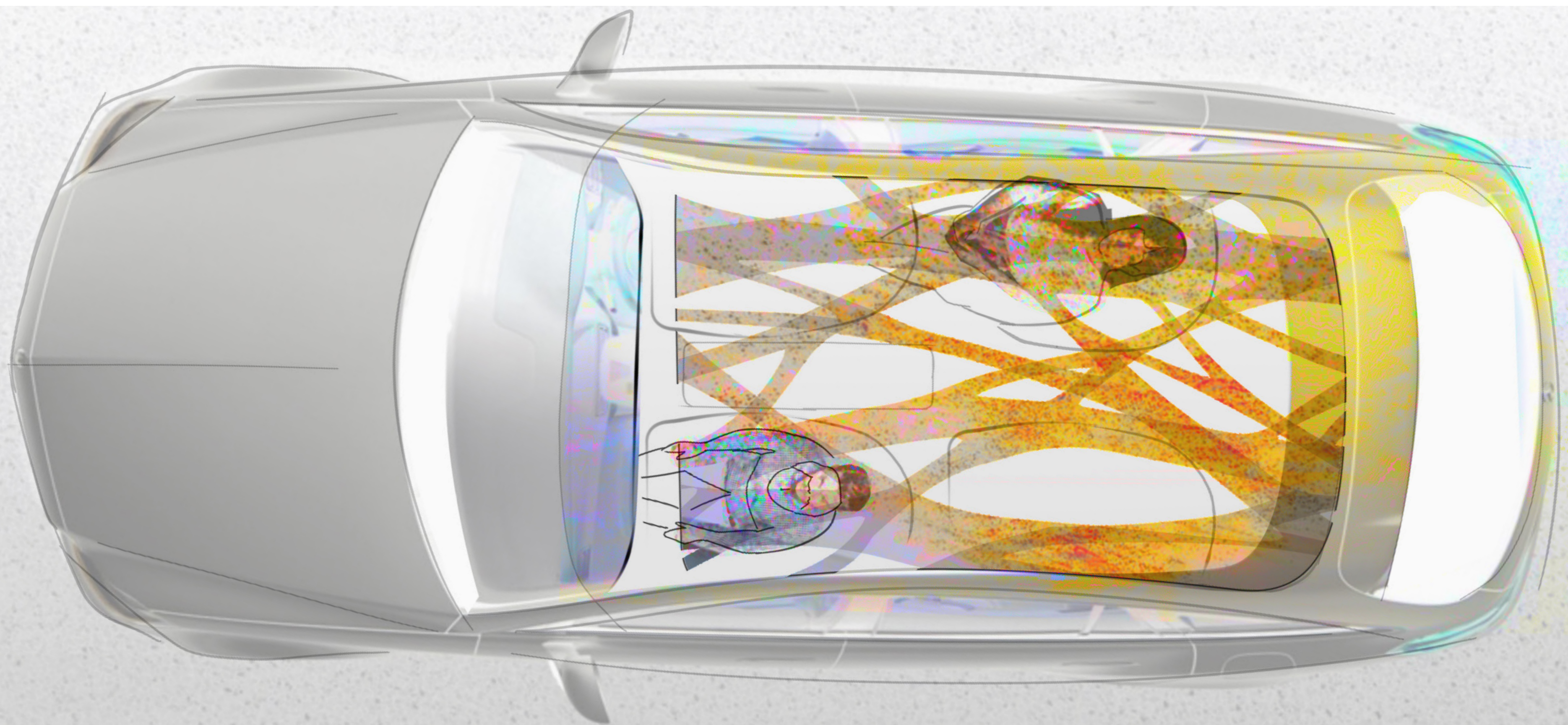


# Ikigai: A reason for being

## A Holistic Vision of Mercedes-Benz 2030

The vision 'Ikigai' is a Level 4 shared mobility service by Mercedes-Benz, intended for the rural communities of Japan. The on-demand service, utilising the Mercedes-Benz municipal vehicle, grants community residents overcoming the dependence on the pre-scheduled, public transportation of the area. The private zones in the interior space are providing users with a possibility for individual focus and relaxation while in a shared environment. Ikigai's minimalist interior is enriched by the works of local craftsman. The material finishings of unique algae-based materials and bio-luminescent lights, produced in the village, are limited to the vehicle design specific to the area.

Consequently, the car simultaneously represents exclusivity of the local craftsmen and uniqueness of the tradition, sharing them in rides beyond the borders of the village.



Jasna Zoricic  
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Design for Interaction

**Committee** E. D. van Grondelle  
A. C. Ruiter  
**Company** Mercedes-Benz AG  
Jan Fischer

**TU Delft**