

BMW VISION ARCADIA

EXPERIENCE DESIGN - INTERNSHIP PROJECT



PERSONAL PROJECT IN COOPERATION WITH BMW DESIGN GROUP - SUPERVISED BY ANNE FORSCHNER - PROJECT FOCUSED ON STORYTELLING.
BMW FORSCHUNGS UND INNOVATIONSZENTRUM, MÜNCHEN

BMW ?

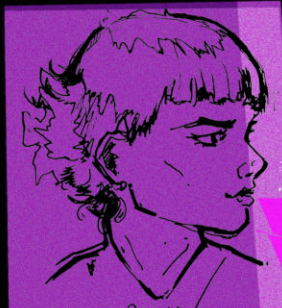
My FEELINGS ↓

COMMUNITY

MEMORIES

FAHRFREUDE

EXTRO-
VERT



VISION ARCADIA IS A VEHICLE DESIGNED FOR A NEW GENERATION. IT RESPONDS TO TWO DISTINCT ASPECTS OF TODAY'S YOUTH CULTURE. ON ONE HAND, IT APPEALS TO EXTROVERTED INDIVIDUALS WHO ENGAGE WITH THE PRODUCT IN EXPRESSIVEWAYS. ON THE OTHER HAND, IT ALSO OFFERS A MORE INTROSPECTIVE EXPERIENCE FOR THOSE WHO SEEK SOLITUDE. VISION ARCADIA IS NOT A ONE-SIZE-FITS-ALL SOLUTION - IT'S A FLEXIBLE CONCEPT THAT ADAPTS TO DIFFERENT PERSONALITIES, LIFESTYLES, AND EMOTIONAL NEEDS.



INTRO-
VERT



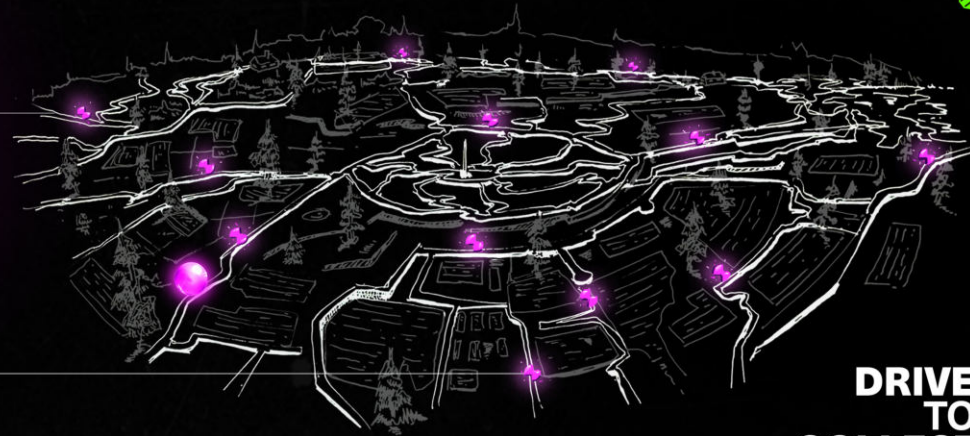
PERSONAS

GAMING EXPERIENCE;



BMW TREASURES

The core idea behind this vehicle concept is gaming. No matter where the journey leads, the experience is centered around collecting so-called "treasures" along the way. These treasures allow the driver to level up their vehicle, unlocking new features, aesthetics, or capabilities. It's a gamified driving experience that transforms every trip—whether short or long—into an opportunity for exploration, reward, and personal progression.

