















NATIONAL TRANSPORT DESIGN CENTRE



About Design...

"Design is a process for making things right, for shaping what people need." – Ralph Caplan

"A designer is an emerging synthesis of artist, inventor, mechanic, objective economist, and evolutionary strategist." –Buckminster Fuller

"Design creates culture. Culture shapes values. Values determine the future."—Robert L. Peters

"A good design can feel like something you have always been waiting for without knowing." – Paul Huizinga



National Transport Design Centre

Our vision is to be recognised as a world leader in understanding the factors which influence transport design, and how that understanding is articulated in physical and virtual form.



National Transport Design Centre

- Each modality within the transport sector faces similar technology challenges
- Some, especially automotive and aerospace, have generated sectorwide technology road-maps to drive research & development
- For personal transport, technology will become less of a differentiator
- Visual appeal and user experience will dominate user choice
- 'Big D' design





National Transport Design Centre

- Builds on Coventry University's international reputation for Automotive and Transport Design
- £7m investment in 1800sq. metres of studio and collaboration space, with state of the art physical and virtual modelling facilities
- Will cover automotive, rail, marine and aerospace
- Three main strands of activity:

Research

Post Graduate Education

Business Engagement



NTDC Research Themes

Two main areas of Research:

- Influences on future vehicle design, e.g. autonomous vehicles, intermodality, ownership models
- 2. Articulation of design through improved physical and virtual tools Initial research topics will include:
- Experiential Design
- Craftsmanship
- Autonomous Vehicles
- Translational Design Tools





Centre CAD Images



15 meter clay milling facility, will take 2 full size cars











6 meter immersive virtual reality power-wall





Desktop immersive reality



3D Structured Light scanning

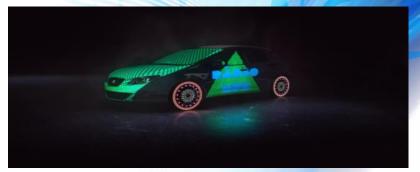




3D Projection Mapping

All three images projected onto the same model









In summary

We will think about design differently

We will be disruptive and challenging

We will exist at the intersection of art and technology

We will deliver challenging, but realisable solutions.

We will educate the designers of the future for the future



Good old Albert

"We can't solve problems by using the same kind of thinking we used when we created them." – Albert Einstein



In case we start getting complacent...

"A common mistake that people make when trying to design something completely fool-proof is to underestimate the ingenuity of complete fools." - Douglas Adams



Thank You

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MY LIFE



MY CAREER HISTORY

accenture





MY ROLE: CHIEF EXECUTIVE SEVERN TRENT



THE ROLE OF SEVERN TRENT IN THE C&W COMMUNITY







C & W Champions Meetings & Events Coventry & Warwickshire News MIPIM 2016 Contact



Meet the members Our Champions are from all sectors and sizes of company

creating a powerful network of business people determined to tell the Coventry and Warwickshire story and promote the area as a great place to do business.

The Who's Who of Champi

Meetings

Meeting every other month you are welcome to come along and get to know us for a complimentary session. We meet in superb locations with great speakers so find your next meeting.

Why become a Champion?

Our Champions are the makers and shakers of Coventry and Warwickshire, when we get together things happen. We are passionate, proud and proactive so why not get

What's up next?

Champions Meeting July 2016

We're at the Belgrade Theatre from 7.30 - 9.30 on Wednesday 13th July. Meanwhile download May's presentations here



Stay up to date by following us on Twitter







T'm studying politics. The course covers the period from 8am on Thursday to lunchtime on Friday'

Coventry and Warwickshire Champions

Wednesday 14th September Coventry Cathedral

7.30am to 9.30am

www.coventry-warwickshire.co.uk