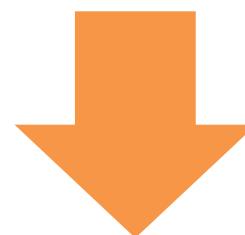
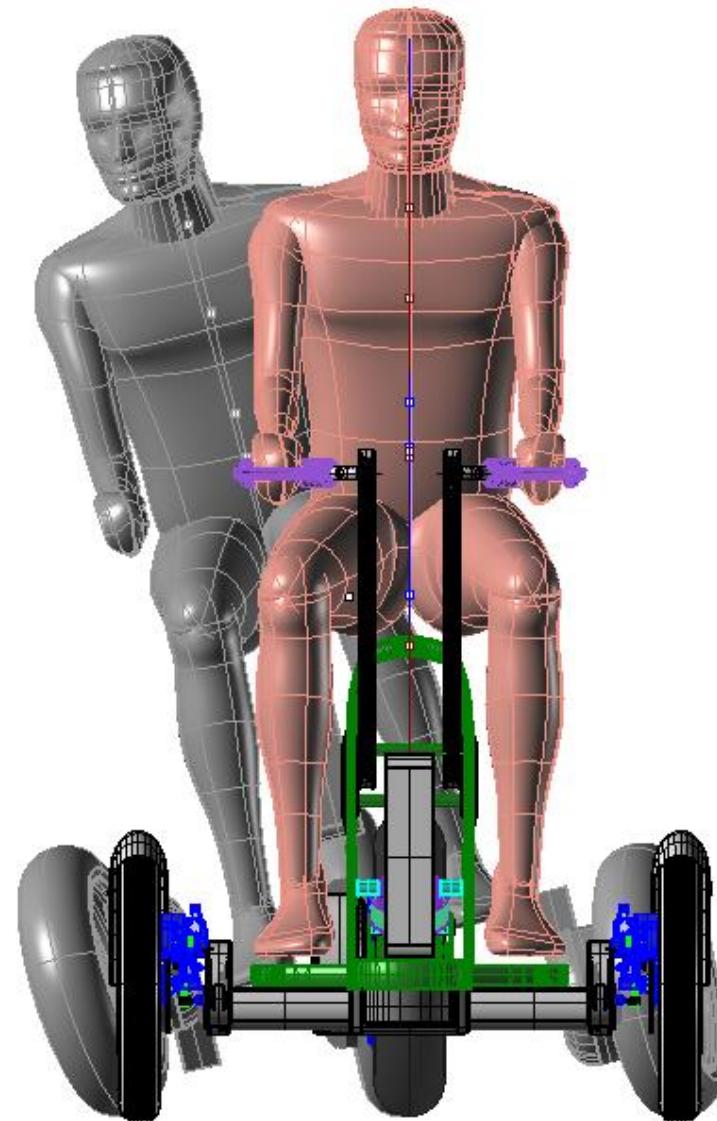
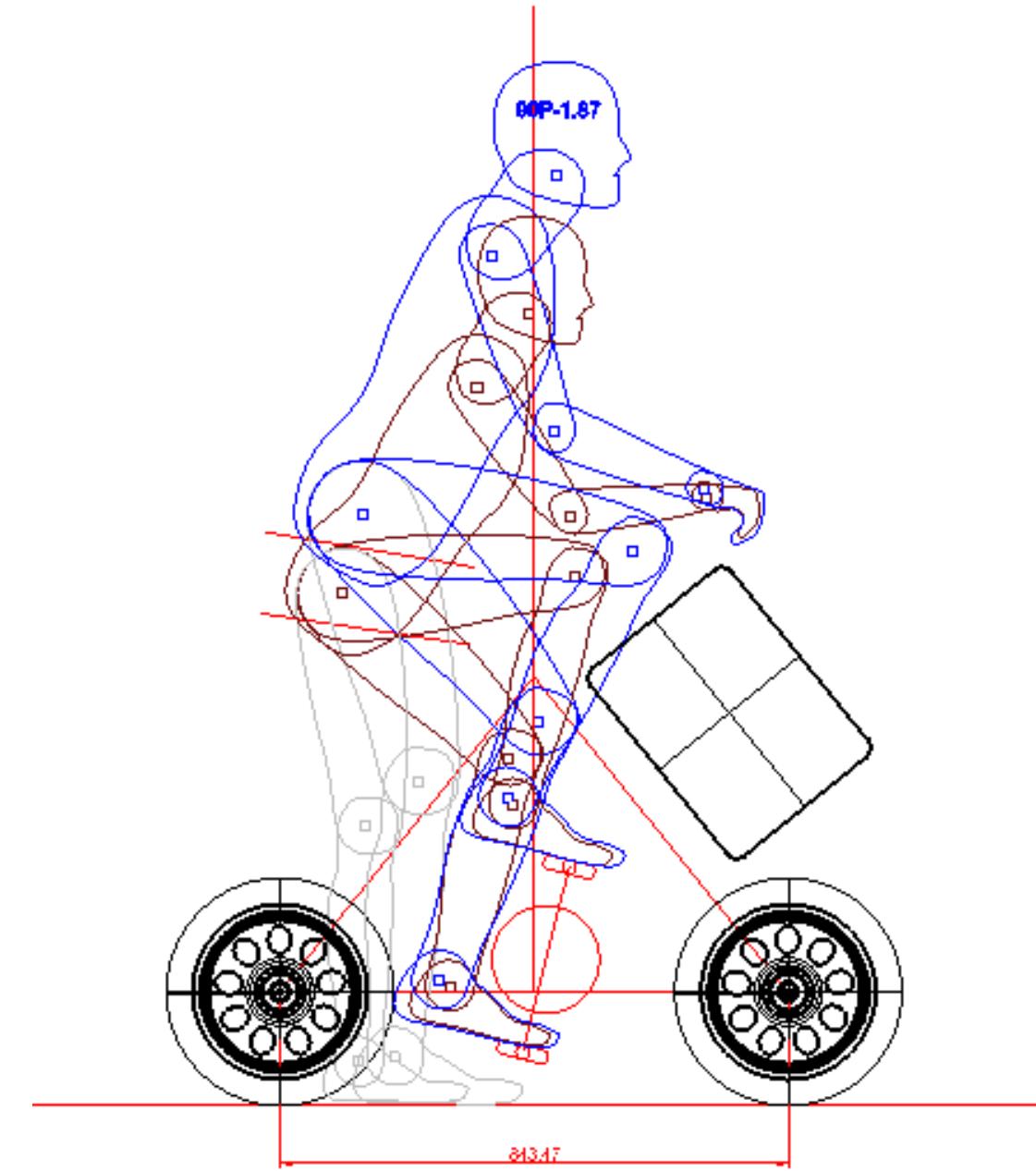
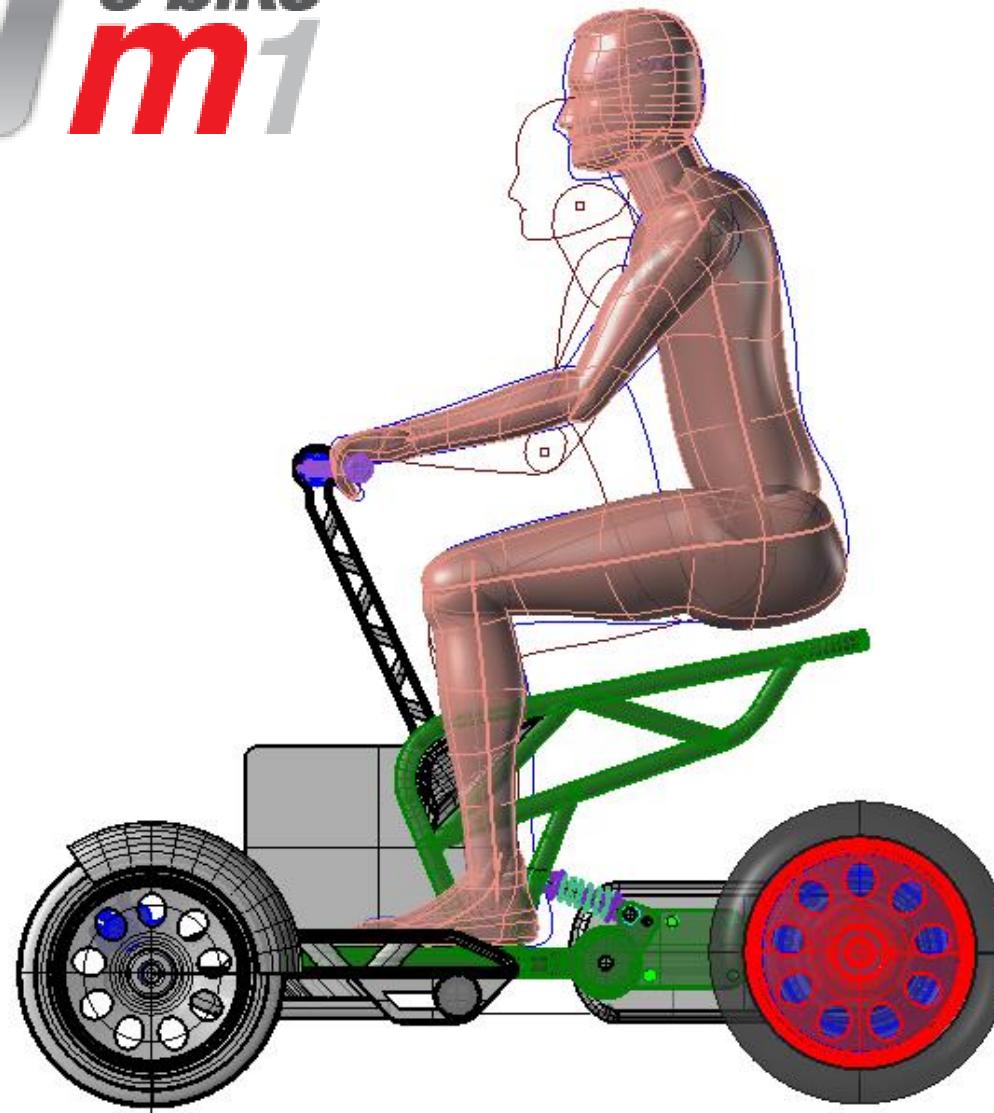


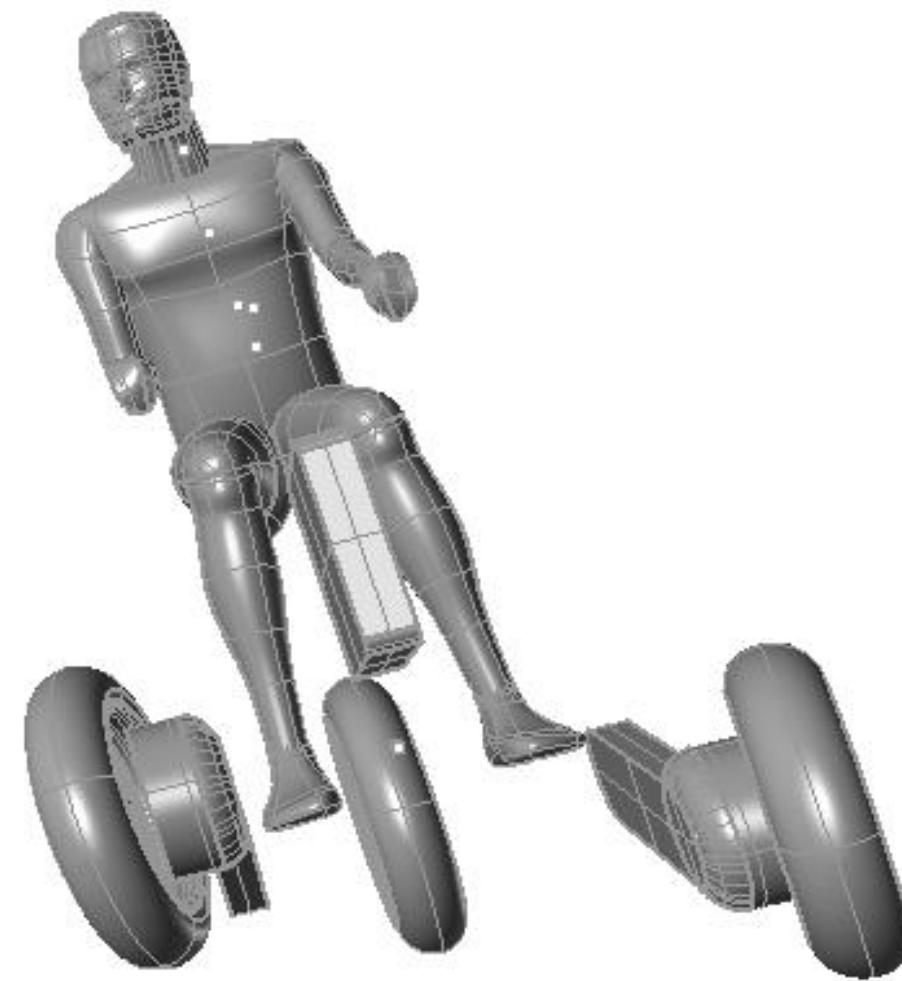
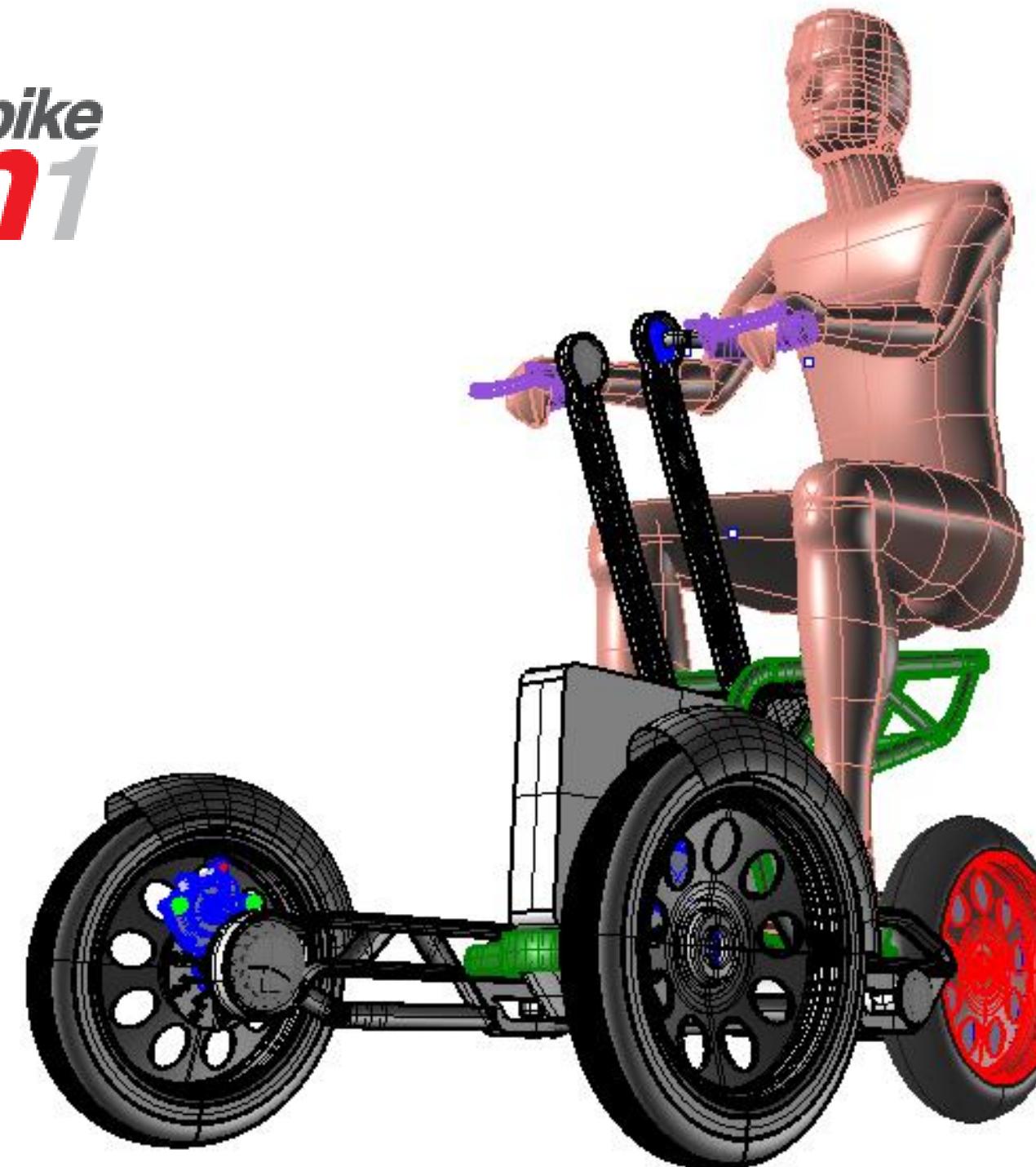
PDF PART 2

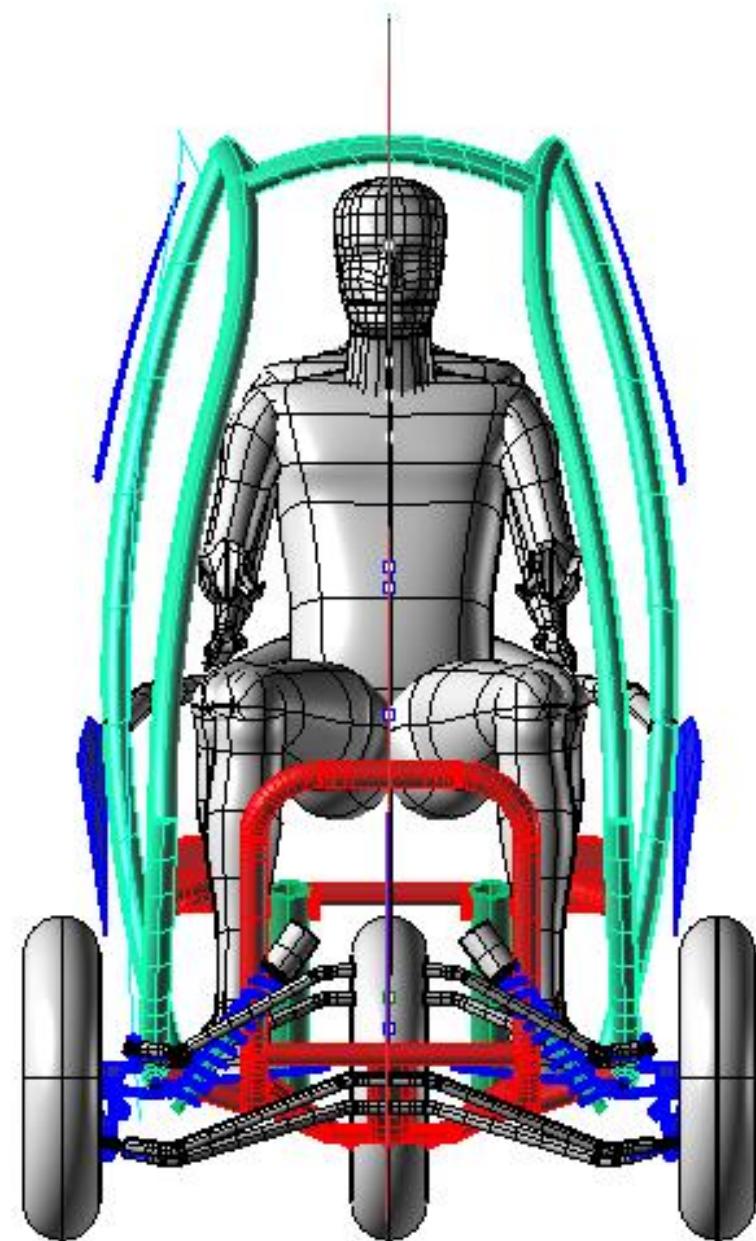
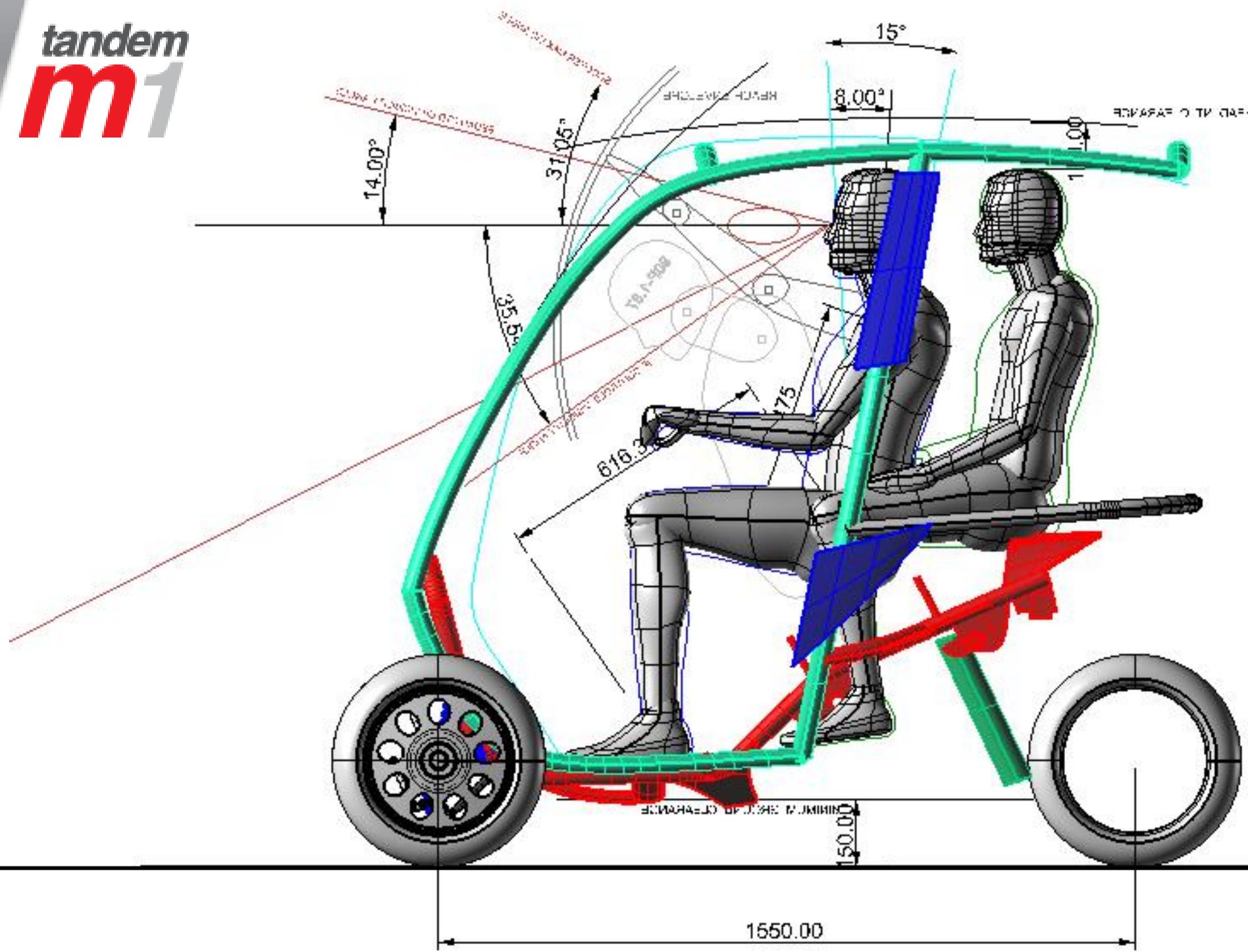