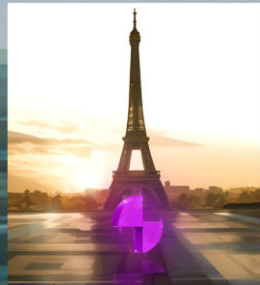


DRIVE TO COLLECT



COLLECT MEMORIES

THE REAL PRECIOUS ITEMS ARE THE RARE ONES CALLED TREASURES. THEY APPEAR ONLY IN SPECIAL PLACES. FOR EXAMPLE, IF YOU TRAVEL TO PARIS, YOU MIGHT FIND A DIGITAL VERSION OF THE EIFFEL TOWER AS A TREASURE. THESE ITEMS MAKE YOUR CAR A MEMORY KEEPER, REMINDING YOU OF THE AMAZING PLACES YOU'VE BEEN. THE PROJECT ALSO FOCUSES ON BRINGING PEOPLE TOGETHER. PLAYERS BECOME PART OF A COMMUNITY, HELPING EACH OTHER FIND ITEMS OR TRADING TO COMPLETE THEIR COLLECTIONS.



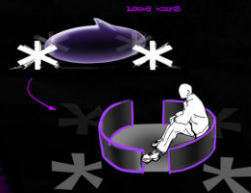
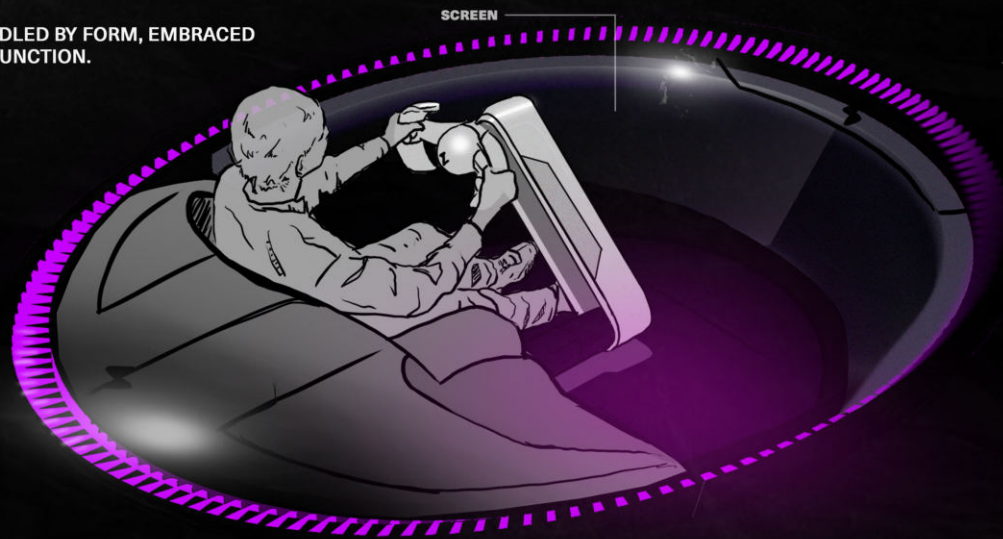
LEVEL UP YOUR DIGITAL WORLD!

