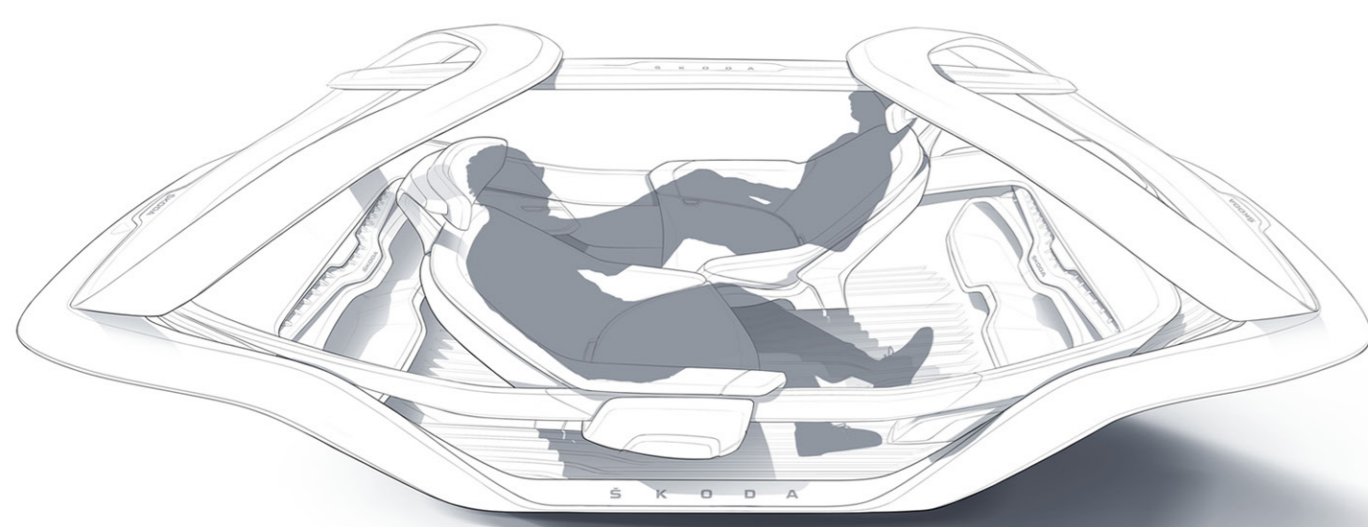
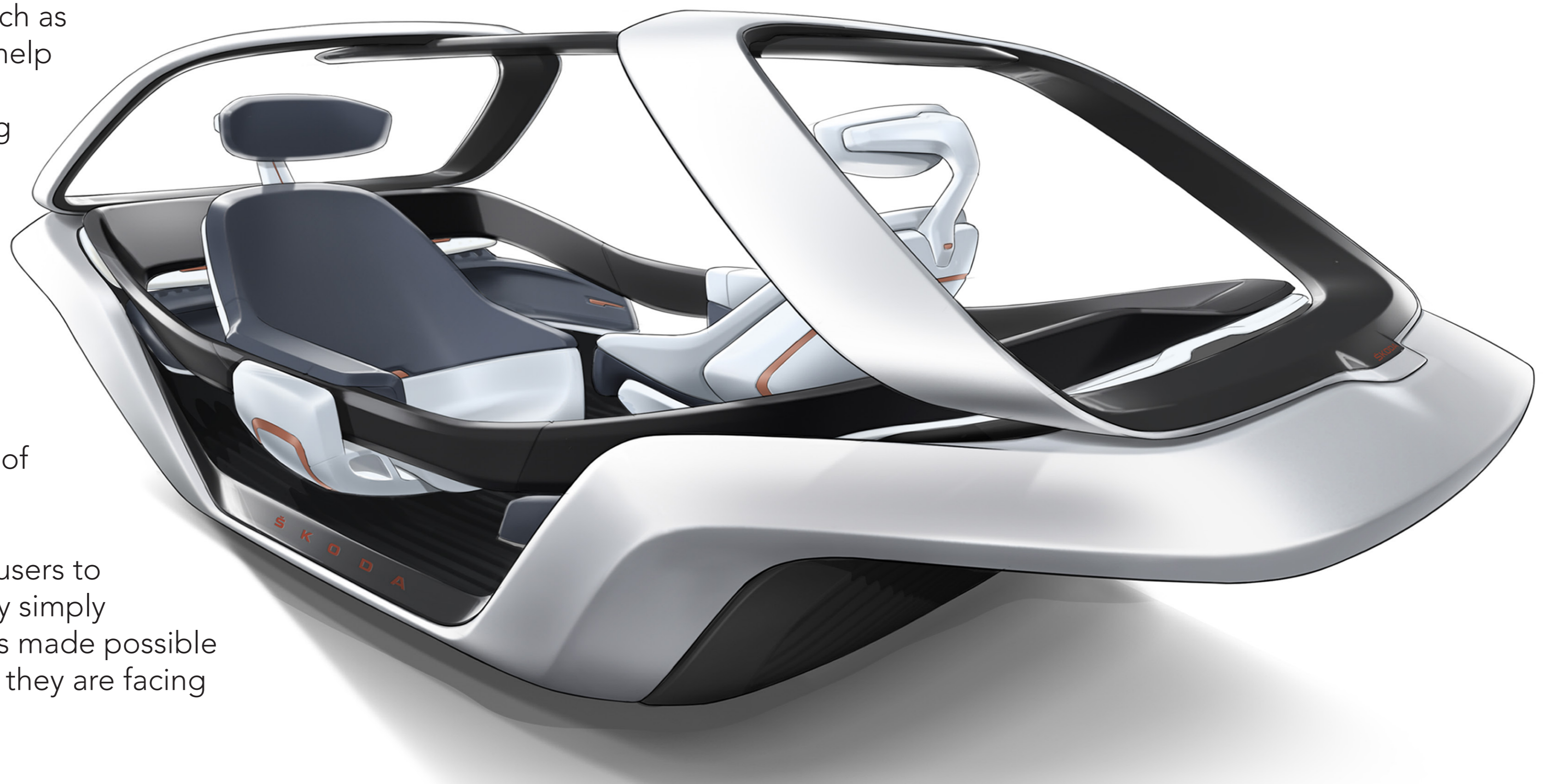


