

AUDI LKW TT

Premium sports coupe in 2050 design project

“produced by Hyeonwoo Moon”

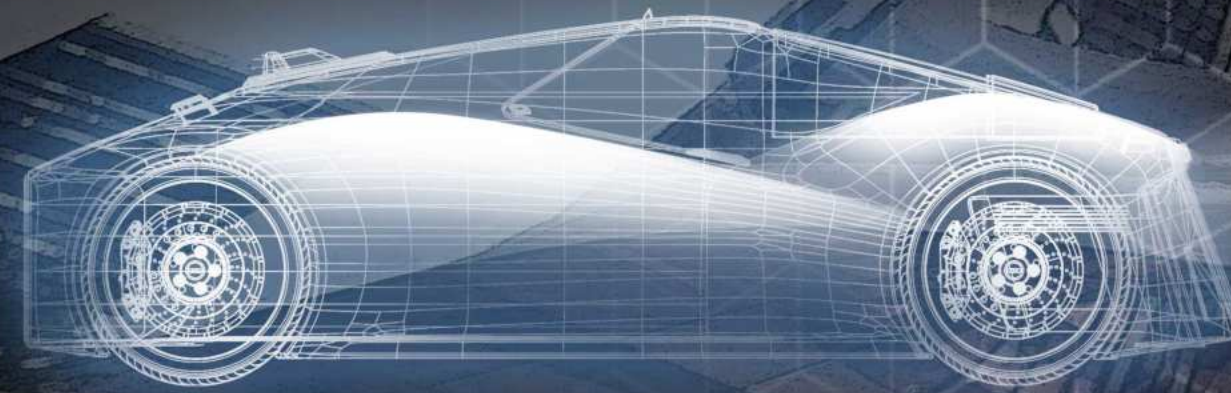


Beyond Premium /// 2050

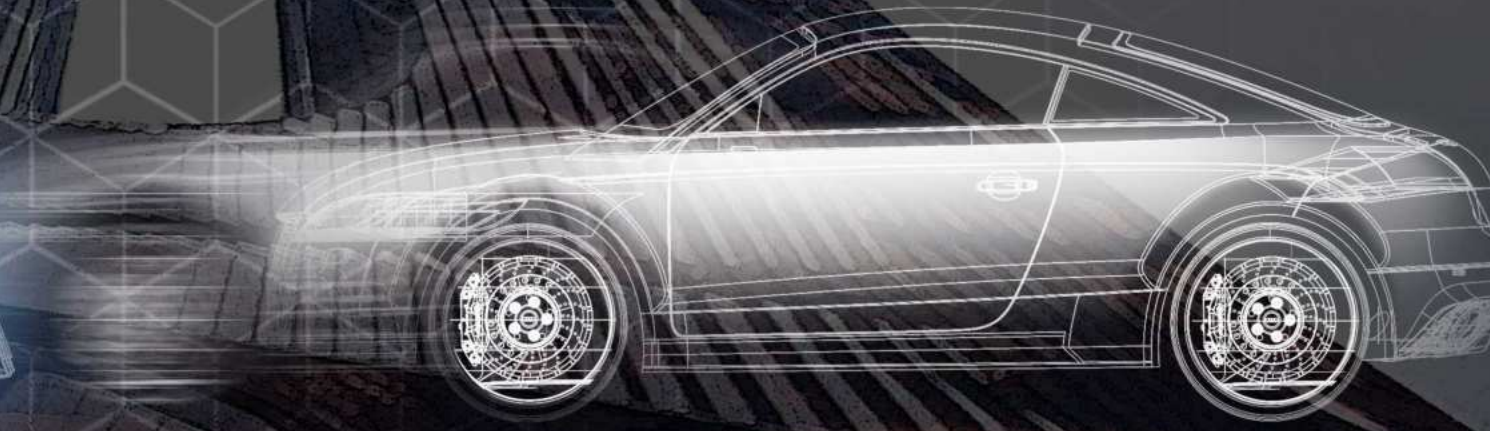
Mobility as the next status symbol in 2050



Design concept



Audi TT LKW Coupe in 2050



Audi TT RS Coupe in 2014

What is the impact on luxury in general and how these impacts influence premium products?

What is the new desire for a product of Audi beyond premium and how will the new parameters for high-class mobility appear?

I set the concept to redesign a new Audi TT that could exist in 2050 for these questions.

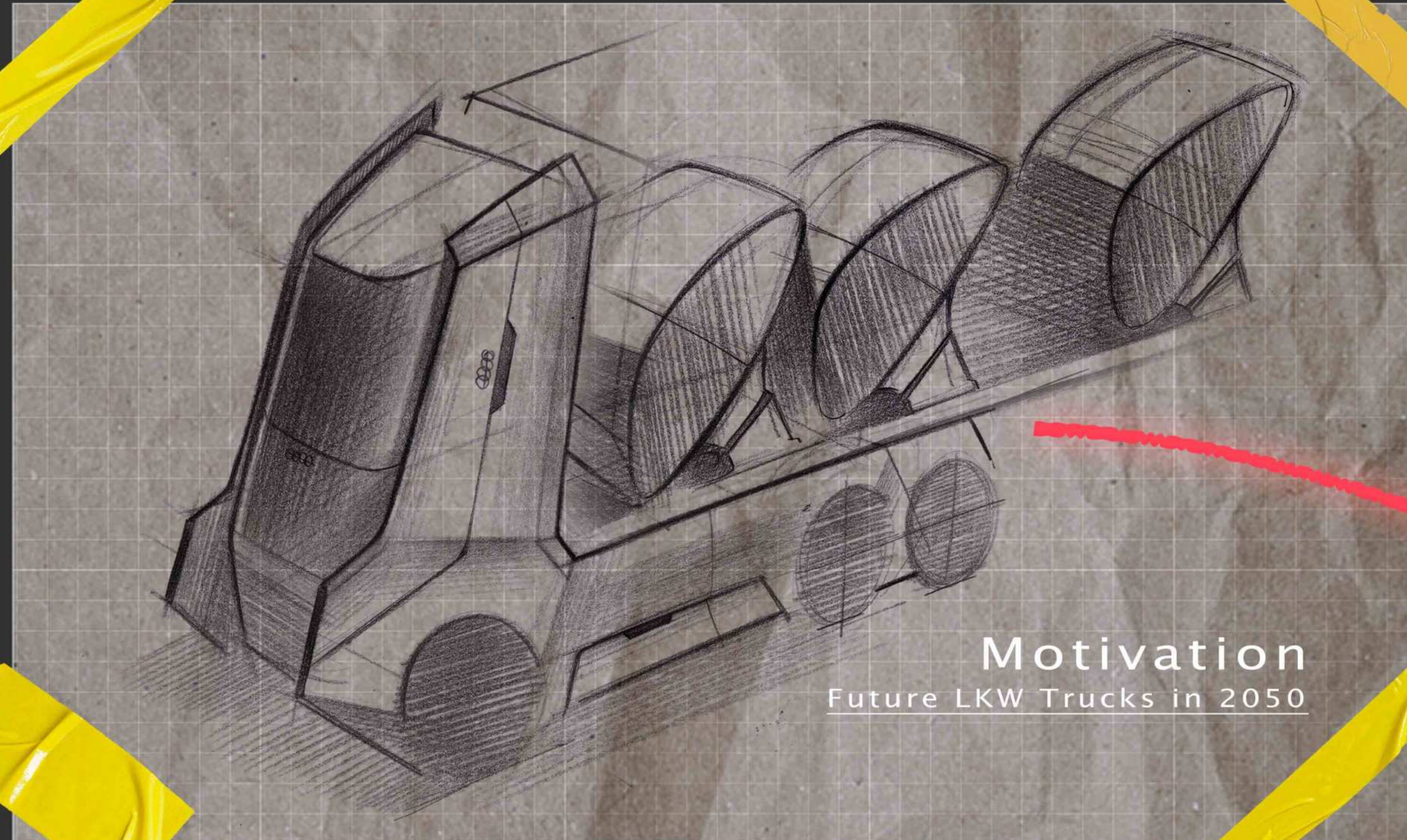
Vehicle Reference proportion

Audi TT Sport Coupe



Motivation

Future LKW Trucks in 2050

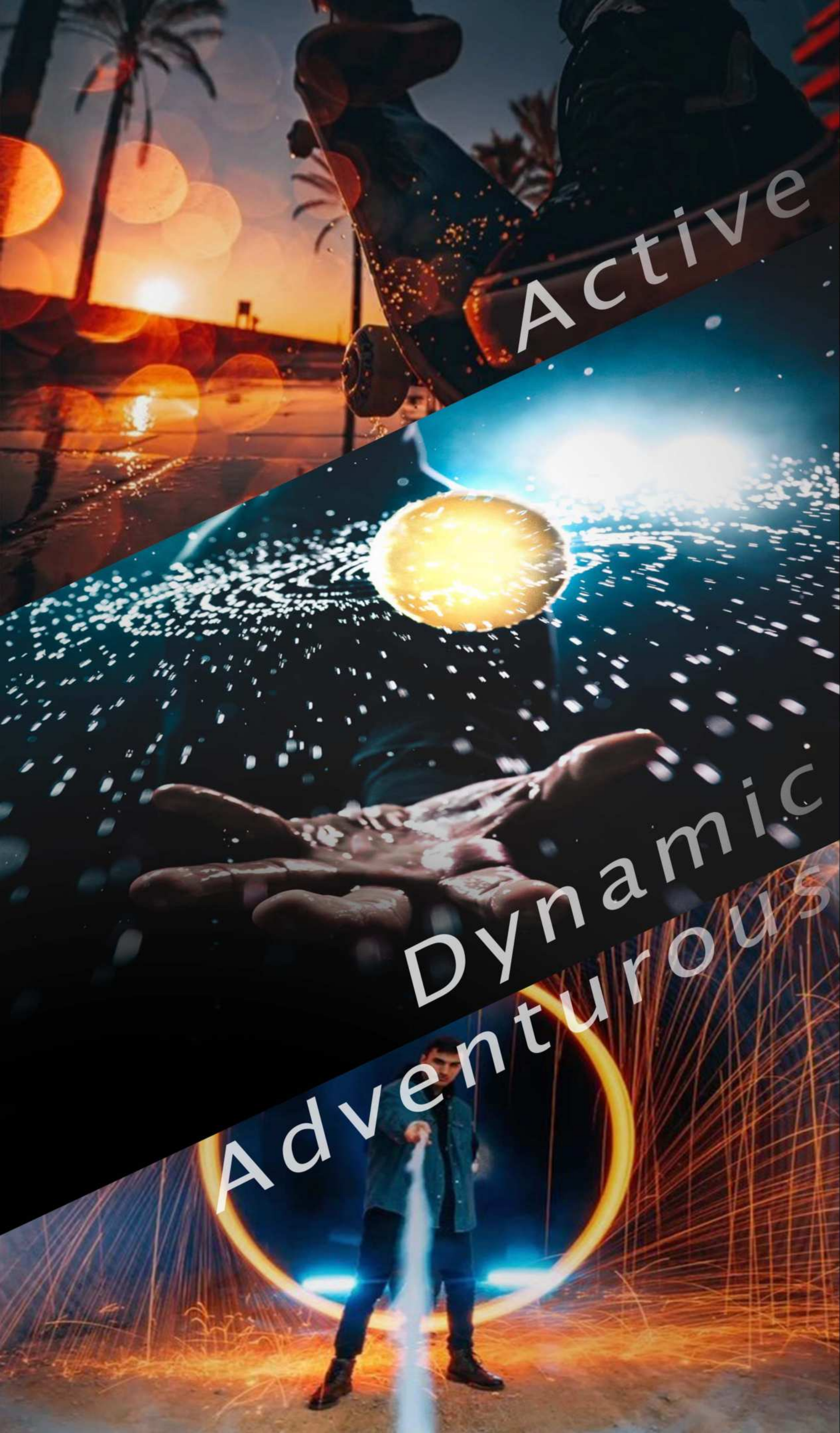


Concept approach

What inspiration, method, and direction should I proceed with?

