

Nature-inspired Car Concept for Improved Relaxation.

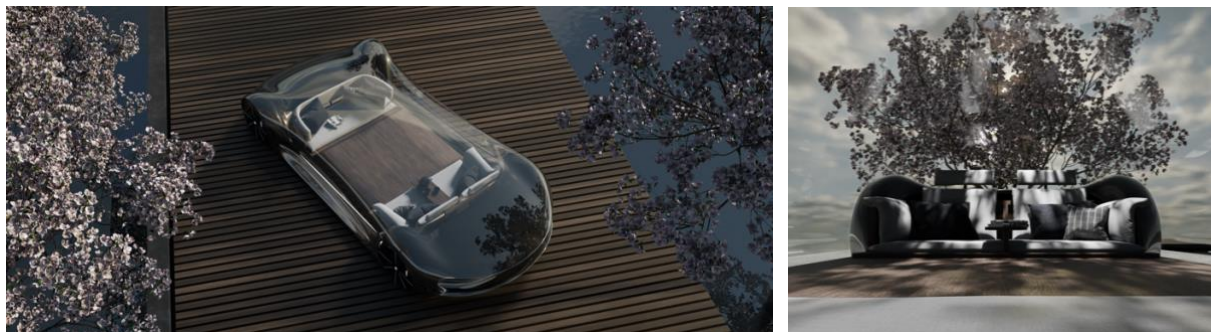
What will private transportation look like in the future? Imagine traveling with nature. This thesis presents a visual representation of how nature can be implemented into vehicle design to promote well-being and relaxation.

Autonomous cars could completely transform the design of vehicles. This is especially true with the highest level of automation, in which a human driver is no longer needed. The thesis explores these new opportunities through the eyes of nature and biophilic design patterns. These patterns describe how aspects of nature can be applied into human built environments and refer to the inherent biological connection humans have developed towards nature.

This project uses these patterns to create a new concept idea based on the tranquil and calming space of sitting under a tree and being enveloped by the sunlight shining through the leaves. To create visual interest and a more sincere connection with nature, inspiration is taken from Japanese and Scandinavian design, both of which have deep roots in the natural environment. Although further tests must be made to determine the concept's proper influences and long-term effects, it manages to communicate an innovative space for comfort and relaxation.

Without the need for a driver, the interior can be built based on customer needs and activities other than driving. If given the opportunity, users would prefer to be productive and use some type of digital device. User research shows that because of an increasing demand for digital connectivity, car companies are following an expanding trend of implementing more and larger screens. This comes with a risk of prolonged exposure for digital media and an increase in mental fatigue and cognitive loads. Reconnecting with nature is an attempt of combating these risks as nature can provide a healing and relaxing environment.

Biophilic design is not yet widespread within the automotive industry. However, as autonomous cars are quickly evolving, car manufacturers begin to see the transformative potential of interior design and a focus on the user experience will be ever so relevant. The project aims to explore and give examples of the possibilities nature can bring to these new design opportunities.



Illustrations of the developed concept.