

A light gray silhouette of a car is centered in the background. The car has a sleek, aerodynamic shape with a prominent front grille and a curved roofline. The text "car Design works" is overlaid on the car's body.

# car Design works

PORTFOLIO 2009  
KEVIN NOUGAREDE



## DIPLOMA 2008

Between march & june 2008, I develop my Diploma at AUDI AG (Ingolstadt).

Study:

Since the 60's , the society is emancipating slaves of institutions like family, religion, social classes...It build up a society with a new of life drived by new codes communicated by the media.

Today, people are looking for identity (personality) , they want to give a new meaning of their life. We are in the culture of the present in society where everything is moving and changing fast. We are built to be in the trend and extremely performant.

Everything has to be efficient, fast, performant and new...

The AUDI RSK is made for 2050 where we leave with ecological, meanful and efficient products made by a society focus on their personal identity.



individualities



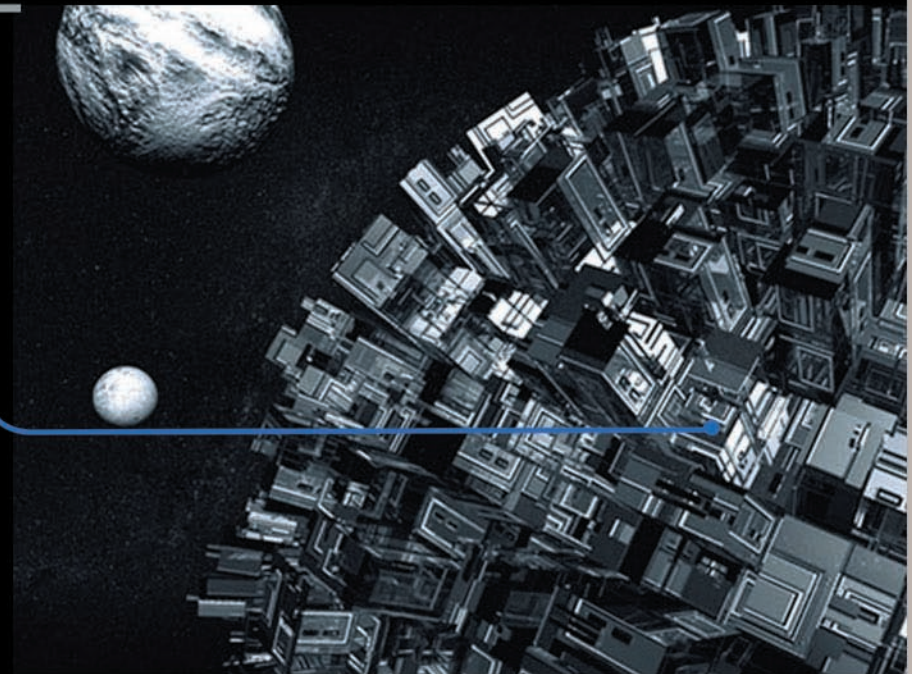
globalisation

Identity, brand, culture, people, personality

**MEDIA**

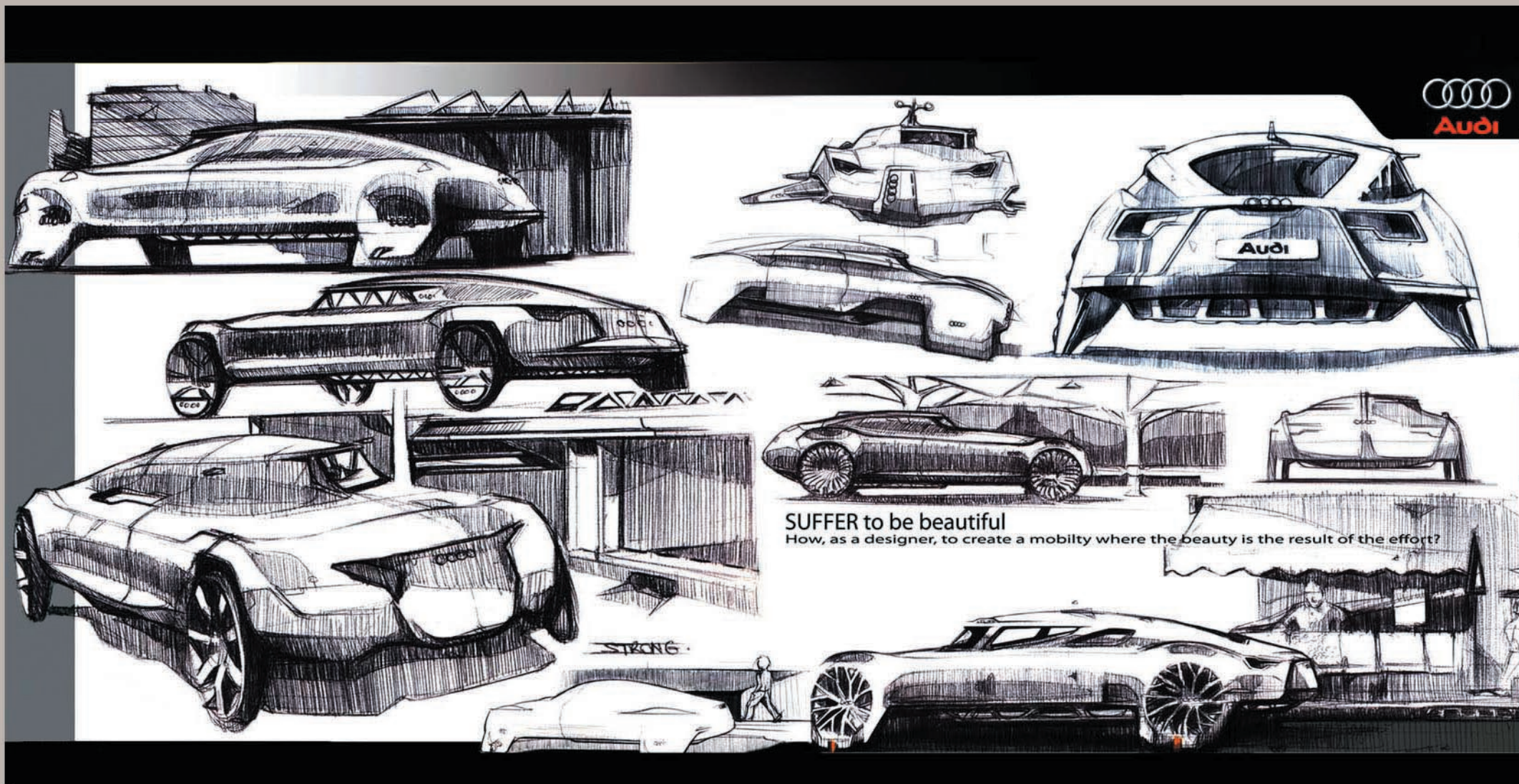


narcissistic and  
hedonism there we  
have a new human  
product.



plastic surgery, fitness, tattoos, objects...

