

# PORT FOLIO

Kunal Singh, Automotive Design 2017





# KUNAL SINGH



## Skills

Automobile, fashion And Product Design



Photoshop Rendering



Exterior Styling and Conceptual Sketching



Thought Experiment



## Interests

Cricket and Badminton



Movies



Cats



Physcokinesis



Debates and Arguments



Punk Rock

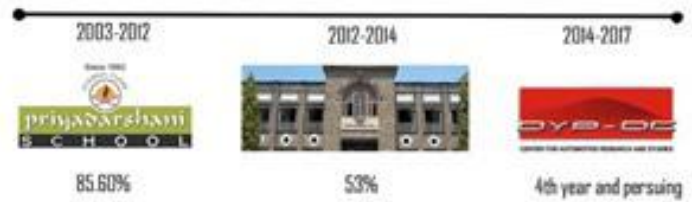
## About me

Hi.I am 20 yrs old Transportation Design Student from India.

## Personality type - INFJ



## Education



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Singh9577@gmail.com

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**AUTONOMOUS RACER**  
Redefine the Future of Racing  
Siam Design Challenge 2017

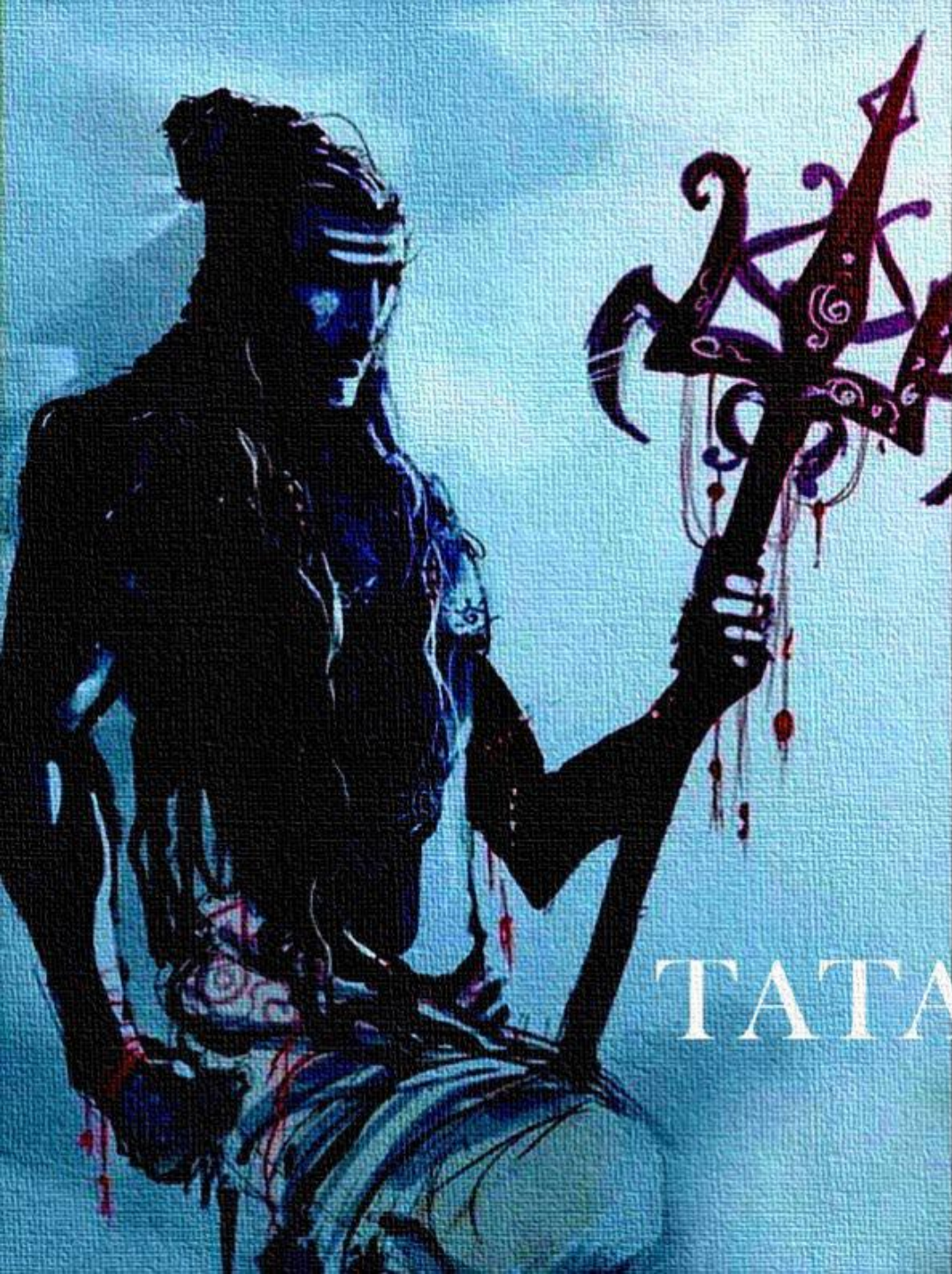


**FARADAY FUTURE  
CONCEPT BIKE**  
Thesis Project



**REDESIGN AN ICON**  
Acura Legend 2018





**SIAM**  
Society of Indian Automobile Manufacturers

**ADC17**  
**SIAM** Group  
Society of Indian Automobile Manufacturers

# TATA VEERBHADRA

Siam ADC 2017



## Impact of Driverless technology on racing..



Driverless racing for some sounds quite interesting but for some it's the end of racing. Motorsport fans think that the autonomous racing would remove the most vital element i.e. Human from the race which is not at all appealing to fans. Because what people love to see is man against man, the battle against each other and going to the limits. But seeing a separate event where autonomous cars are built to race against each other would be quite interesting. No matter how many people see it as a threat to racing emotion, but it is still the future of racing.

In recent years, autonomous technology has become more and more advanced and cars have already been tested out with this technology. The race track is a great place to try out new stuff with this technology. While watching these races might seem exciting only to the engineers working on them, some in the field see a potential future for racing sport involving the new technology. Roborace is a company that hopes to host autonomous events where entrants race around a track similar to current racing. However, they compete with their own driverless software in identical vehicles. At Nvidia's GPU Technology Conference, Roborace CTO Bryan Balcombe said that the startup wants to standardize vehicle hardware to ensure the competition is entirely about each competing team's software. A less conventional future of driverless racing, where the spectators can watch self-driving cars break boundaries by completing