LVL.0

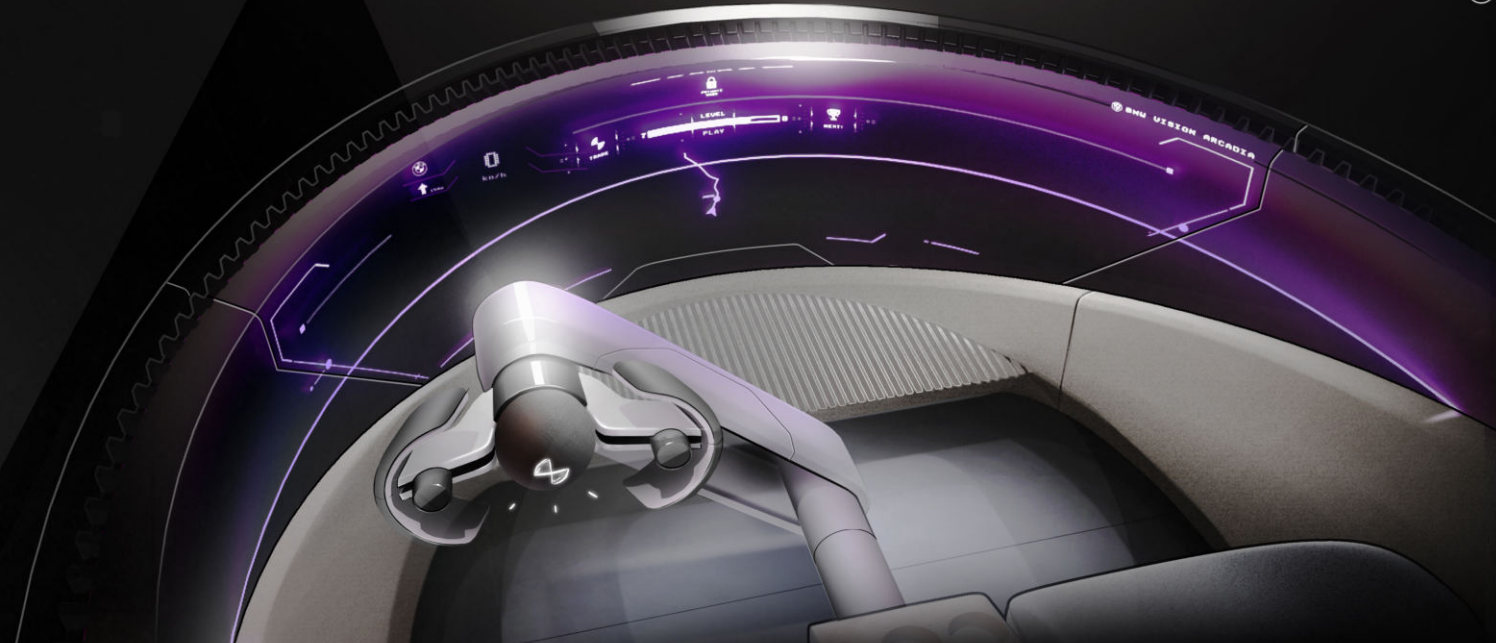


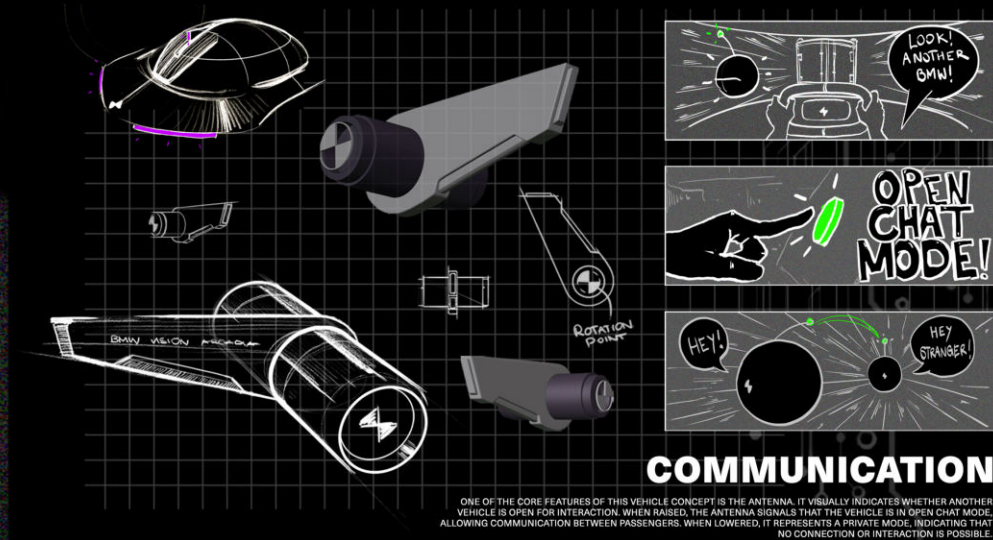
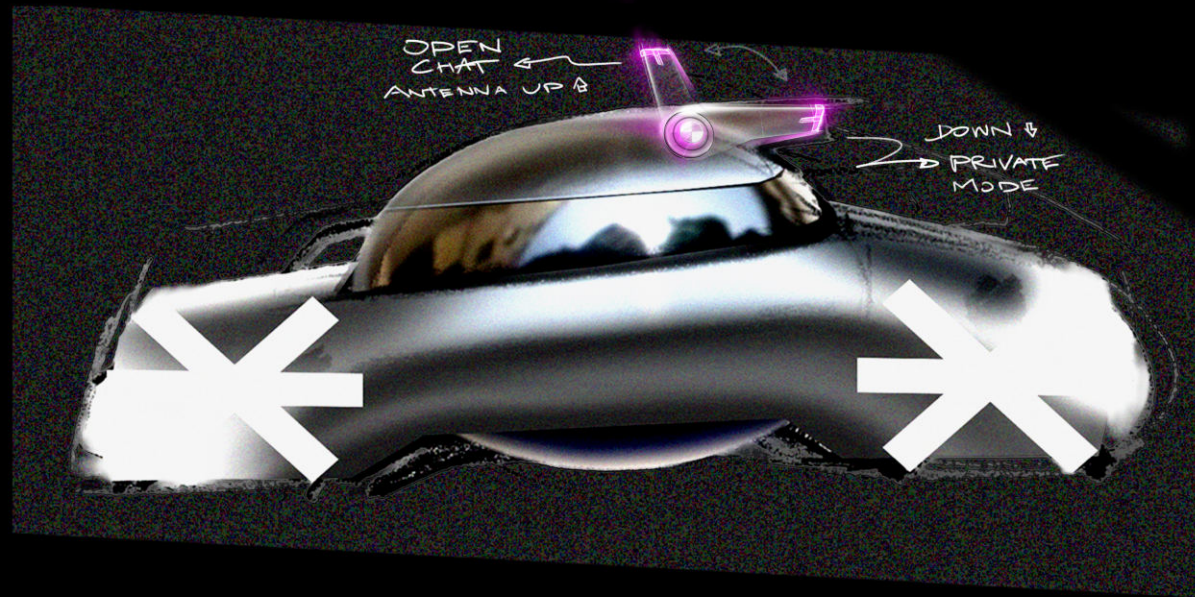
LVL.100