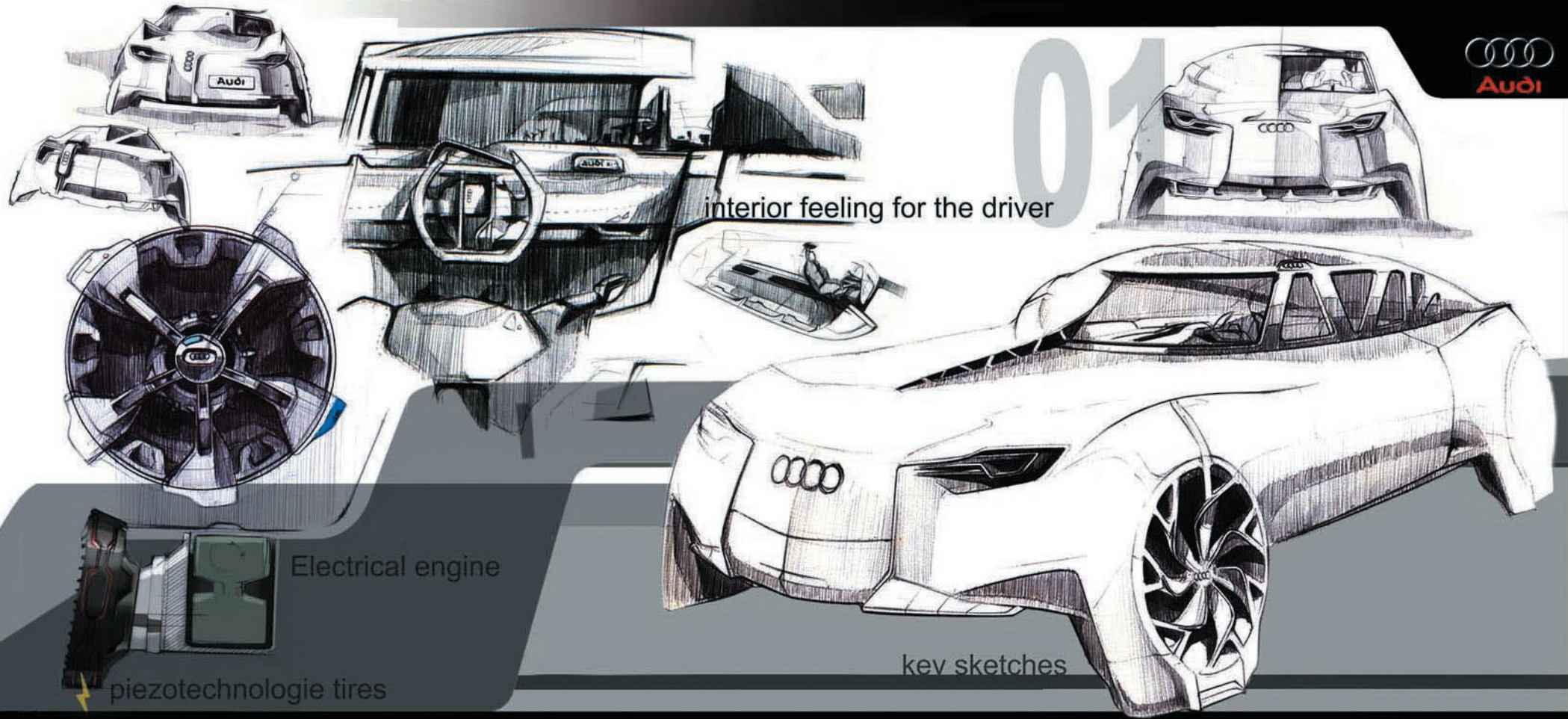




**SUFFER to be beautiful**

How, as a designer, to create a mobility where the beauty is the result of the effort?



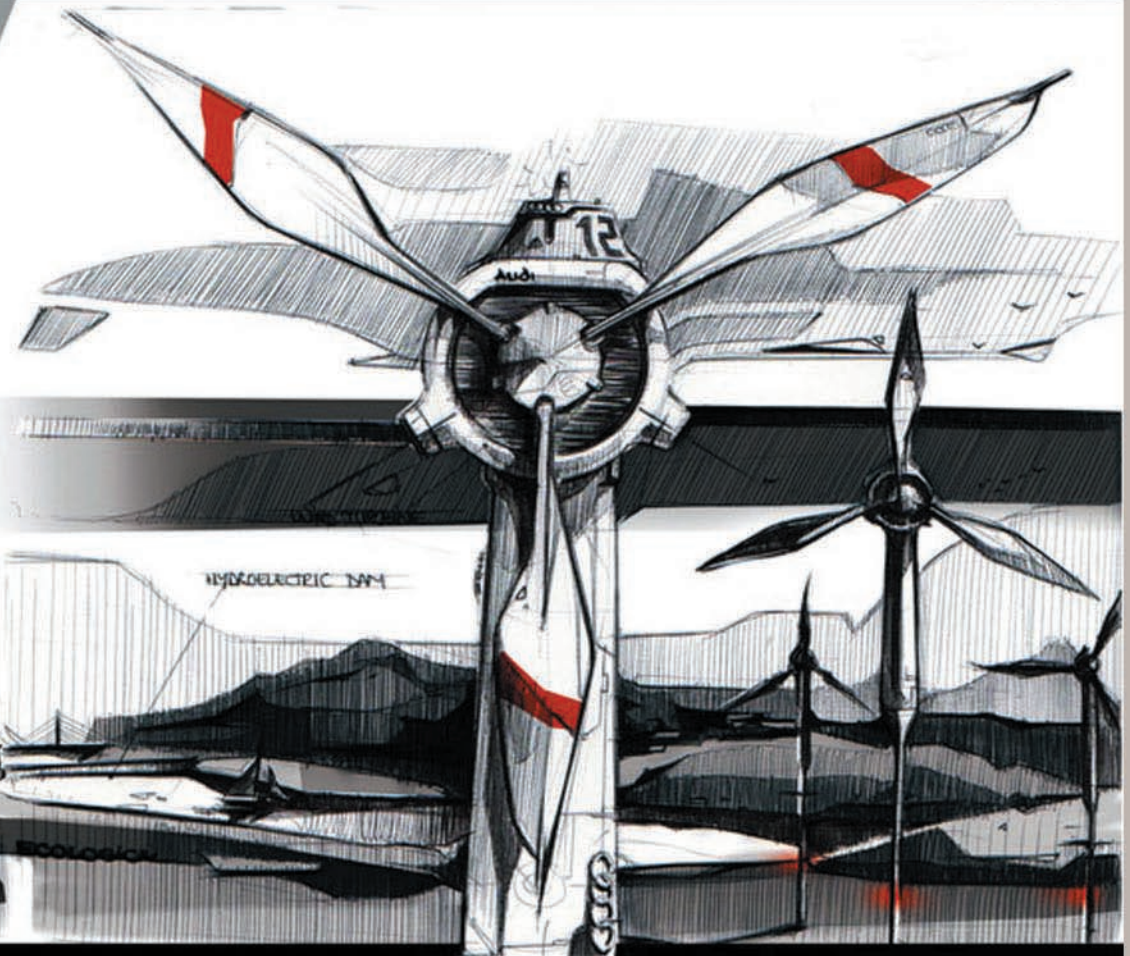






### How the car is working & how the world is living with it?

The RSK has a hydrogen engine which is producing electricity for the Quattro engine system. Based on sociological studies, We can imagine a world rules by capitalism. Audi AG, against gaz pollution, will be own producer of hydrogen energy for their cars. Quality and Culture of the brand, that's what we are going to sale...