New Audi TT
transformed from the future truck shape





Active

Dynamic

Adventurous



“ Overall Design Formation Direction “

Bauhaus

Modern, simple, neat and well-organized



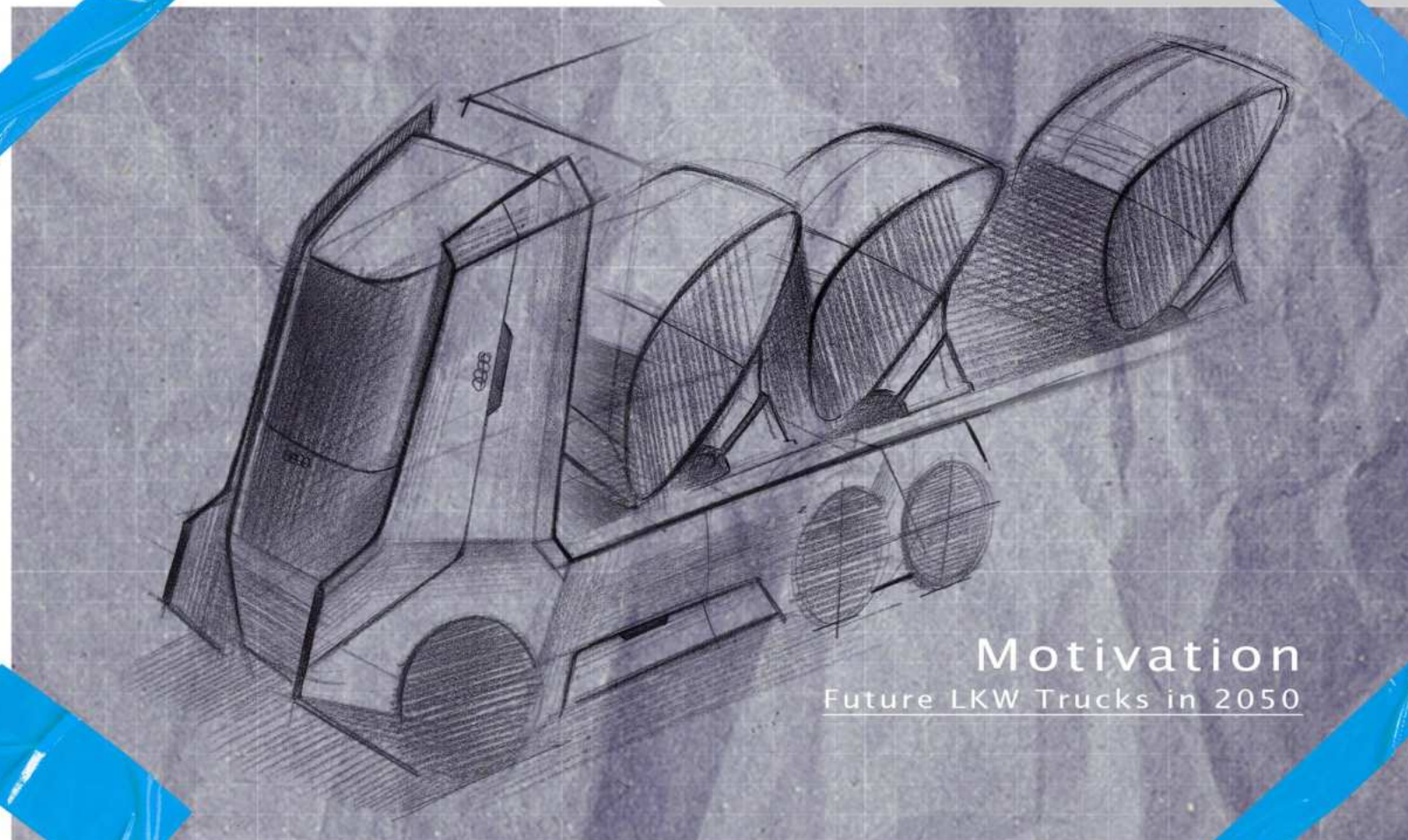
Architectural
and
Geometric



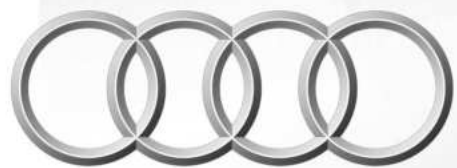
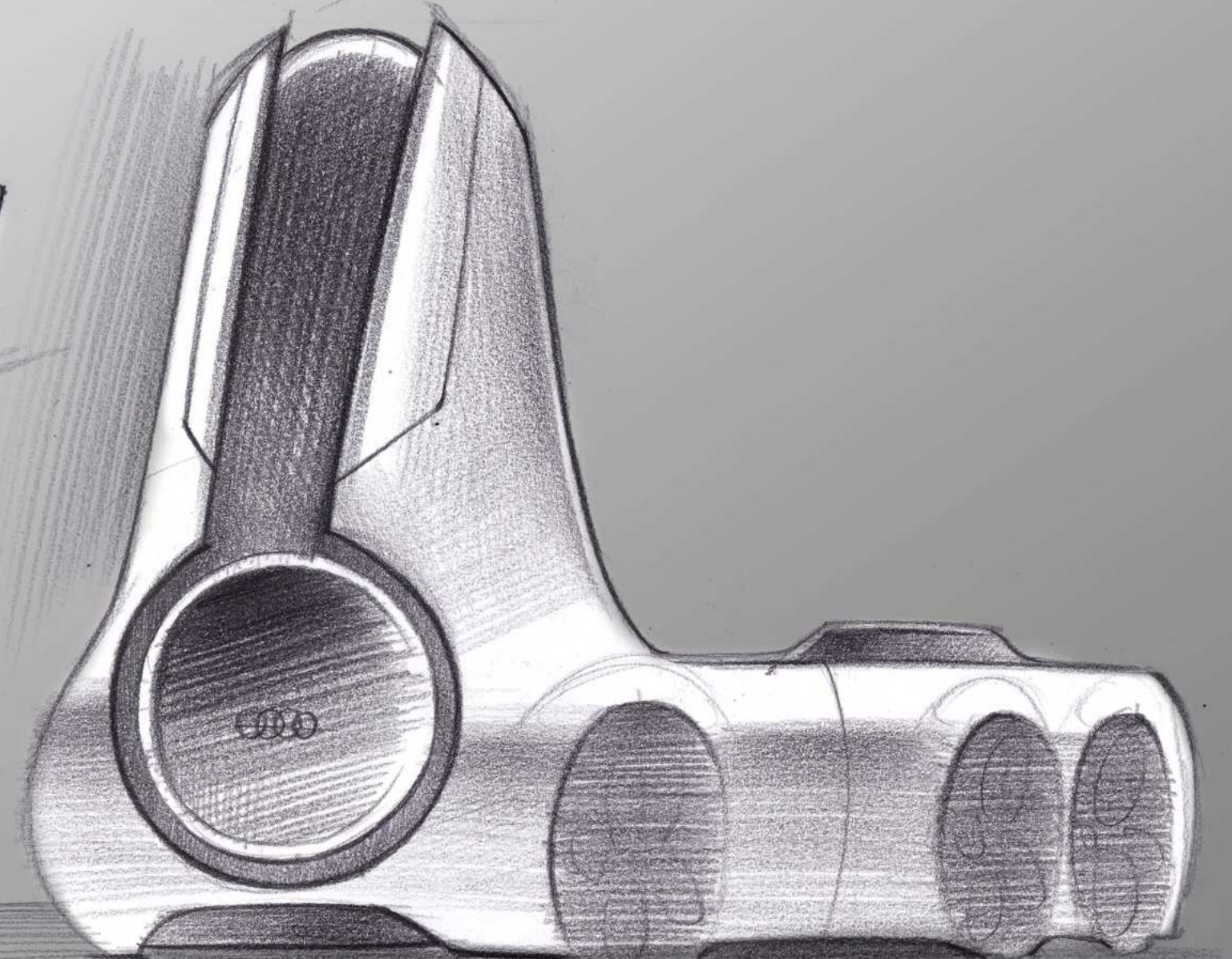
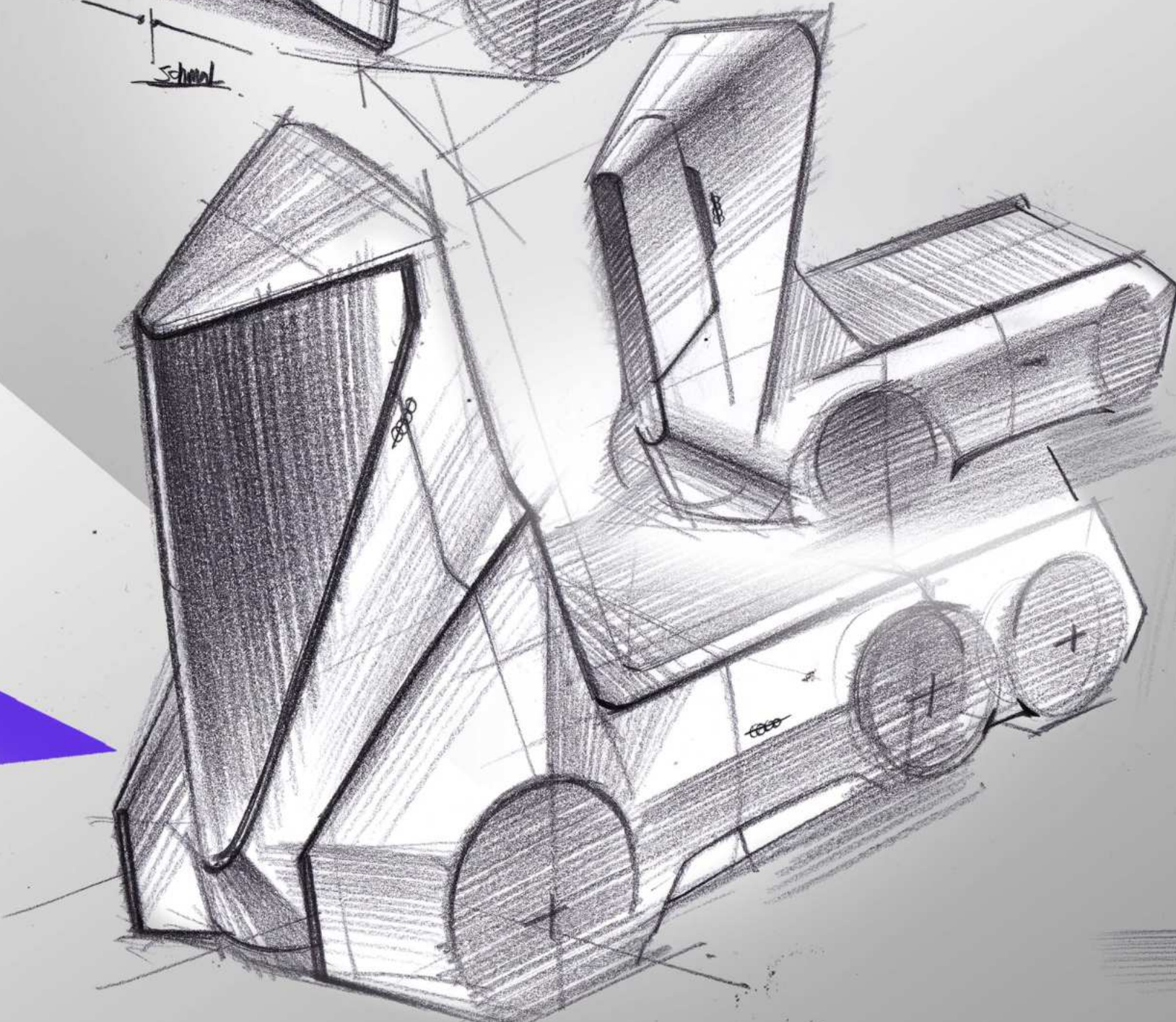
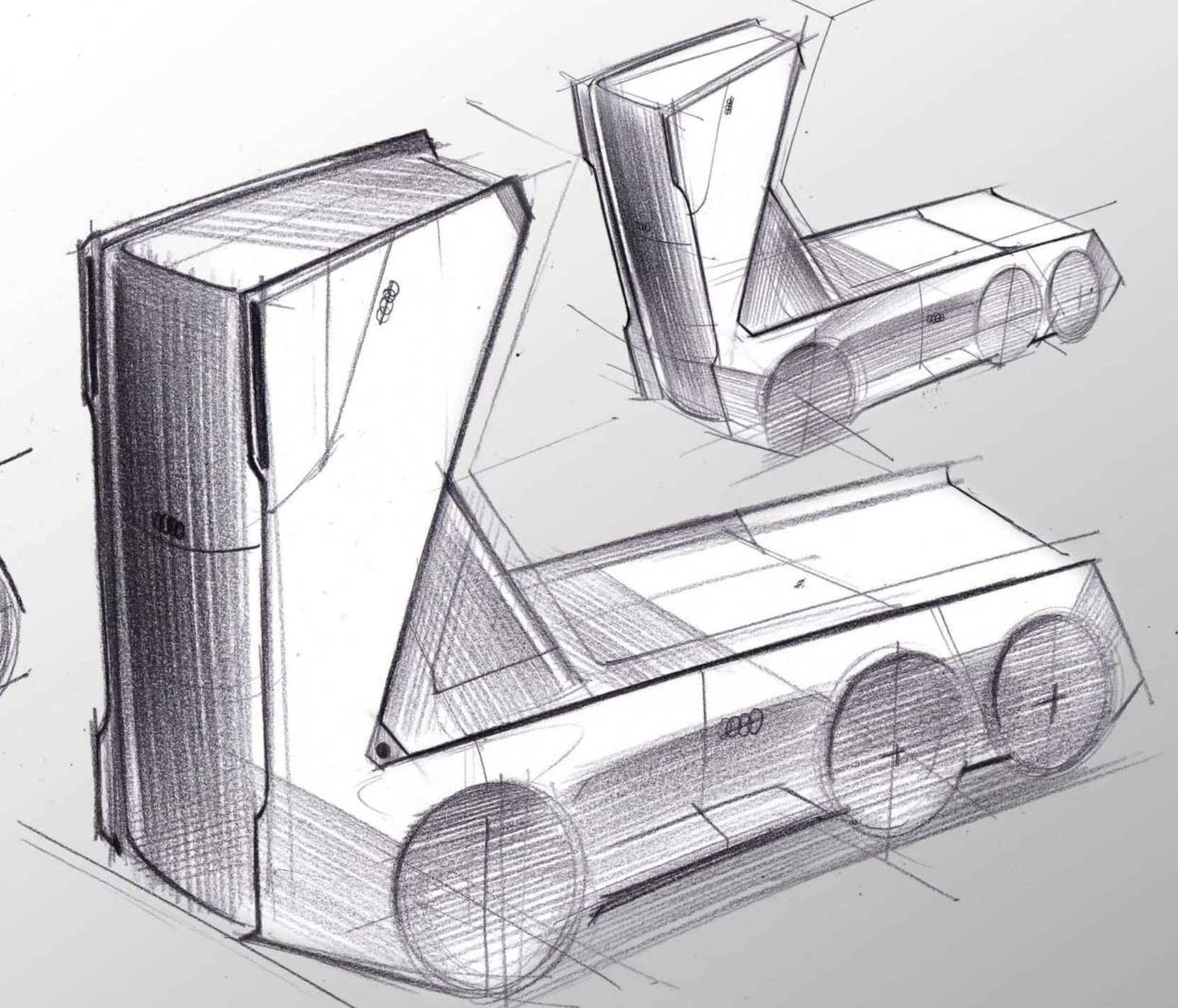
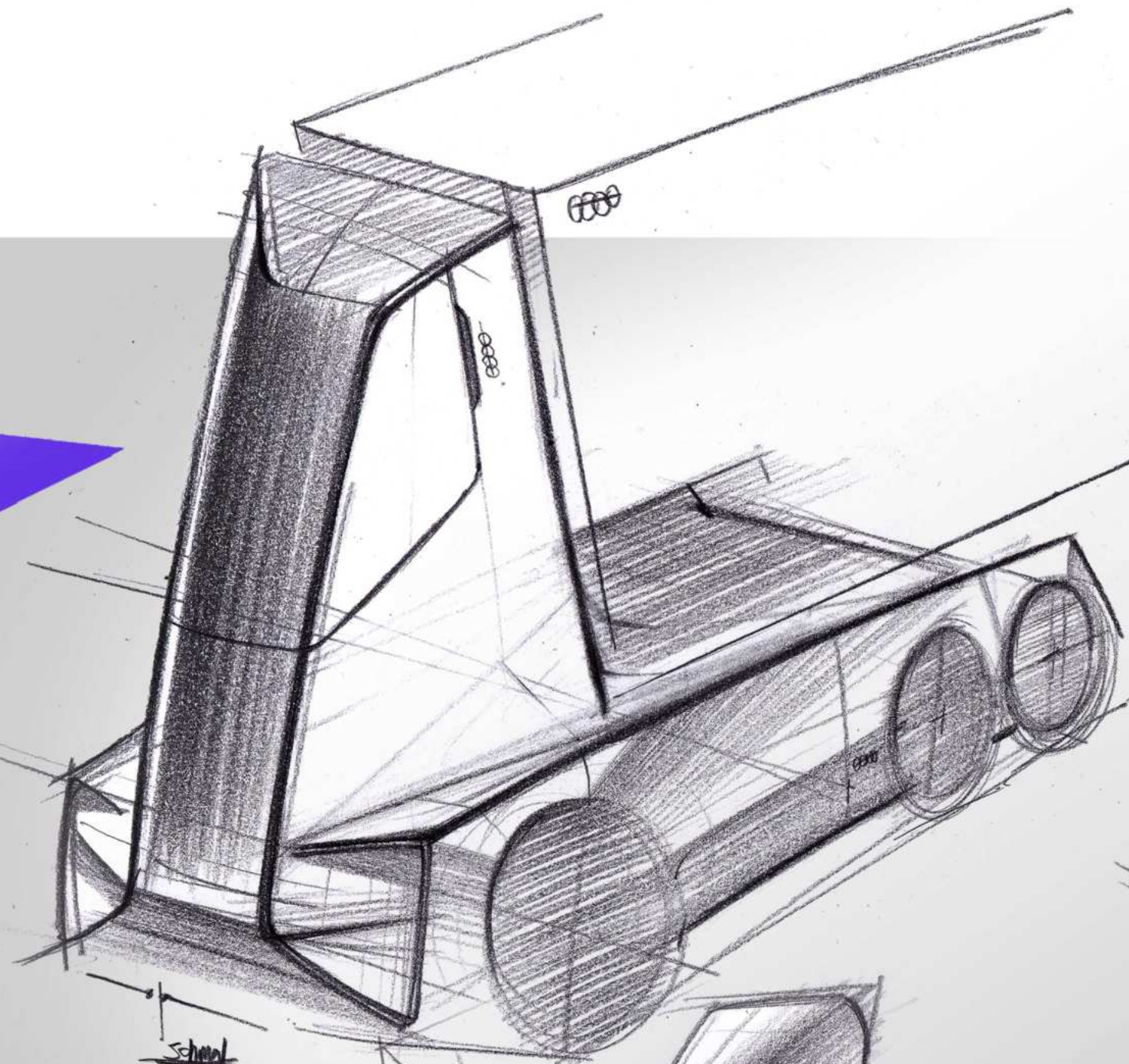


