

PROJECT BRIEF

For decades Rolls Royce Has been producing bespoke vehicles. “Take the best that exist and make it better” - following them words the company pushes boundries to create timeless designs. How would next generation of electric convertible Rolls Royce would look like?



Rolls Royce Boat Tail



Rolls Royce Drop Tail

IDEATION

INSPIRATION



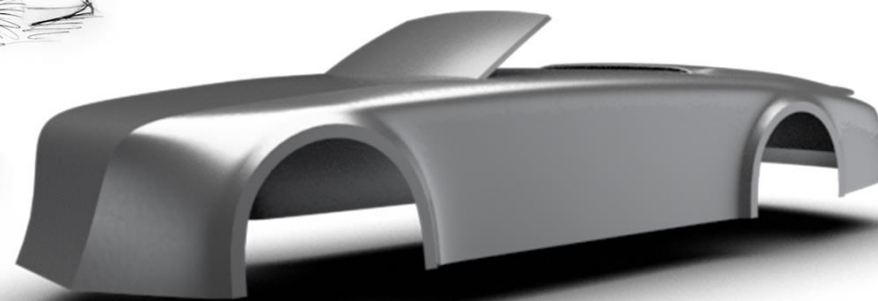
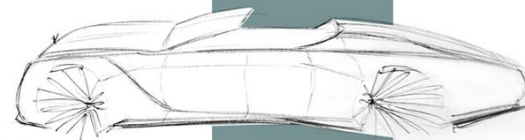
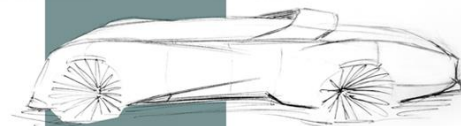
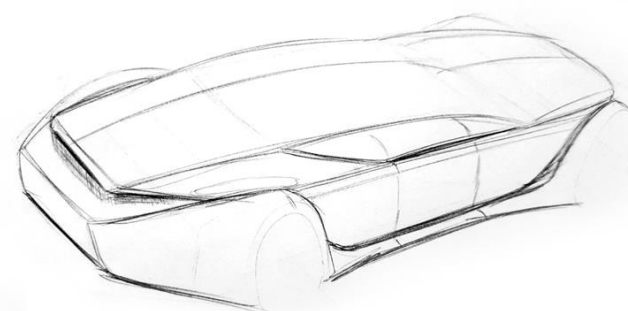
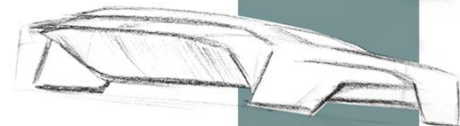
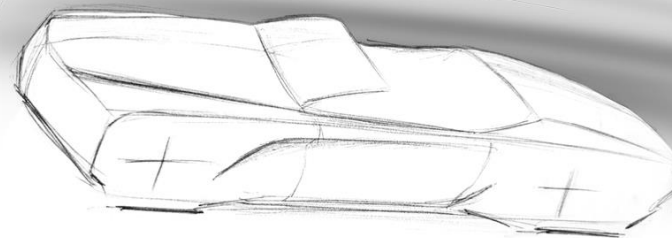
Purity