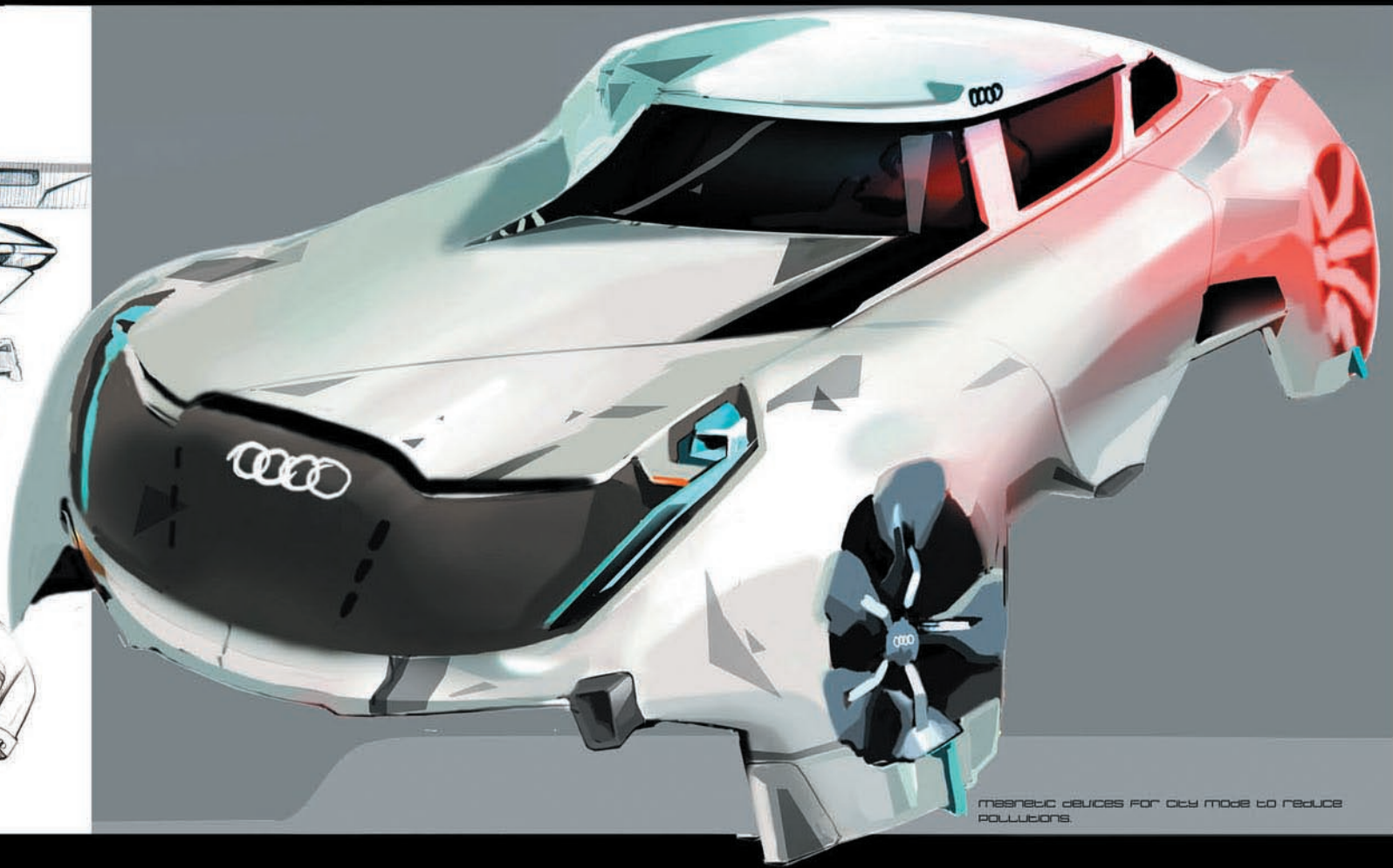
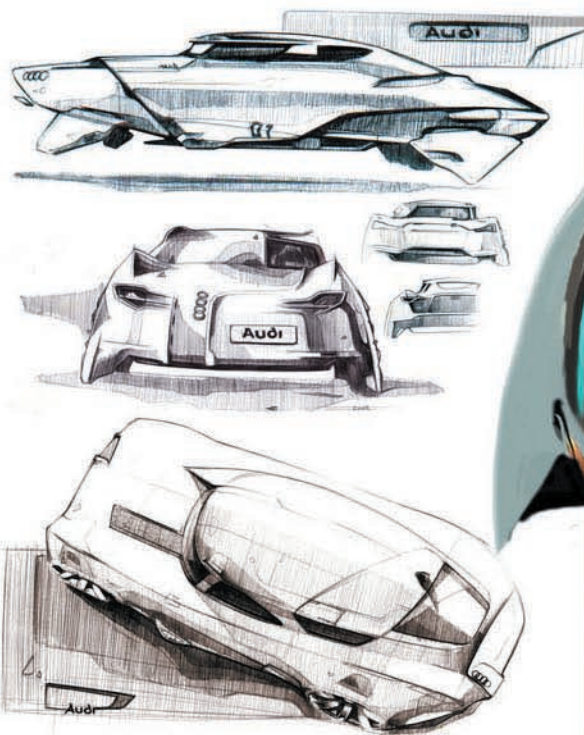