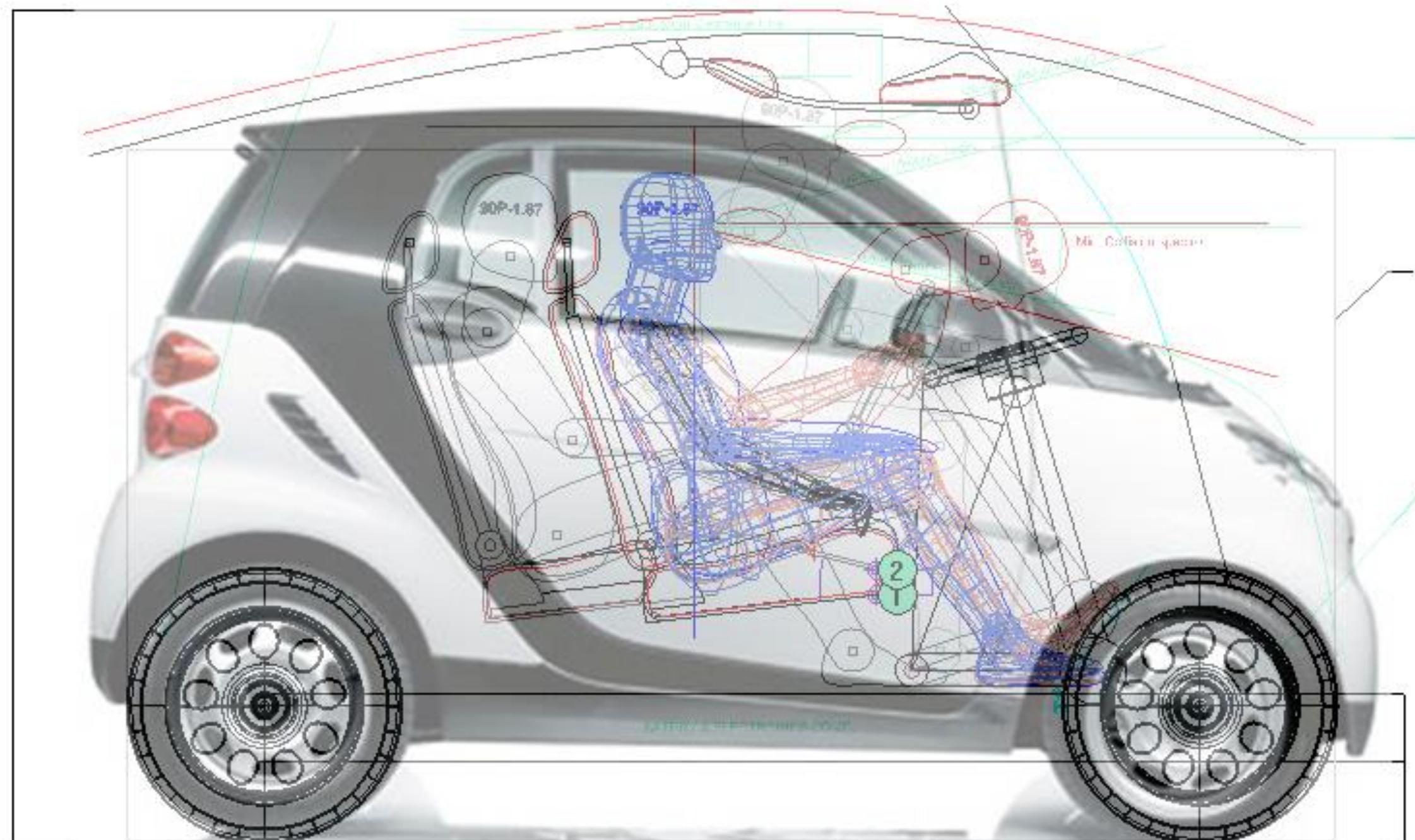
Packaging analysis and concept exploration...

An adventure begins...

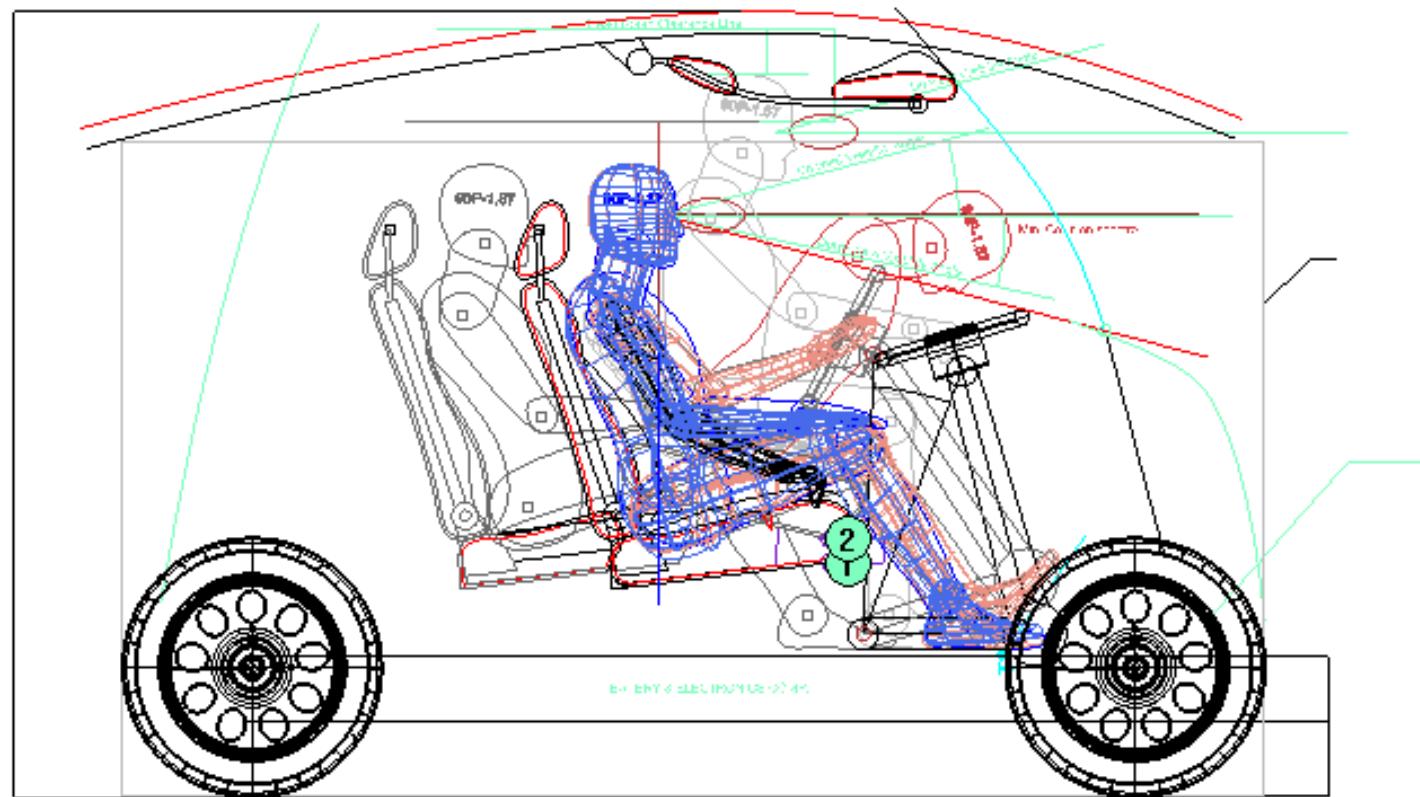




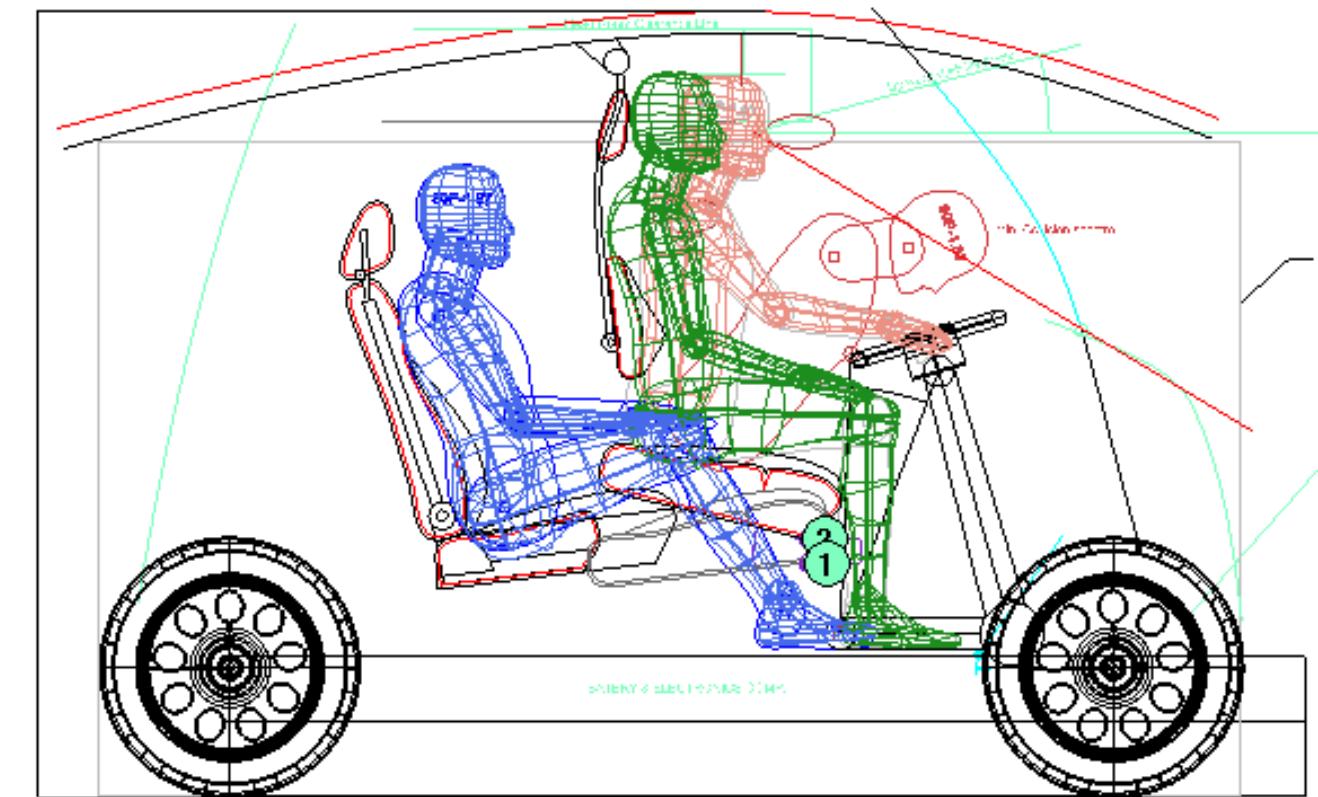




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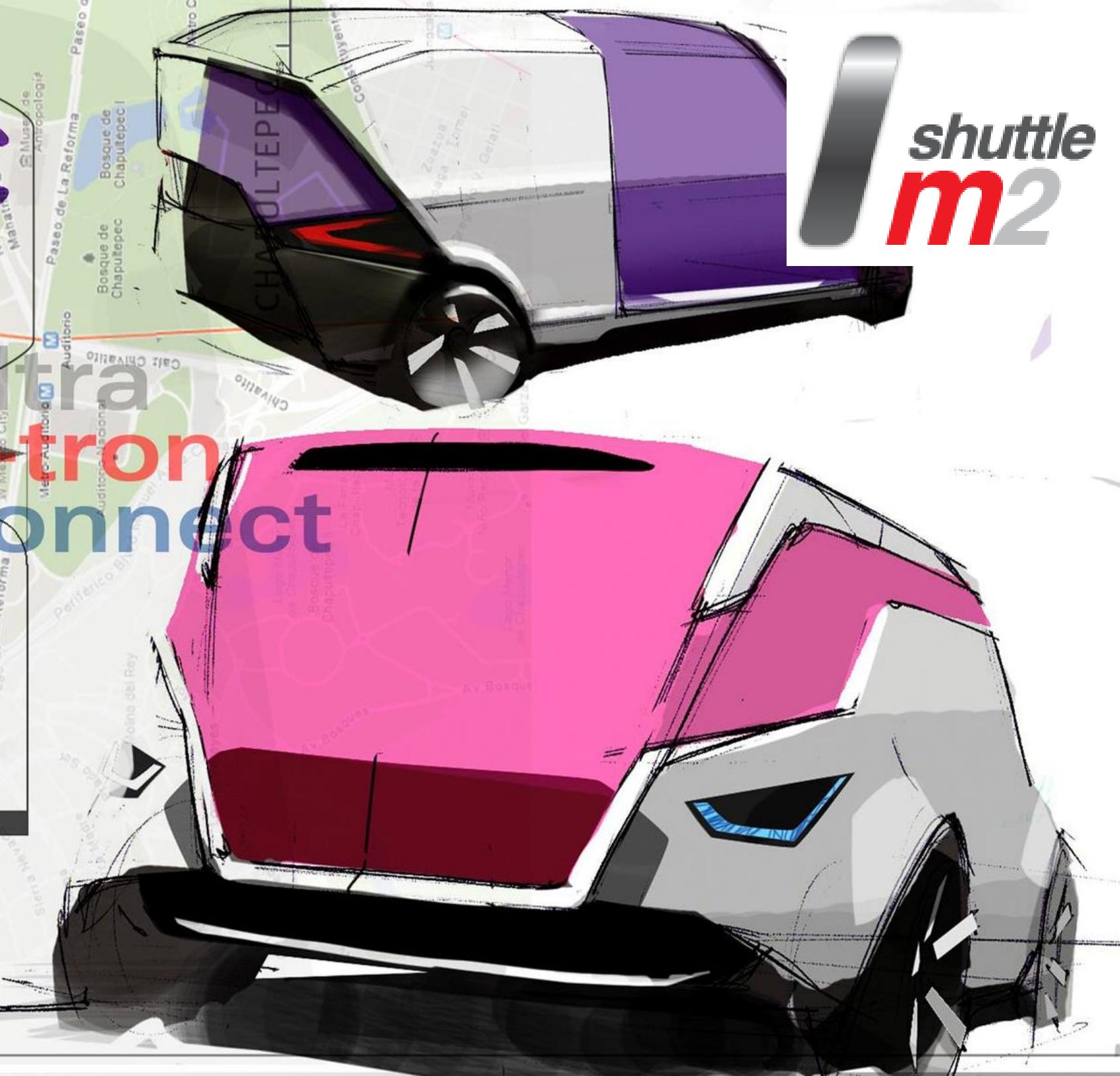
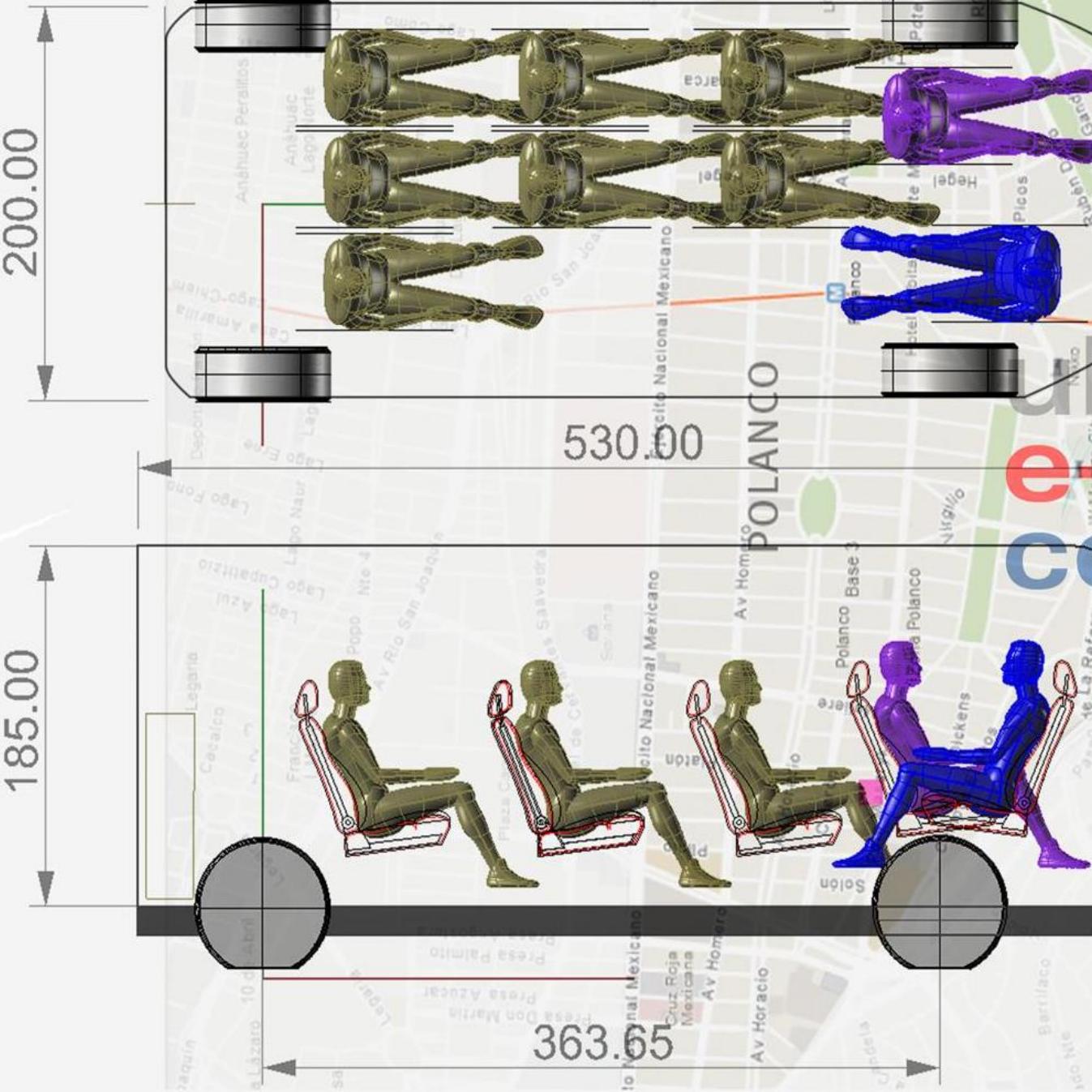
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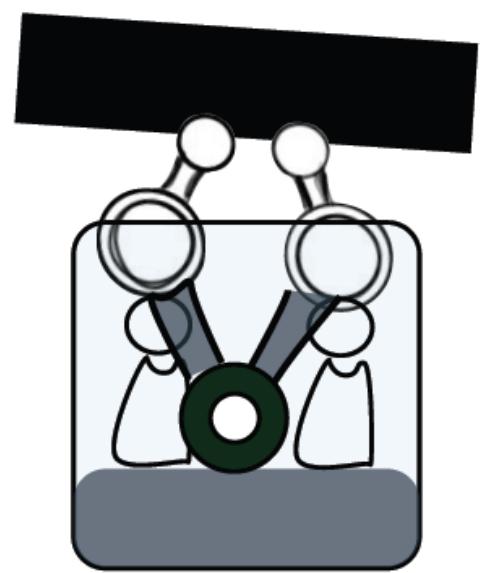
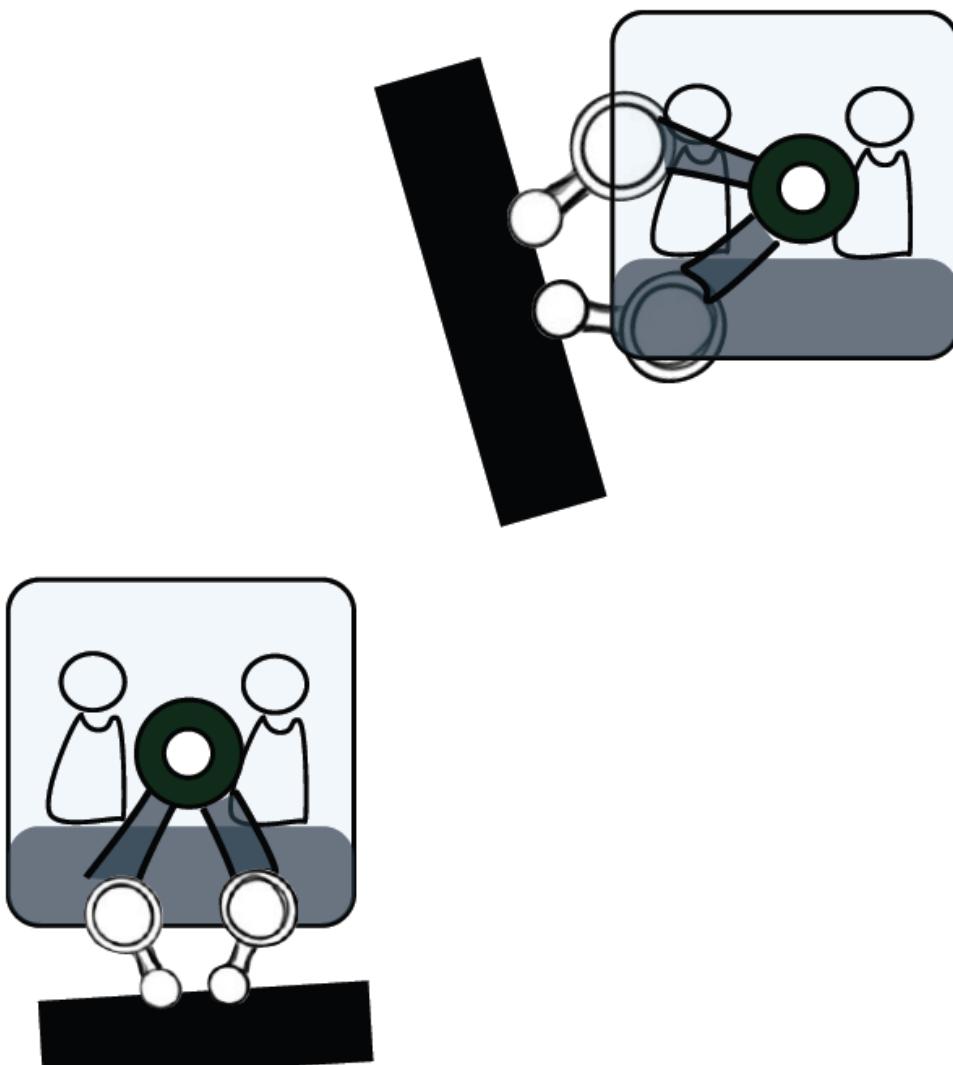
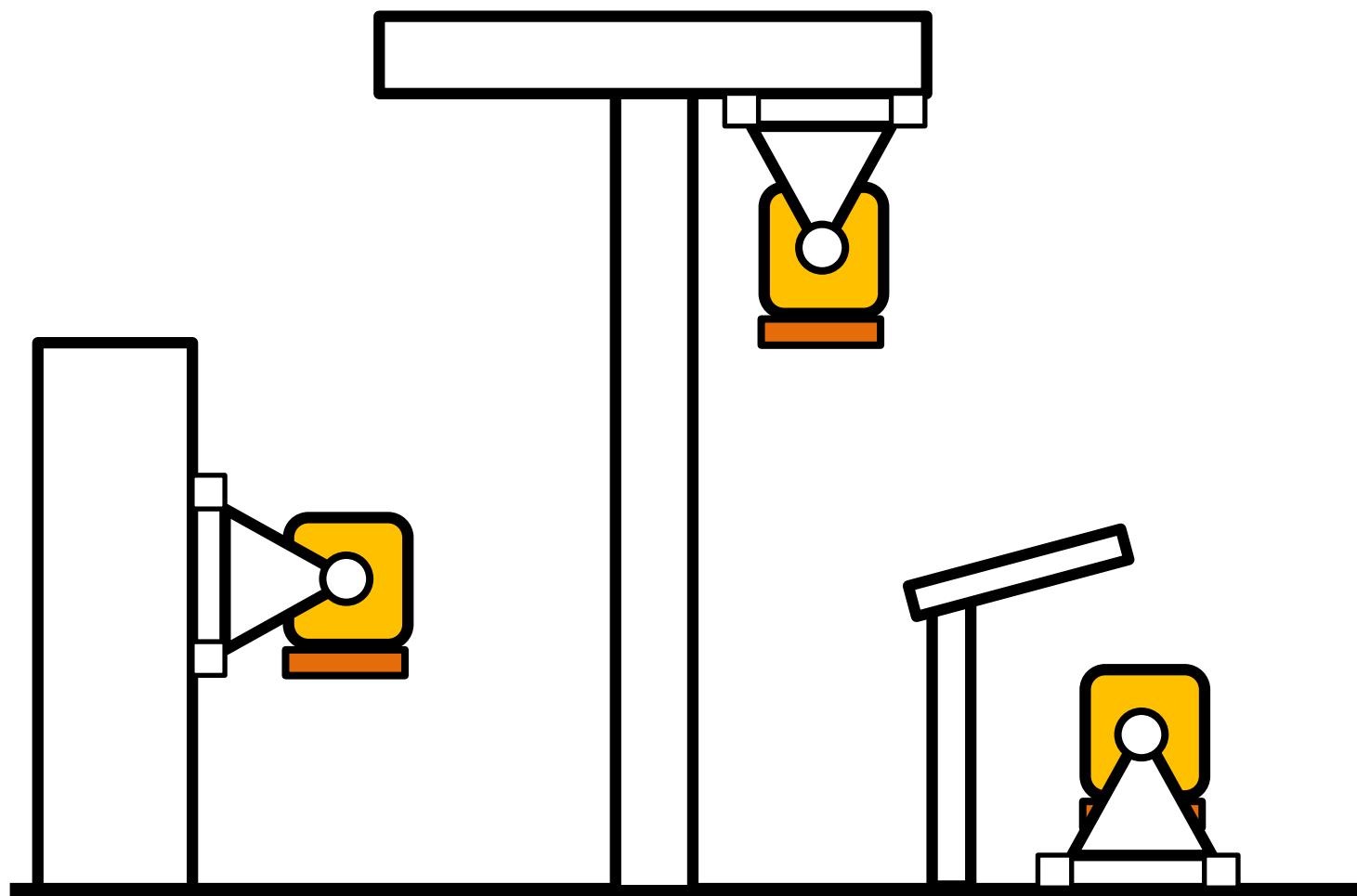


