

MUNICH PICK UP
A Future Without Still

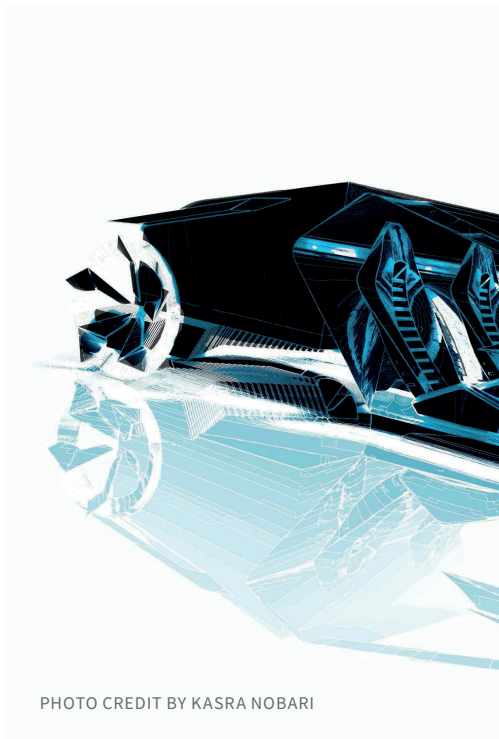
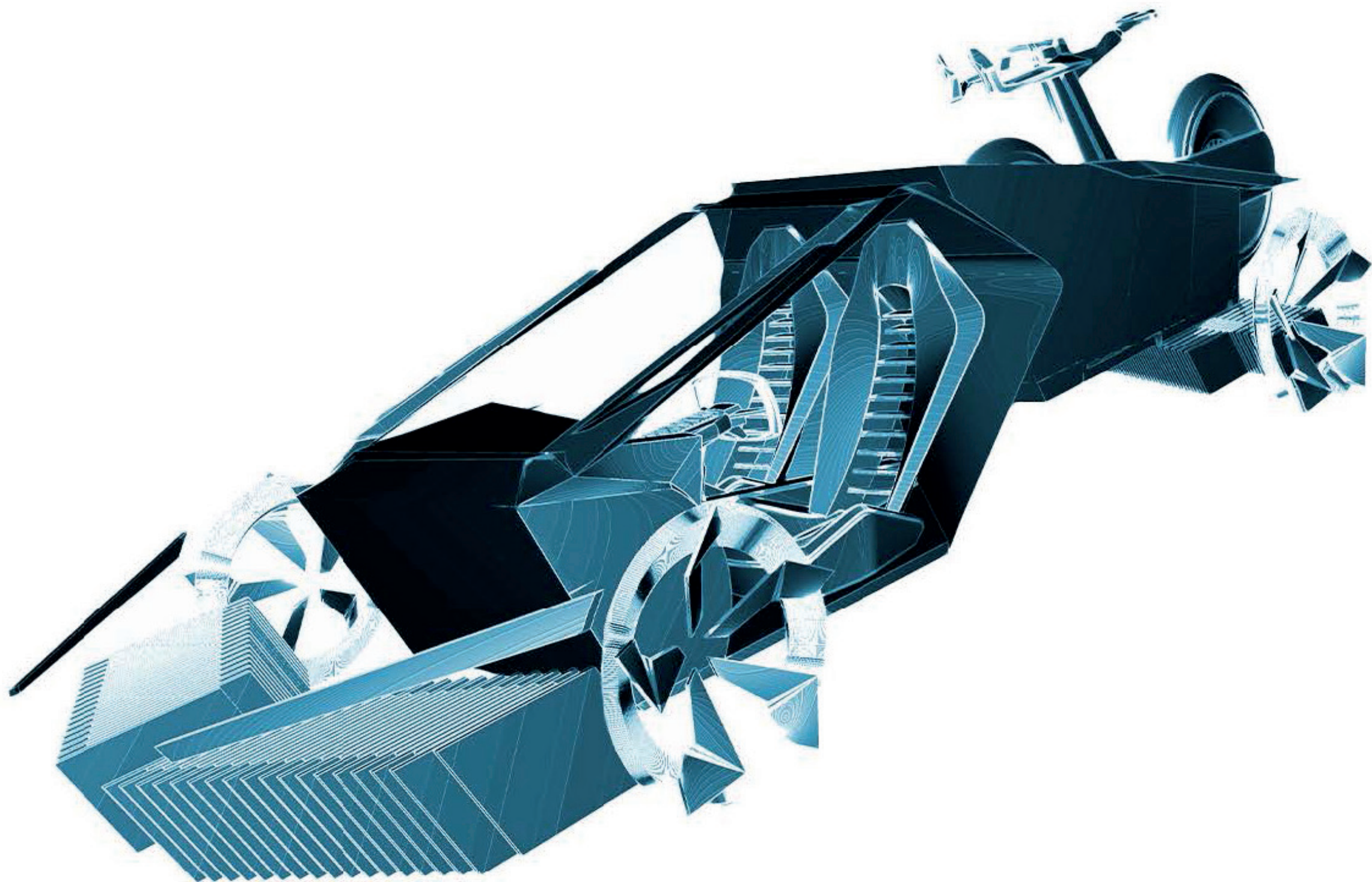