TECHNICAL



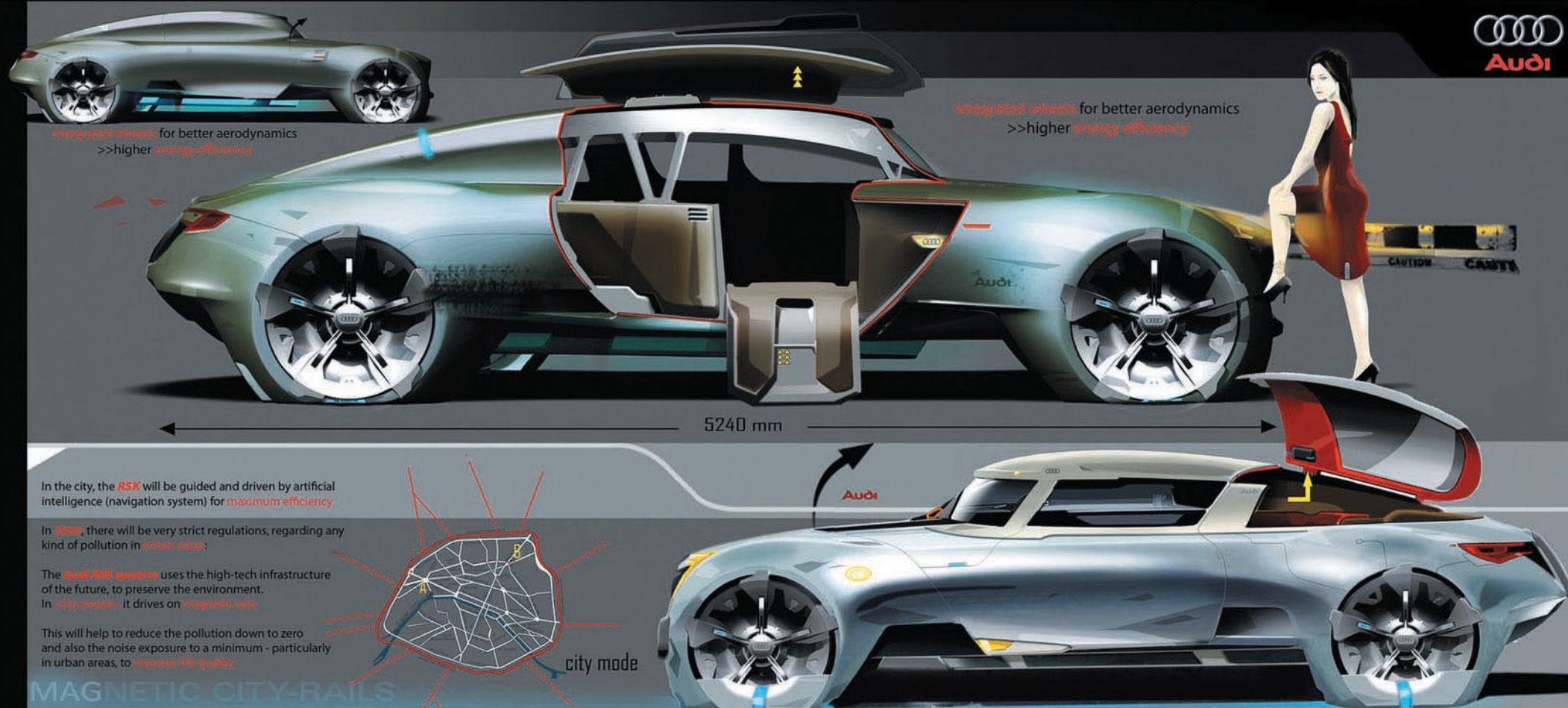
research of a nice and strong standing of the car. The back and the front have to express the technology quattro and one of the brand Audi.

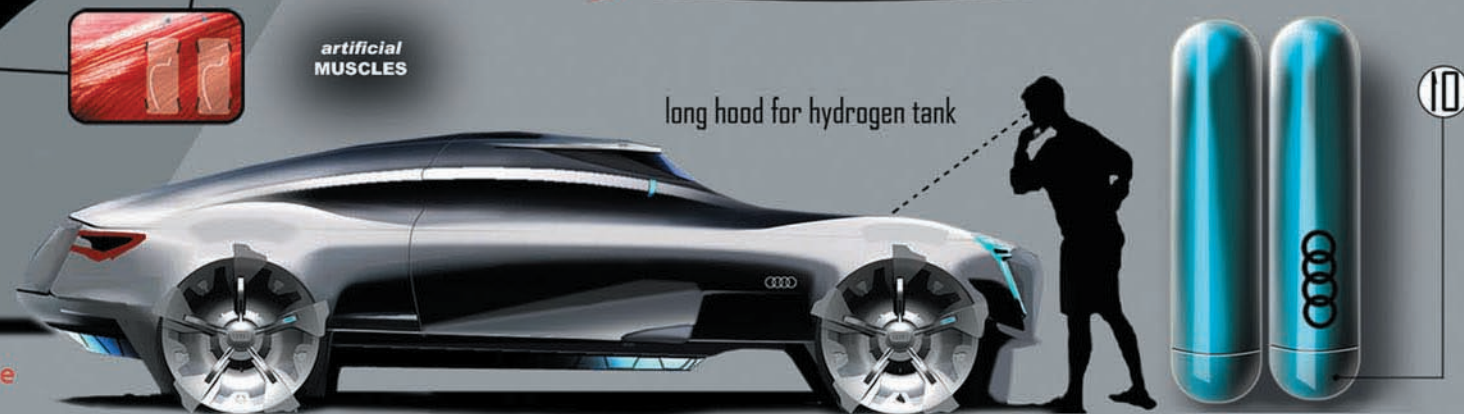
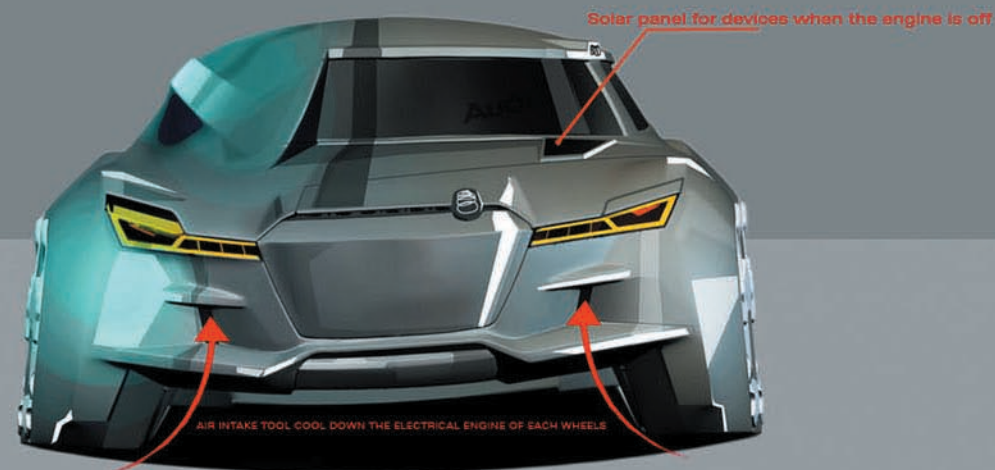
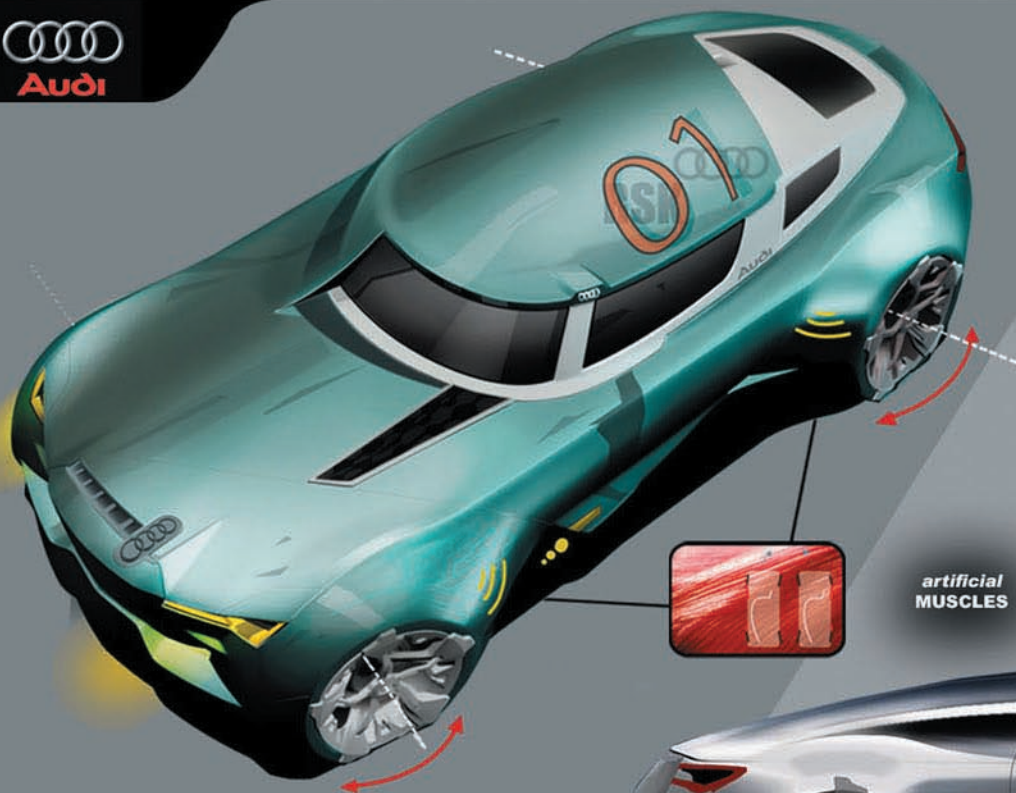