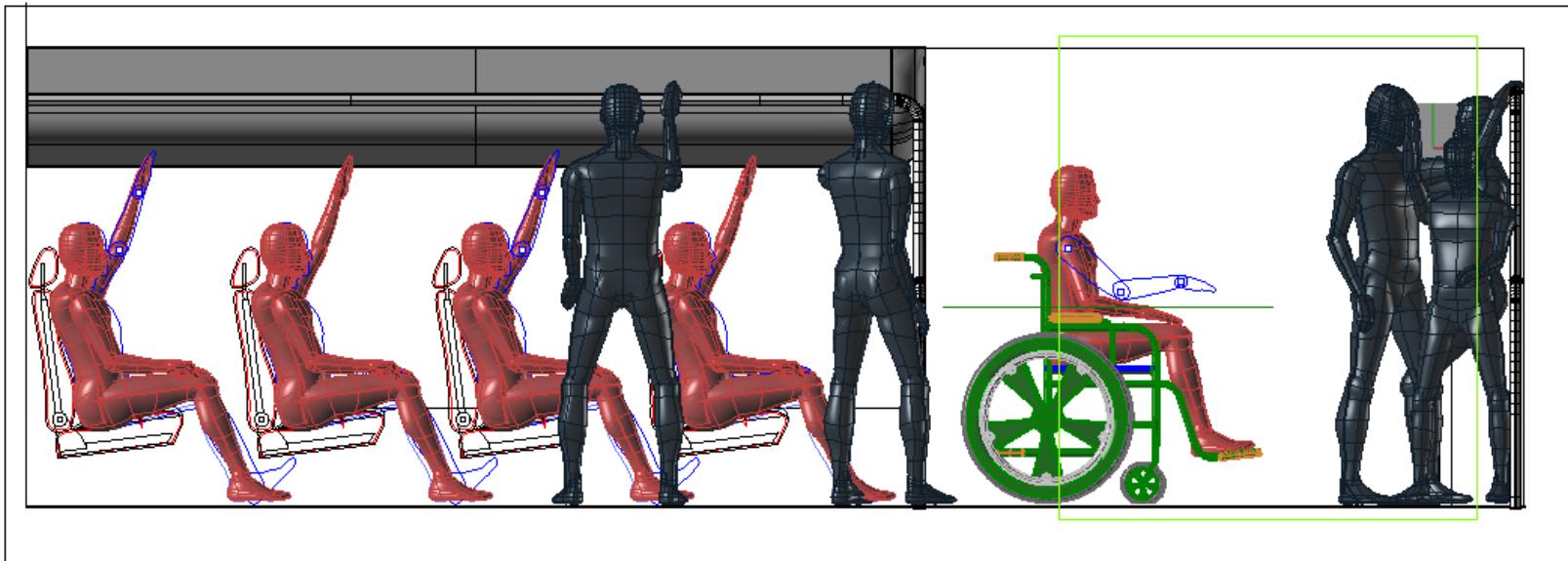
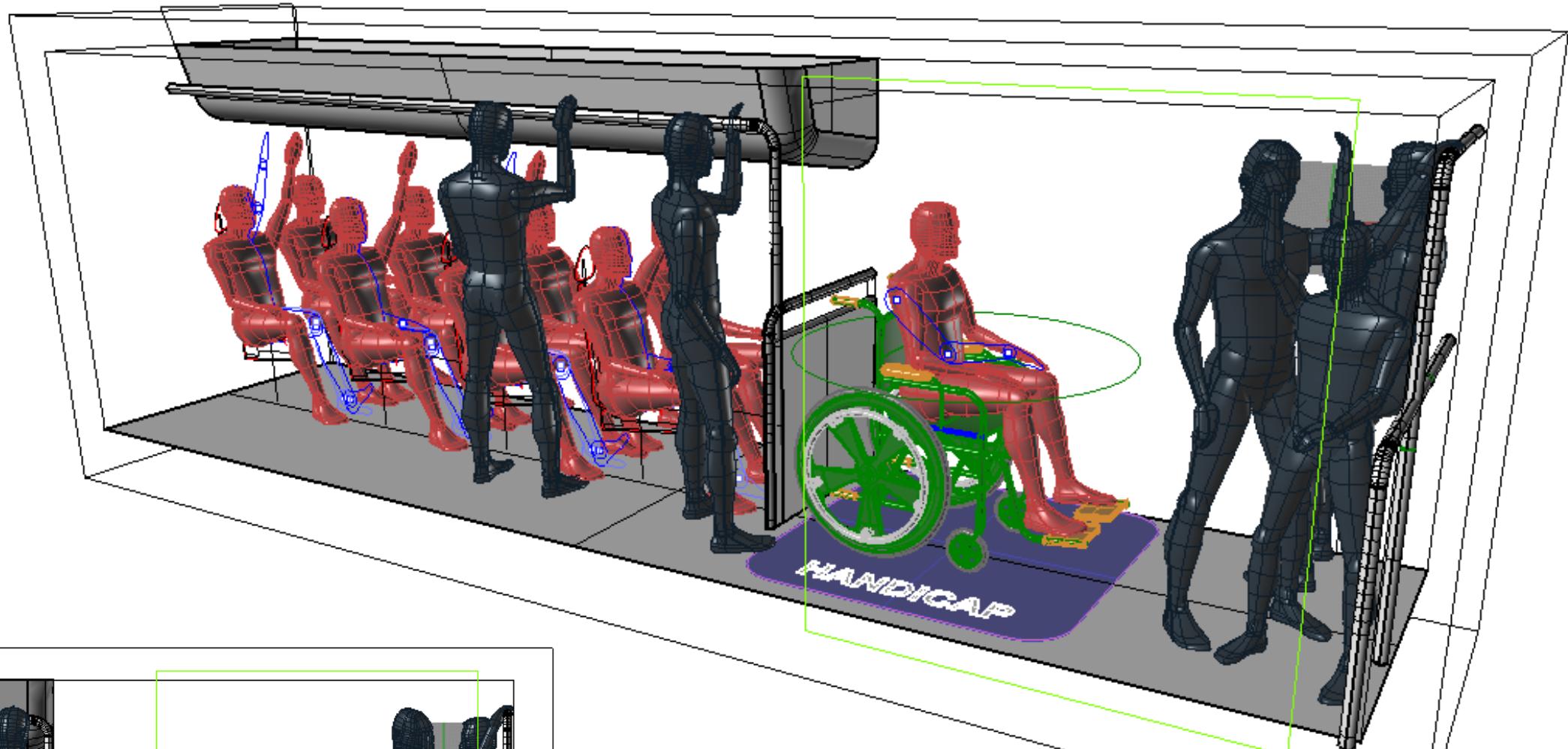
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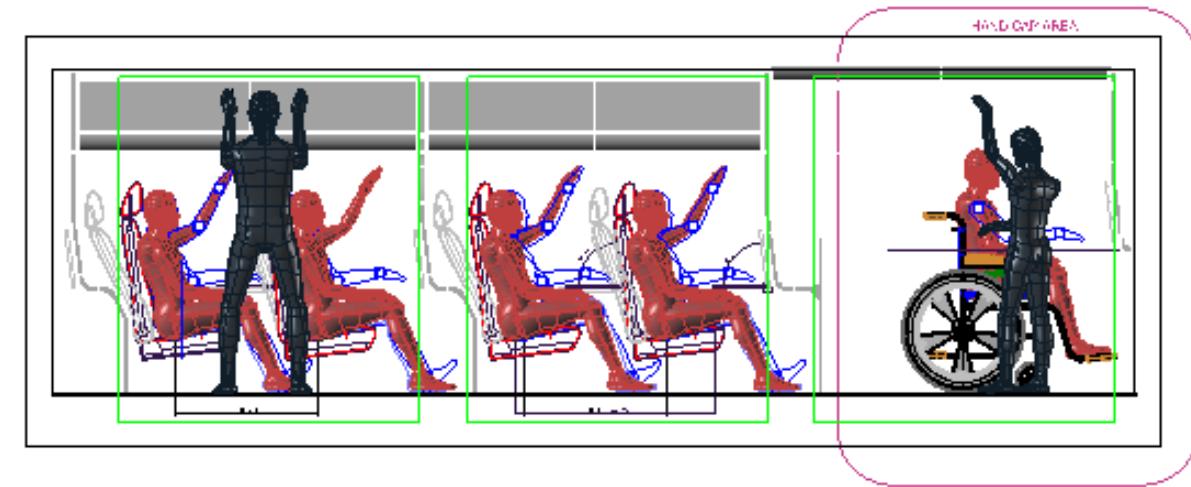
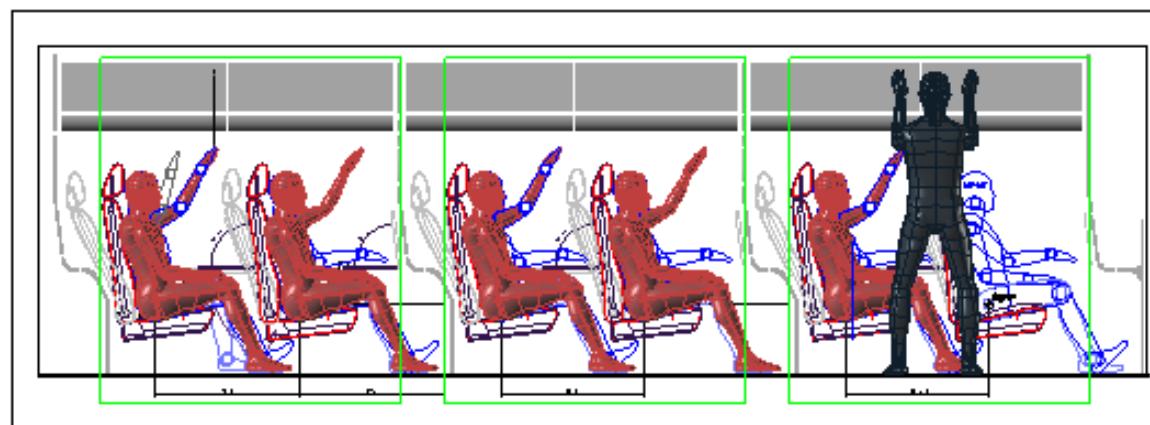
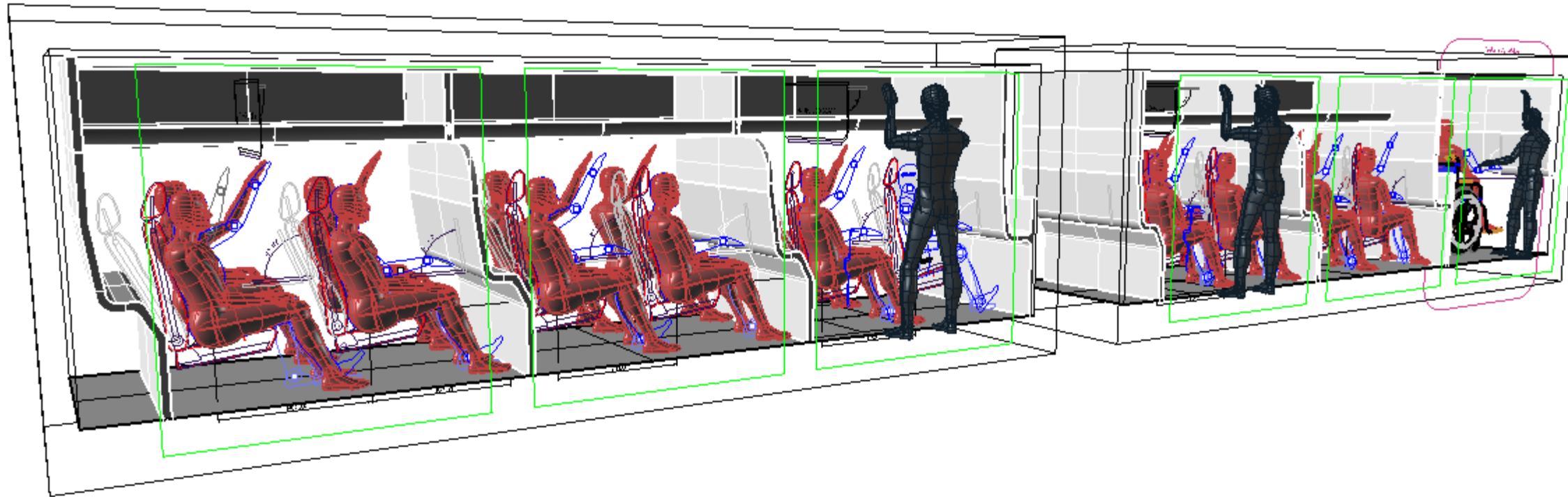
ultra
e-tron
connect