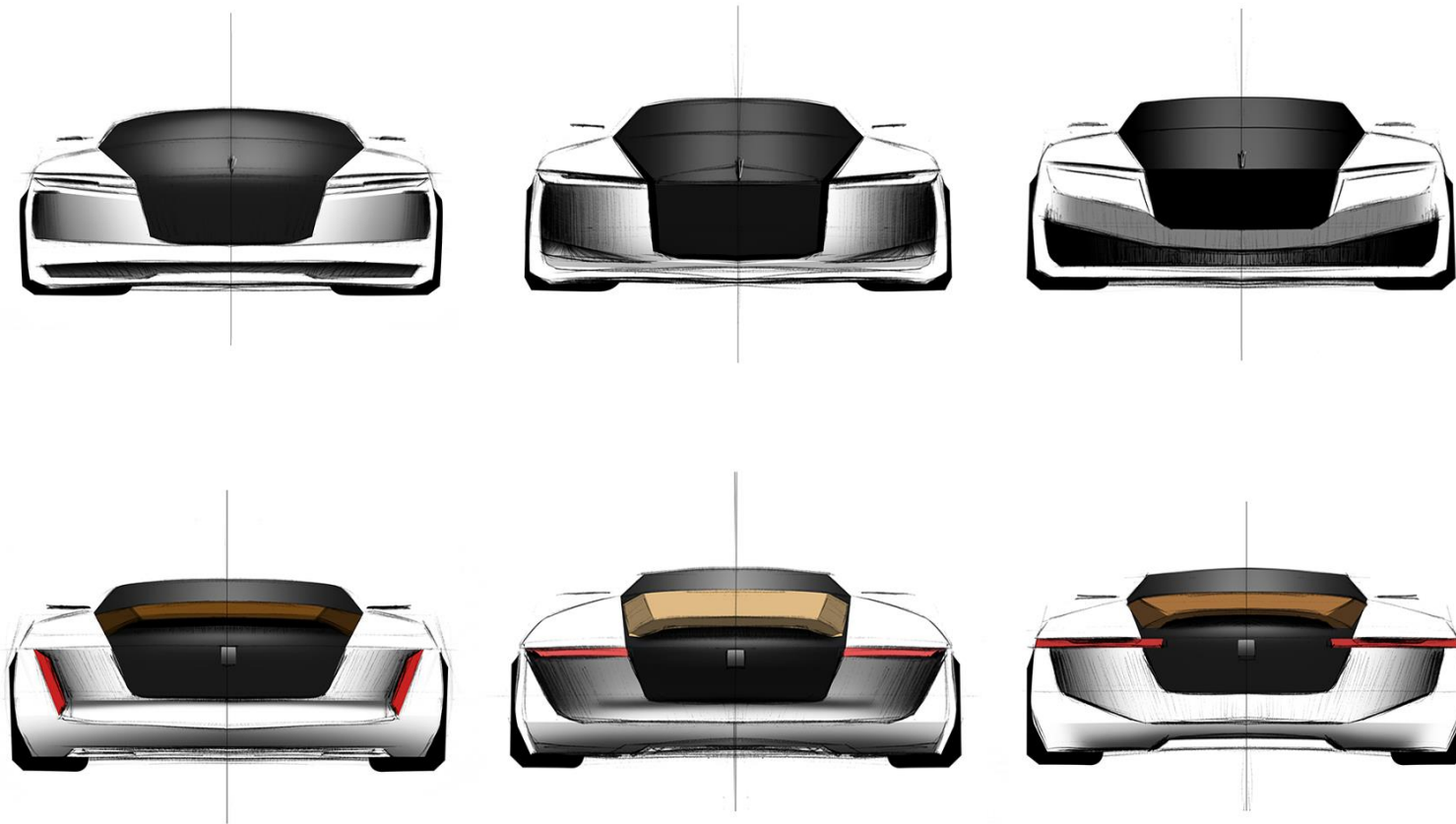
Silhouette



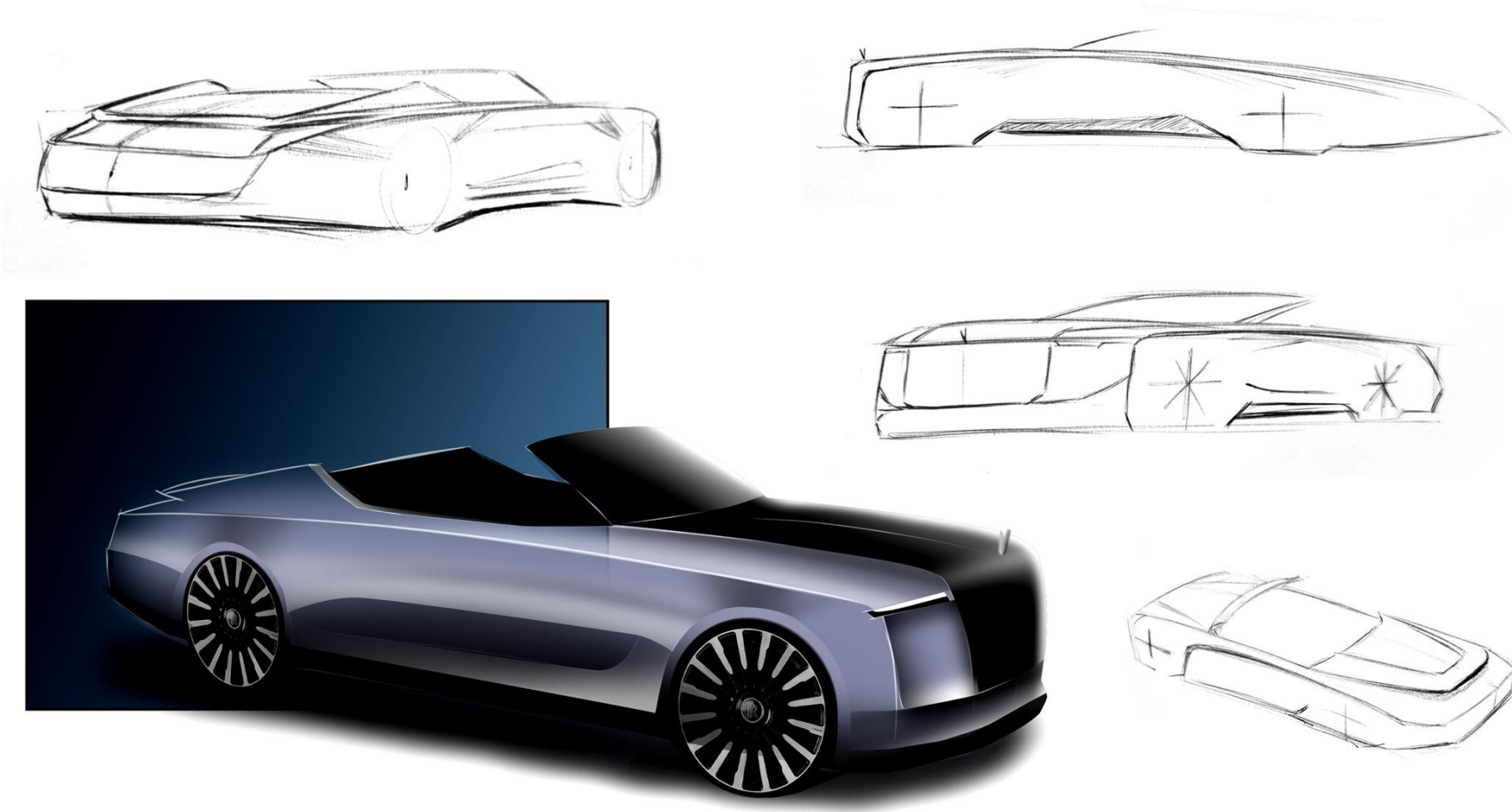