LKW Trucks variations

First motivation sketches



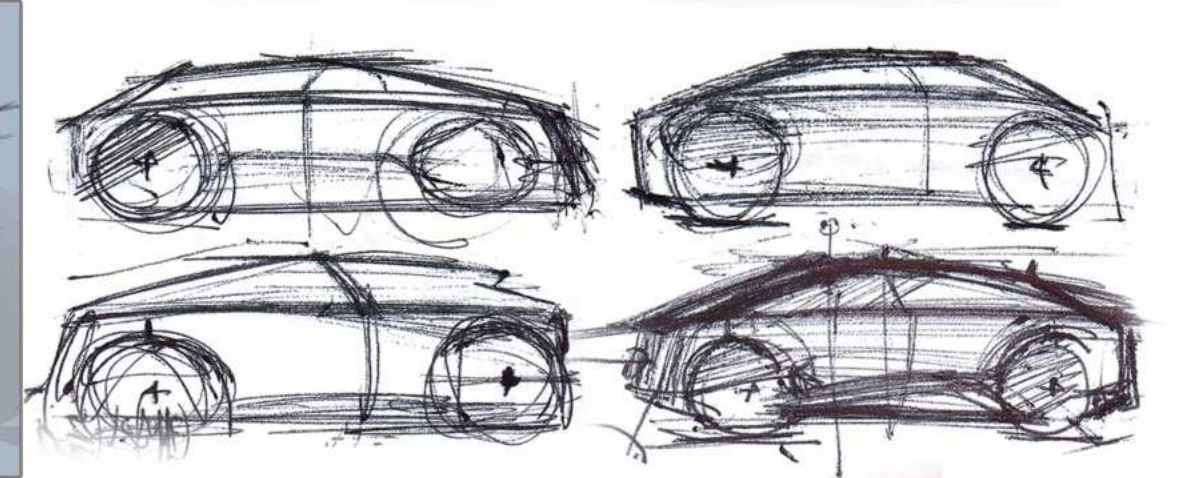
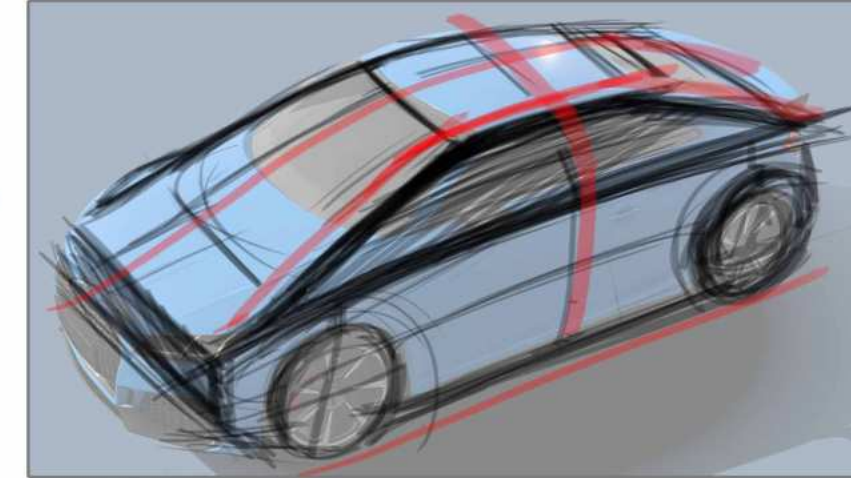
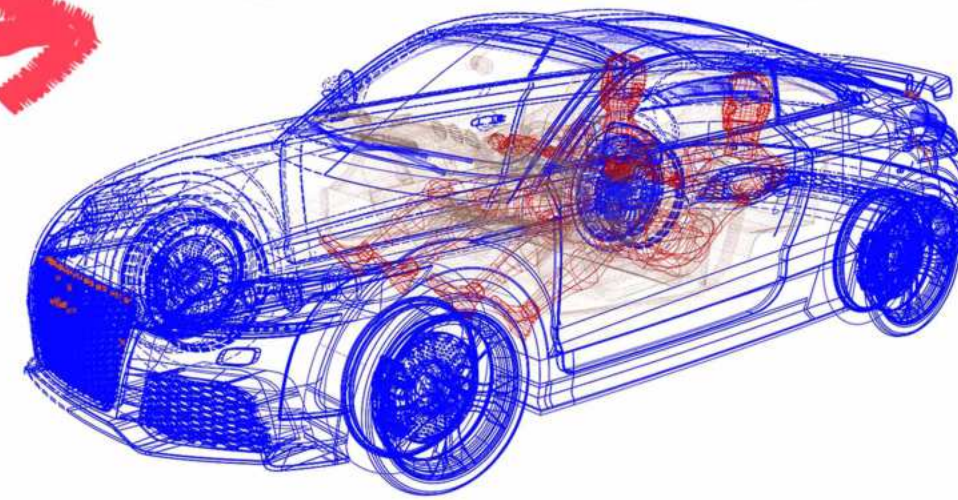
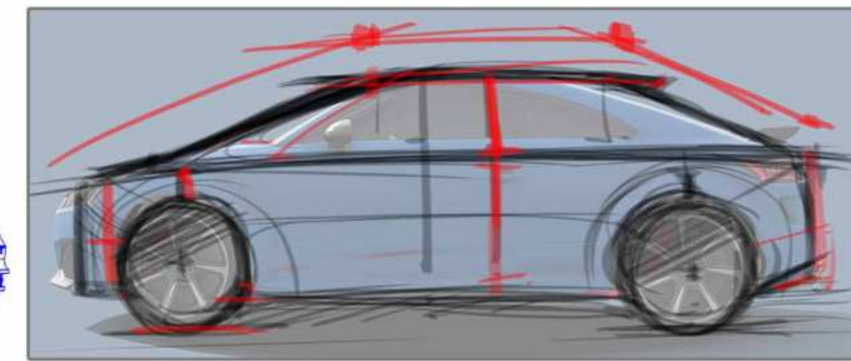
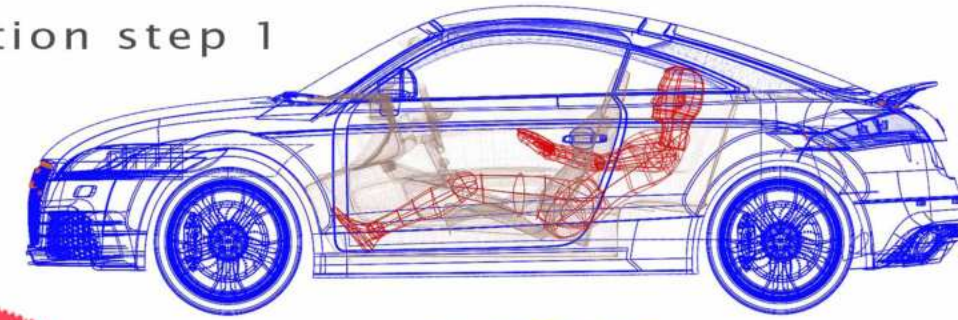
Motivation
Future LKW Trucks in 2050



