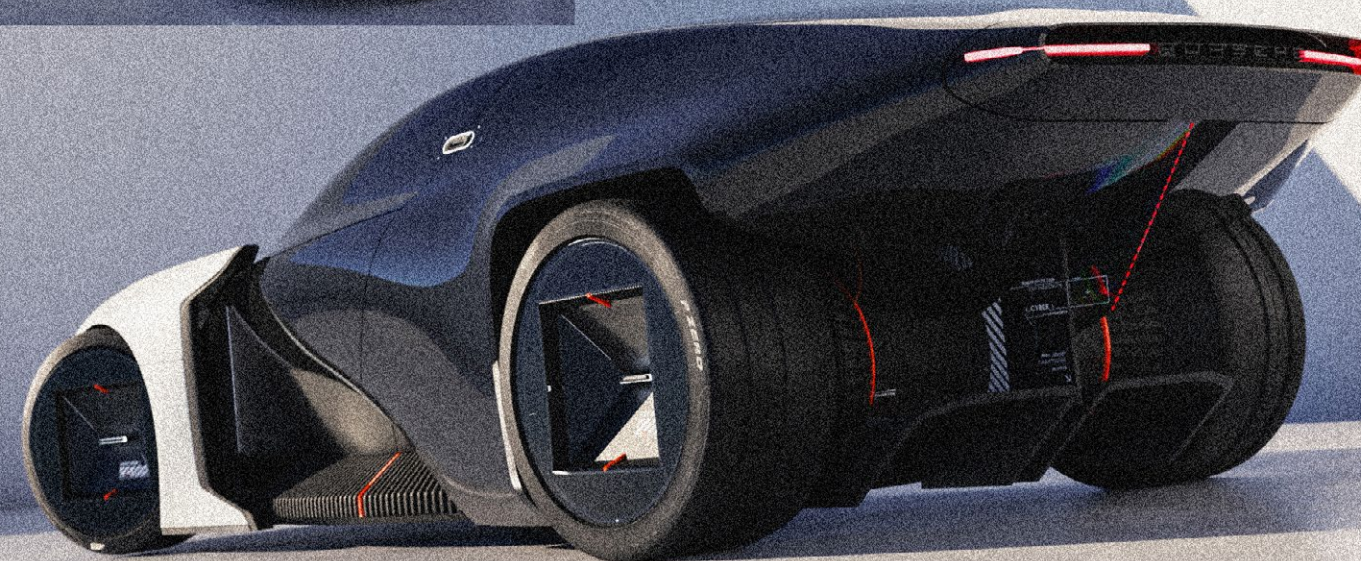
Built on a highly versatile modular platform, the unCYBER can be configured for multiple applications, extending both its functionality and lifespan.

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IMPRESSUM

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THIS MAGAZINE

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AI TRANSPARENCY STATEMENT

In accordance with the transparency requirements of the European Union AI Act, the editorial texts published in this magazine were linguistically refined with the support of ChatGPT (OpenAI). Artificial intelligence was used exclusively to improve language, grammar, style, and readability.

The concepts, project content, technical information, editorial decisions, and final approval remain the sole responsibility of the editors and authors. AI did not generate the underlying projects or replace academic or editorial authorship.

In addition, selected student projects presented in this magazine were developed through human-AI collaboration. Artificial intelligence was used as a creative design tool within the design process—for ideation, visualization, and communication—while all concepts, design decisions, and final project outcomes remained under the authorship and creative direction of the respective students.

PHOTO CREDIT BY JAKOB AHLGRIMM

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