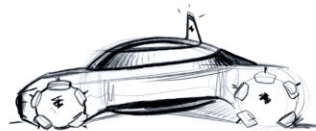
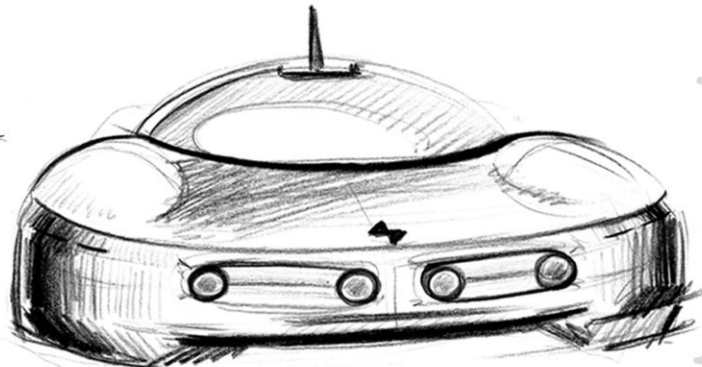
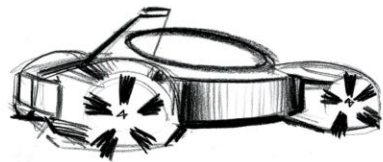
CRADLED BY FORM, EMBRACED
BY FUNCTION.