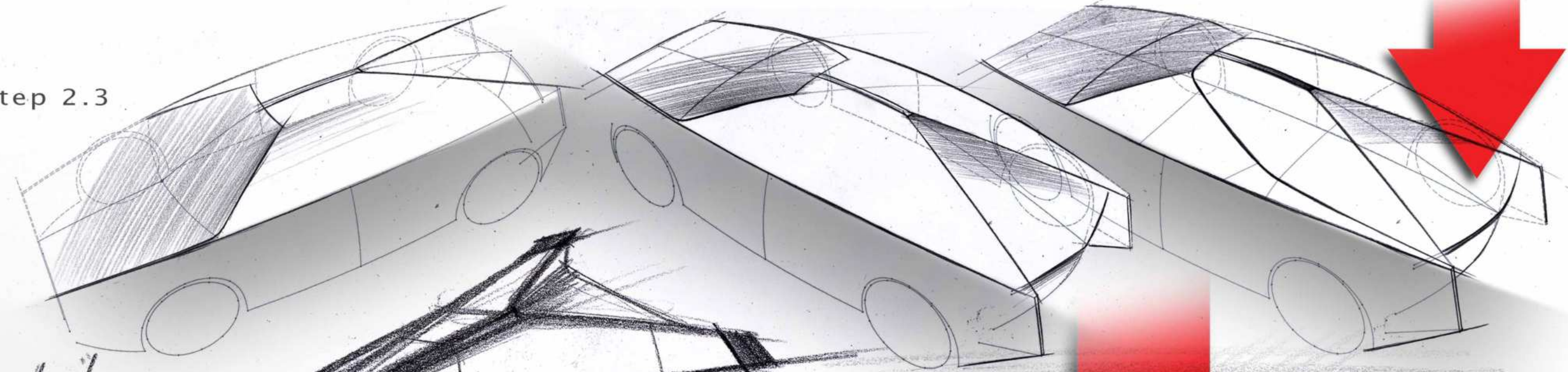
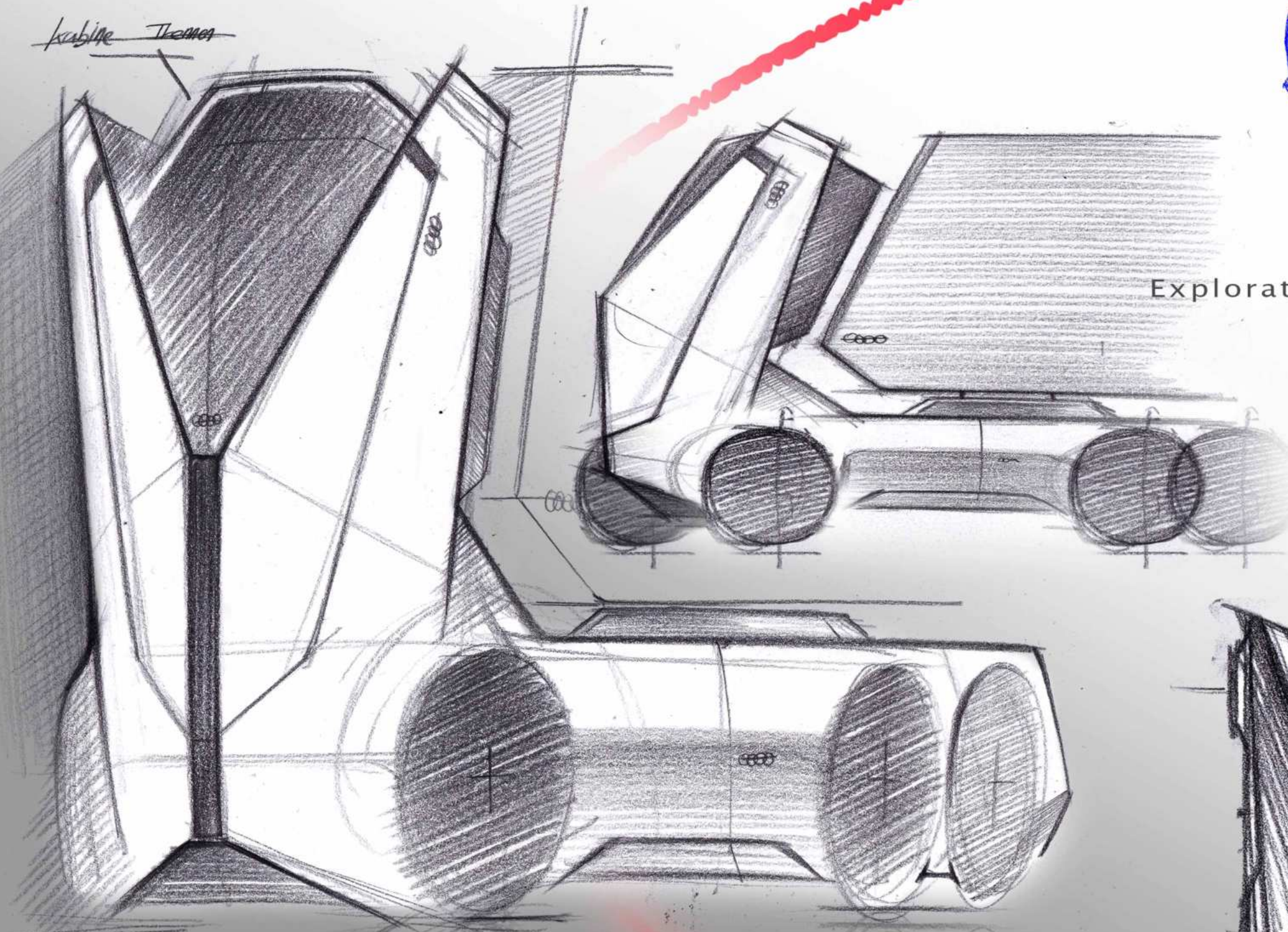
Design Exploration

How to make an LKW truck design an Audi TT?

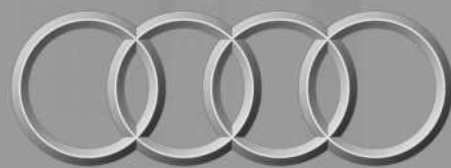
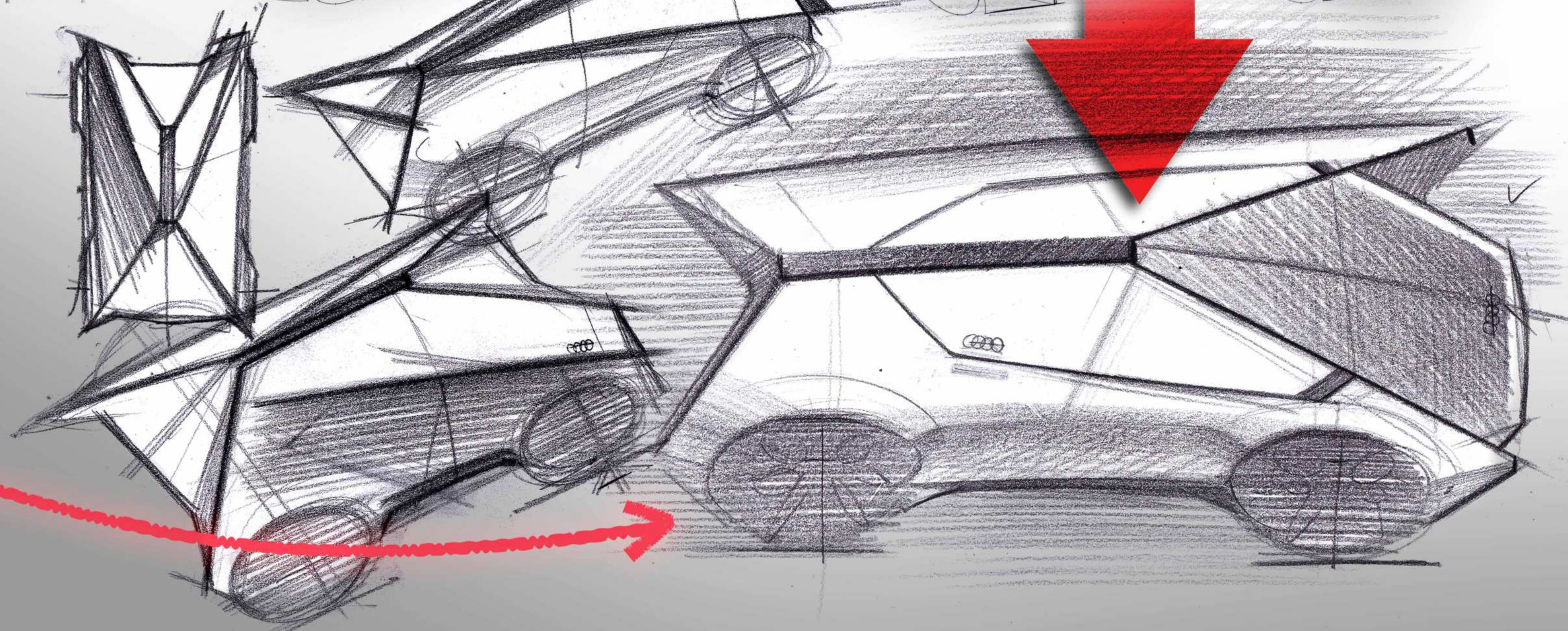
Exploration step 1



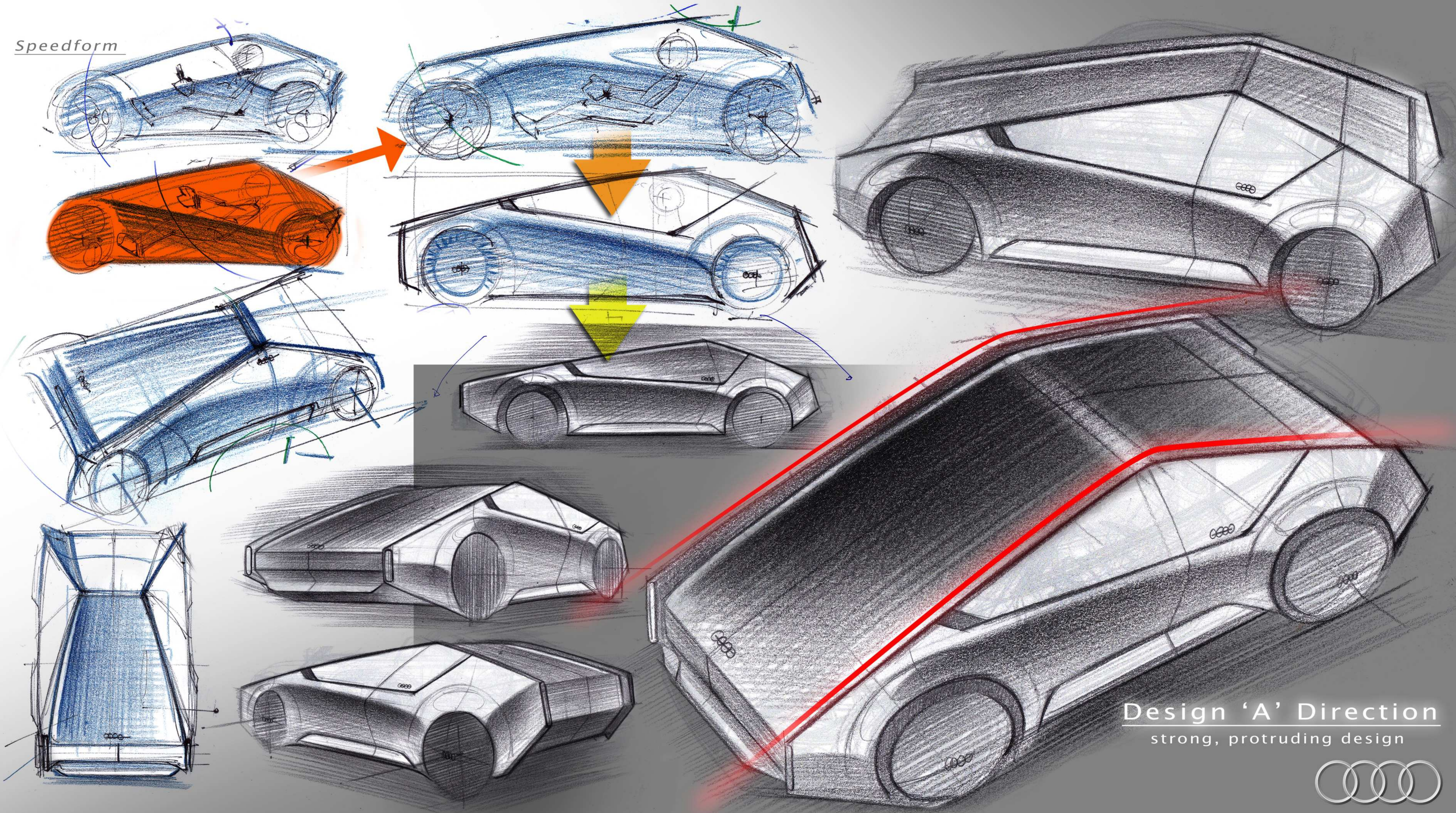
Exploration step 2.3



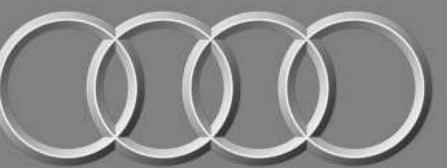
Selected LKW truck design
as a motivation