Elegance

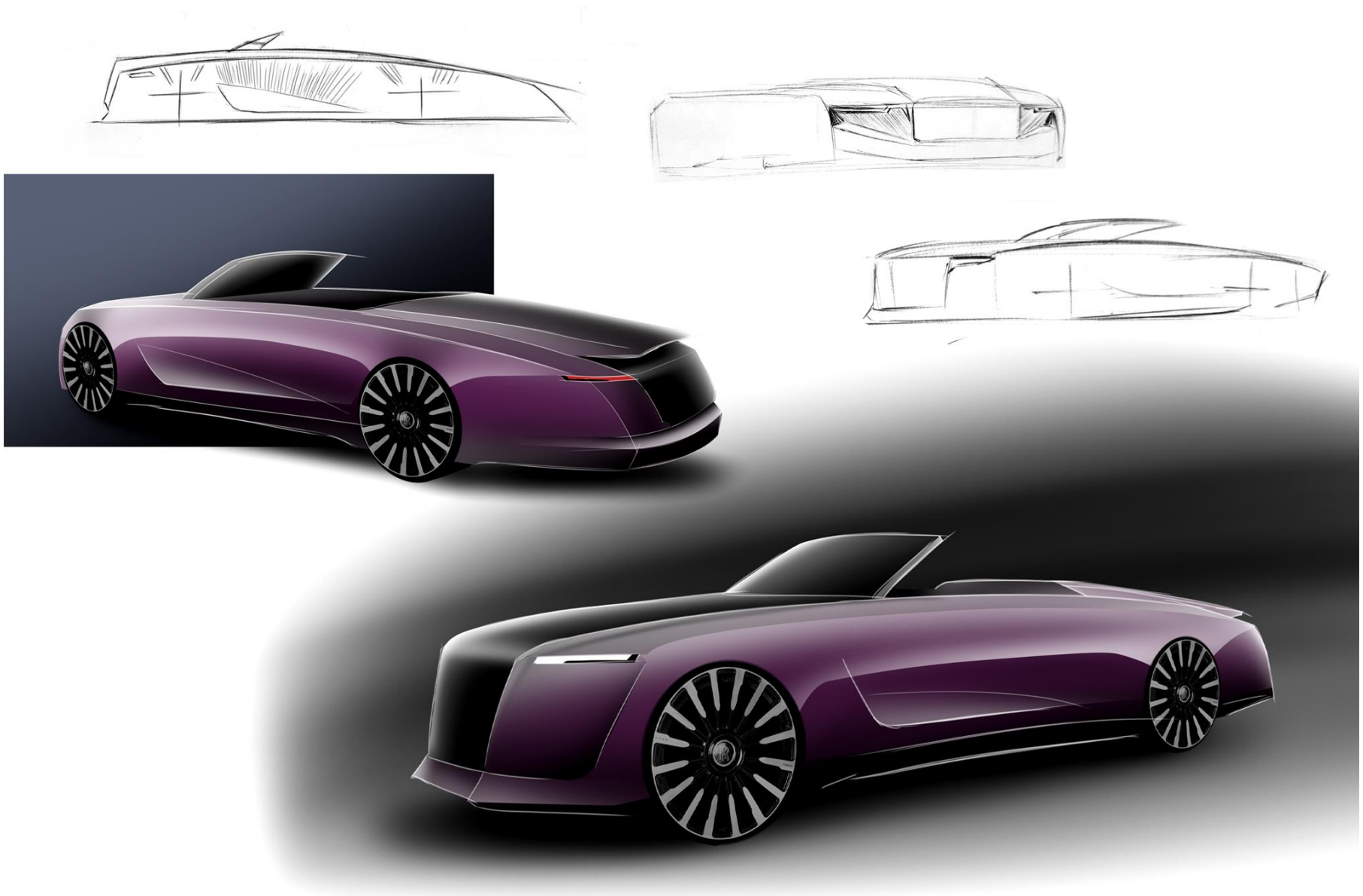


Ideation process was about looking for basic shapes, exploring different variants to get this essence of simplicity, purity, and elegance.