challenges rather than following the traditional racing format. In the golden age of racing, it was a time when dramatic improvements in technology could result in dramatic wins and dramatic competition, we as humans thrive on that kind of drama. Traditional racing has become stagnant, with longer races and fewer underdogs. Autonomous racing has a way to break the monotony.

A competition involving both self-driving cars and human-driven cars could prove to be the most exciting. That's really man vs machine, it's the most interesting relationship in motorsports.

But this kind of racing is for the future which is not gonna happen any time soon but the technology has already been utilized in racing. FIA has found a way of promoting driverless technology to the public by making their safety car driverless. It would promote a technology about which there is a bit of scepticism and instead, it could be shown that it works. Using motorsport platform to promote to the public new technologies or events like Roborace, can be a fantastic in exploring the possibility of new solutions.

Apart from everything one thing is quite sure that autonomous technology will have a very strong impact on the safety of racing which could literally eliminate deaths. Which gives a perfect opportunity to use this technology to assist the driver in racing rather than completely acquiring the sport.

## TATA DESIGN PHILOSOPHY



### IMPACT DESIGN

'Immediate Impact at first sight. Lasting impact over time.'

### STAND OUT

First impressions matter. The latest vehicles from Tata's portfolio are design to stand out from the crowd because of their appearance and style.

### BOLD

The exterior design is defined through Exciting, Expressive and Extraordinary features. While the interior is defined through Inviting, Intelligent and Intouch features.

### MEMORABLE

The new design philosophy makes sure that they create a lasting effect of the product or services in the mind of customers for long period.



# STORYLINE

2025 - 2030



After successful previous sports leagues, Indian Racing league has been organized in the year 2025 sponsored by Hero and Castrol. Mahindra Racing wins the first season championship.



Mahindra wins the next four seasons in a row

Mahindra at a press conference makes fun of Tata and insults them by quoting "Tata should probably use horse instead of their car, they might actually win".



Rata Tata gets angry after being insulted and decides to take revenge by winning the 2030 season.