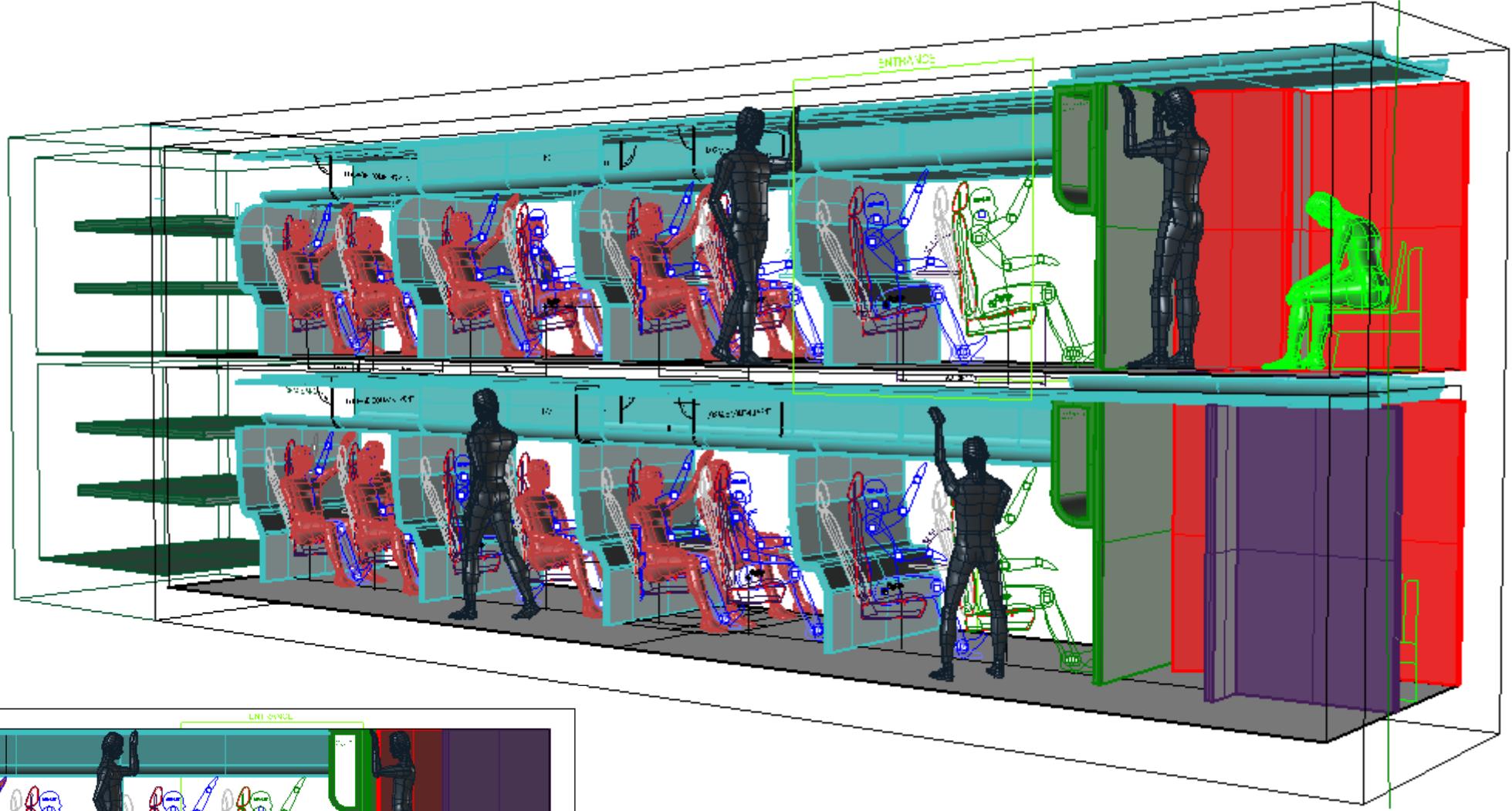


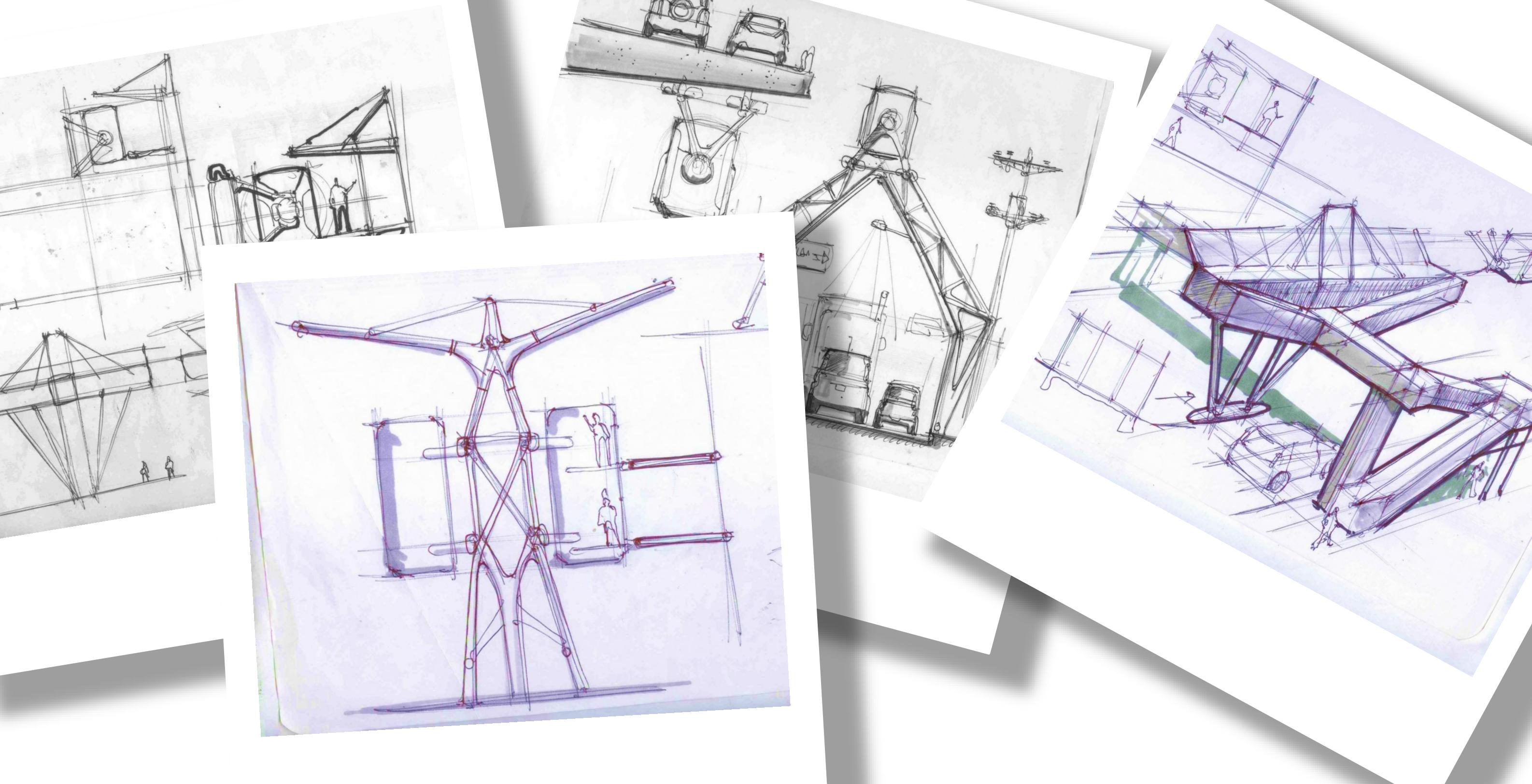




ciclo
m2









AUDI Philosophies

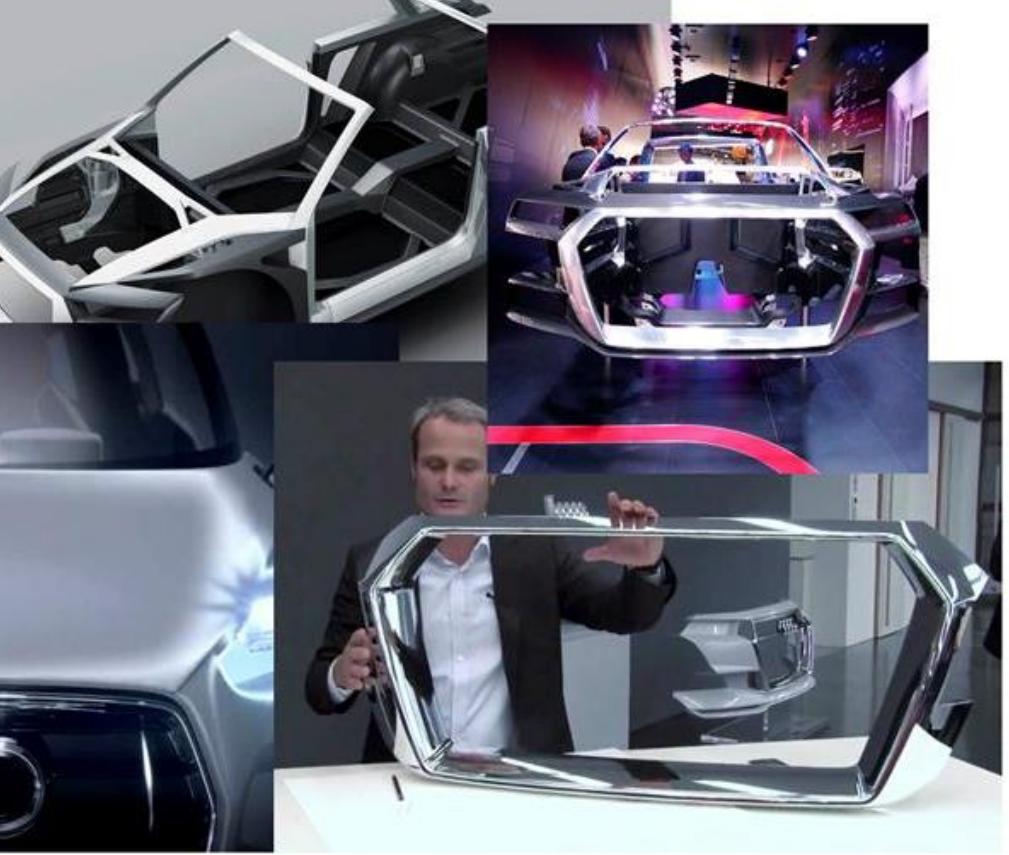
"We need something new without breaking with tradition."

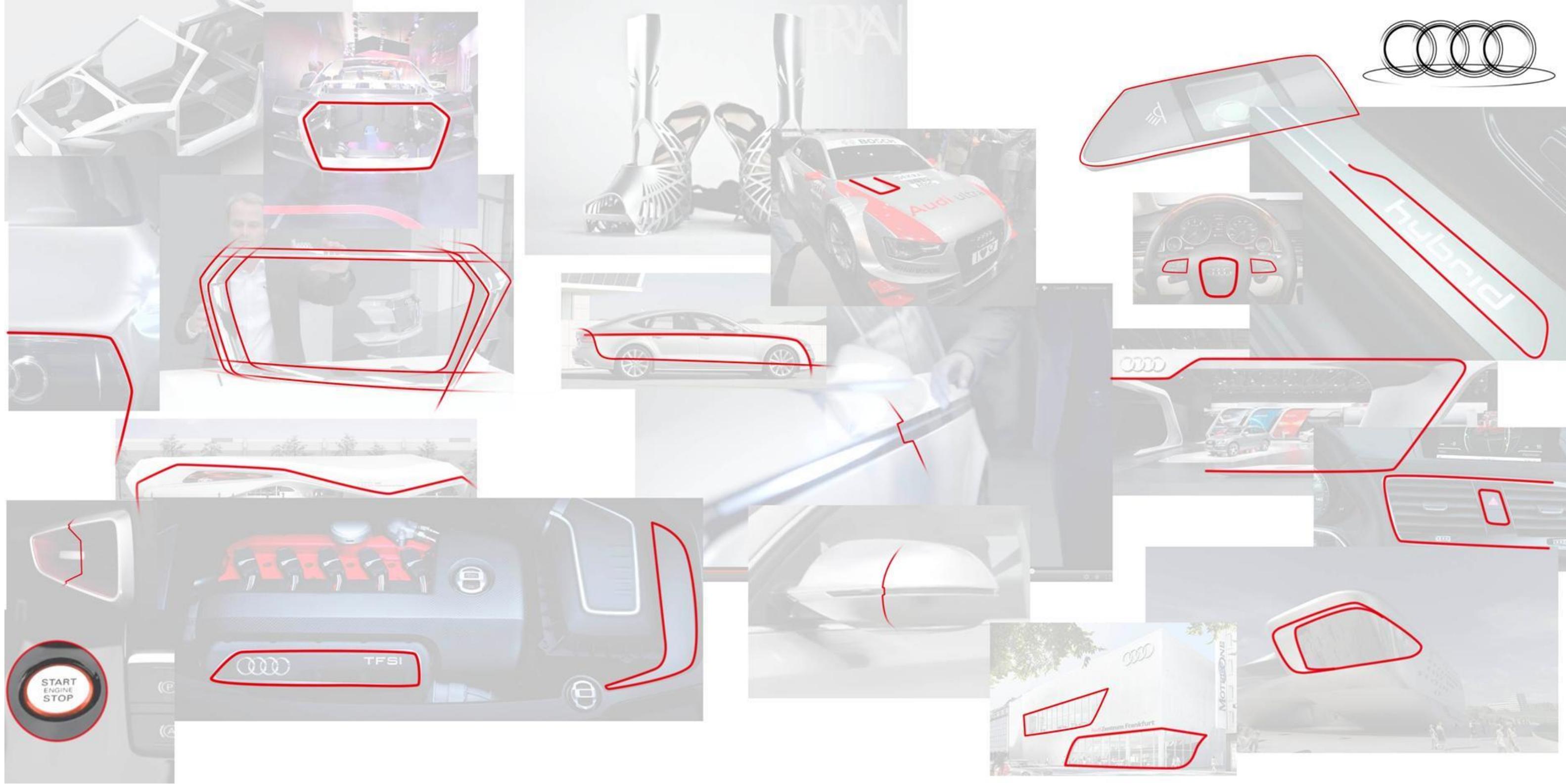
AUDI Brand Character understanding...



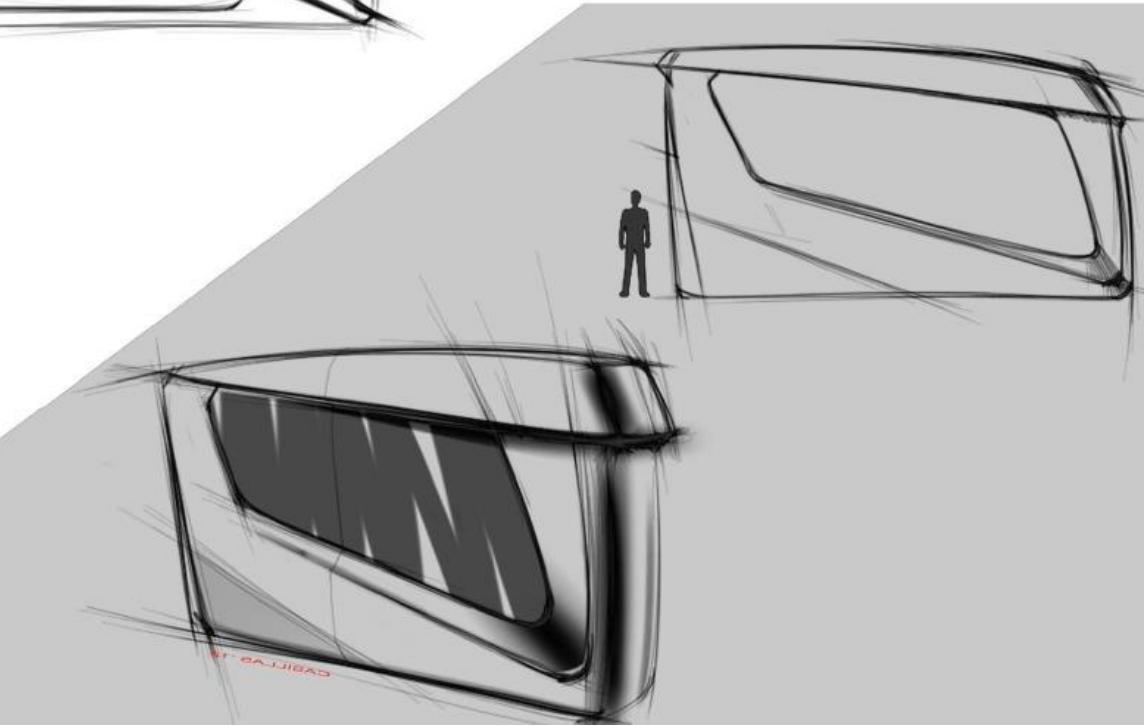
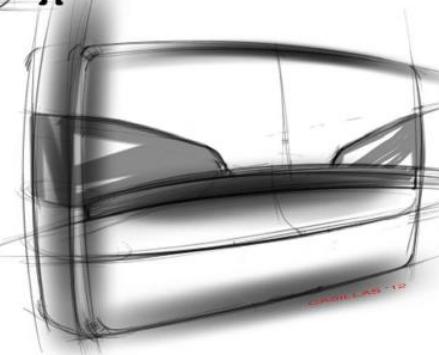
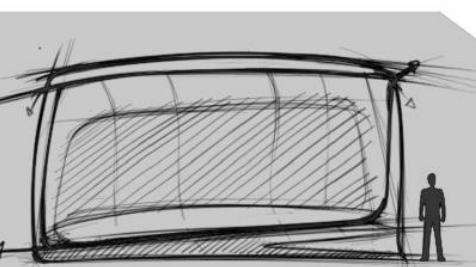
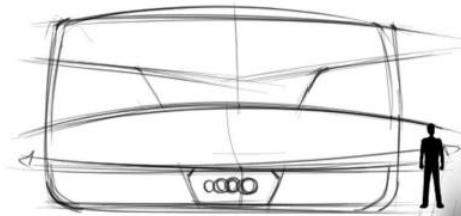
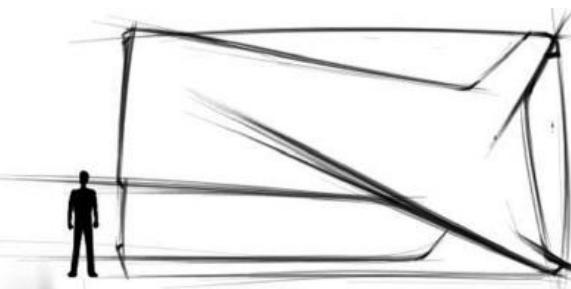
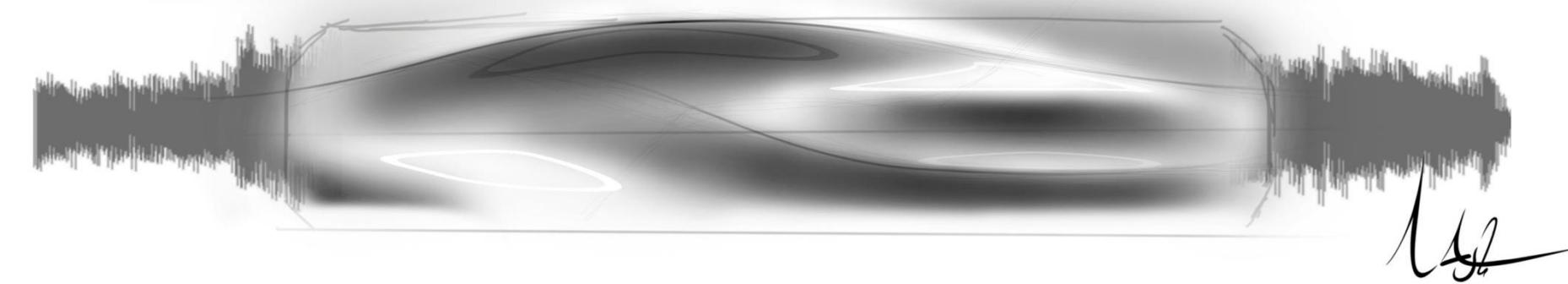




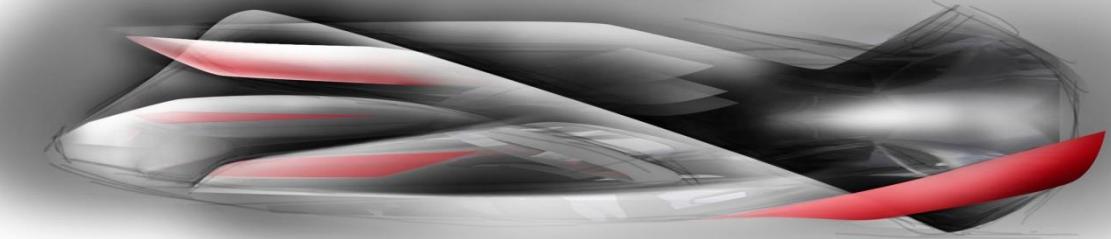
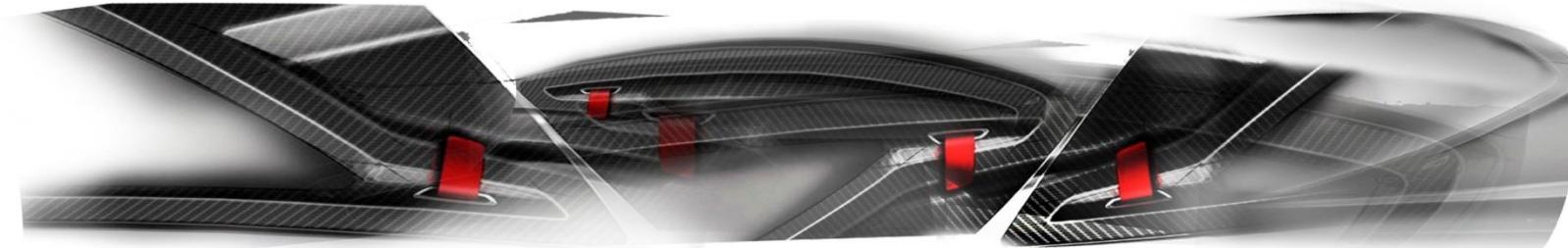




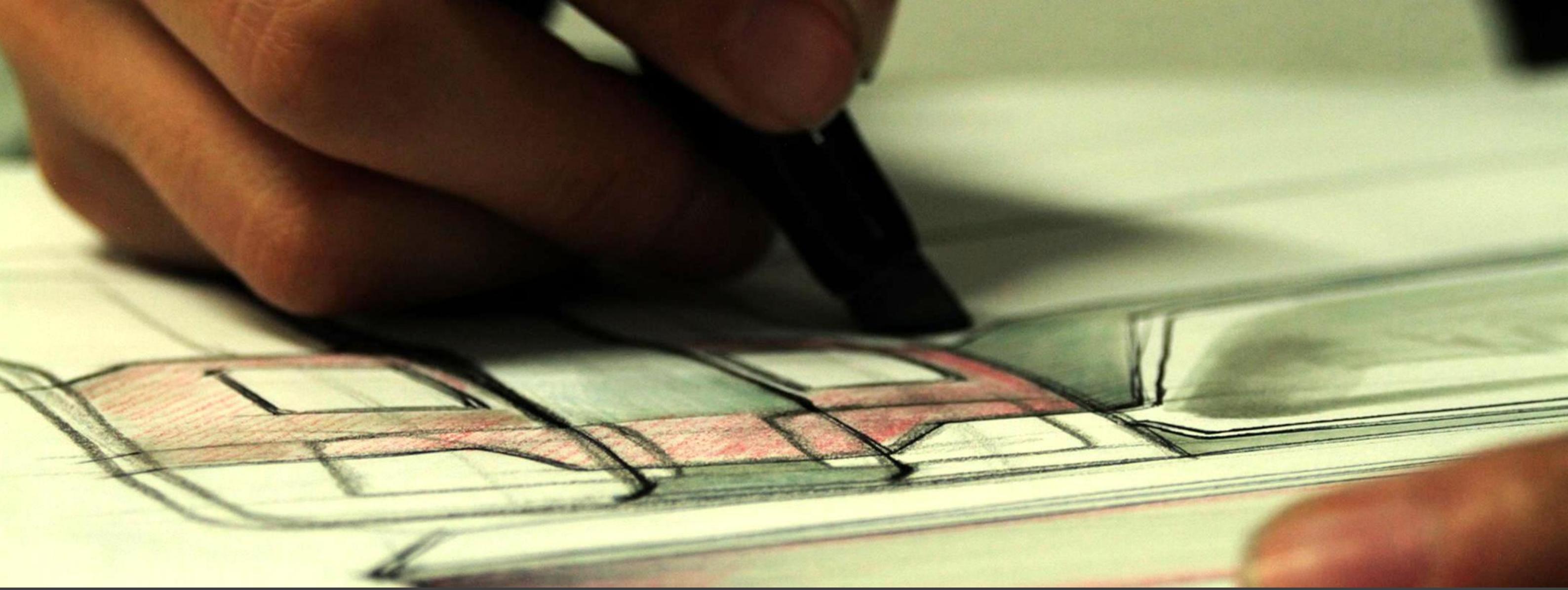
Análisis formal



AUDI Brand Character understanding...