Interior design of a future passenger car for Škoda

The future of the automotive industry is changing at the moment due to new and improving technologies such as autonomous driving. With the help of a future concept, possible applications are explored fitting to the brand.

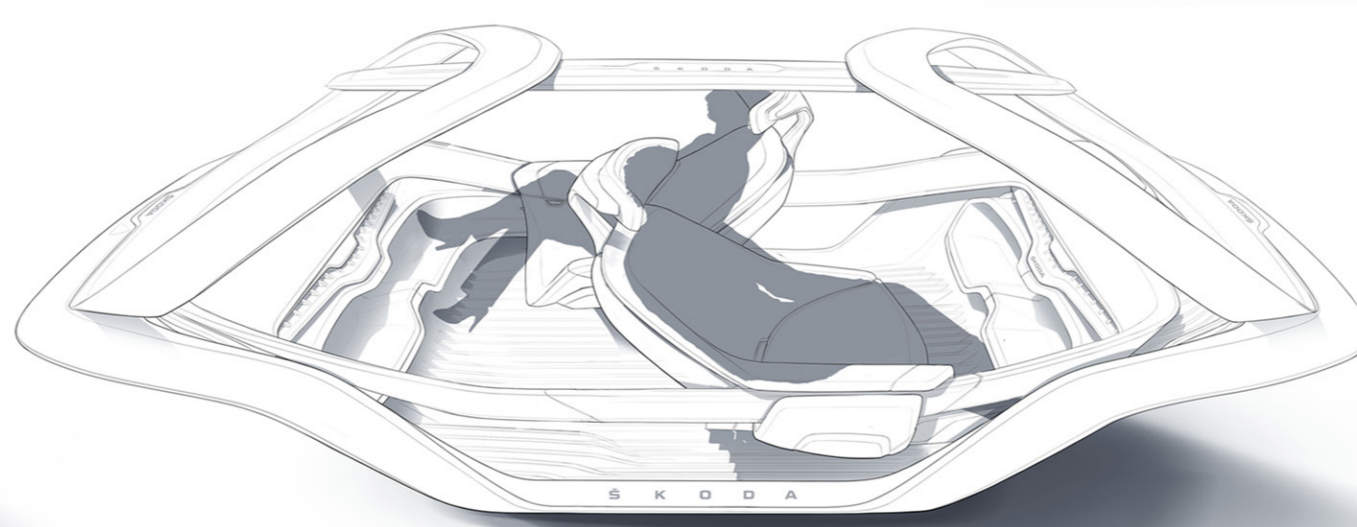
Škoda targets mostly young professionals and families. This project focused on the next step in the family story, the phase where the children are out of the house and the parents experience a new kind of freedom.