Tata enters the 2030 season with a car inspired by Veerbhadra.



## Race And Track Concept Idea

Augmented reality makes Virtual obstacles visible on the track

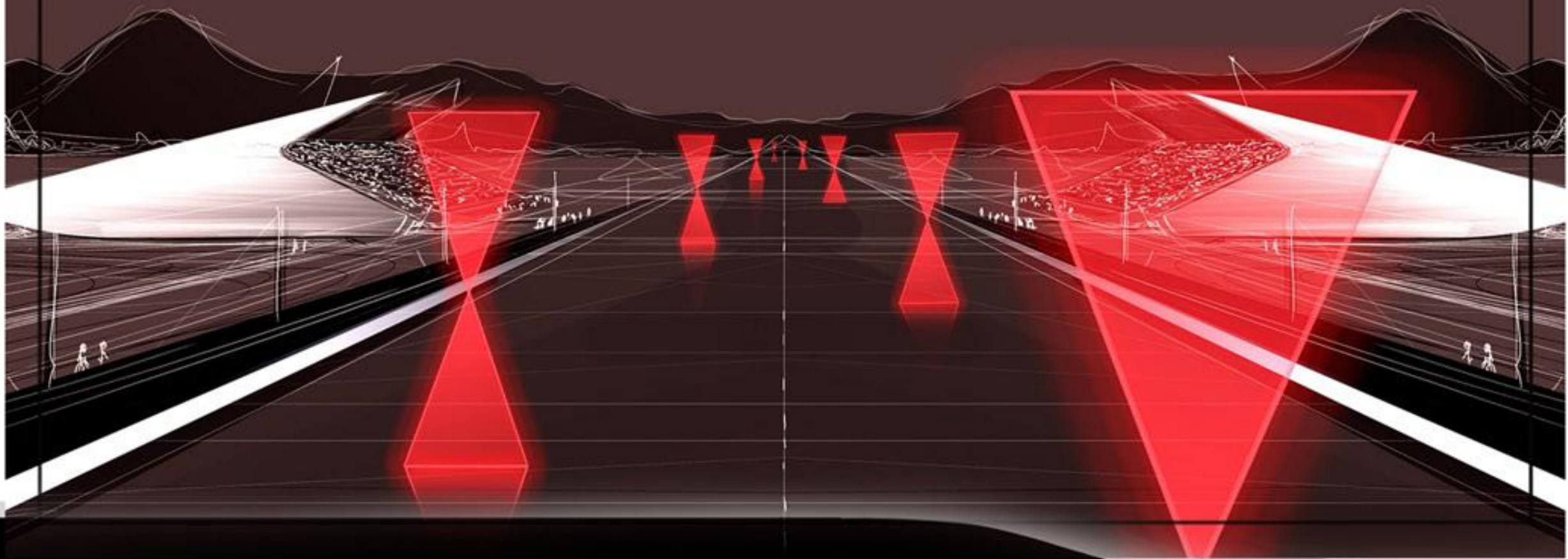
These obstacles can be seen on the HUD display of the drivers car while the spectators can see it on the big led screens.

There are three levels of obstacles based on the difficulty level. Level 1 and 2 has fewer and smaller obstacles while the level 3 has bigger and more obstacles. Autonomous mode can only be used in level 3 obstacles.



### Virtual obstacles (level 3) -Autonomous

This phase of the race has level 3 obstacles viable for autonomous mode. Obstacles in this phase are bigger and more in numbers. Drivers are free to go autonomous as dodging these obstacles manually is very difficult.