Speedform

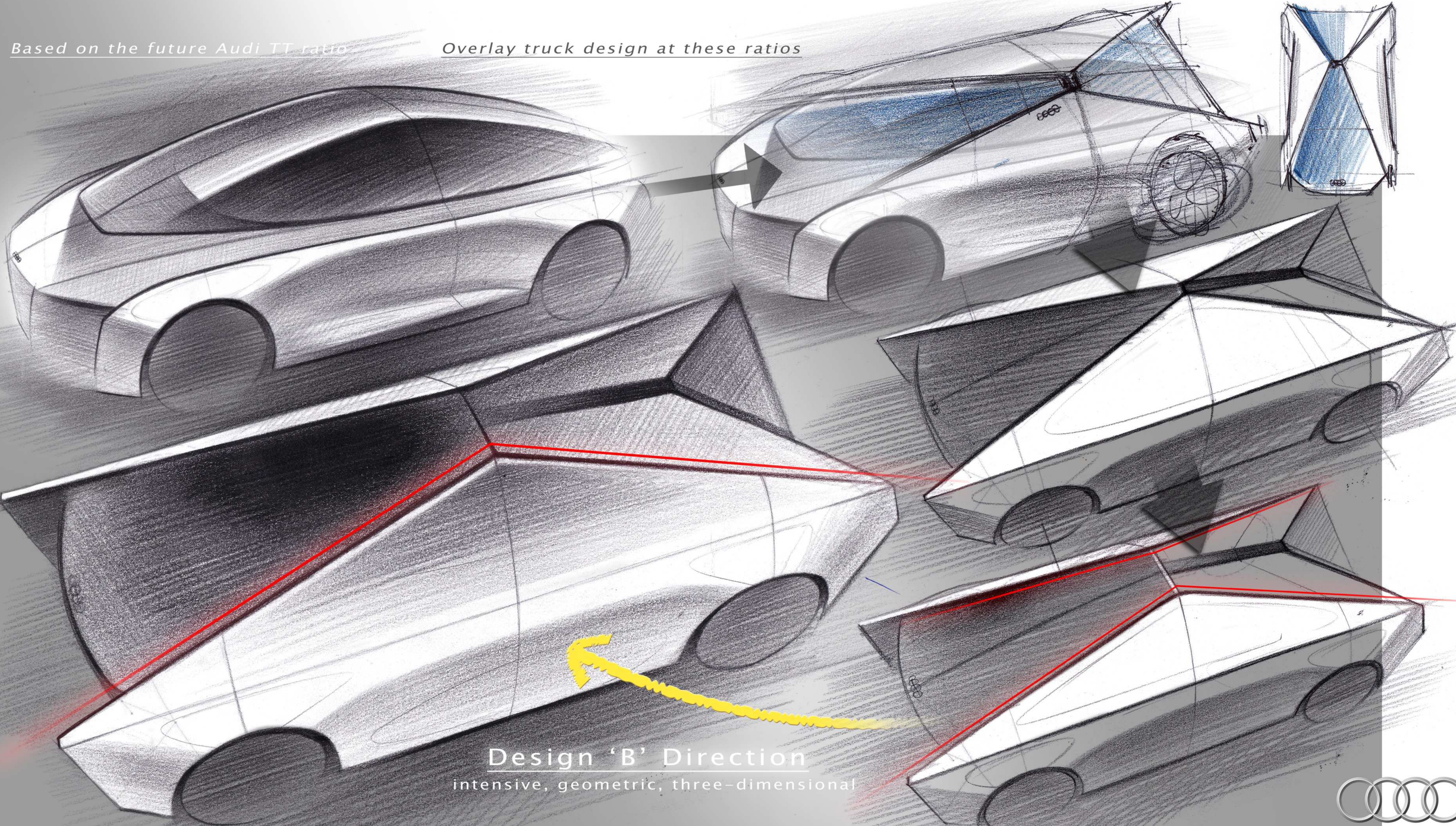


Design 'A' Direction
strong, protruding design

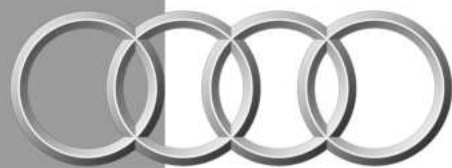


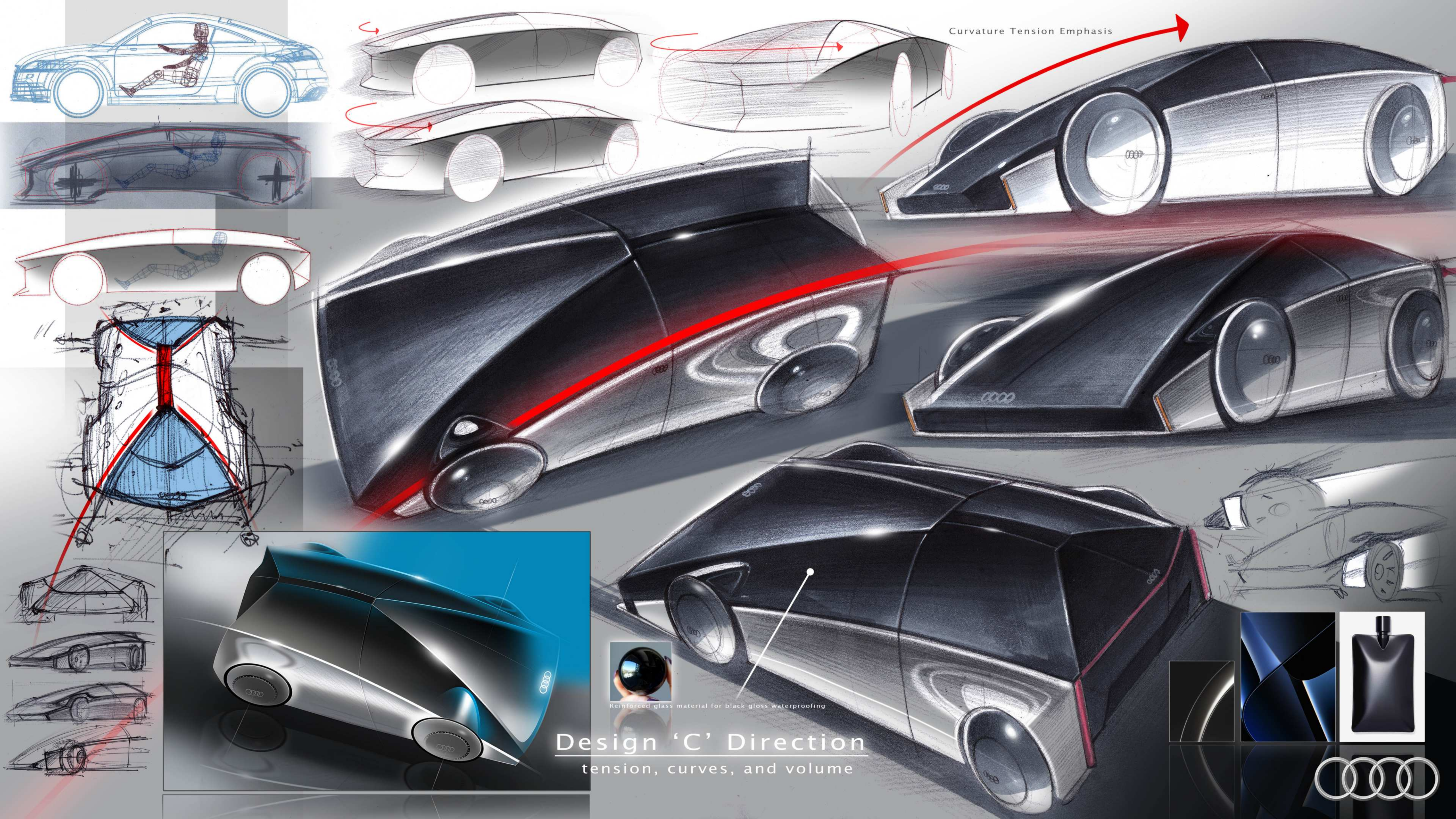
Based on the future Audi TT ratio

Overlay truck design at these ratios



Design 'B' Direction
intensive, geometric, three-dimensional





Curvature Tension Emphasis



Reinforced glass material for black gloss waterproofing

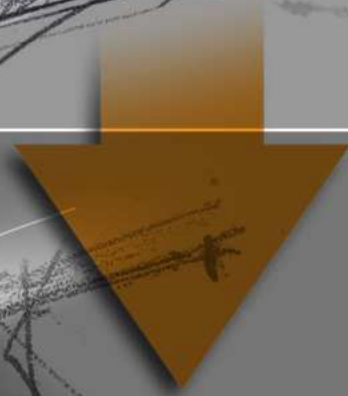
Design 'C' Direction
tension, curves, and volume