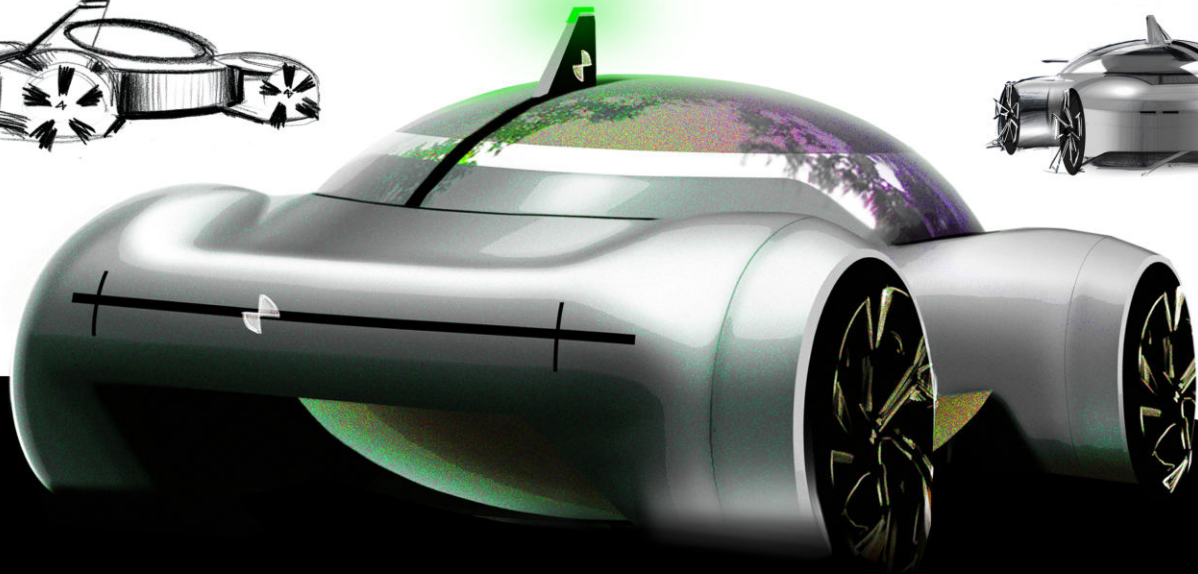
THE INTERIOR CONTINUES TO BE DEFINED BY THE EVER-PRESENT BUBBLE DESIGN. THE PASSENGER IS SEATED WITHIN A ROUNDED COCOON — EMBRACED BY THE SURROUNDING BENCH AND ENCLOSED AT THE FRONT BY THE DIGITAL INTERFACE.





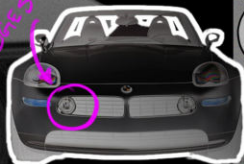


DESIGN DEVELOPMENT
/ EXTERIOR EXPLORATION



MEMORIES- BADGES

BADGES



ACHIEVEMENT



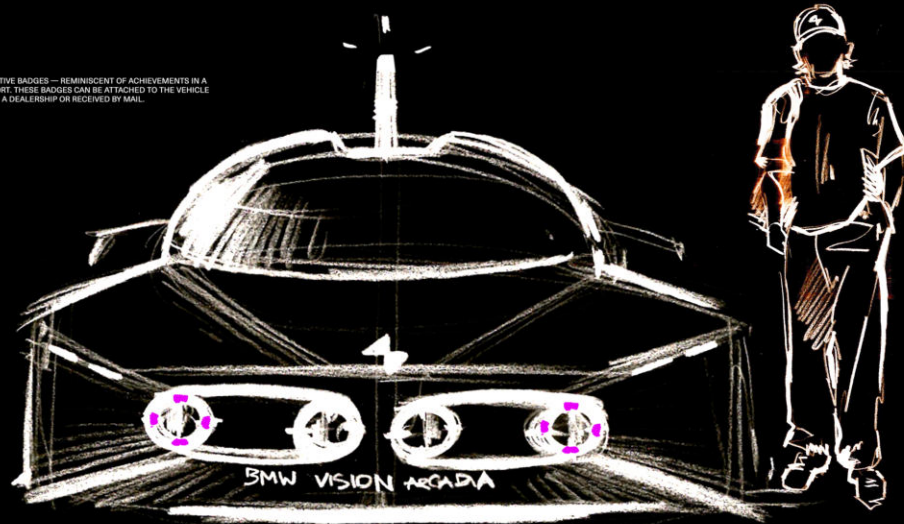
DEALERSHIP PICKUP

DELIVERY

THE EXTERIOR IS DEFINED BY DISTINCTIVE BADGES — REMINISCENT OF ACHIEVEMENTS IN A VIDEO GAME. EARNED THROUGH EFFORT, THESE BADGES CAN BE ATTACHED TO THE VEHICLE ONCE PERSONALLY COLLECTED FROM A DEALERSHIP OR RECEIVED BY MAIL.