Natalia

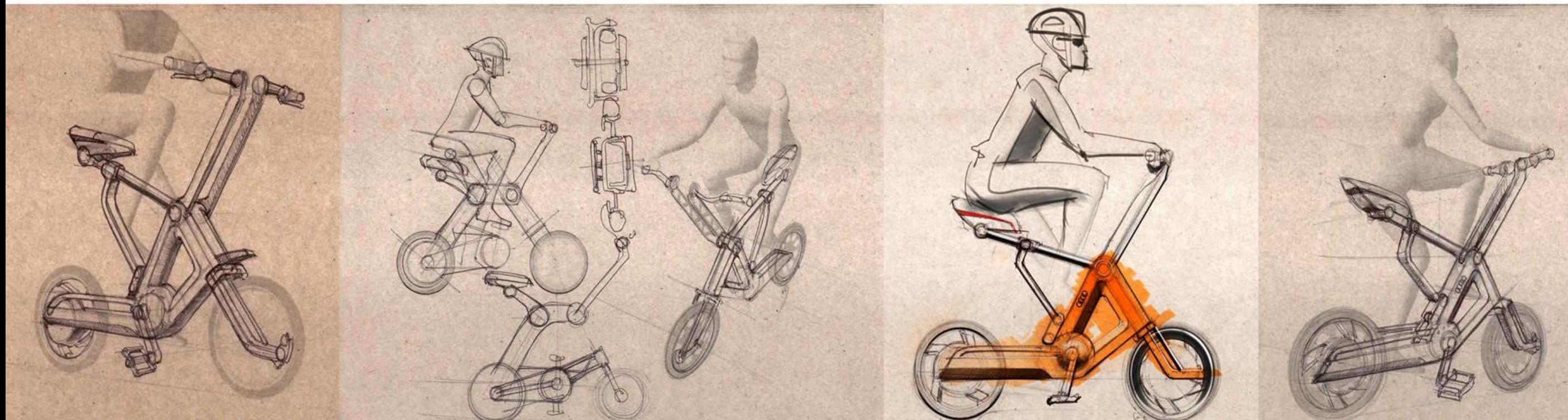
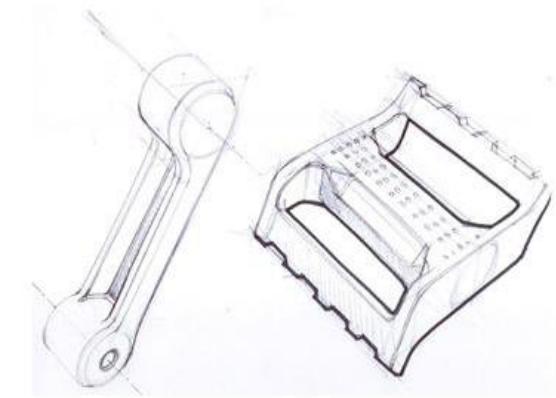
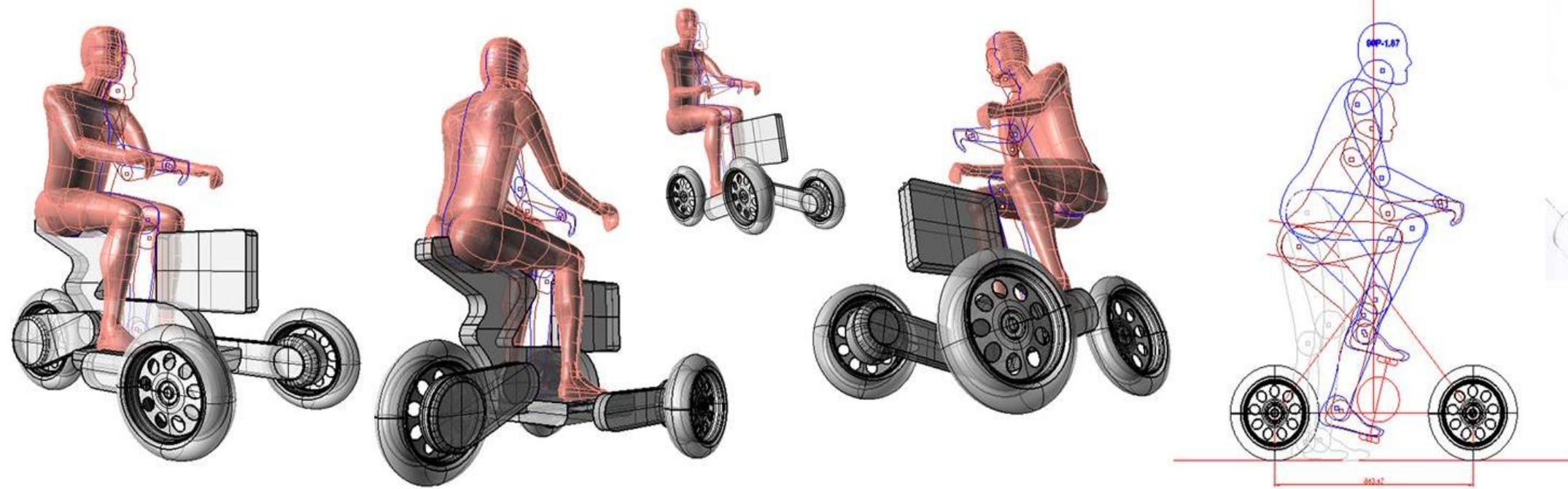


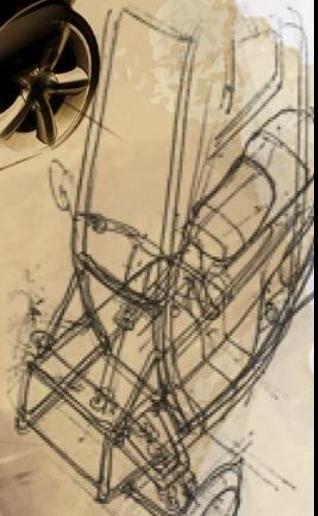
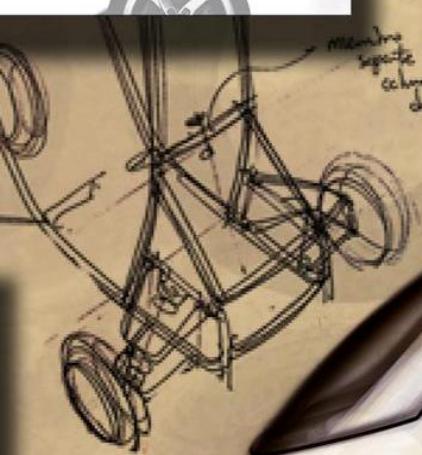
... The enjoyment has come!...



multimodal**mobility**

e-bike **m1** tandem **m1** 2+2 **m1**



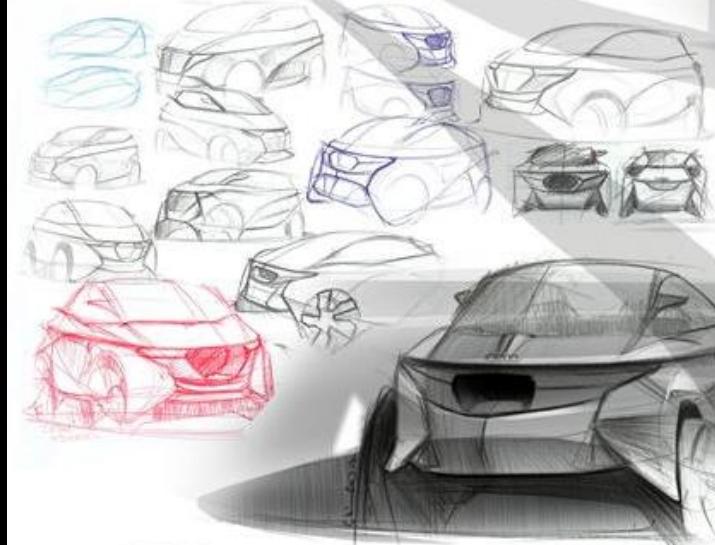




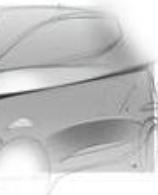
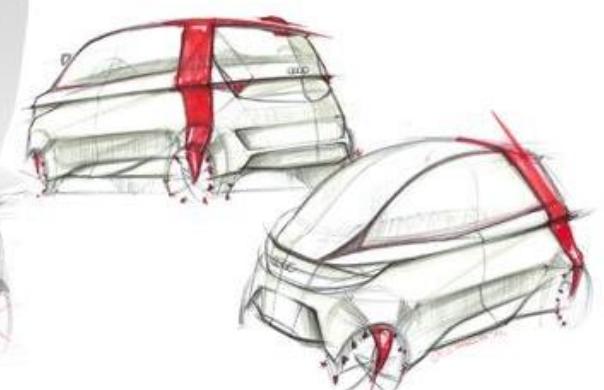
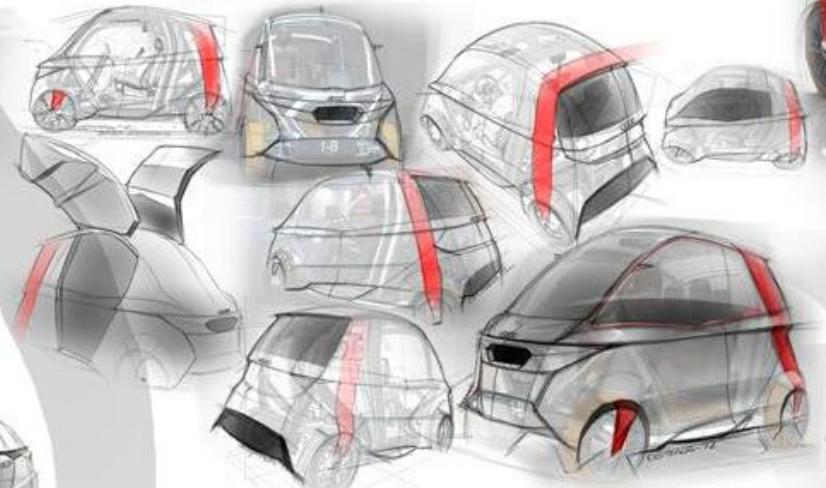
Inspiration



Development



Key Sketch





Los asientos

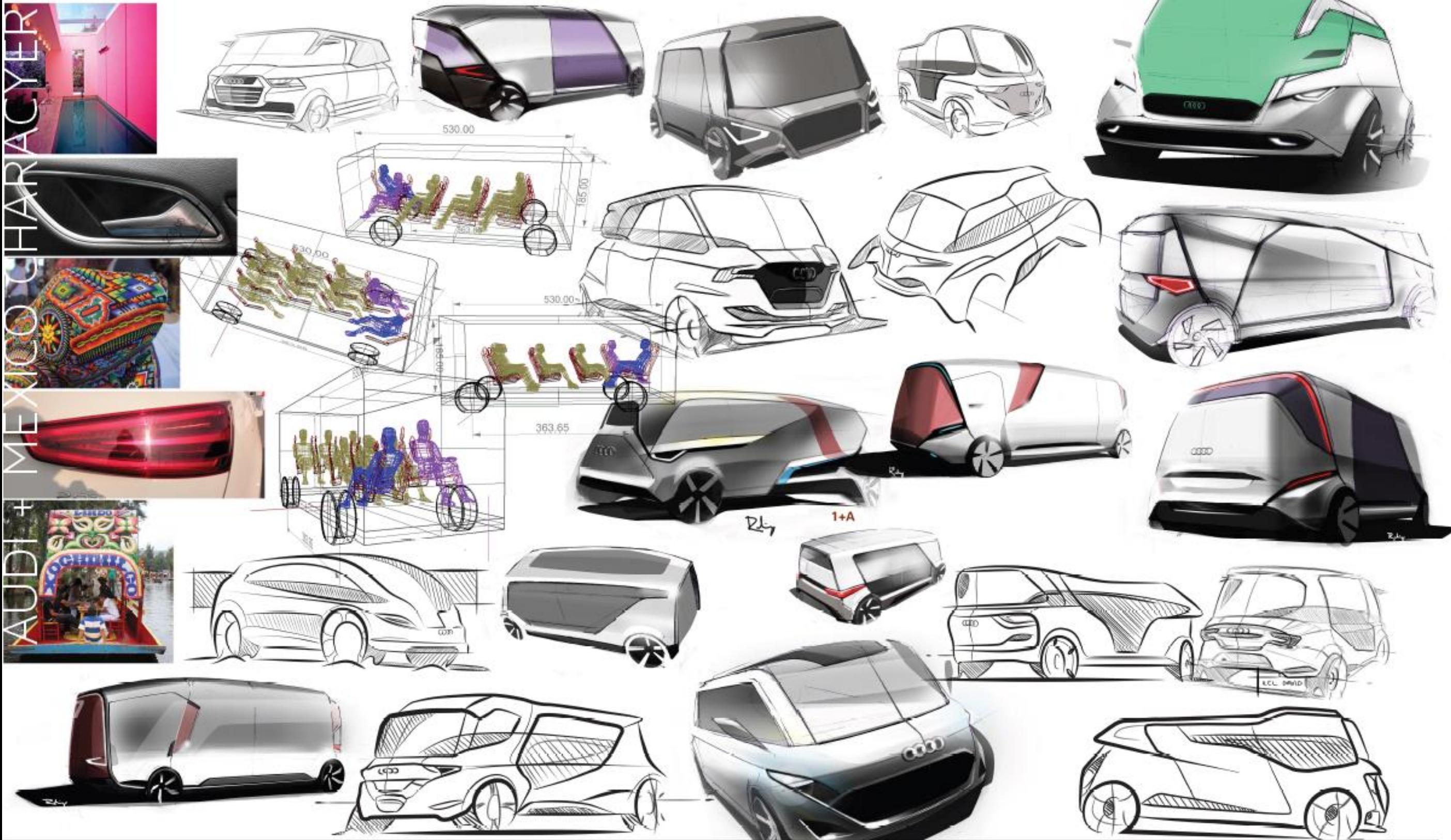
En un uso tipo leasing, los asientos
de un vehículo son los primeros en sufrir.

Al utilizar como inspiración los pétalos de las flores, que
son individuales pero juntos forman la flor, se permite que
los asientos sean fácilmente reparables, en piezas.



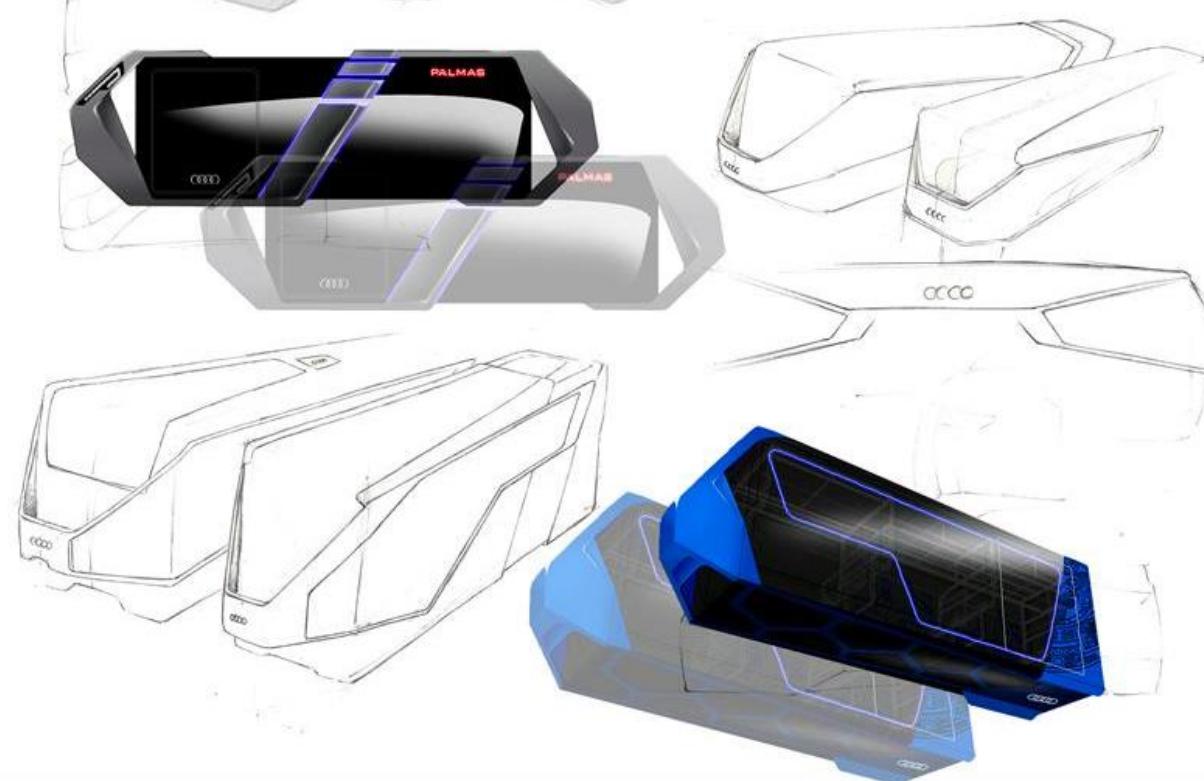
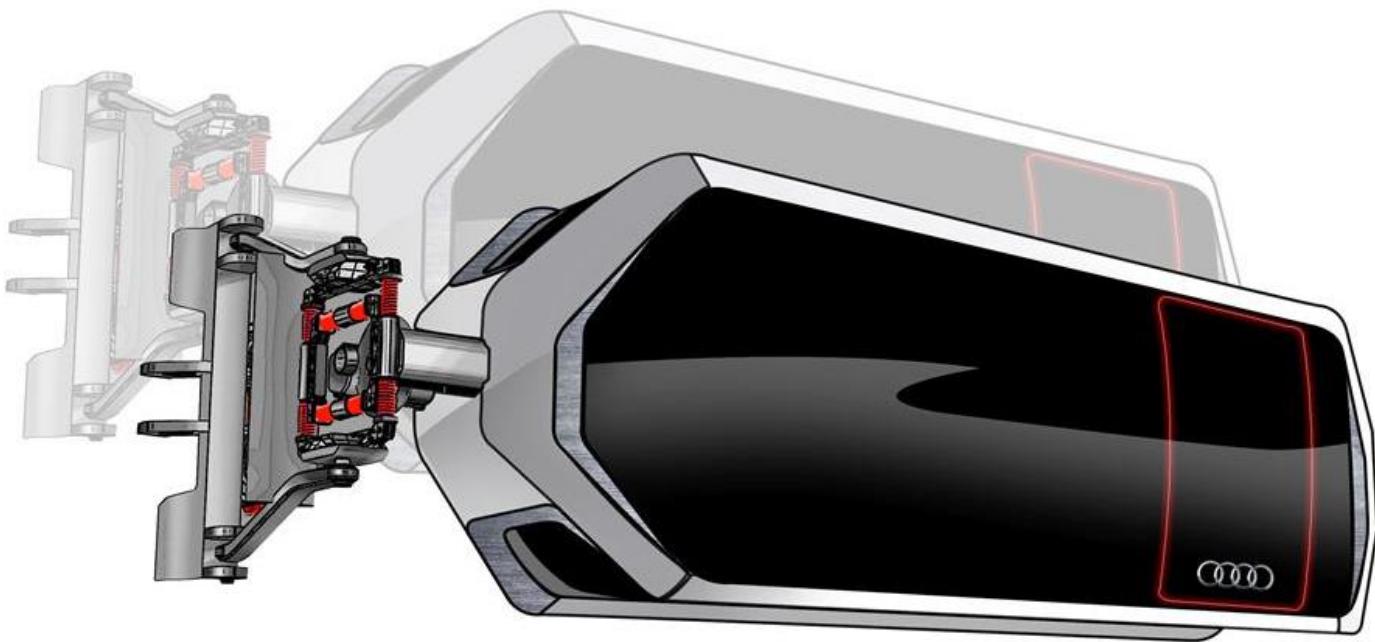
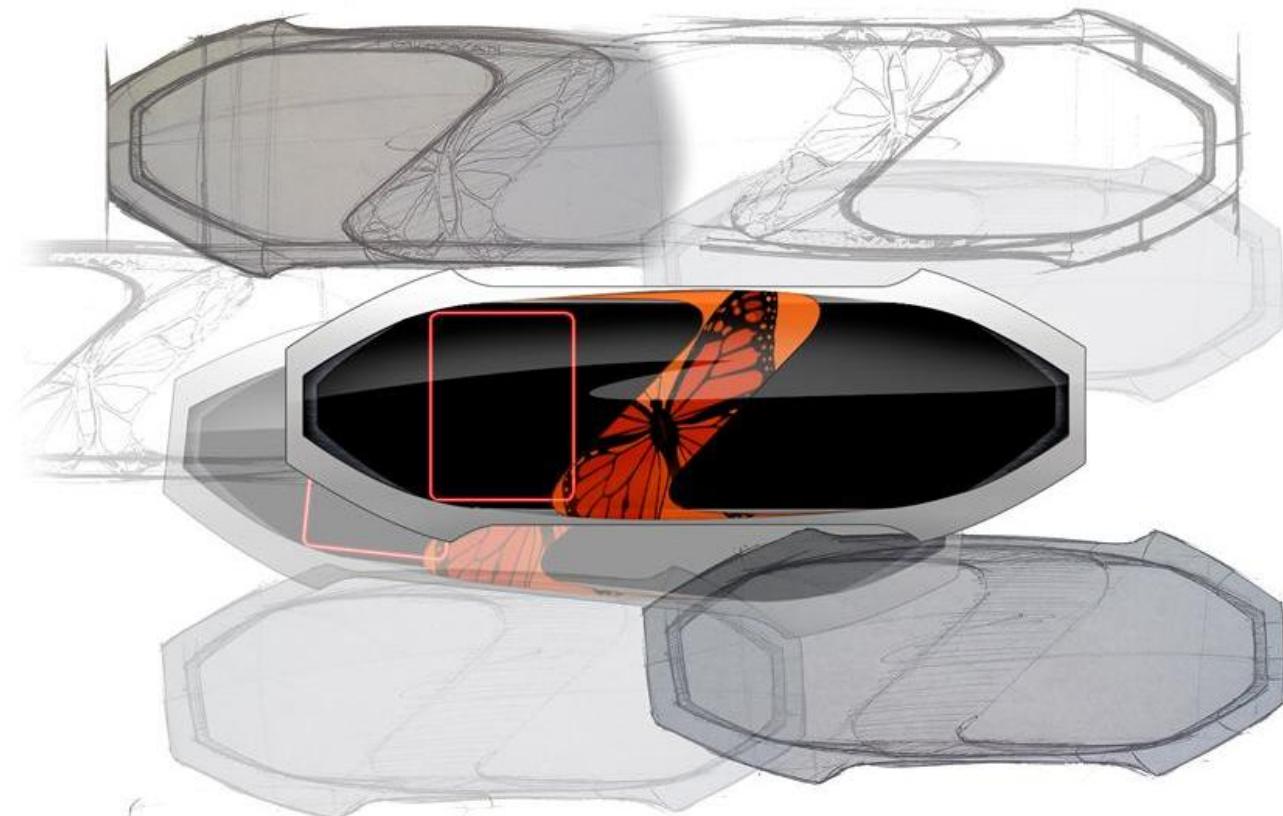
multimodal**mobility**