magnetic devices for city mode to reduce pollution.







With a cell fuel engine system, the RSK preserve the environment. Emission from the hydrogen engine : purified water steam.









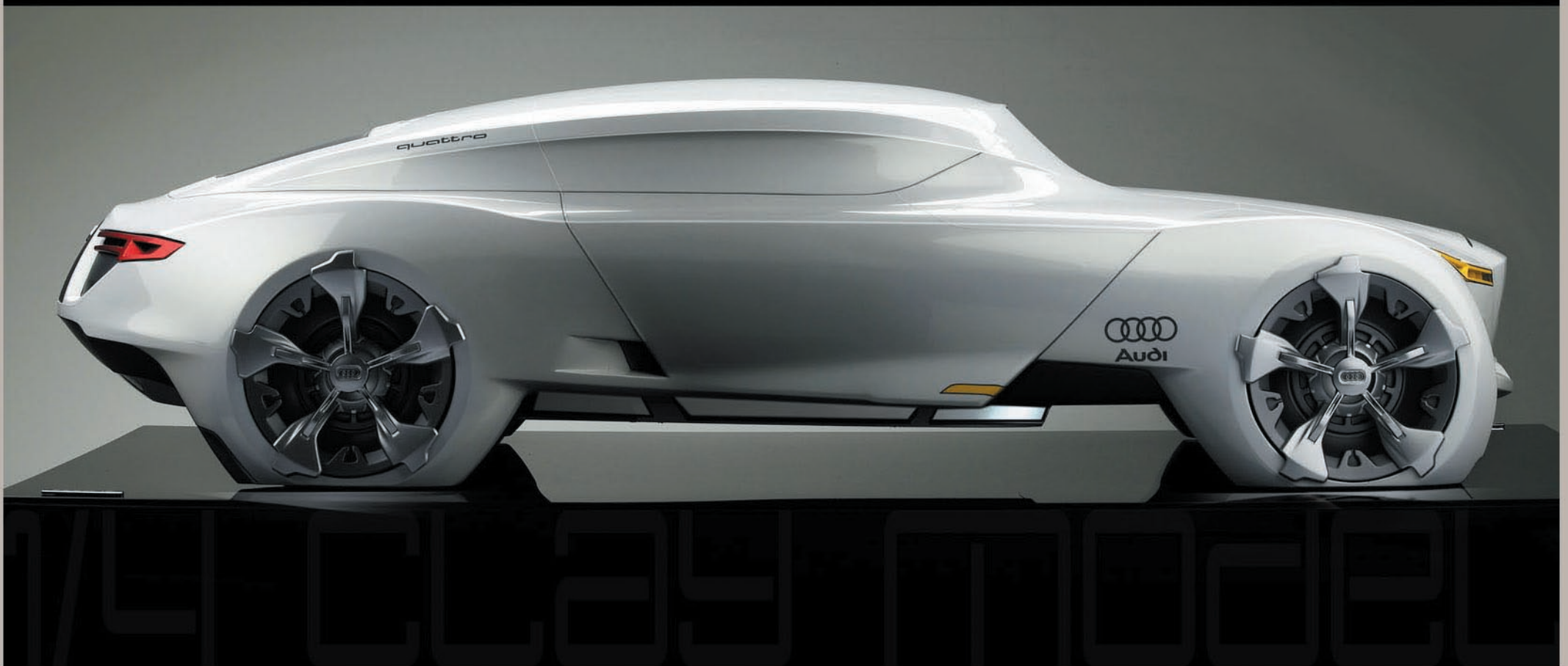
AUDI RSK IN AN OTHER CONFIGURATION: IT'S CALL, HOW TO TEACH THE CUSTOMER THE "QUATTRO-CELL" FEELING?. BRING THE FUTUR CUSTOMER TO AN AMAZING EXPERIENCE. RACE TRIP, LIKE A SMALL PARIS - DAKAR, WITH A PROFESSIONAL PILOT AND 4 FUTUR CUSTOMERS OF THE BRAND TO DISCOVER THE POTENTIAL OF THIS NEW VEHICLE.

thank you!!!