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MUNICH PICK UP

4.th Semester

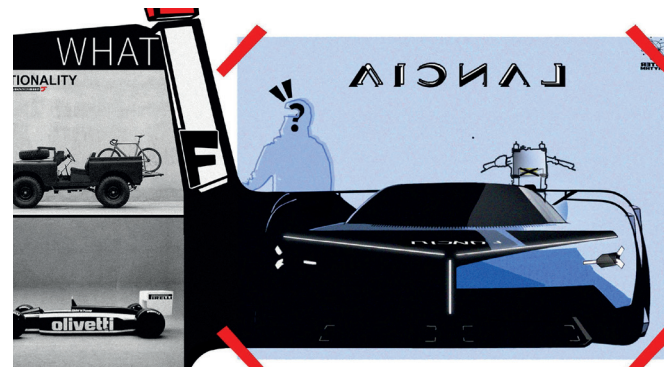
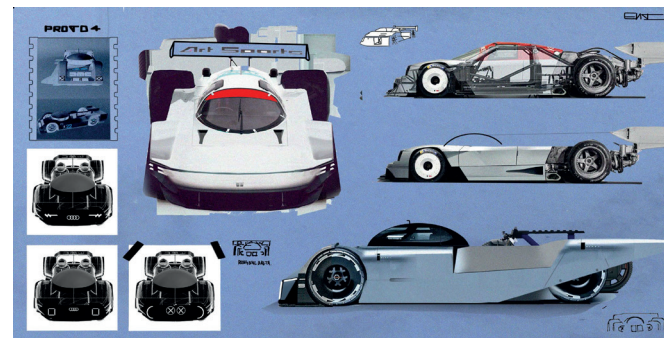
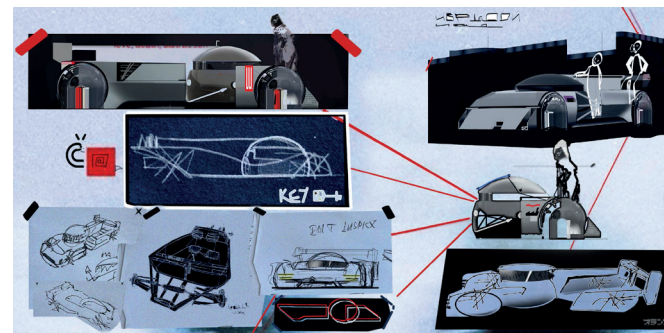


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MUNICH PICKUP

When private cars become public shuttles, mobility turns communal

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Space is a precious and costly resource – especially in dense urban environments. Vast portions of public space in our cities are still occupied by parking areas or standstill zones for private cars. Faced with increasing pressure on land use and sustainability, the Bachelor's degree programme Design & Mobility at Hof University of Applied Sciences explored this topic during the 2025 summer term in a series of visionary design projects.

The objective of the third semester cohort (the so-called Gamma semester) was to re-think private urban mobility. Their starting point was the assumption that private vehicles remain highly attractive for emotional reasons, yet their day-to-day use in cities is becoming increasingly inefficient and difficult to justify in terms of sustainability.

The core design concept developed by the students therefore revolves around a hybrid between private vehicle and public transport: Privately owned vehicles that – during their owner's regular urban trips – function as small, spontaneous hop-on/hop-off shuttles. By means of an intelligent, interconnected navigation and information network, passengers can use an app on their mobile devices to track the real-time location, available capacity and destination of these vehicles and “hop on” at the next red traffic light.