ciclo
m2 *shuttle*
m2

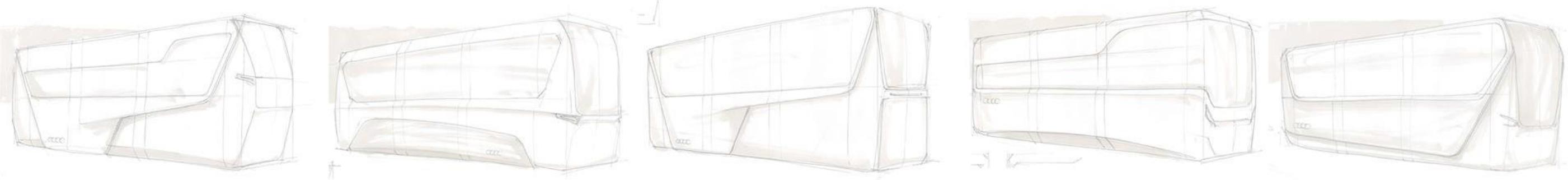


AUDI MEXICO + HARMACYER





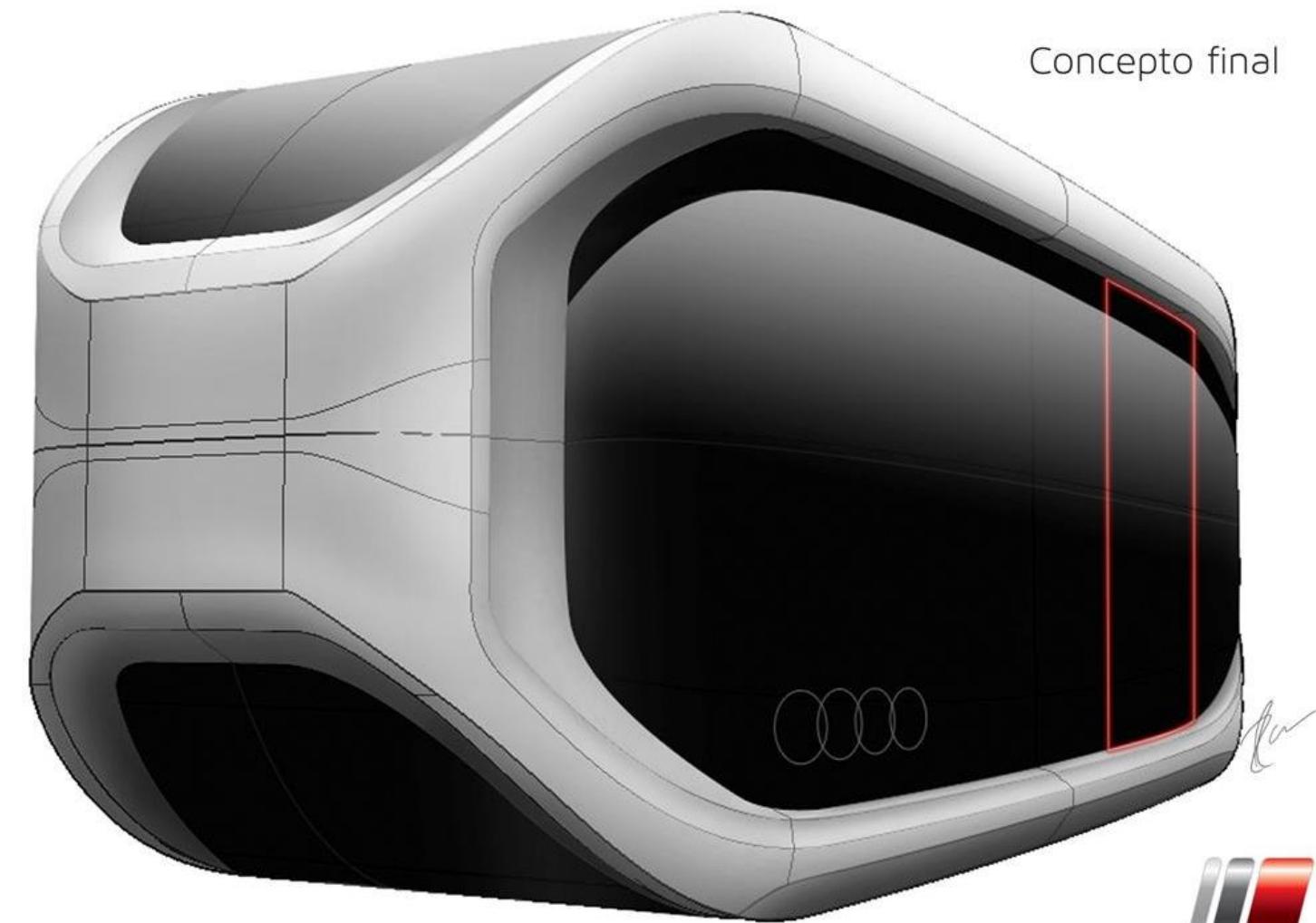
movilidad multi modal



Primera fase



Segunda fase



Concepto final



movilidad multi modal



movilidad multi modal

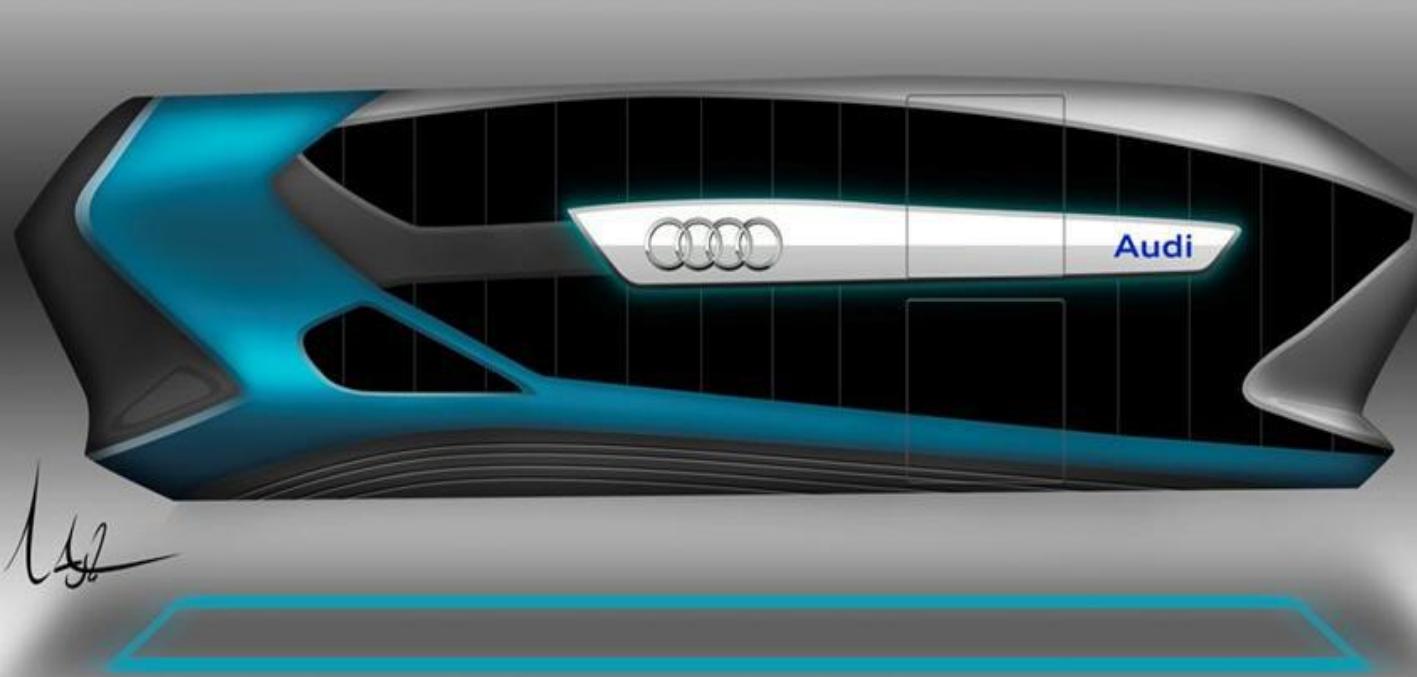
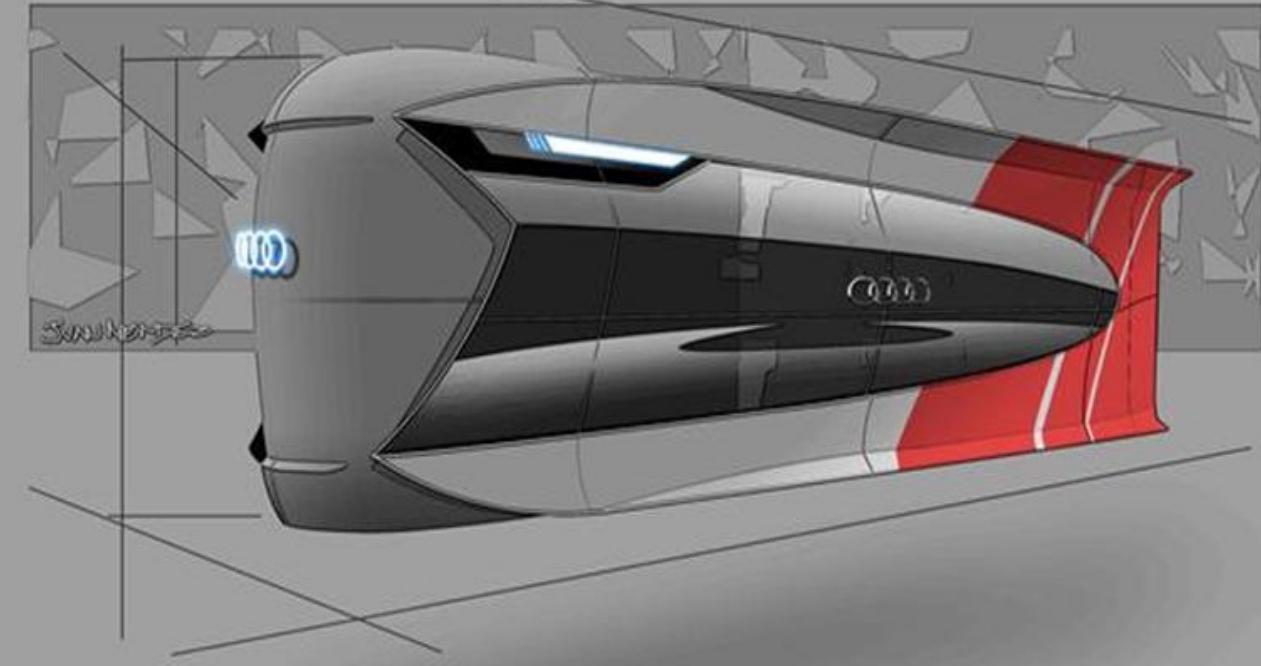


multimodal**mobility**





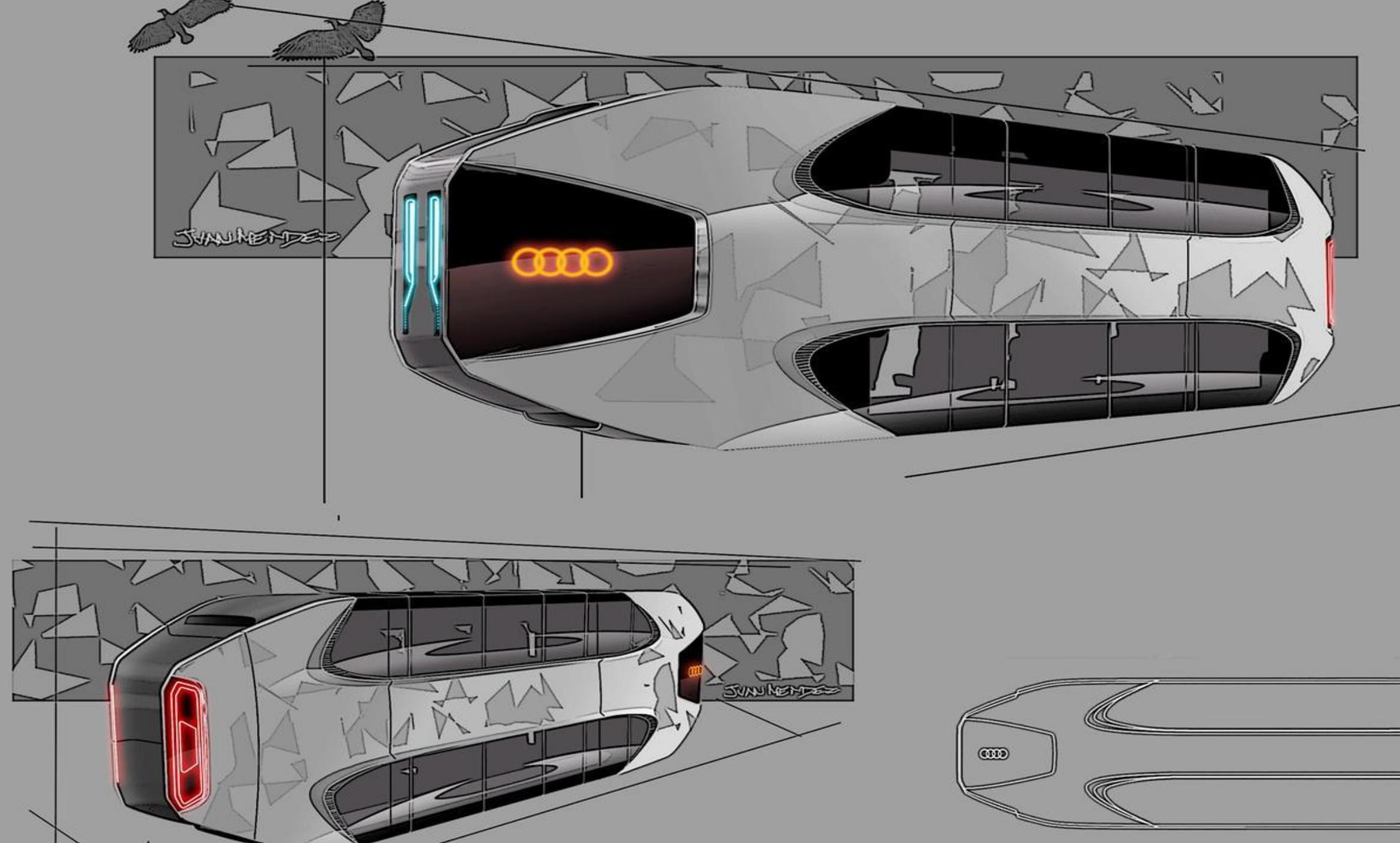
MS



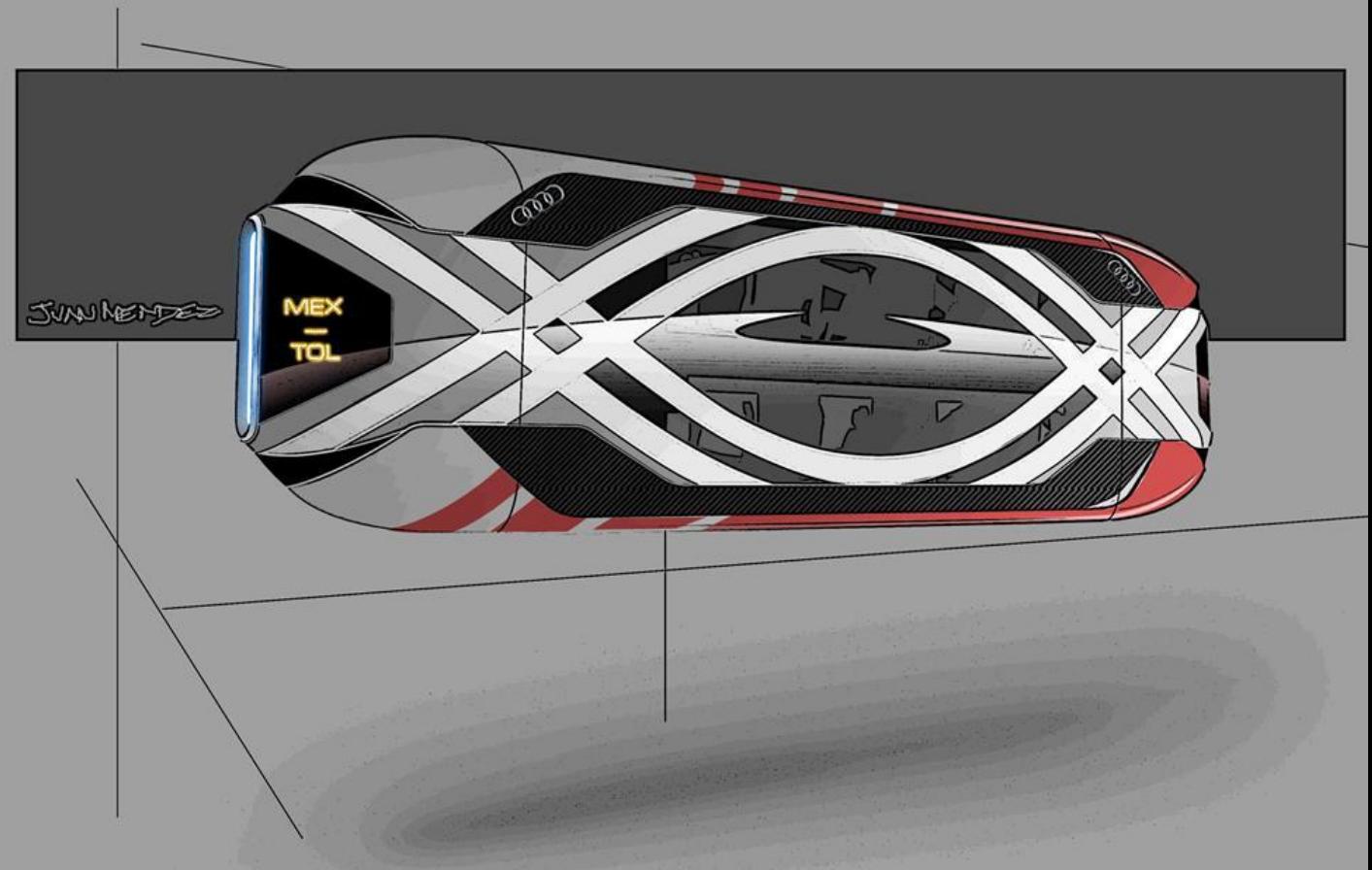
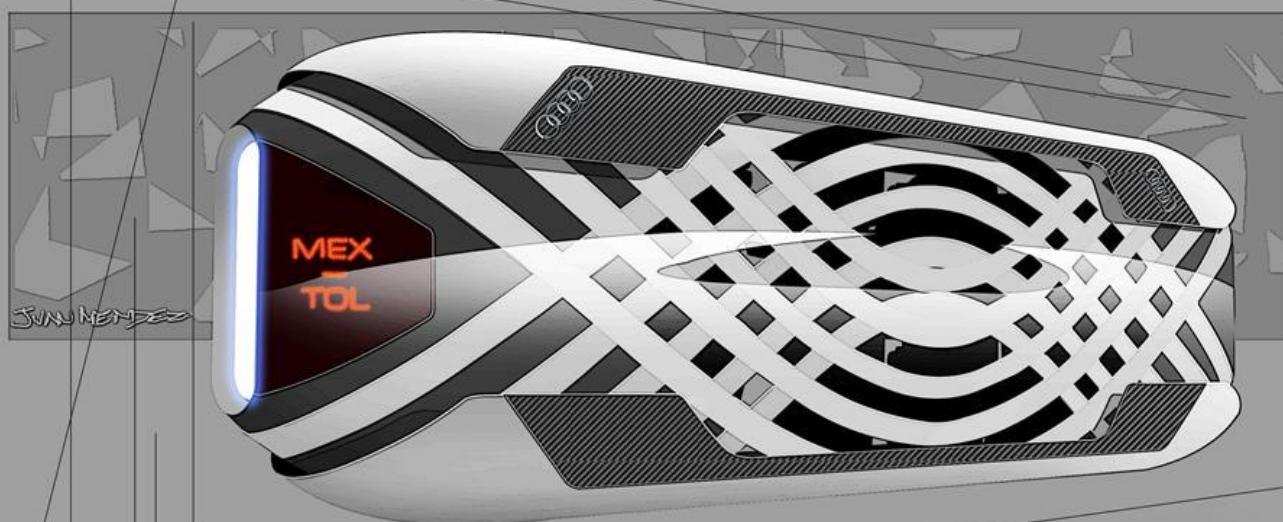
MS