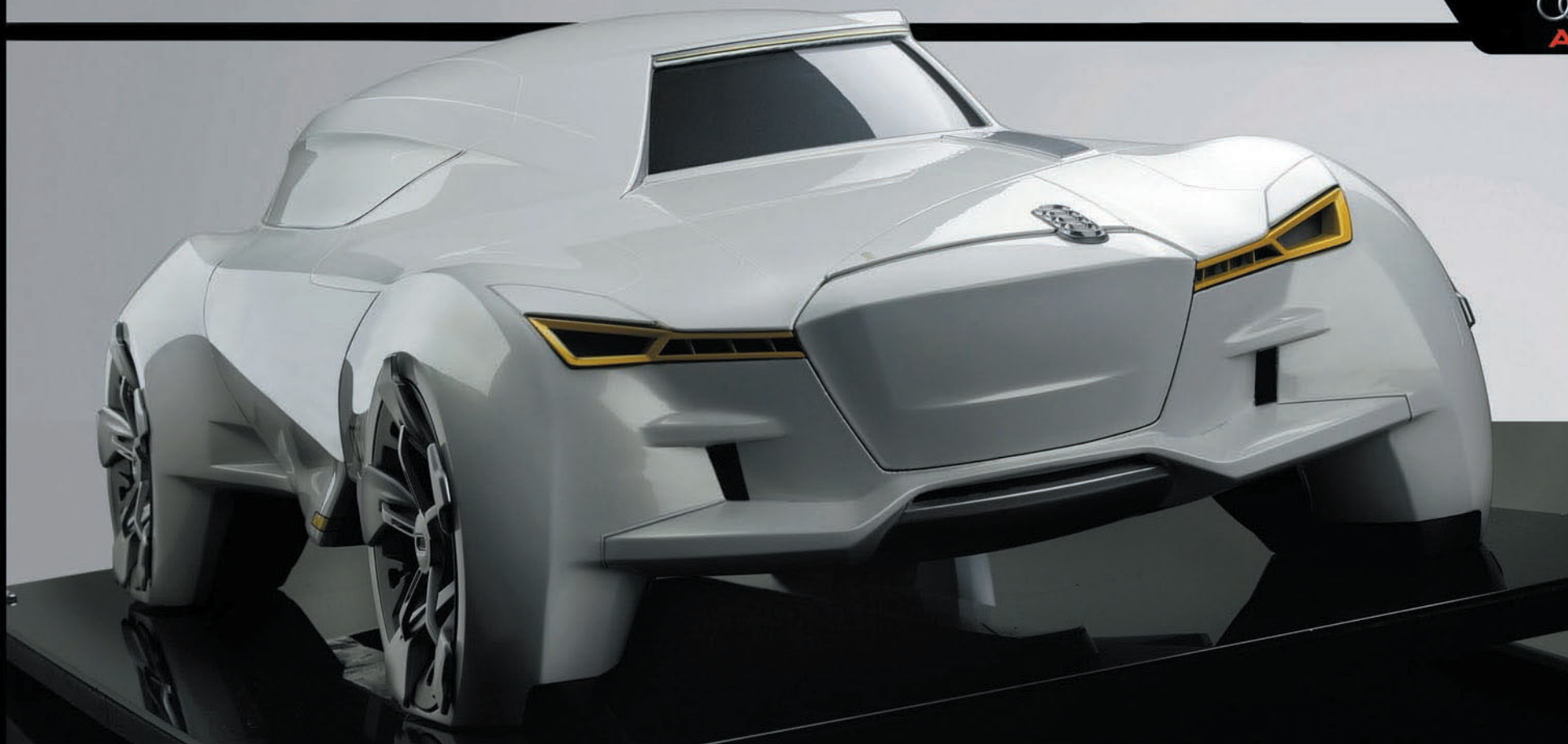


LIGHT AND SPORTY WAS THE KEY POINT OF THE DESIGN FOR AN ADVANCE PROPOSAL. SEDAN, ALLROAD OR LIMOUSIN, THE **AUDI RSK** HAS TO BE ICONIC TO SYMBOLISE A NEW RELATIONSHIP CUSTOMERS...















2 - General Motors sponsored project

2007 - Cadillac project based on the Chevrolet VOLT concept (GM - Detroit,MI)