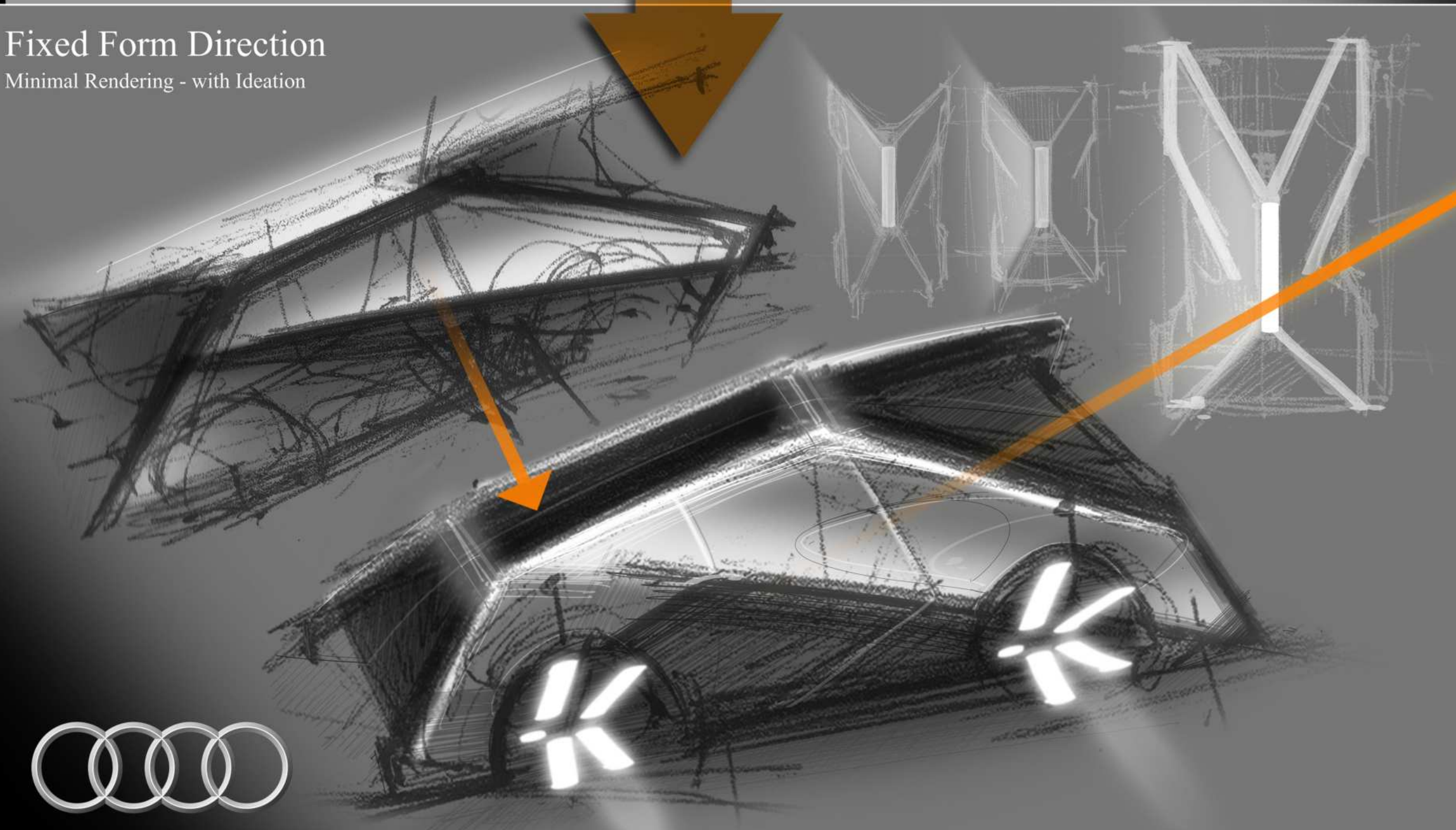
Final Idea Sketch



Final design definition
shades, textures, materials
and
final surface cleanup

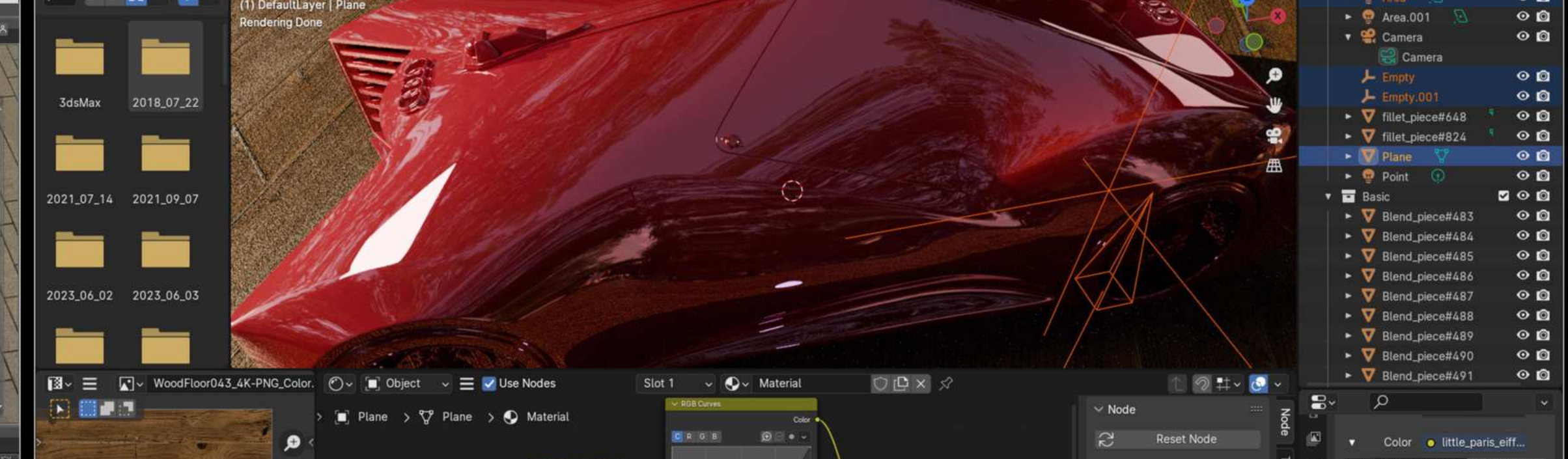
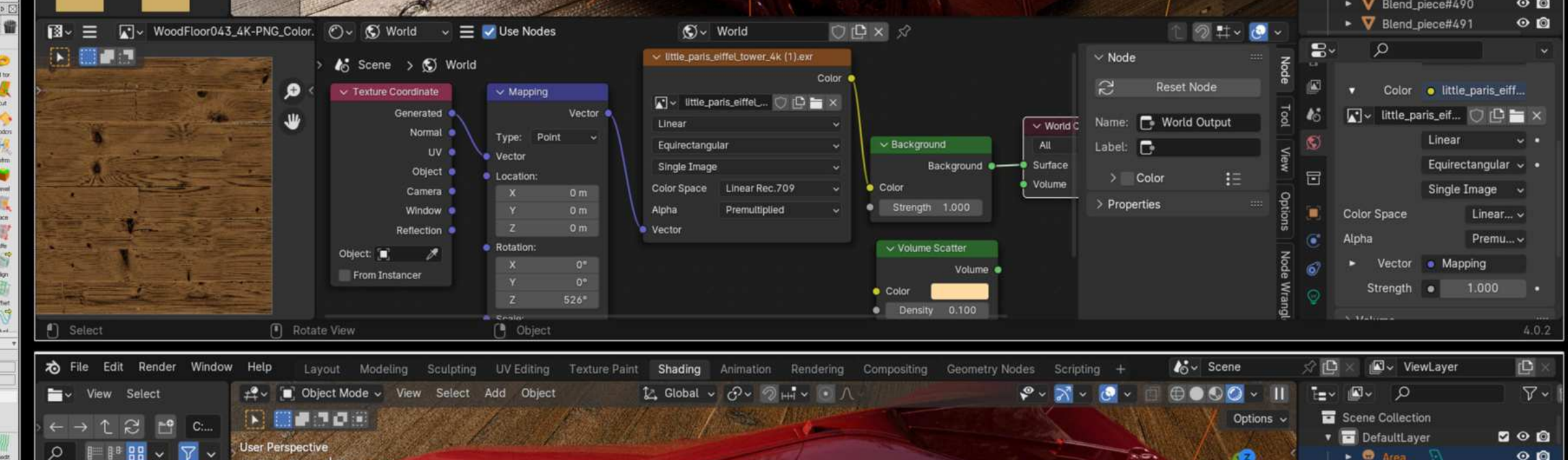
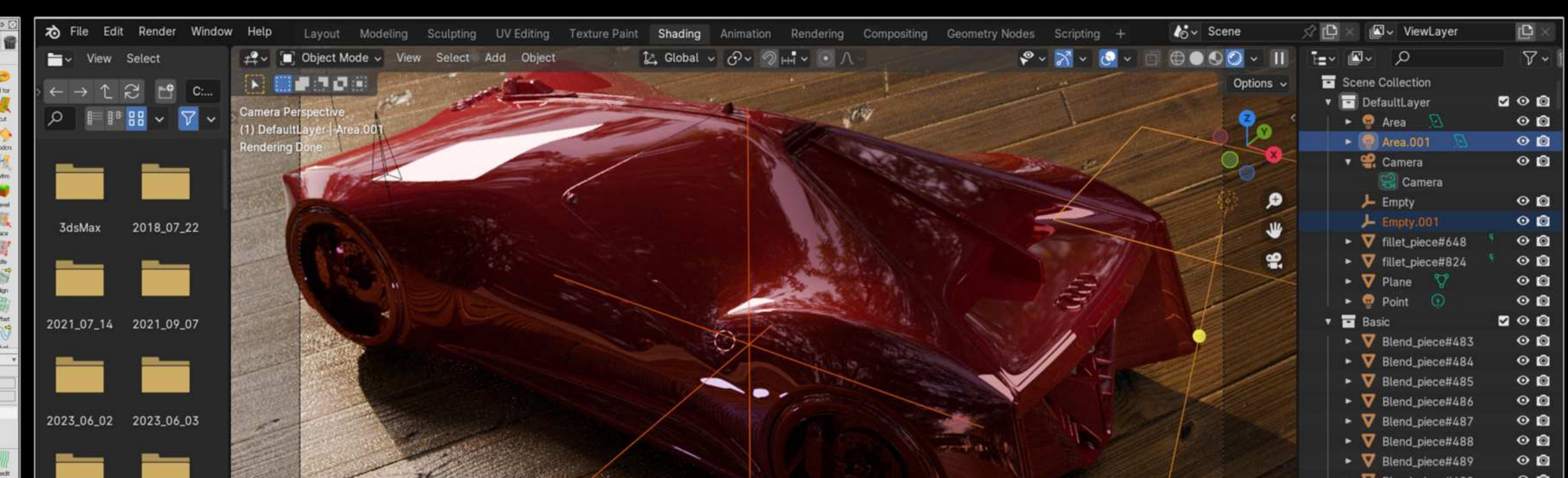
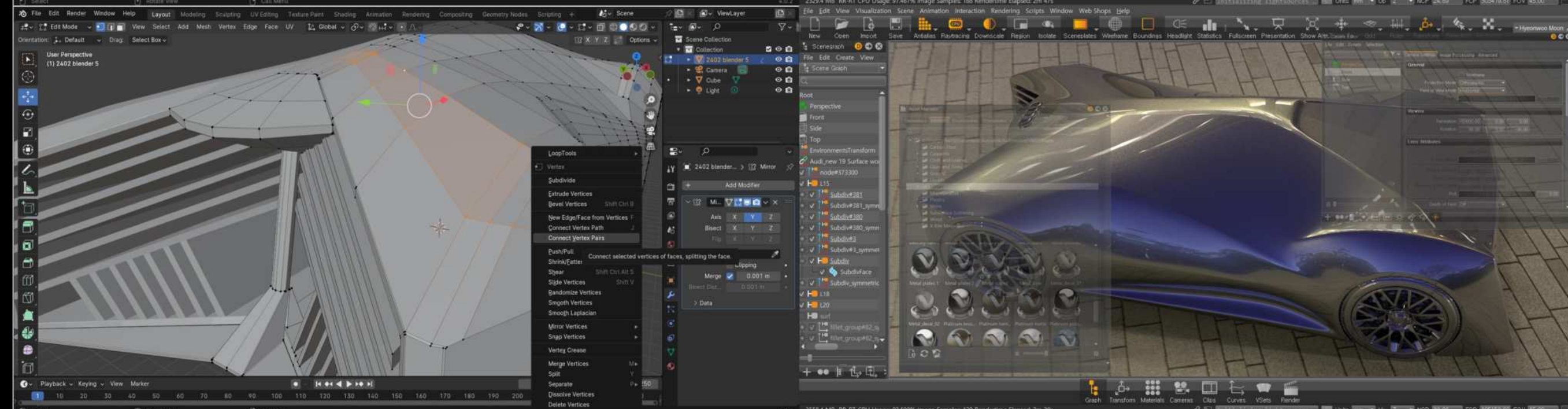
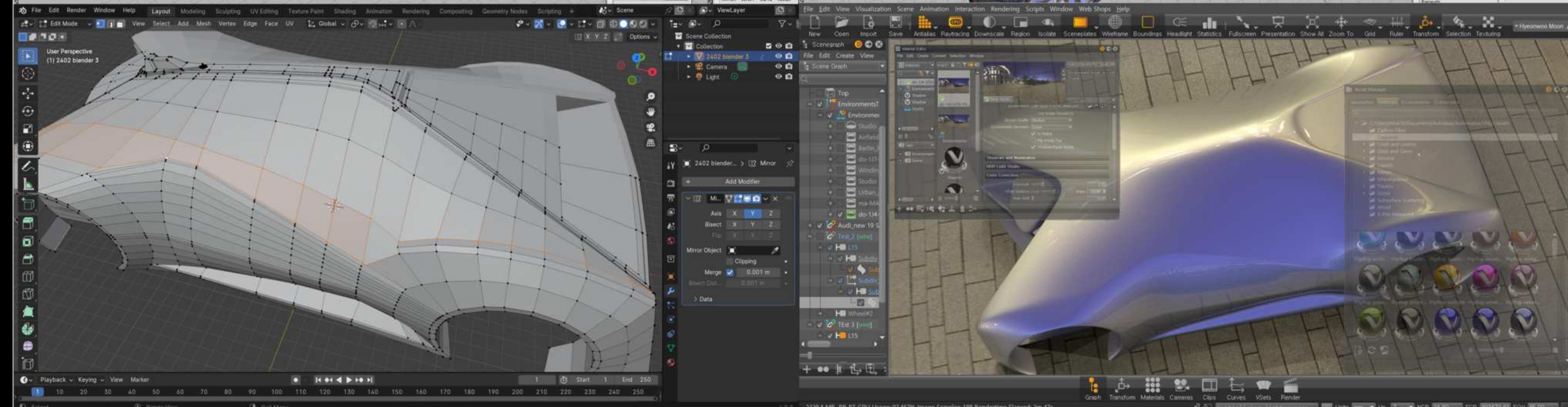
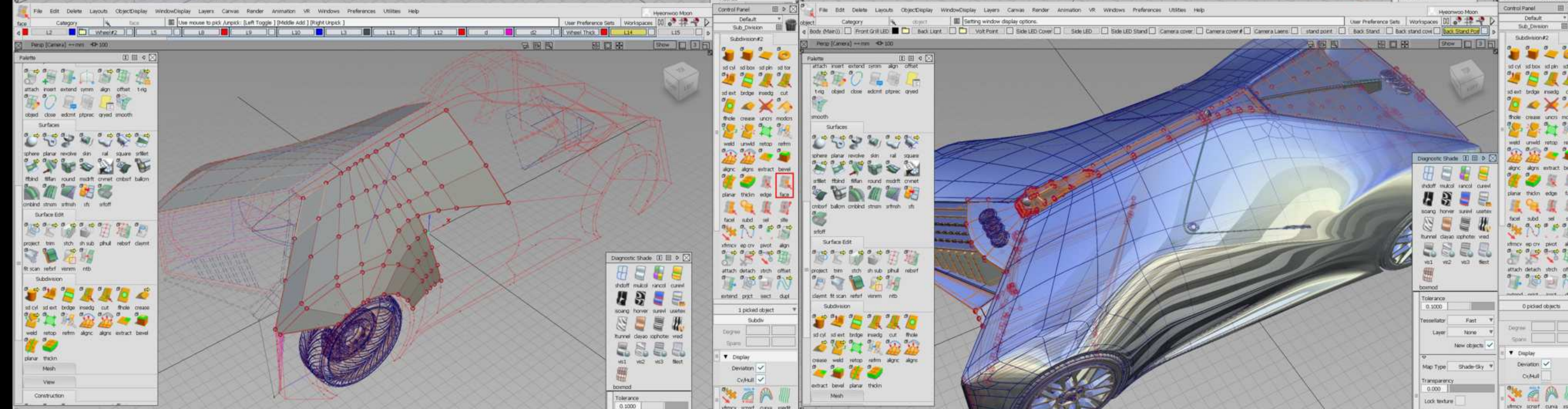
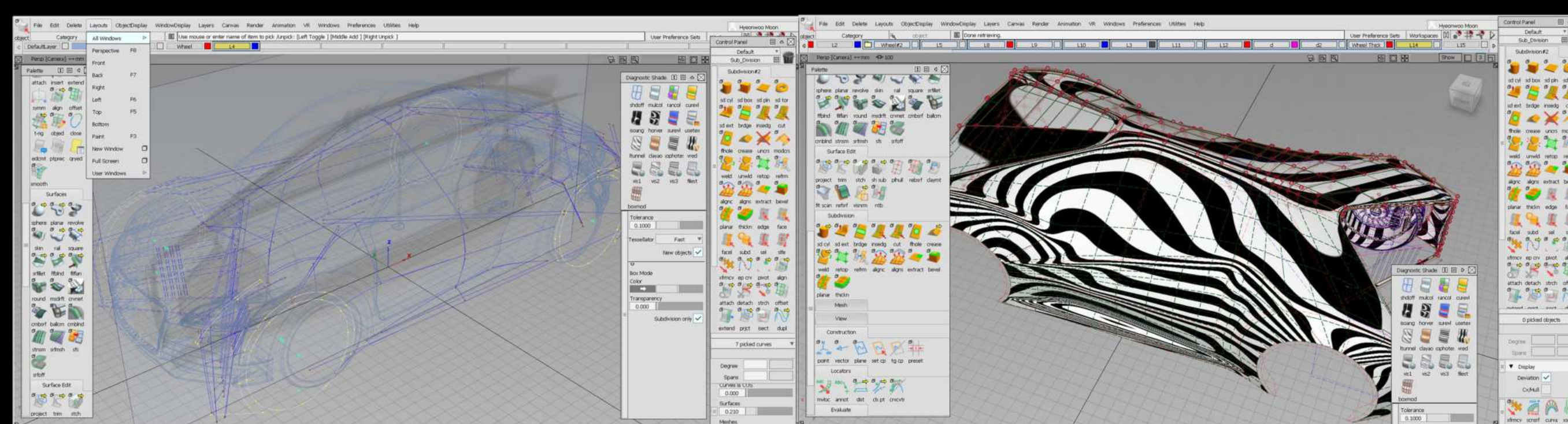