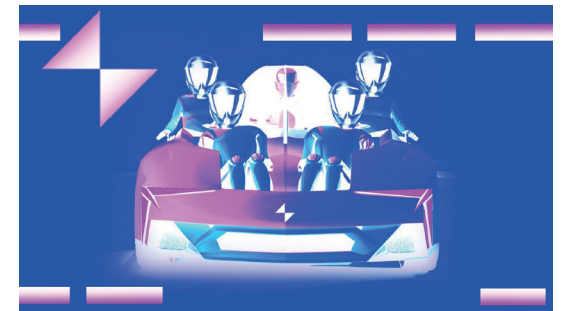


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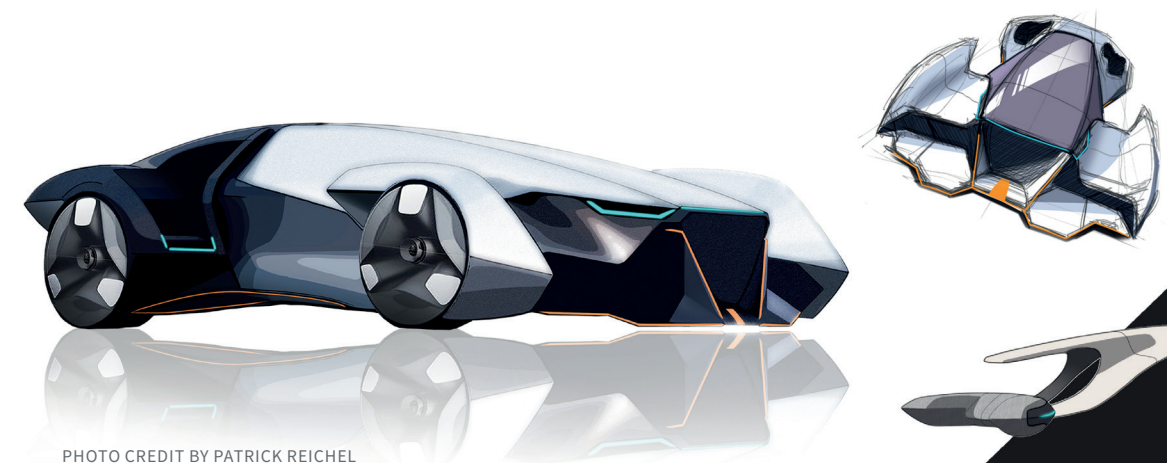
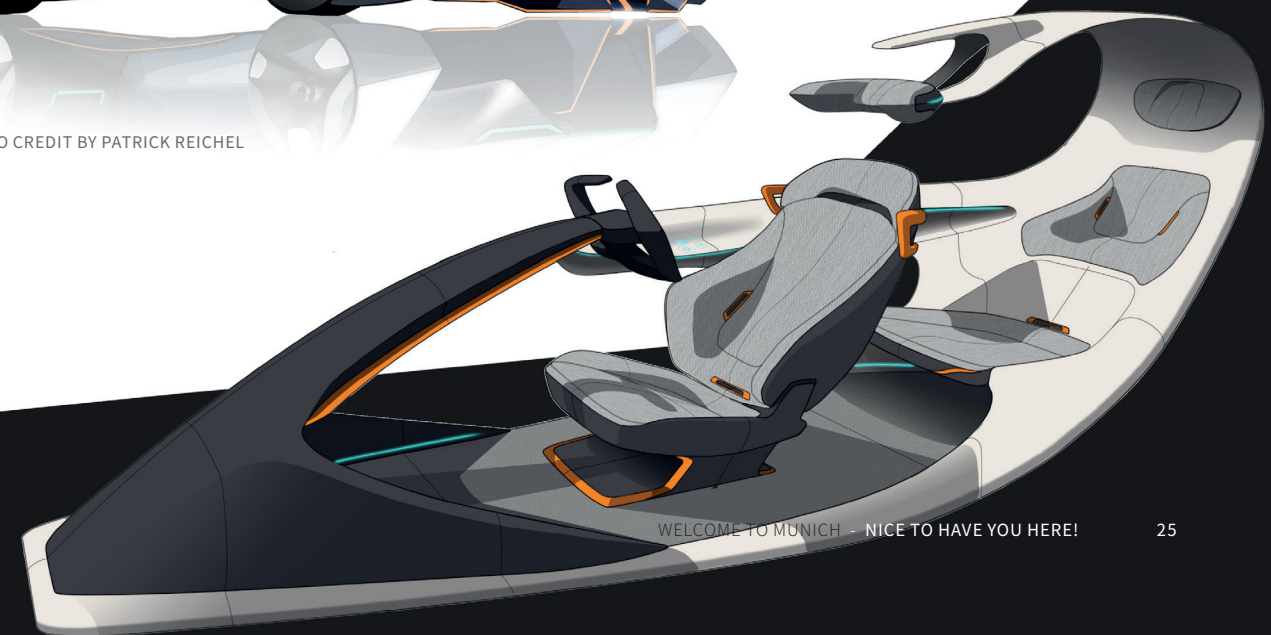