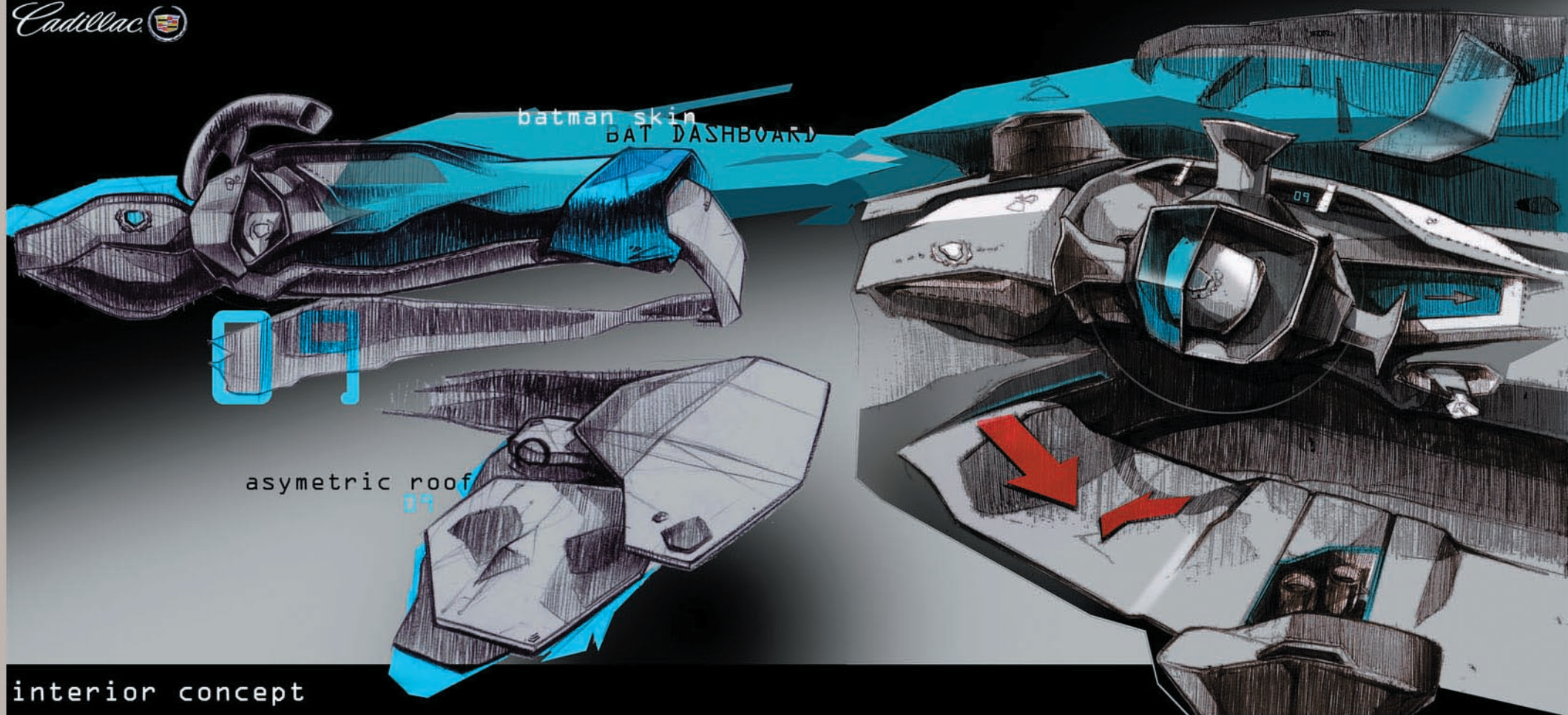








Cadillac



batman skin  
BAT DASHBOARD

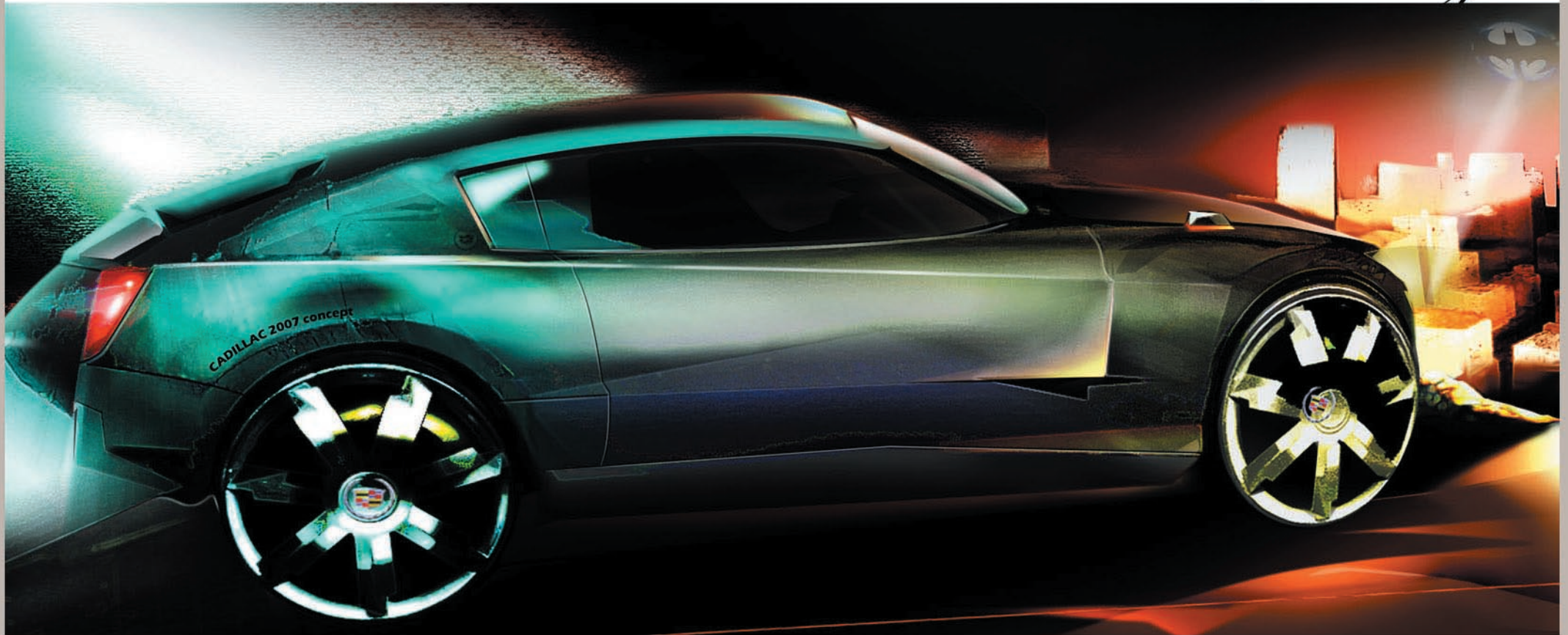
asymmetric roof

interior concept





*Moodboard drawing...*





partnership



*When the american dream becomes true...*

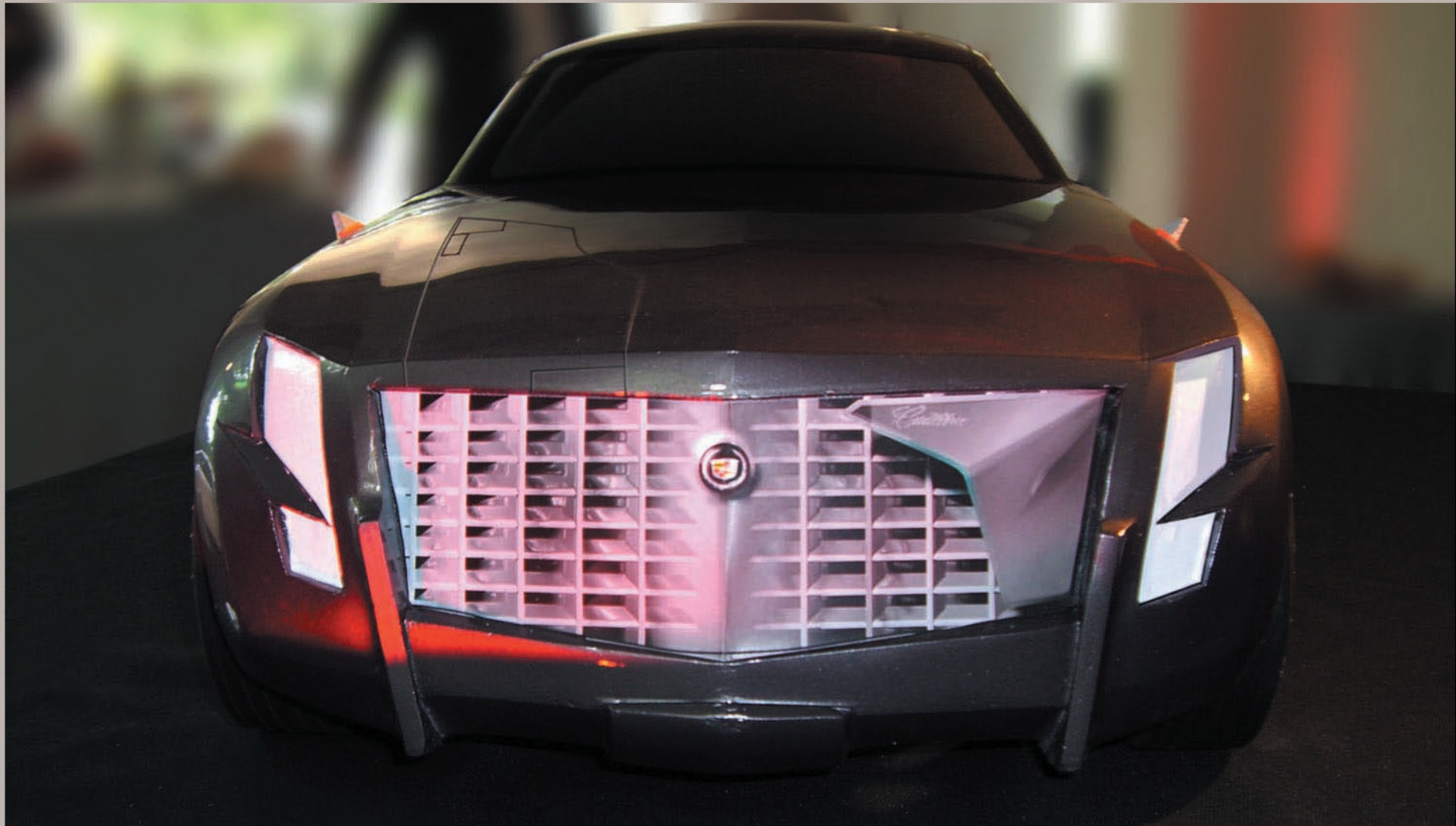




partnership

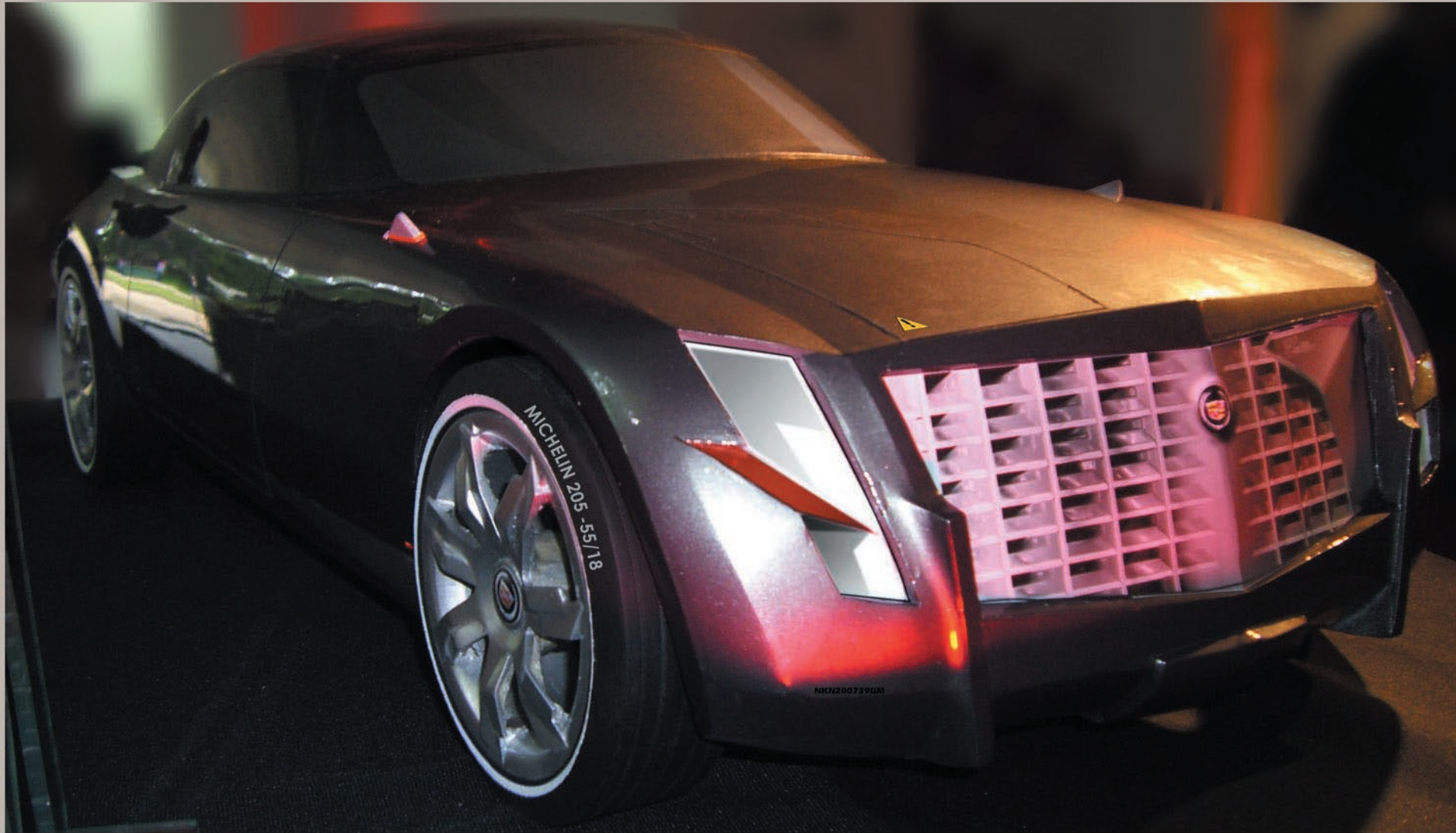