Fixed Form Direction
Minimal Rendering - with Ideation



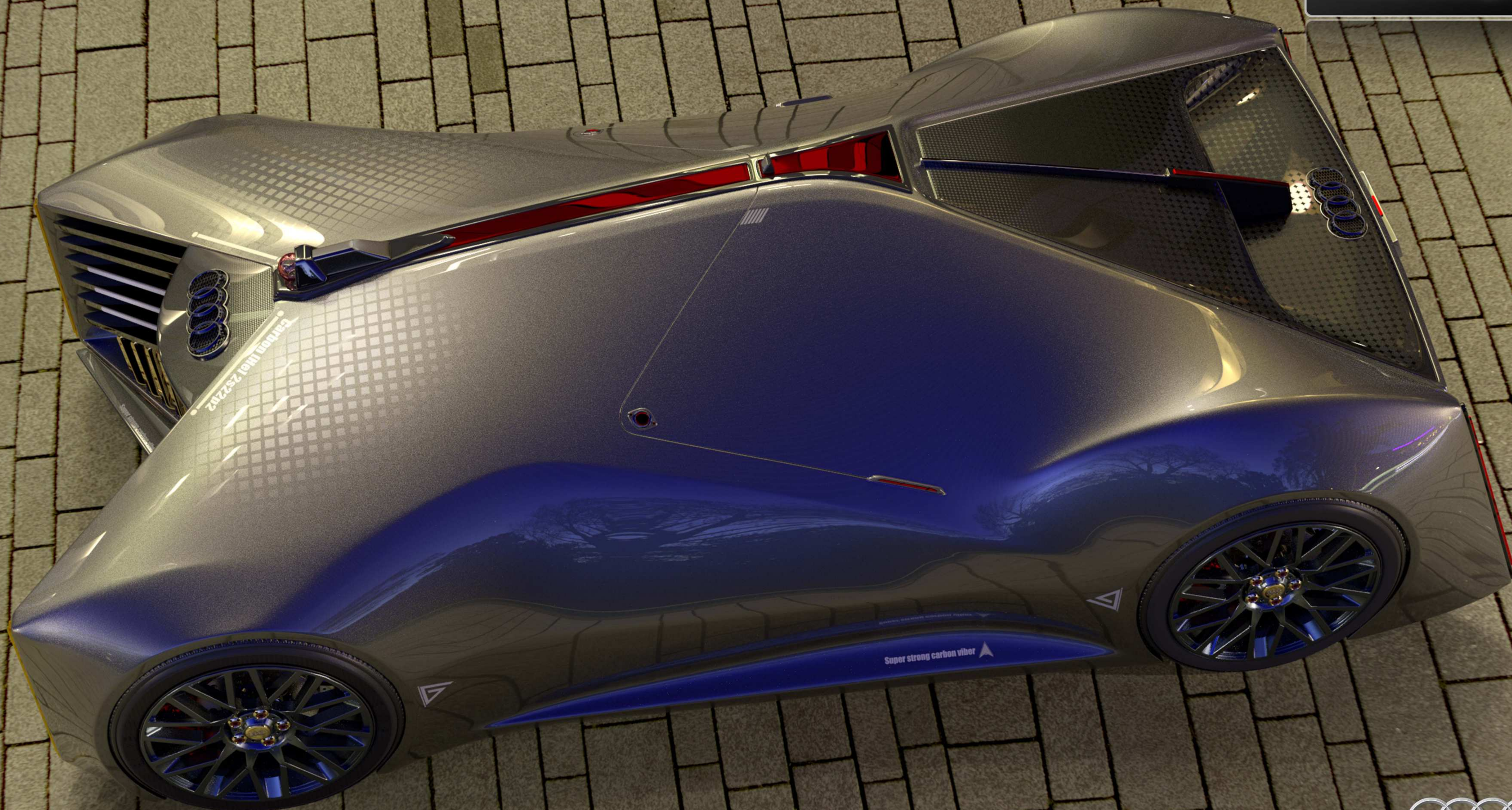
Final 2D Photoshop Rendering





3d modeling and rendering
Autodesk Alias, Blender and VREDPro

Final Design



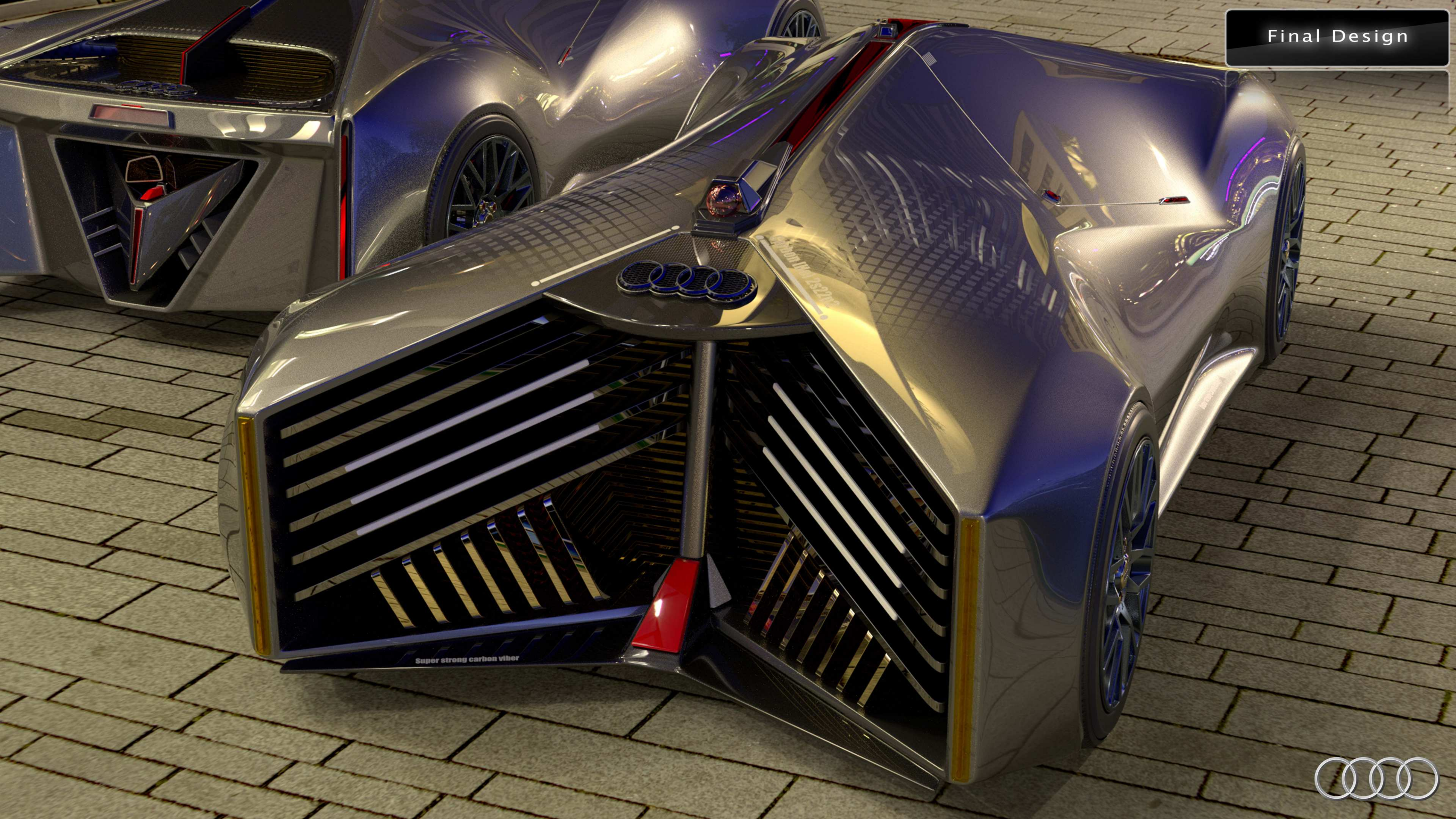
Final Design



Super strong carbon fiber



Final Design



Super strong carbon fiber



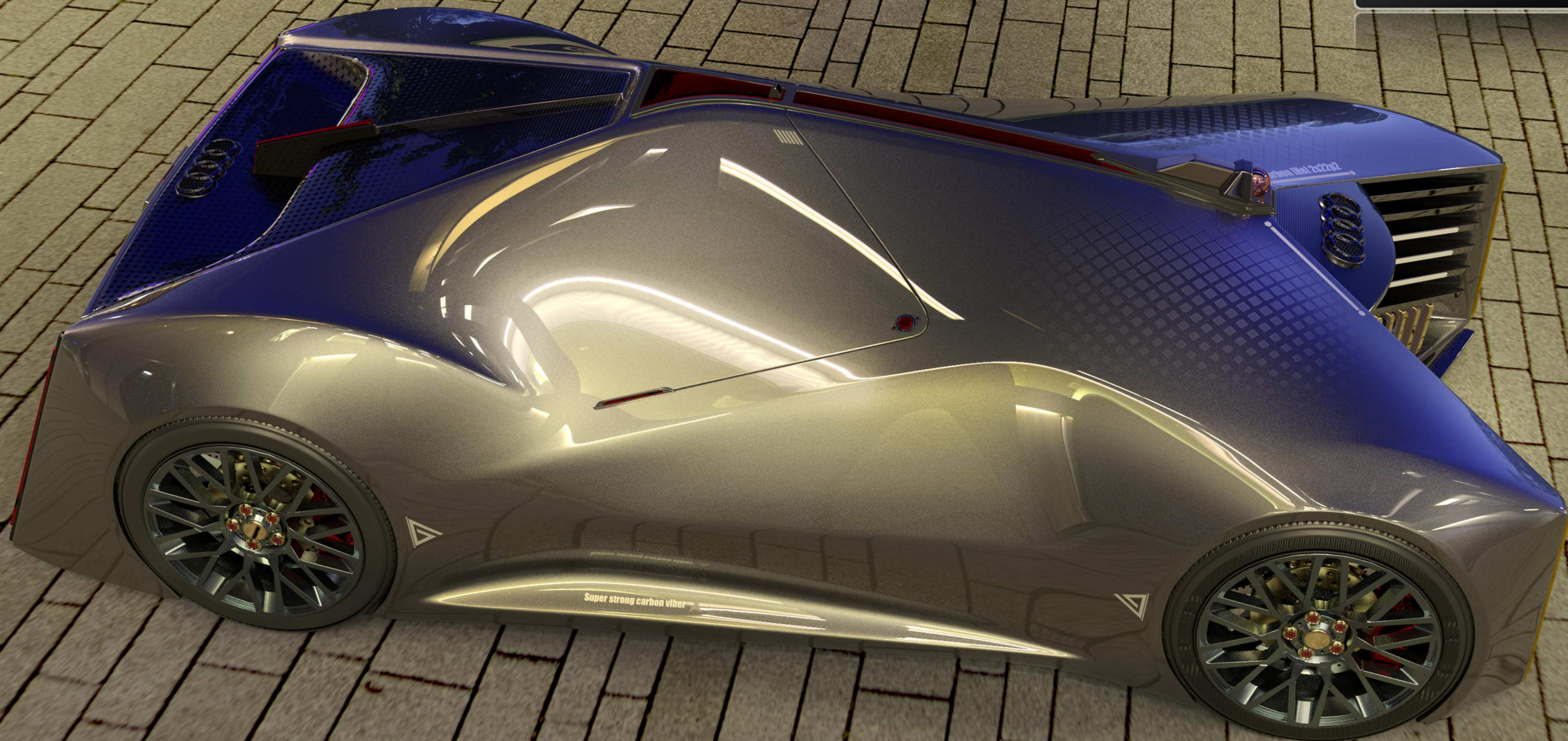
Final Design



Final Design



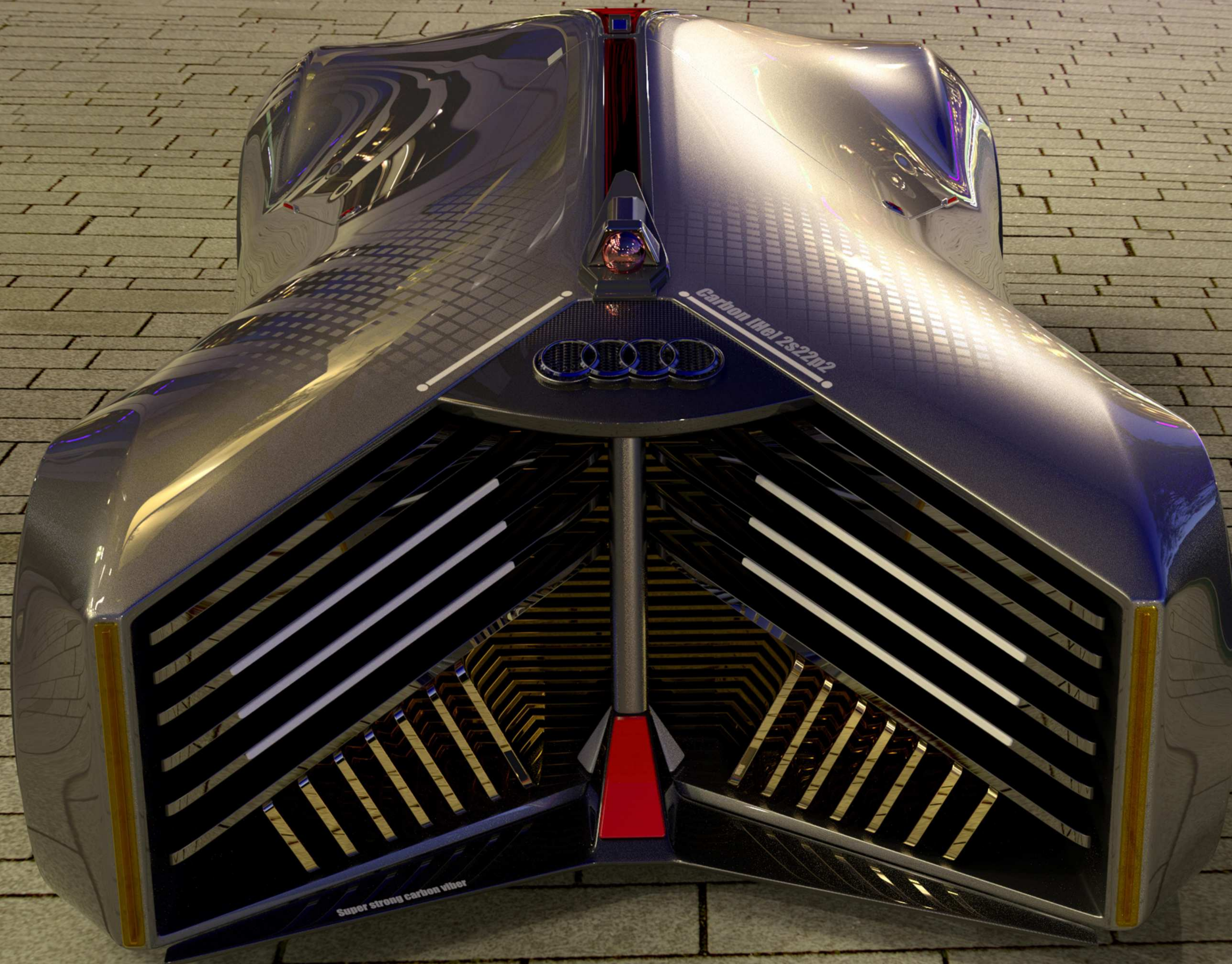