INSPIRATION BOARD



MOOD BOARD



BOLD

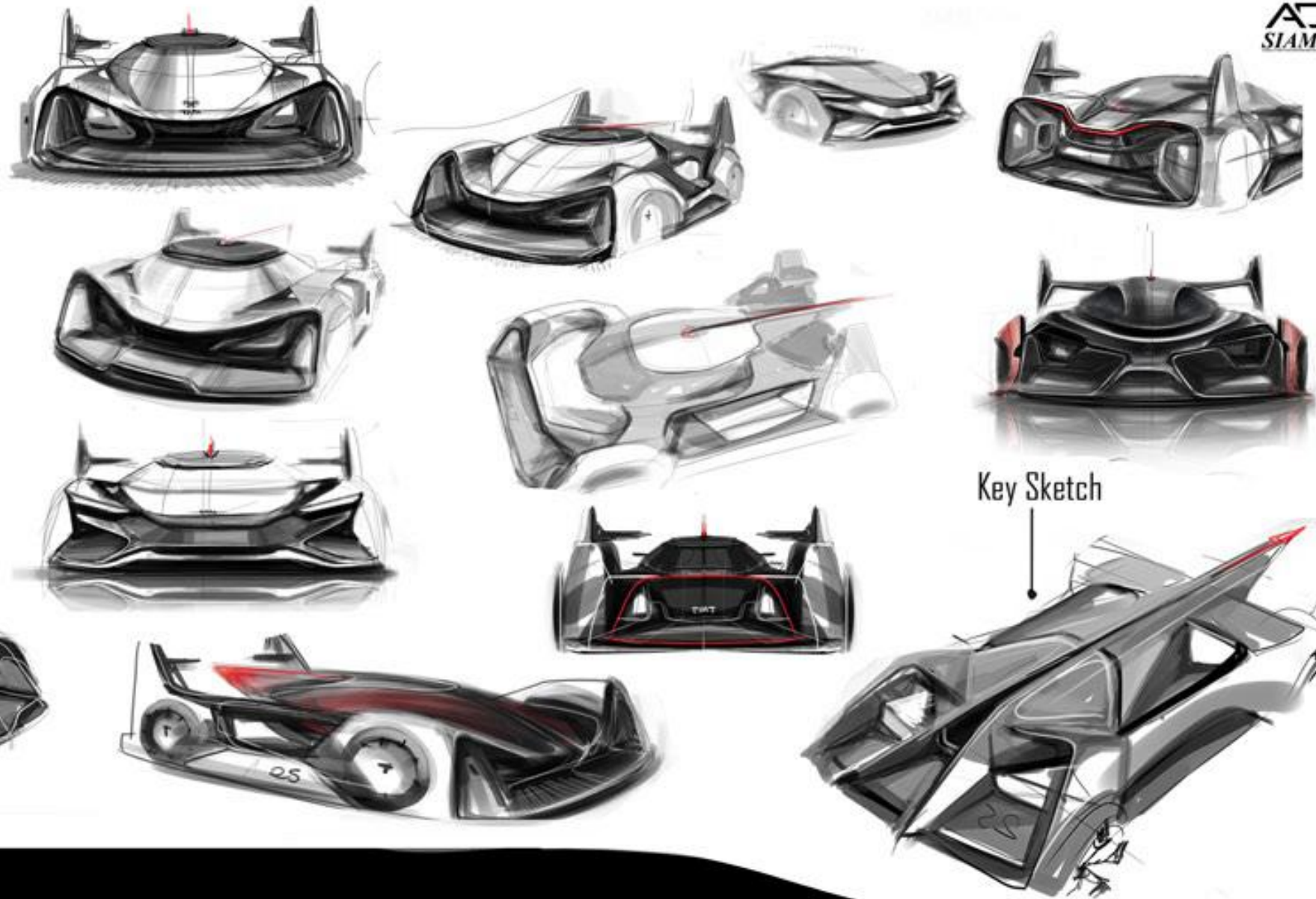
STANDOUT

DYNAMIC

FIERCE



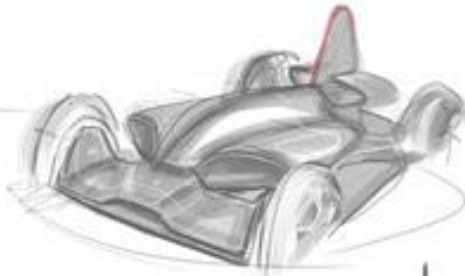
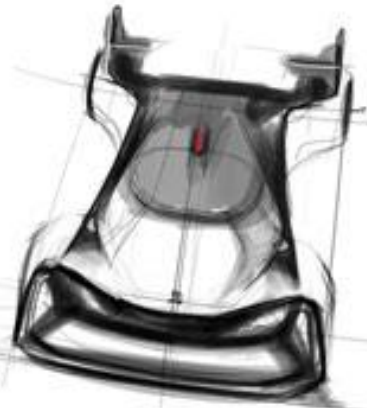
INSPIRATION