partnership





partnership







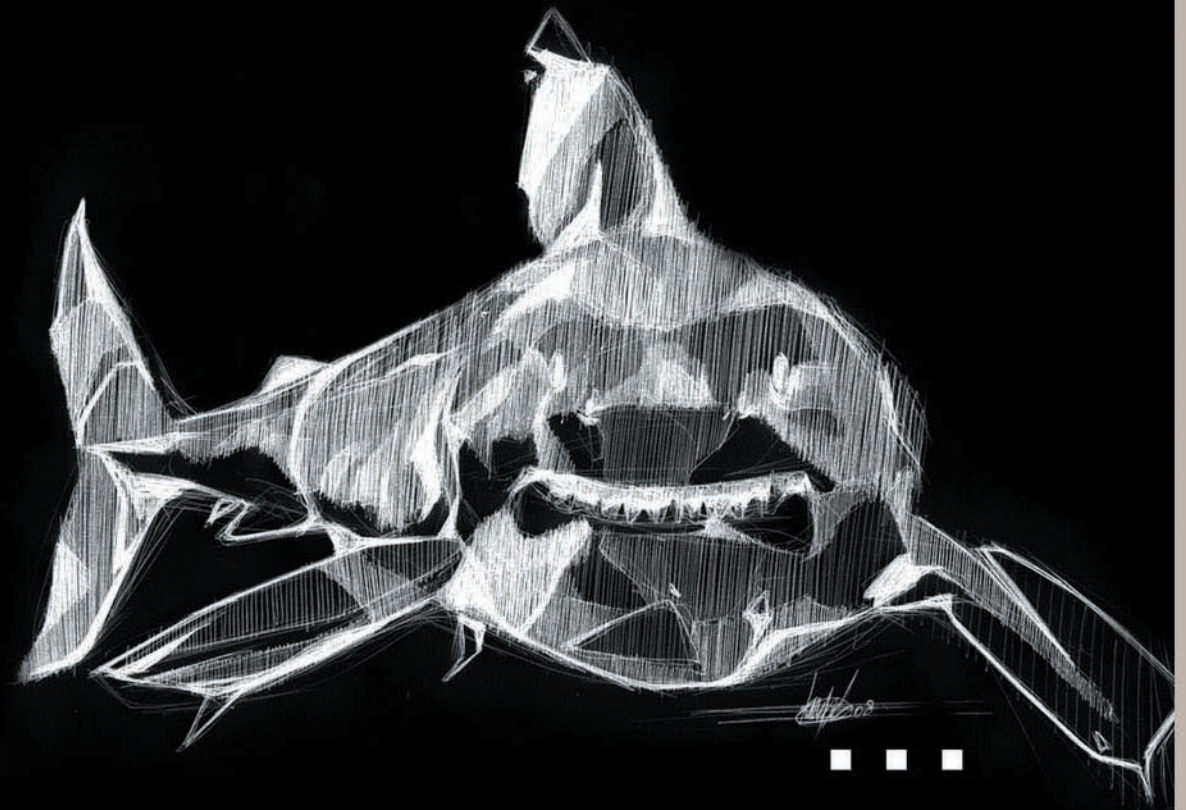






partnership





◀◀ THANK YOU FOR WATCHING!





KEVIN NOUGAREDE

MA-Automotive Design  
Strate College Designers  
8 impasse Pablo Neruda  
DOLE  
FRANCE

<https://kev01.blogspot.com>  
[kevin100-8@hotmail.fr](mailto:kevin100-8@hotmail.fr)