Final Design



Super strong carbon fiber

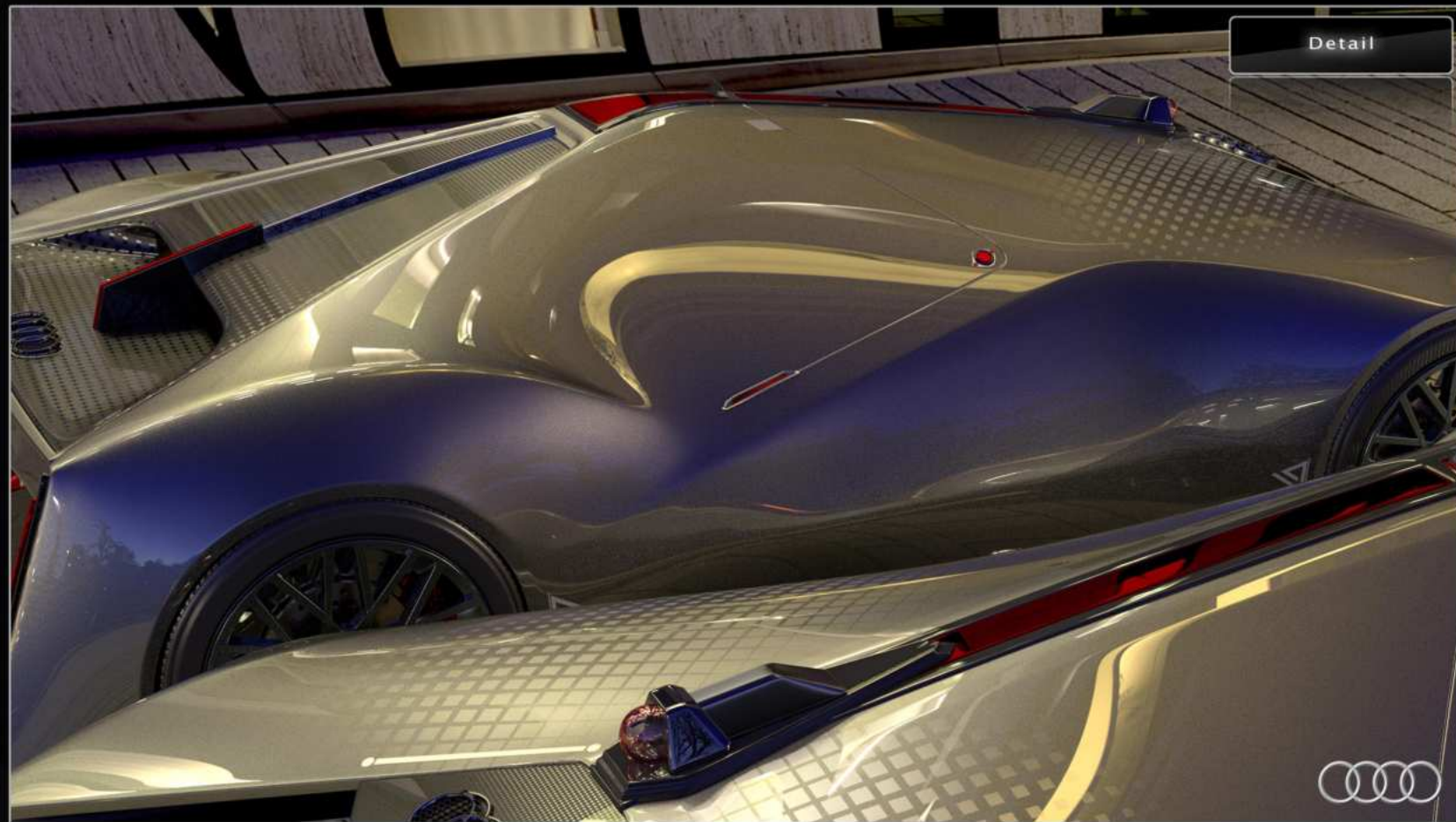
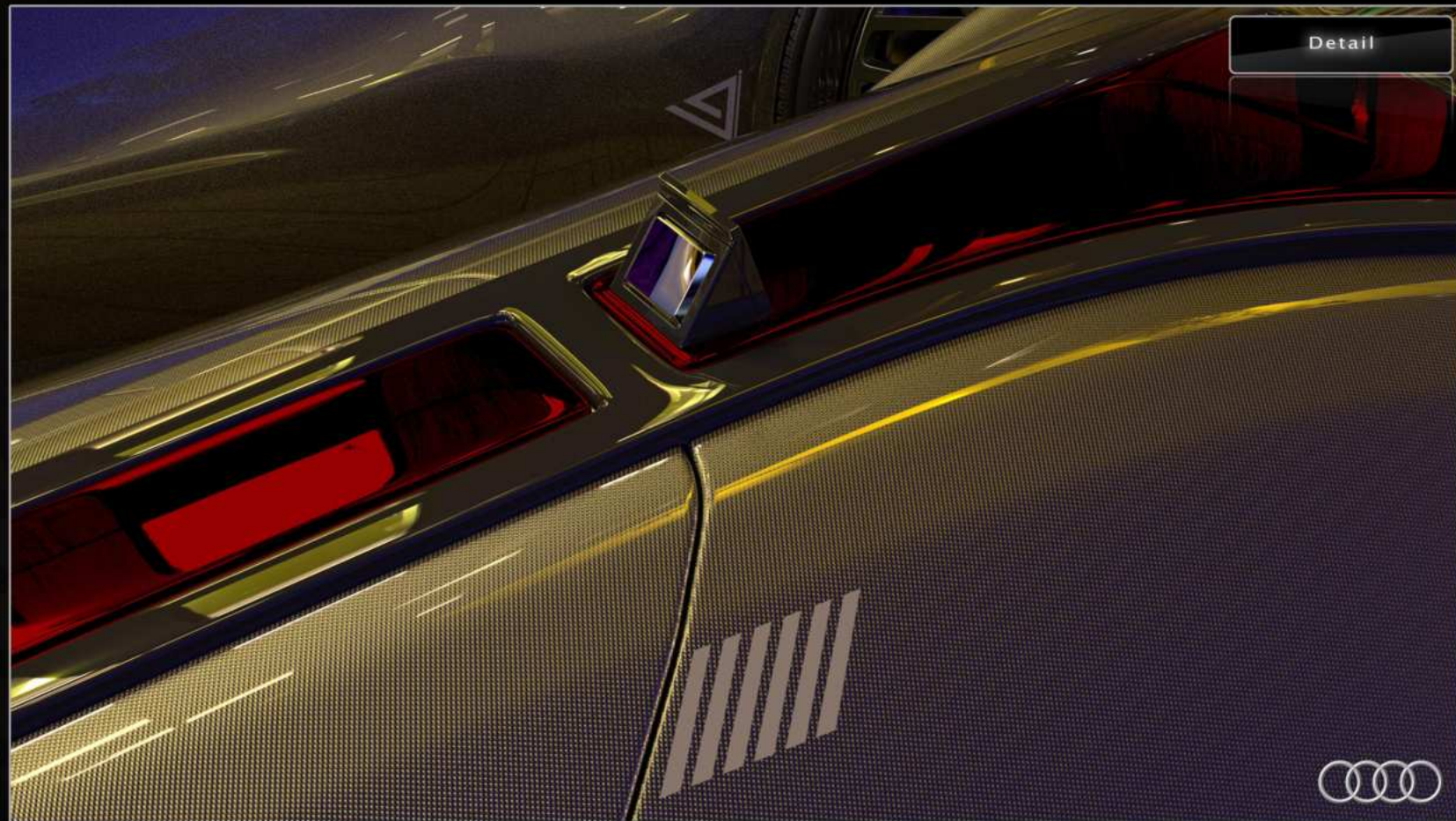


Final Design



Detail

automatic recognition camera



Danke für Ihre Aufmerksamkeit.

Betreuer

Andreas Joachim Koglin
Helmut Jung
Marko Doblanovic
und
Jun, Jungho

Prof. Lutz Fügner
Prof. Alexander Forst



x



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University of Applied Sciences