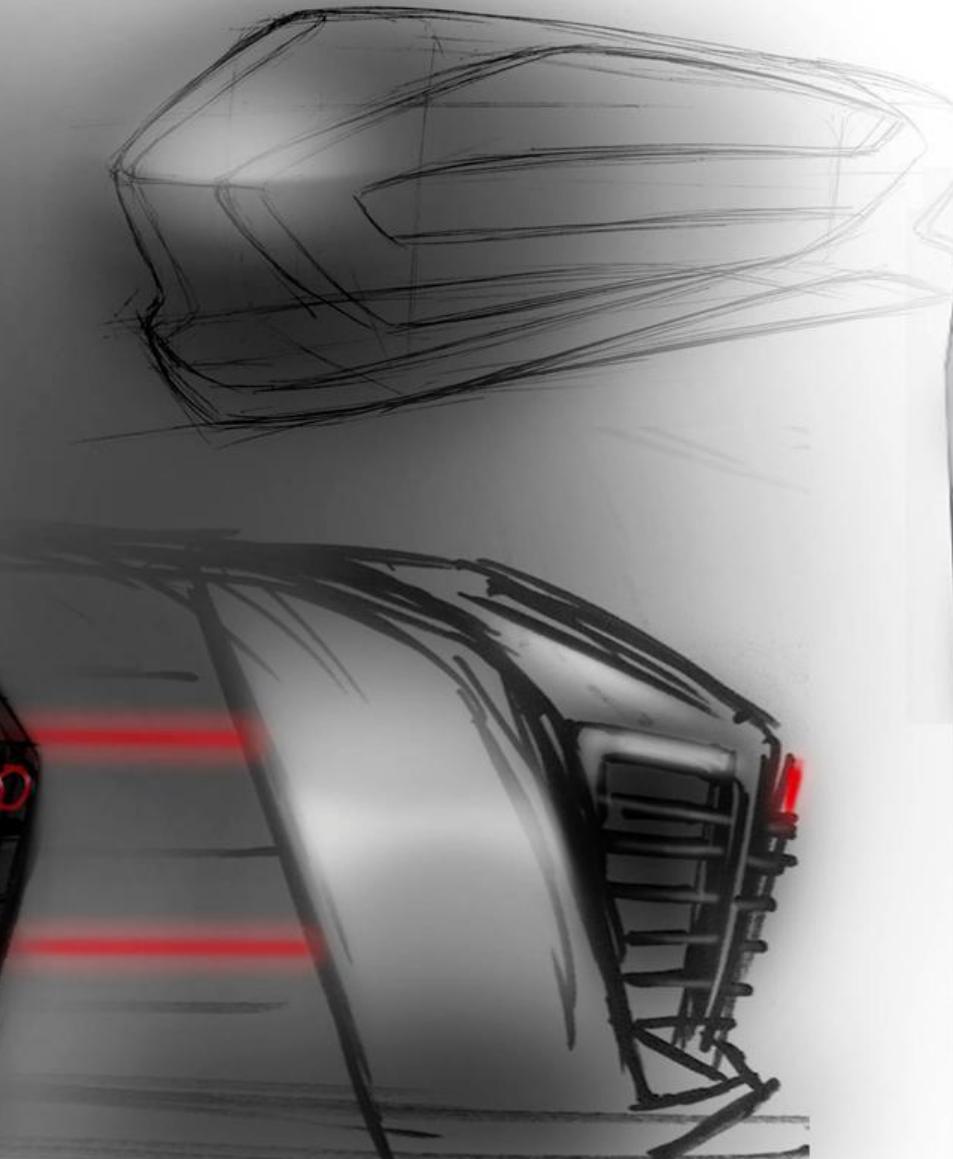
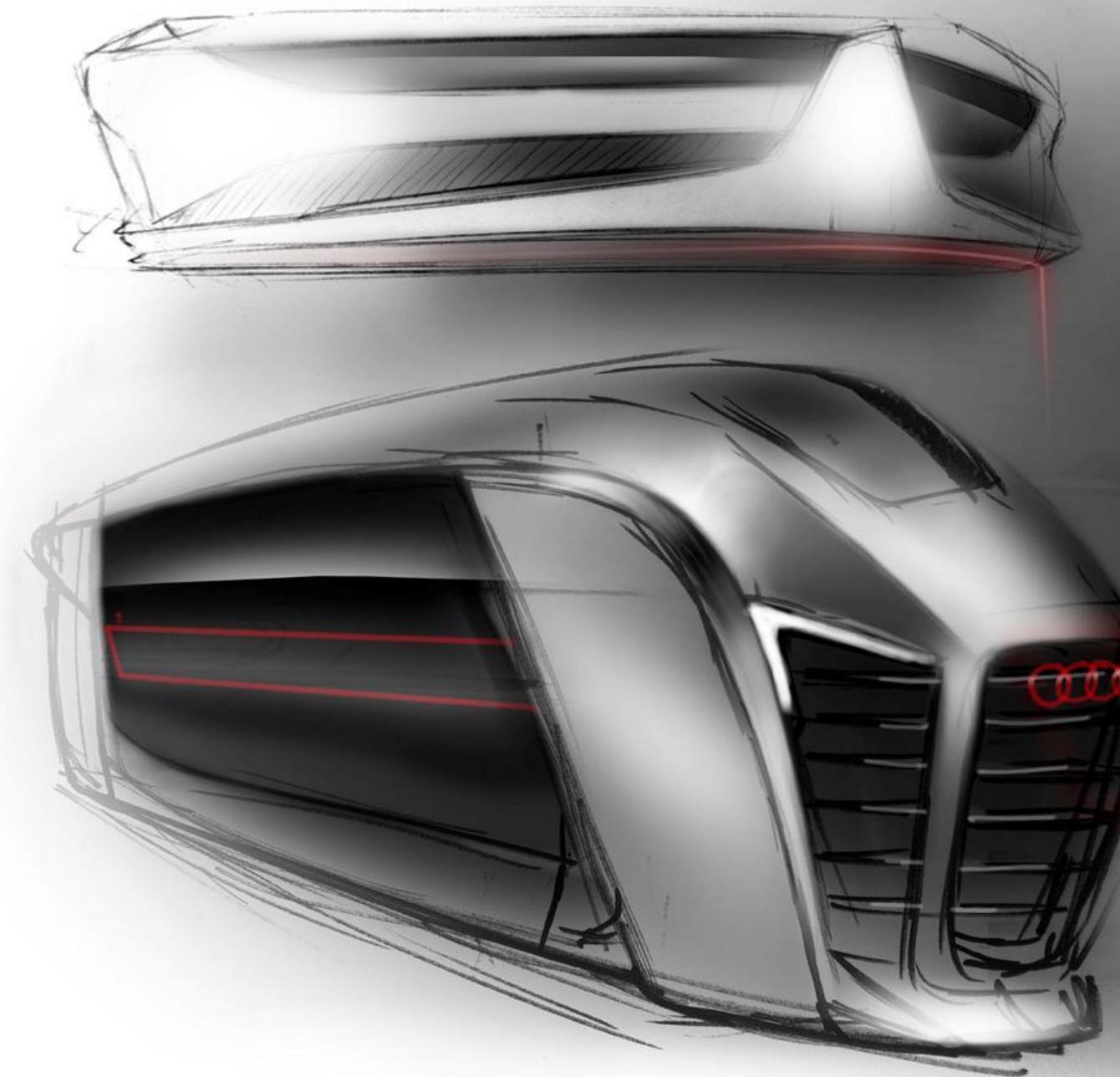
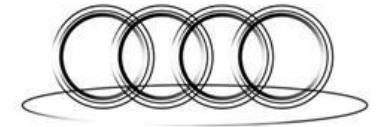


MS



M3_1B





Lineas elegantes que recorren todo el volumen



Personalidad y Carácter



Colores representativos de la marca



White



Red



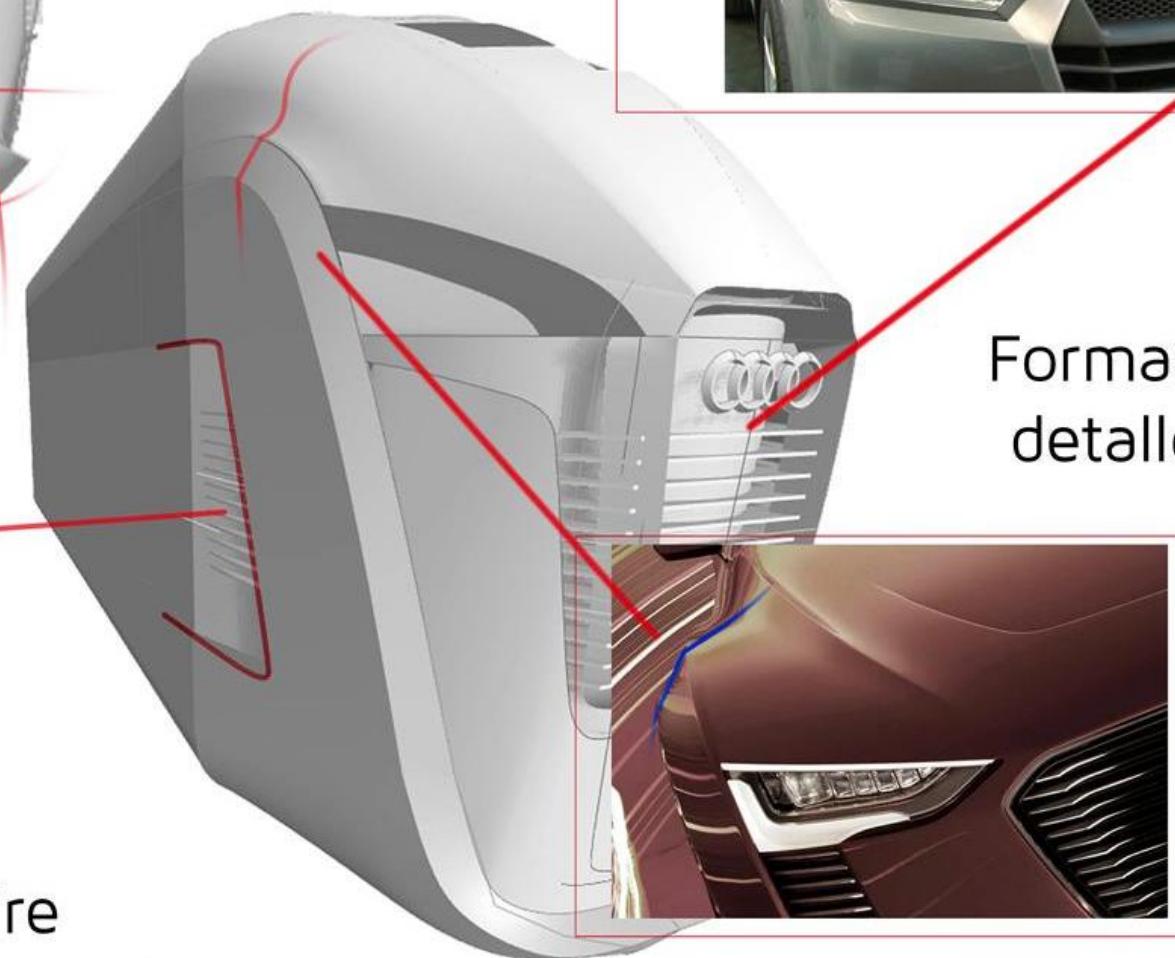
Black



Aluminum



Salida de aire
Auto Union type C



Formas y detalles

Estudio de los detalles en interiores

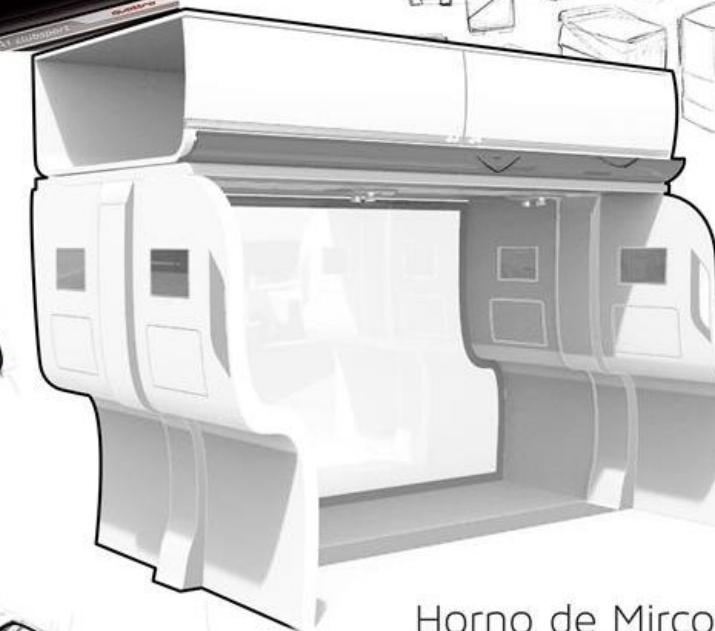


Exploración de Asientos



Carrito de Servicio

Módulos para 4 pasajeros separados por mamparas.