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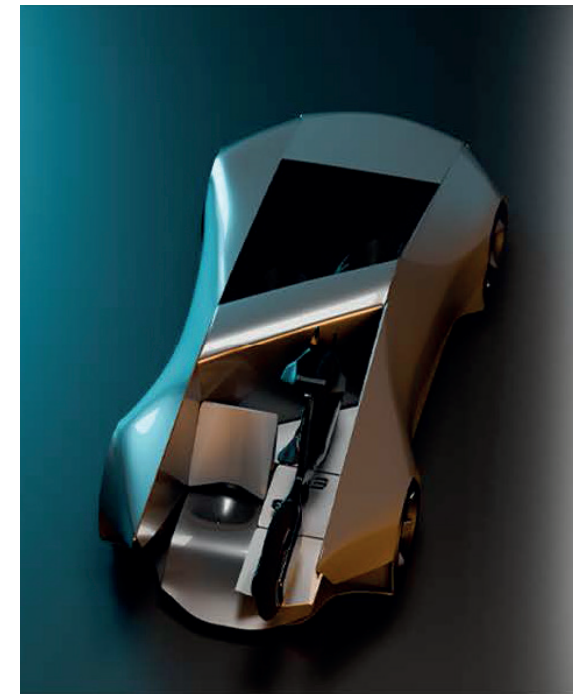
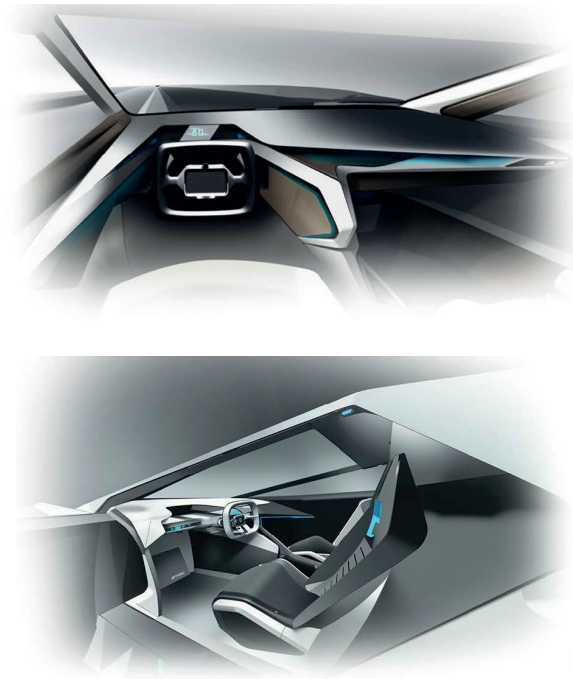


WELCOME TO MUNICH – NICE TO HAVE YOU HERE!

MUNICH PICK UP

4.th Semester

A small fee is paid digitally via the system, enabling drivers to partially refinance their journeys while enabling passengers to move more comfortably and flexibly through the city without owning a vehicle themselves. The design challenge was to combine this high-performing functional logic with the emotional quality expected of a desirable privately acquired product. Unlike conventional public transport vehicles, these objects must remain attractive to their owners on an aesthetic, symbolic and ergonomic level.



Vehicle concepts were therefore required to demonstrate usability and clarity for individual daily use while also enabling smooth onboarding procedures, app-based communication interfaces, visibility in traffic and a sensorial appeal strong enough to create personal identification and long-term user satisfaction. The result is a series of bold vehicle design visions that question the strict separation of public and private realms and invite us to imagine a more communal, efficient and emotionally engaging form of urban mobility.

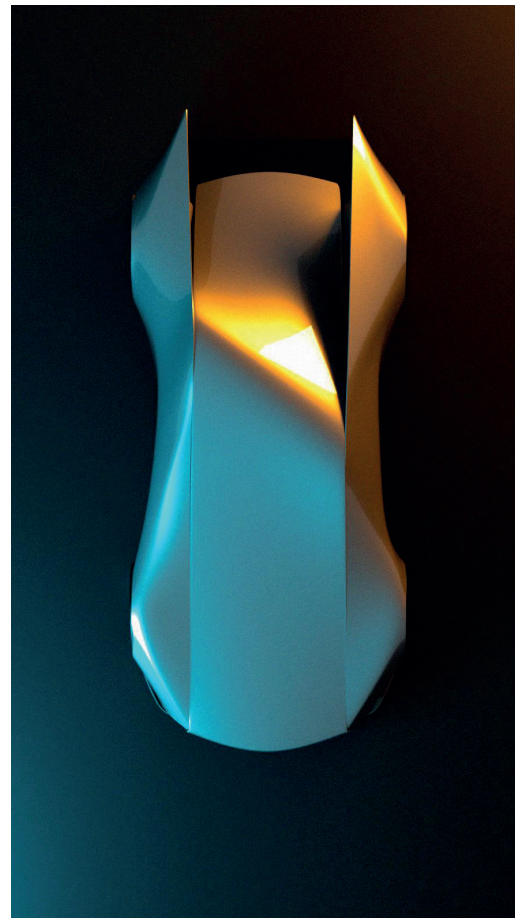


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