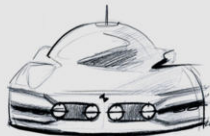
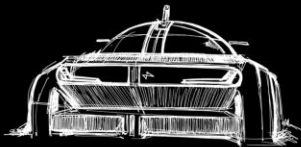
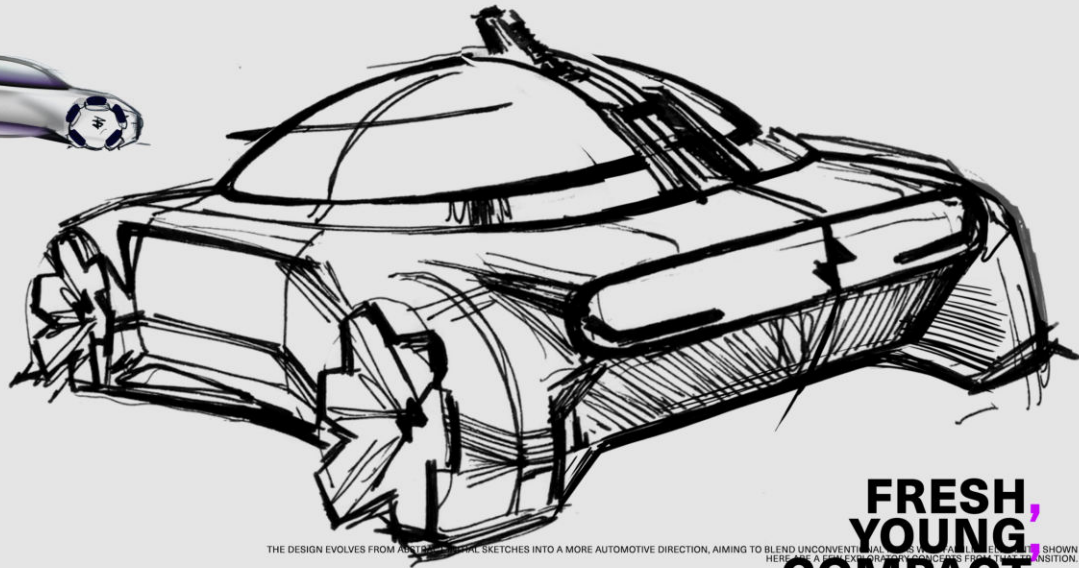
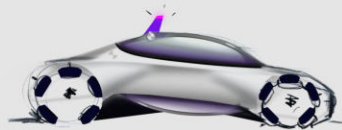
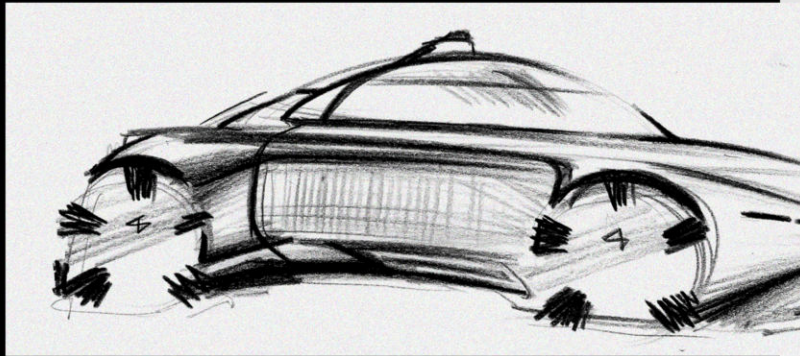


ASSEMBLY



DRIVING

GAMING



THE DESIGN EVOLVES FROM ABSTRACT, ORGANIC SKETCHES INTO A MORE AUTOMOTIVE DIRECTION, AIMING TO BLEND UNCONVENTIONAL FORMS WITH FUNCTIONALITY. SHOWN HERE ARE A FEW EXPLORATORY CONCEPTS FROM THAT TRANSITION.