The flexible interior allows the users to switch between three modes by simply moving back- and forwards. It is made possible by arranging the users in a way they are facing each other.



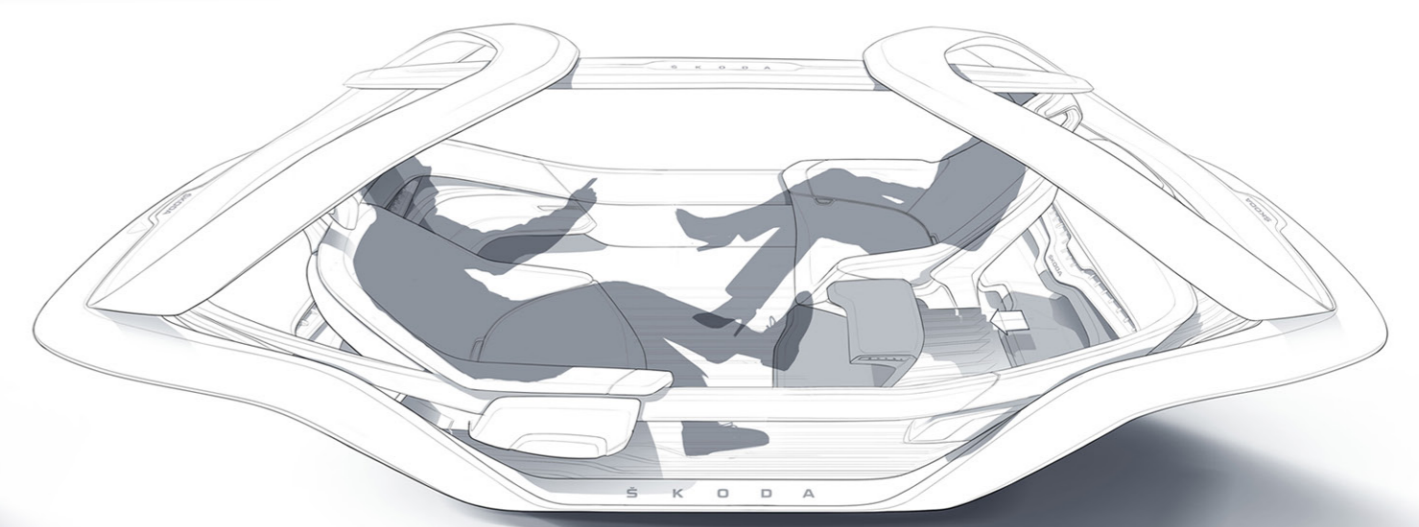
Social mode

The main mode of this concept allows the users to have a natural conversation. The seats are wide, creating freedom to move and optimizing comfort.



Individual mode

Moving forward, the user arrives in an interior almost fully dedicated to him or her. A place where one can relax, or be more active and read a nice book.



Surrounding mode

When the users want to be more connected with the outside environment, they can fully slide back creating a peaceful and open area within the car.



The interior combines the so called 'simply clever' solutions with an emotional expression. There is for example a moving footrest, a small bookshelf and a cup-holder integrated in the dashboard.

Symmetry is key for Škoda which is reinterpreted in this project. The interior is still symmetrical but in a ying-yang way which is supported by elements in the interior. The screen that is looping around the whole interior is supporting this new symmetry.

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Interior design of a future passenger car for Škoda
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