Horno de Microondas

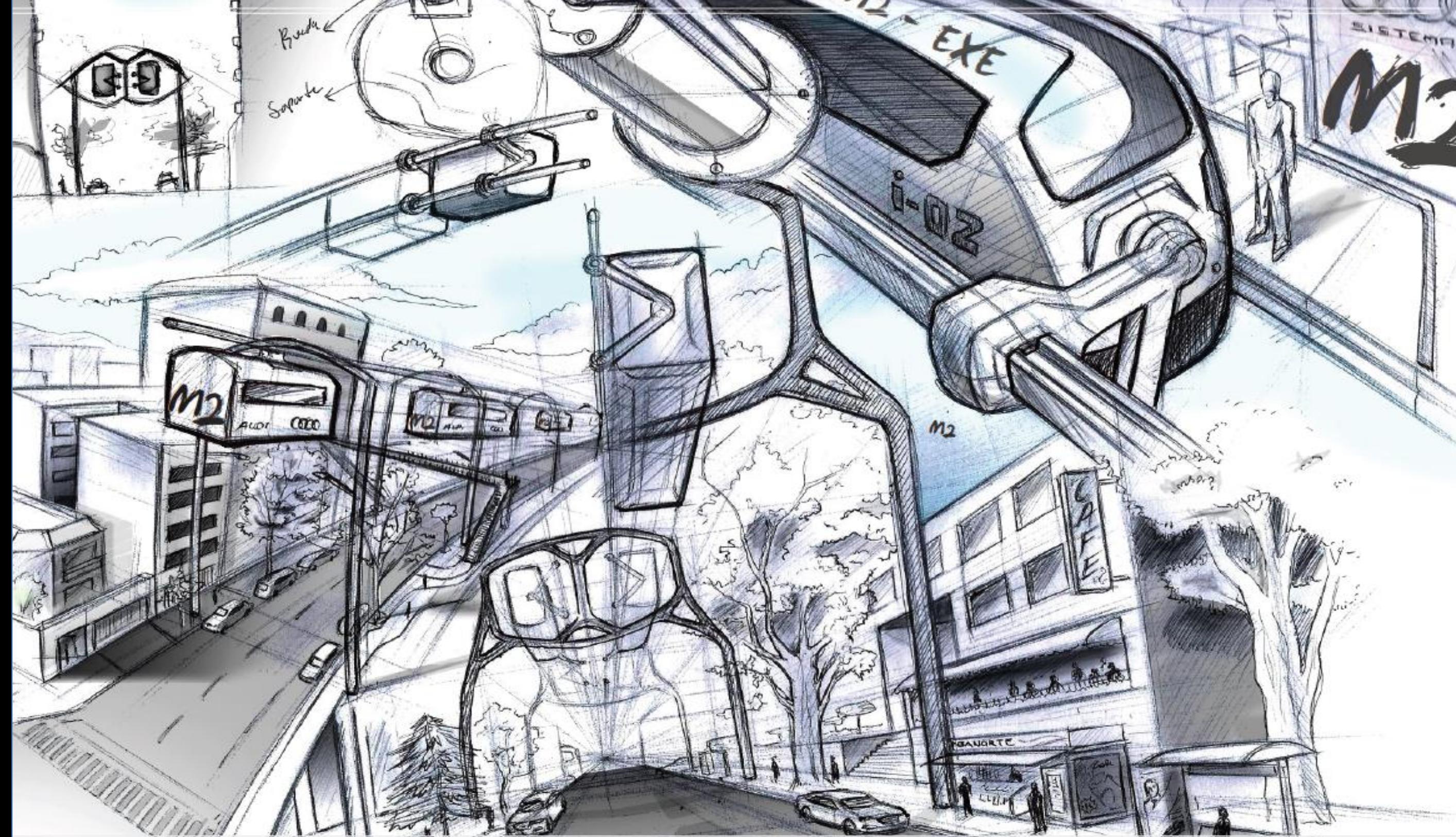


Interfase

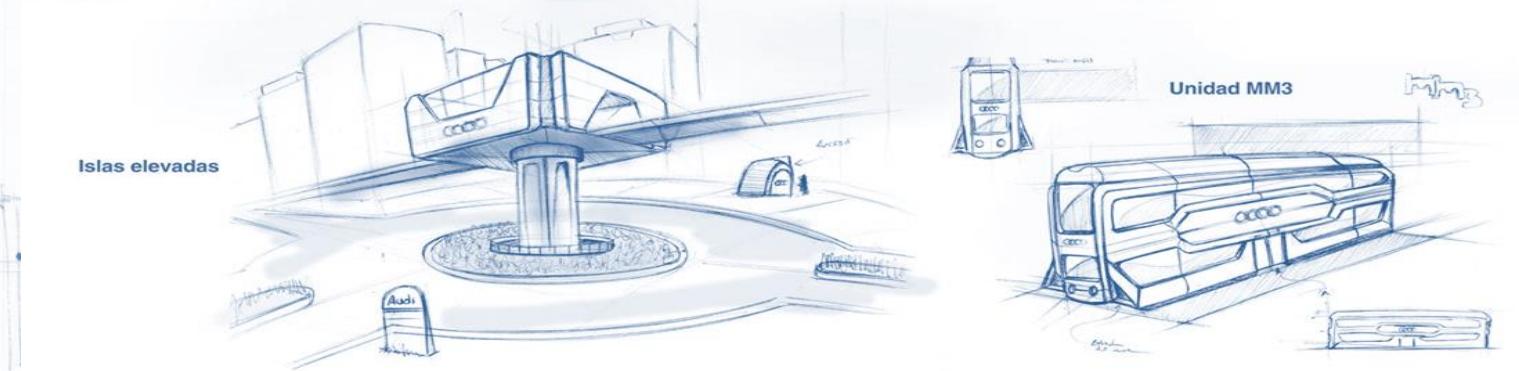
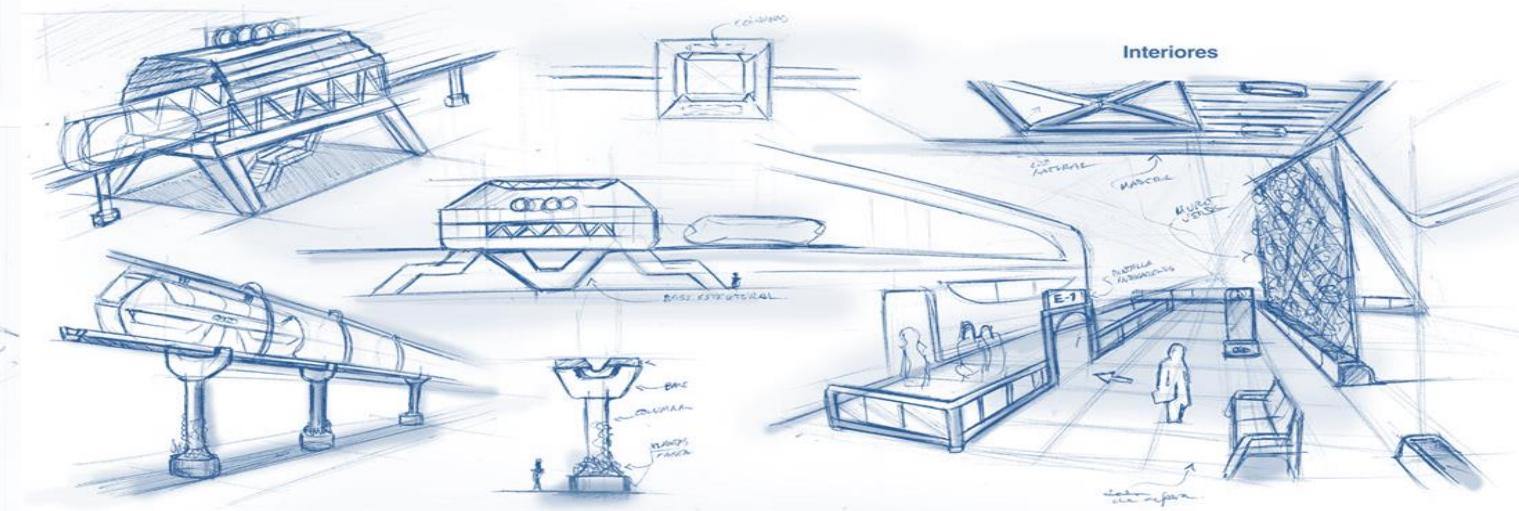
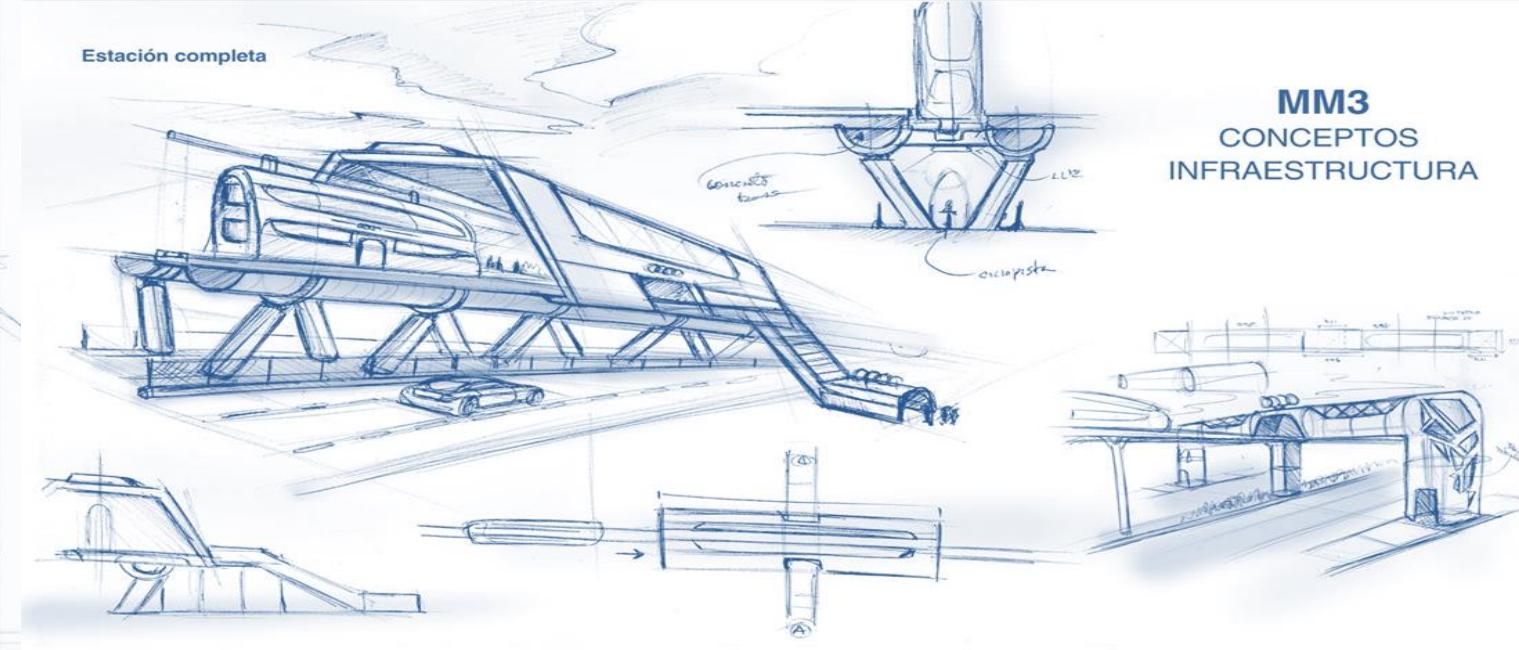
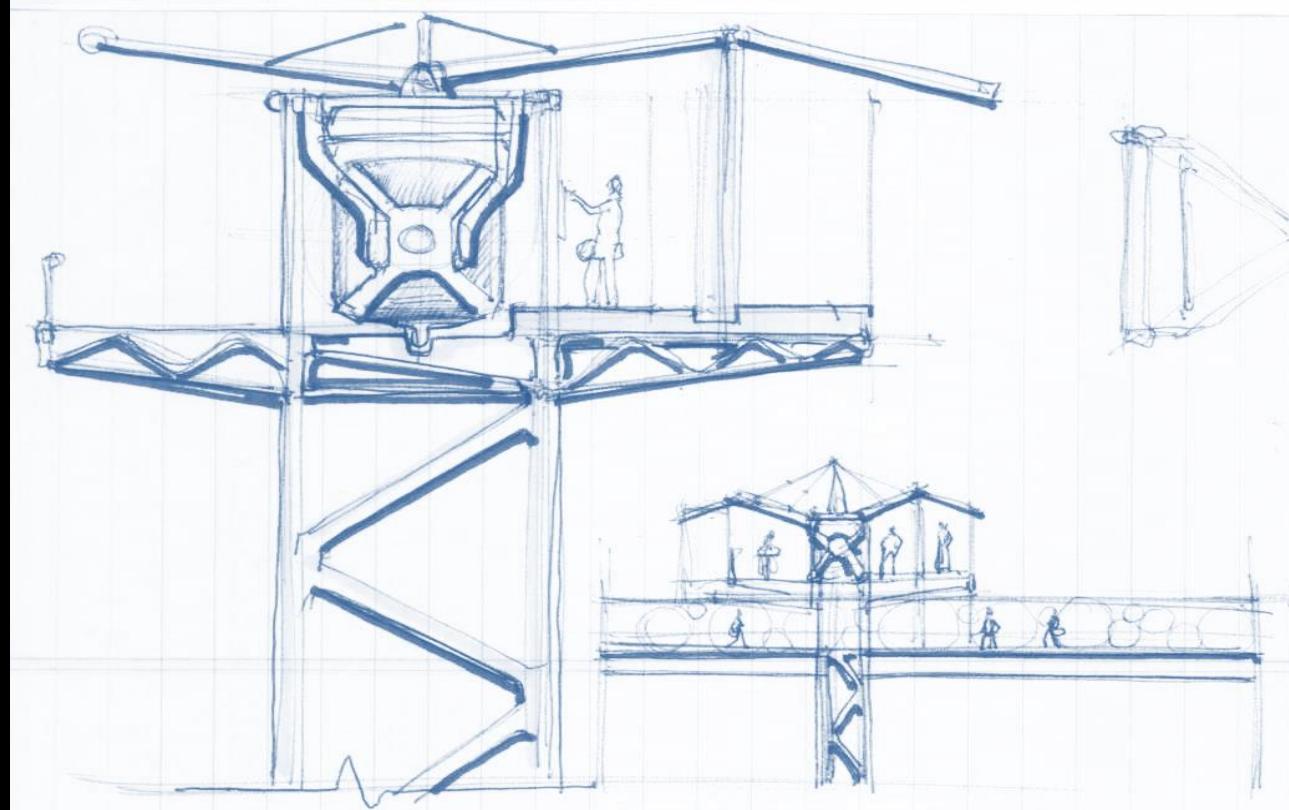
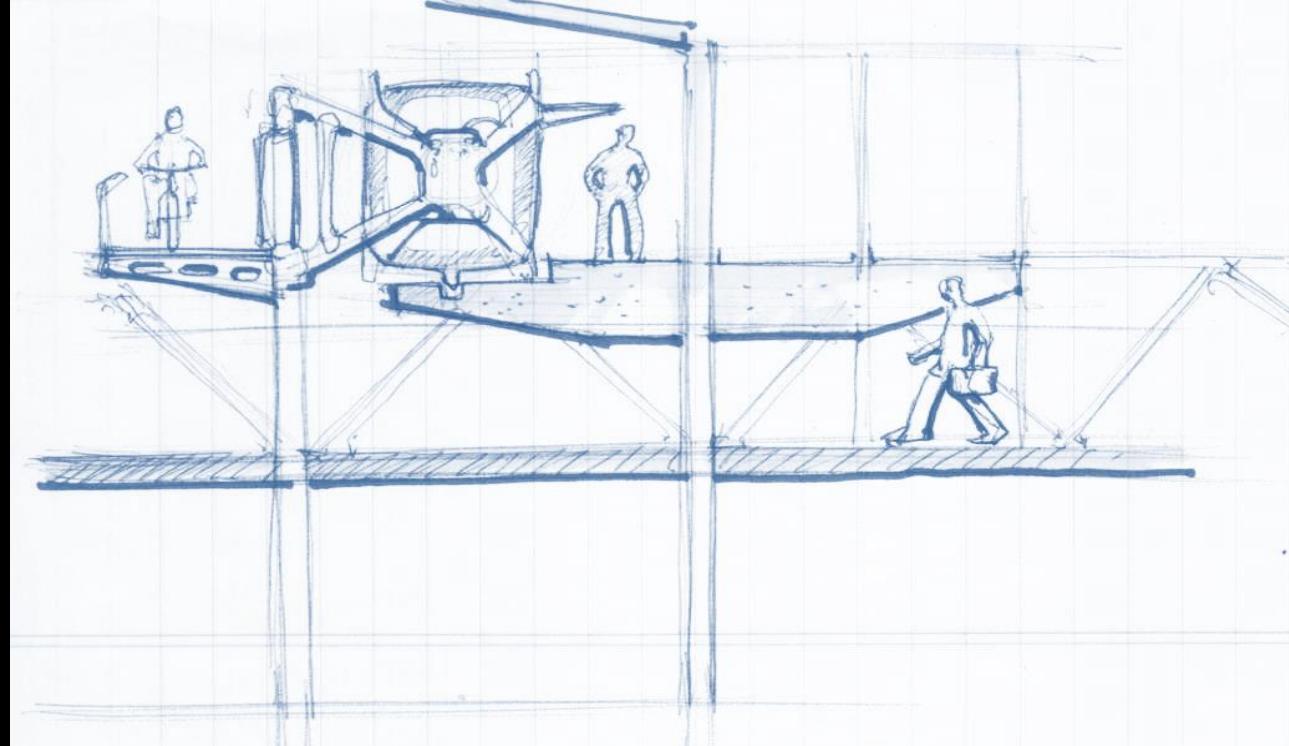


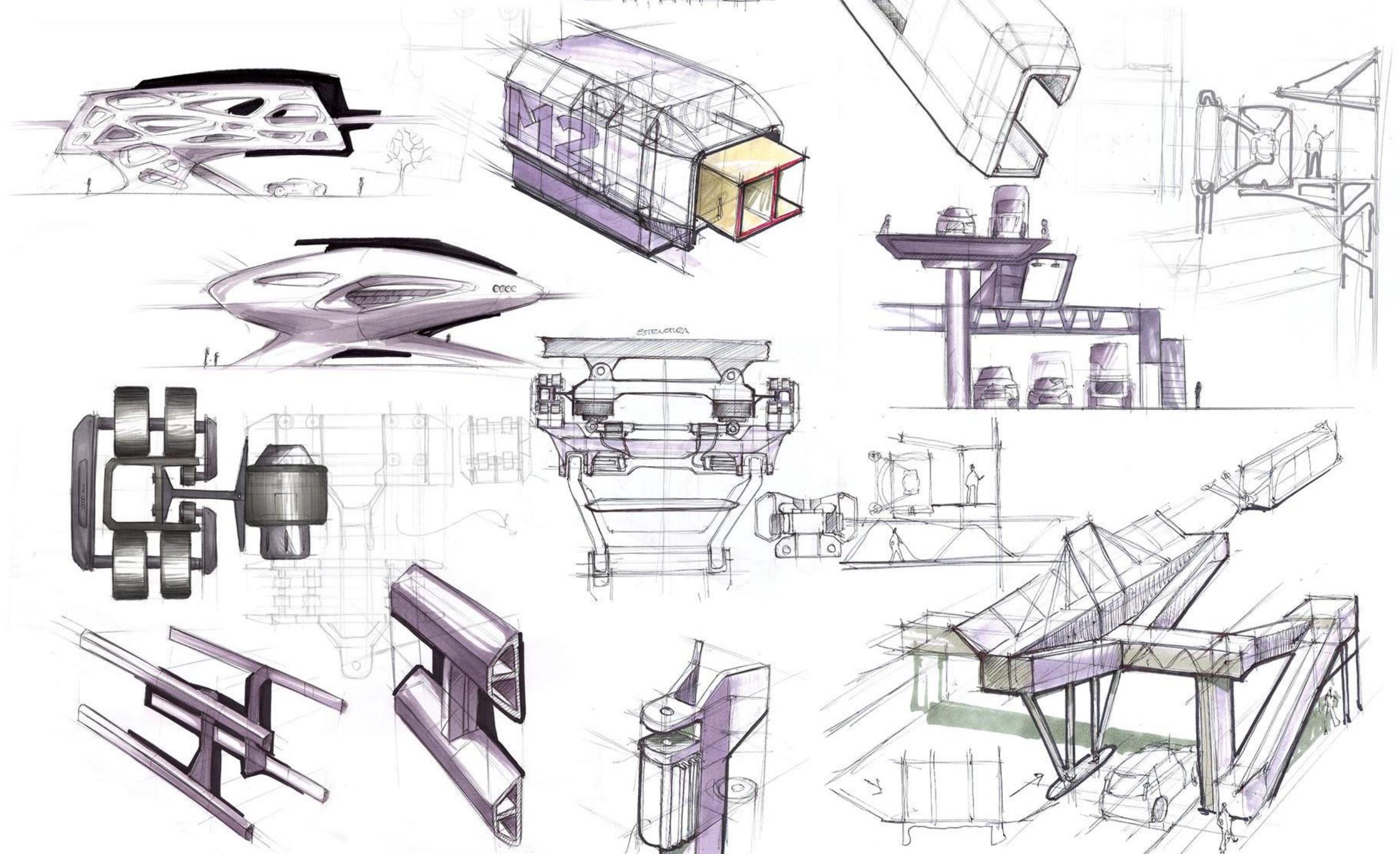


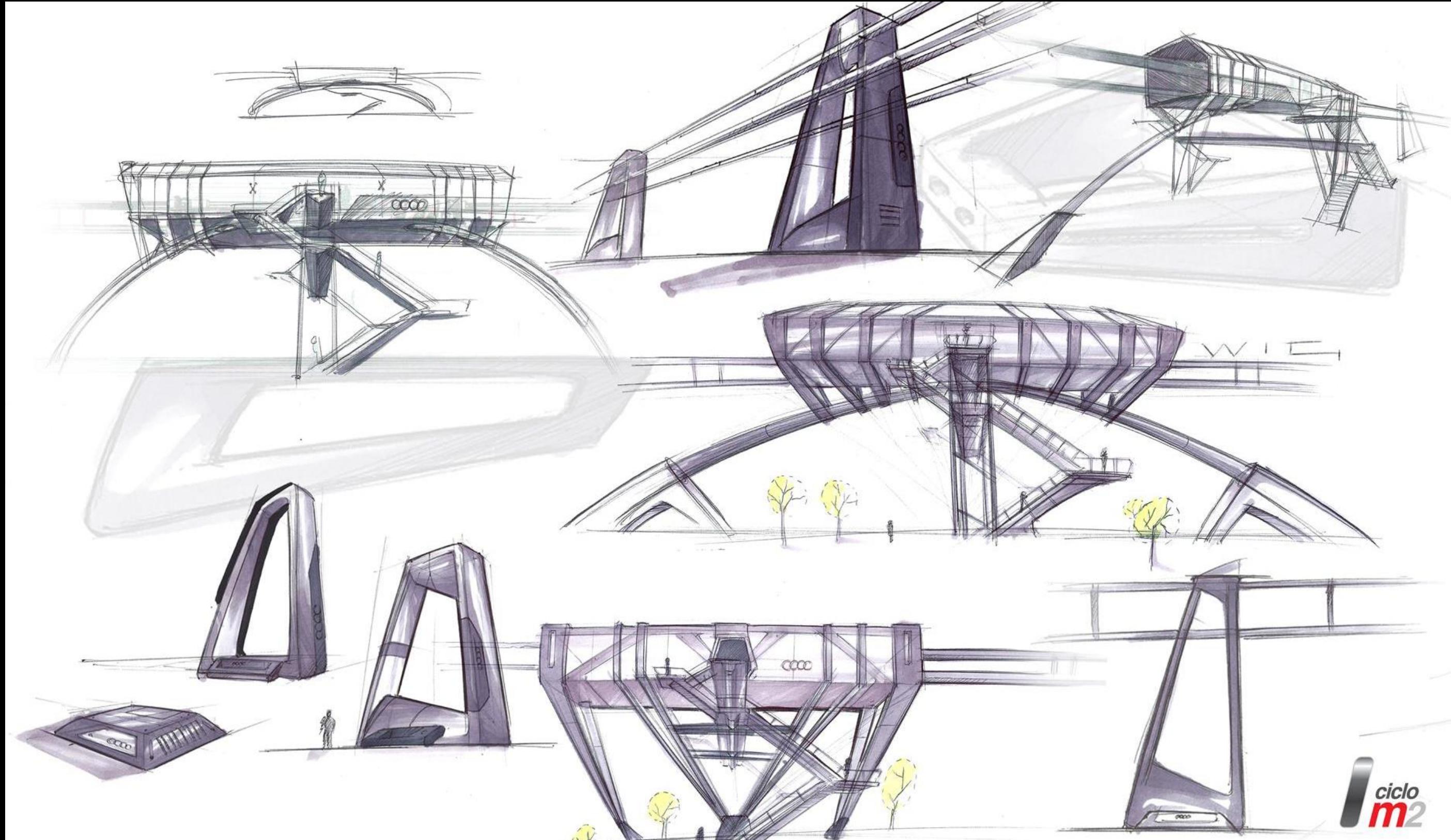
movilidad multimodal****

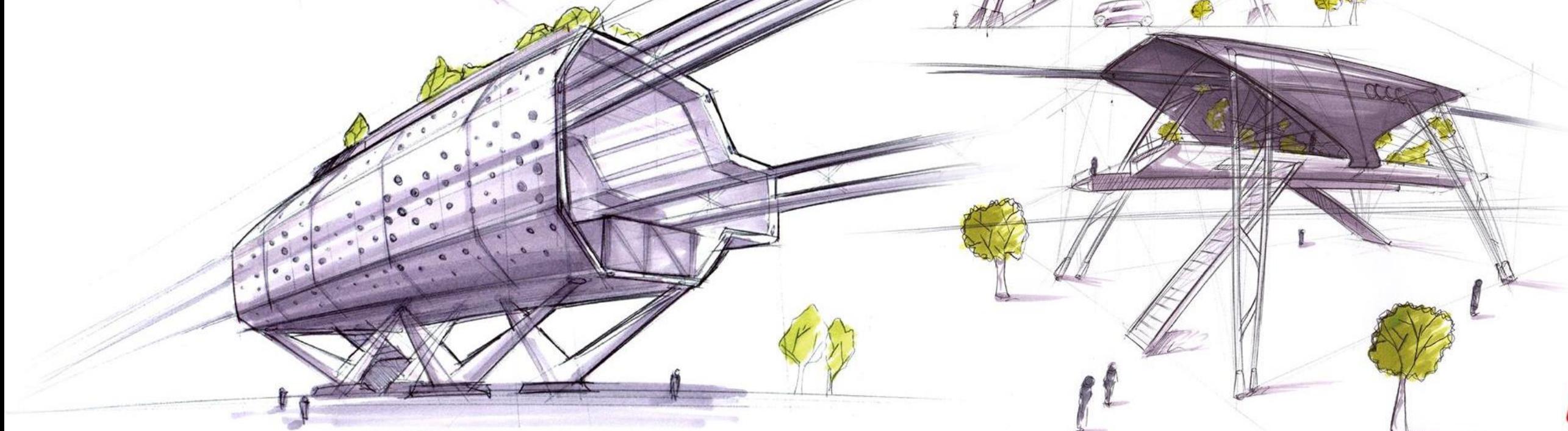
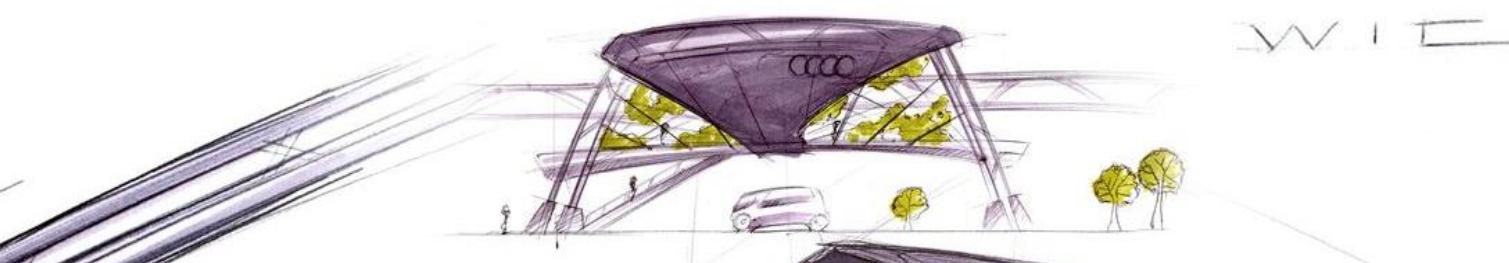
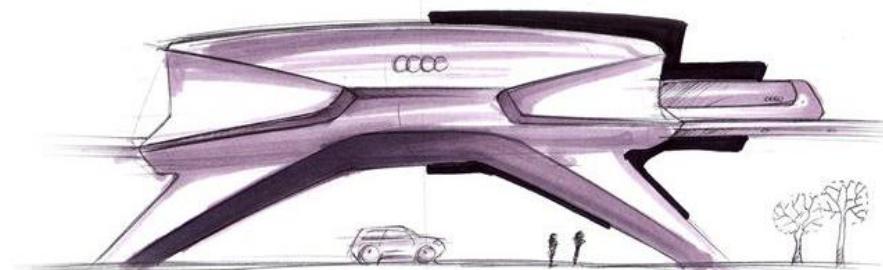
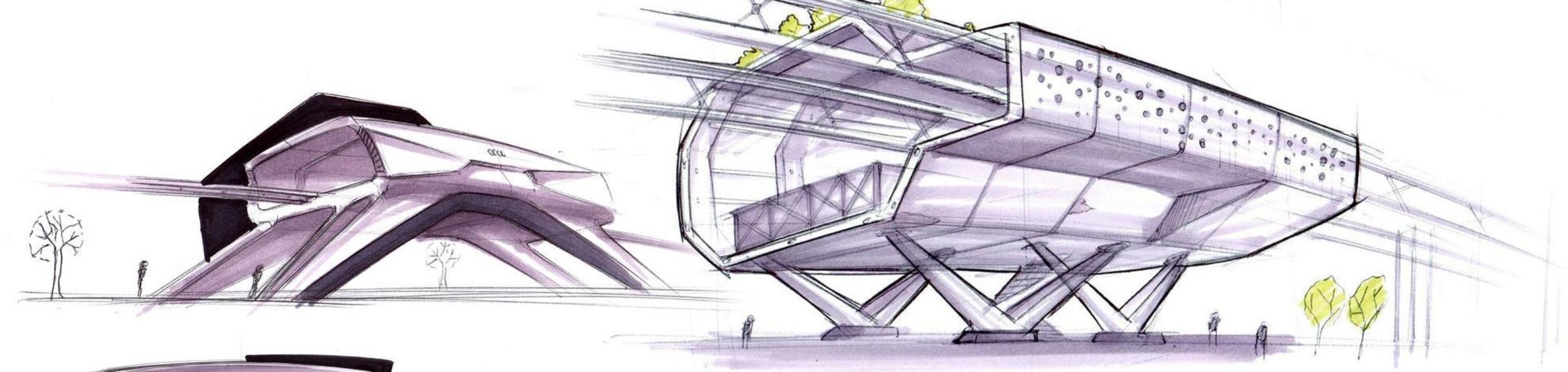


MM3
CONCEPTOS
INFRAESTRUCTURA









LETS CONTINUE THE PRESENTATION
IN PDF PART 3