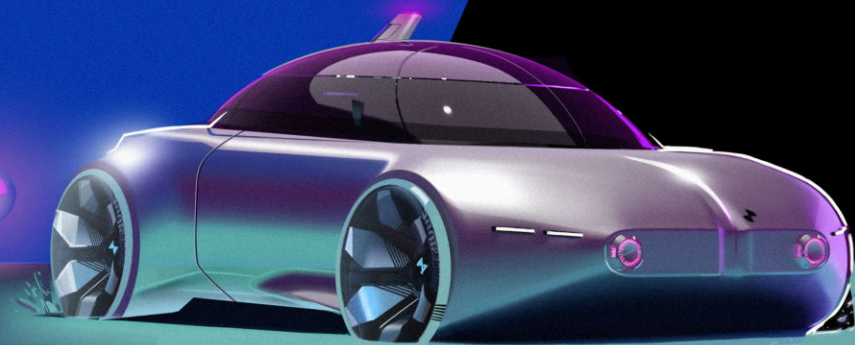
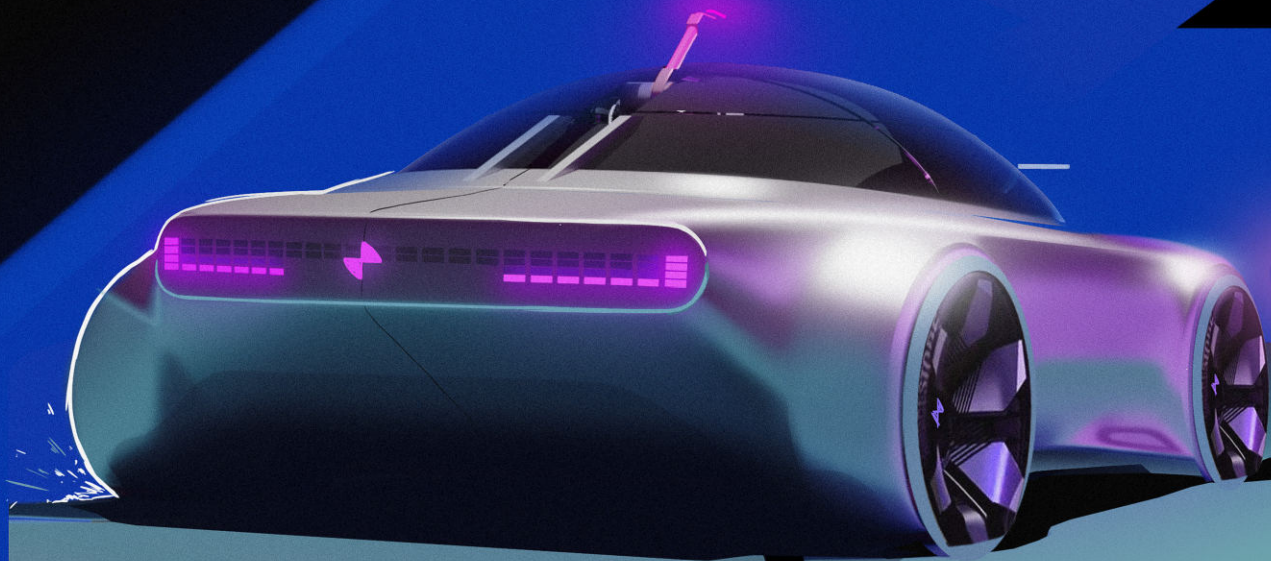
**FRESH,
YOUNG,
COMPACT.**



BMW VISION ARCADIA



THE EXTERIOR DESIGN IS FURTHER DEFINED BY THE DISTINCTIVE BUBBLE SHAPE, REFLECTING ITS COMPACT PROPORTIONS AND SIGNALING THE INTENDED TARGET GROUP: A VEHICLE DESIGNED TO BE ACCESSIBLE TO ALMOST EVERYONE. ALSO VISIBLE ARE THE PROMINENT ANTENNA AND THE DISTINCTIVE FRONT BADGES, REINFORCING THE VEHICLE'S CHARACTER AND COMMUNICATIVE FUNCTION.



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