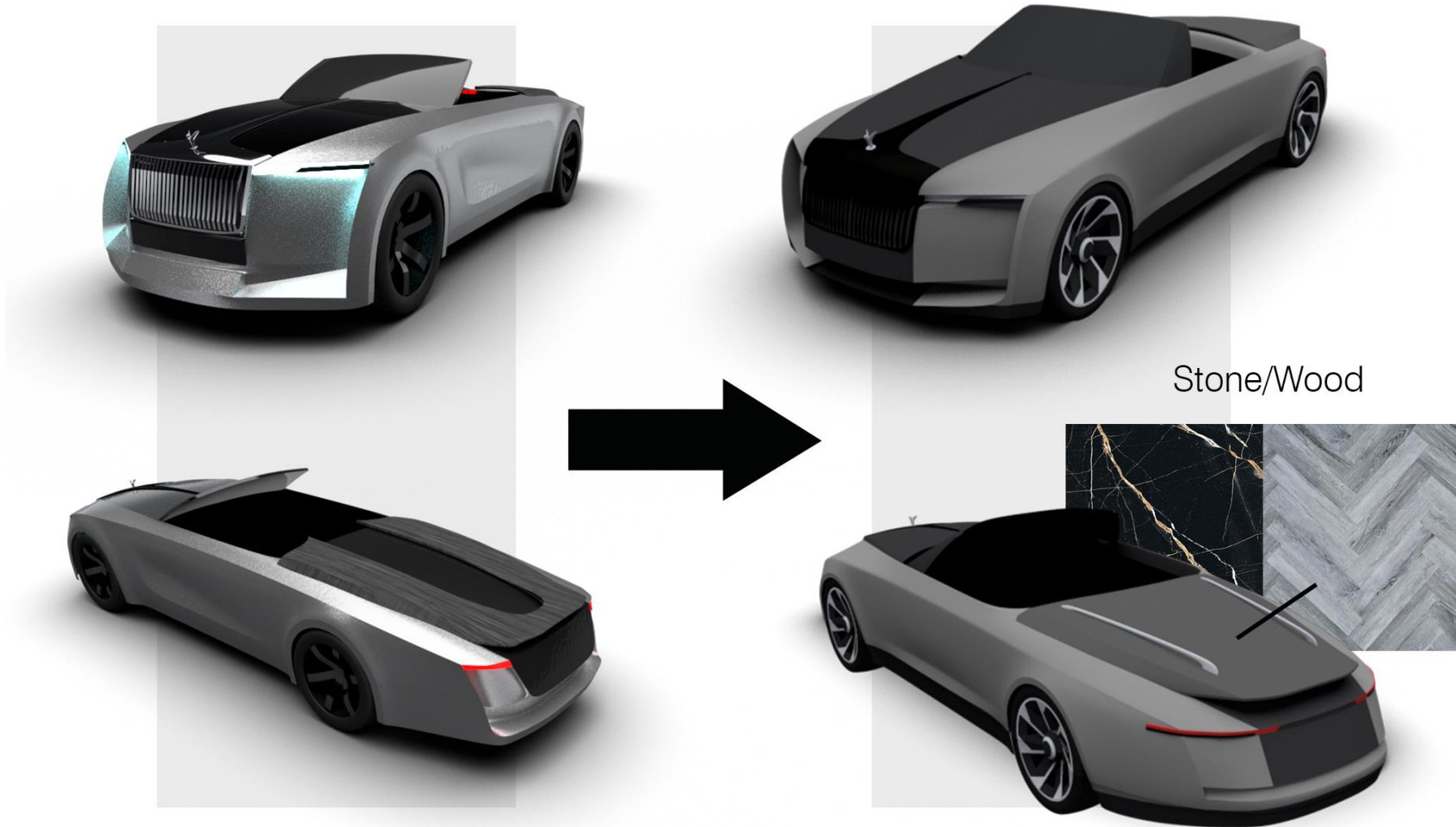


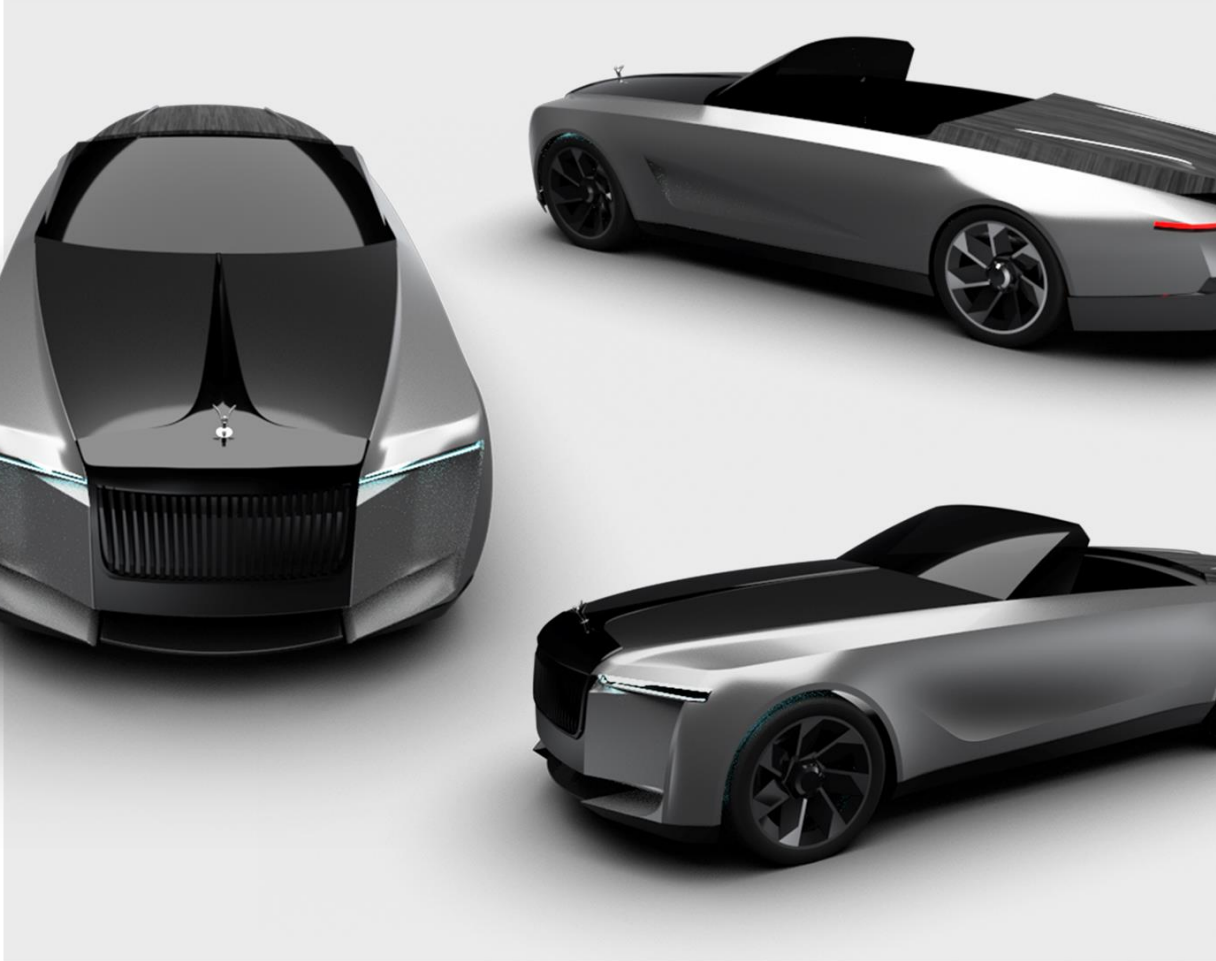
Sketch work narrowed down to 2 concepts.
One simple and clean. The other bolder and dynamic.



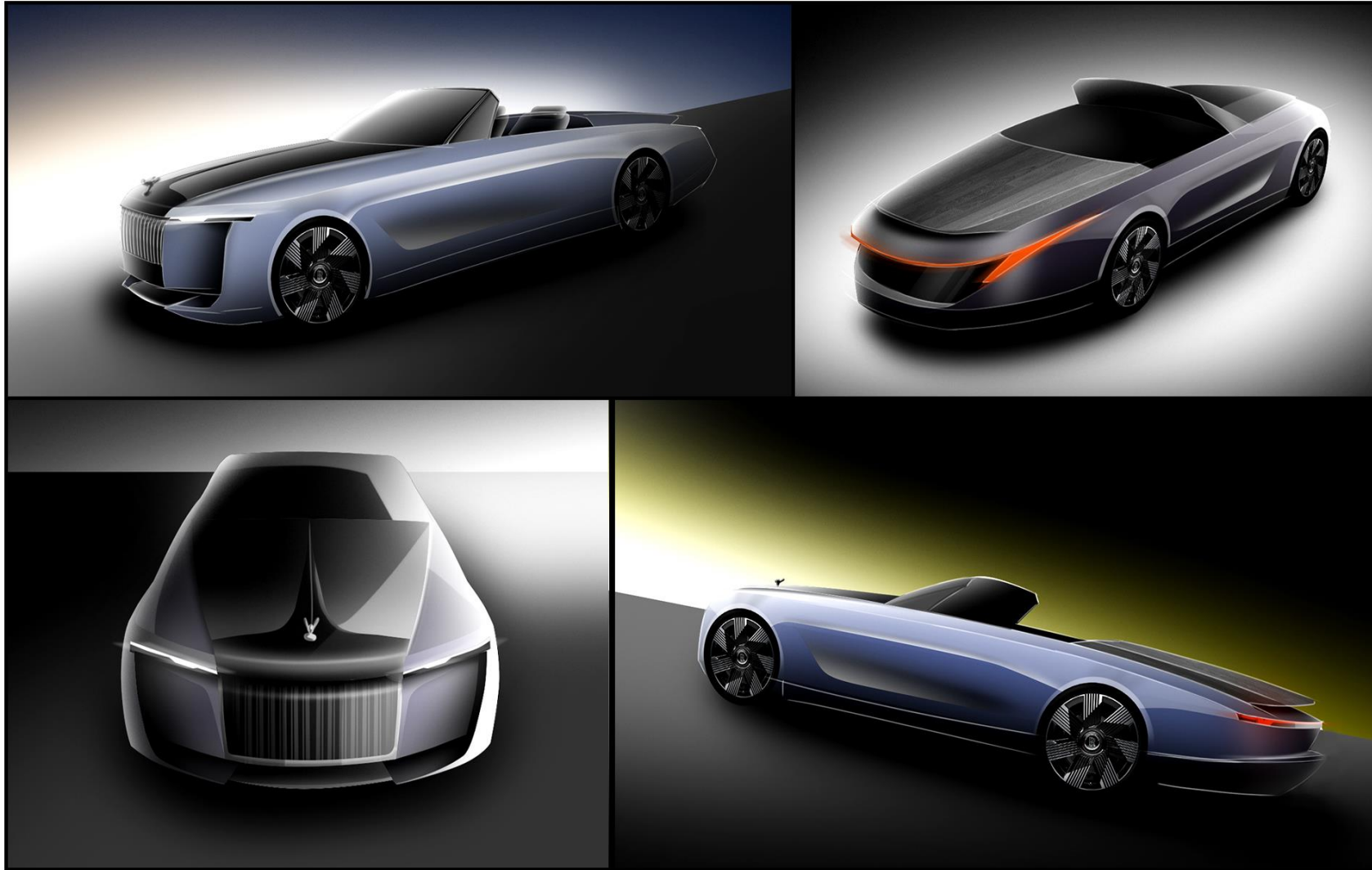


DEVELOPMENT

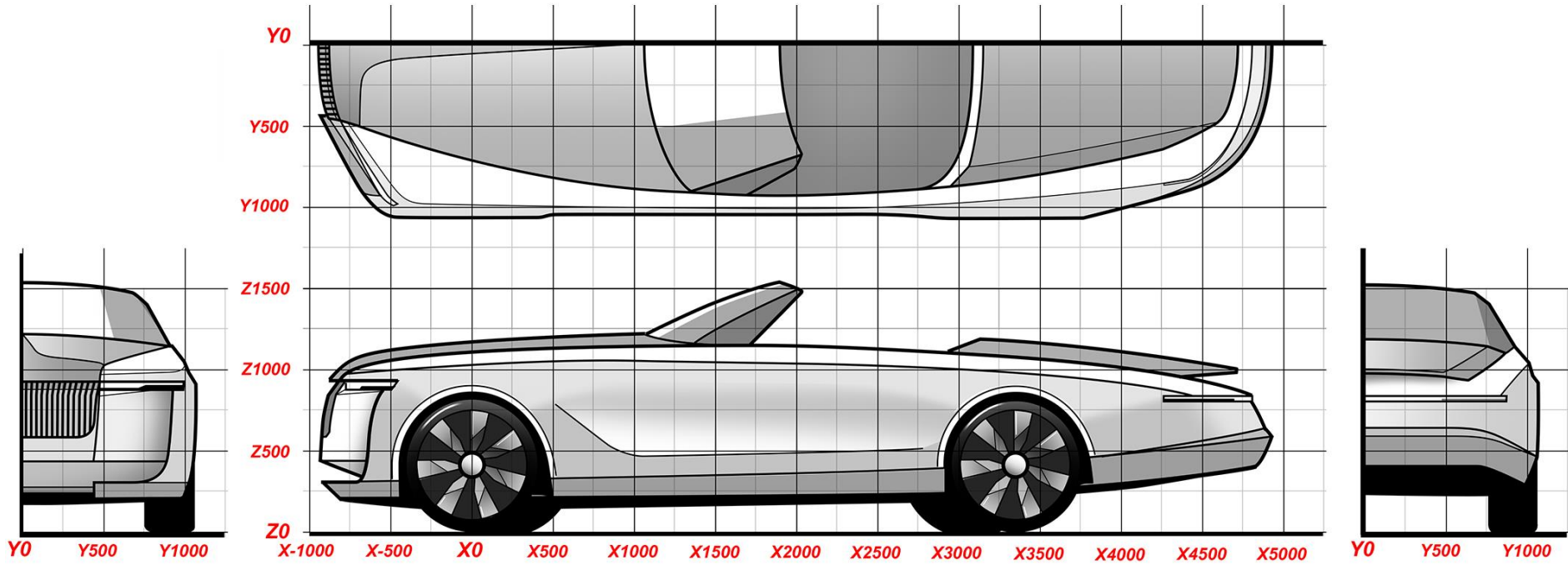
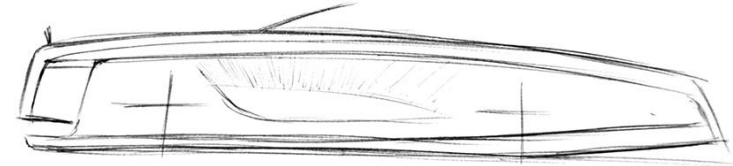
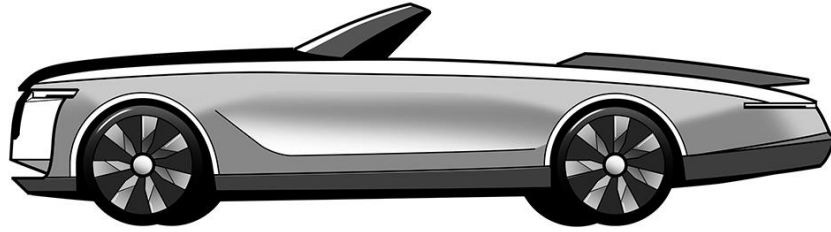




DEVELOPMENT

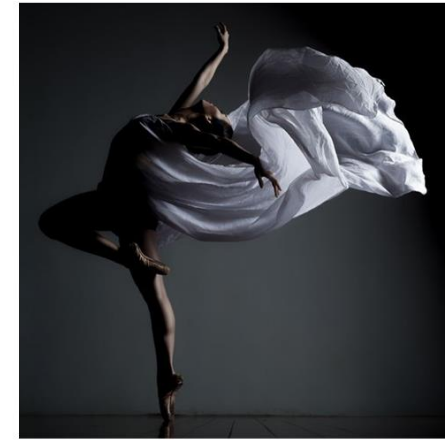


TAPE DRAWING



CLAY MODEL

The most crucial part of the design process. It is a time when everything what was sketched comes to life. During clay modelling in scale 1 to 5, the most valuable decisions have been made.



INFLUENCE



The model has been scanned, and transferred to a CAD data, to refine the design digitally, and to model curtain parts, which will be 3D printed later on.



PROTOTYPE

After clay modelling, there was mould created, to then make a resin copy of Rolls Royce Ribon Tail.