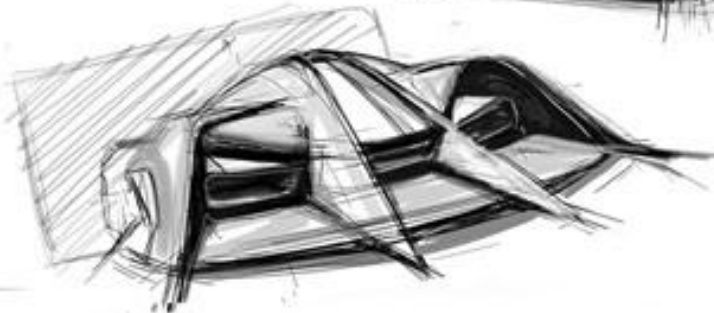
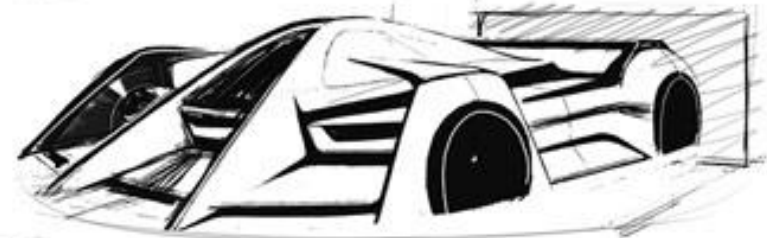
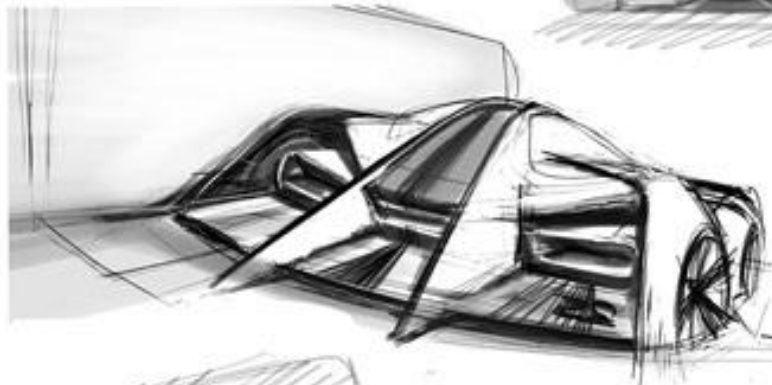
ADG17  
SIAM GROUP



INSPIRATION



ADG17  
SIAM GROUP

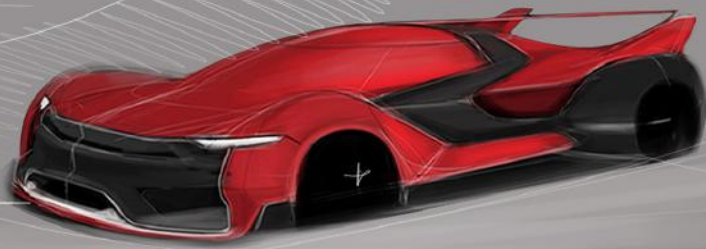
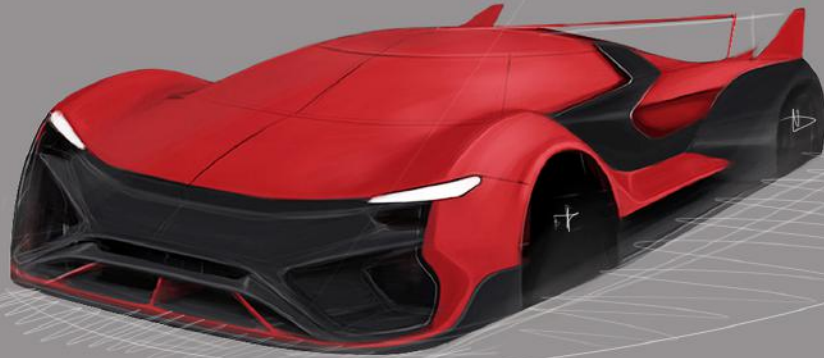


Final Concept





CONCEPT - 2







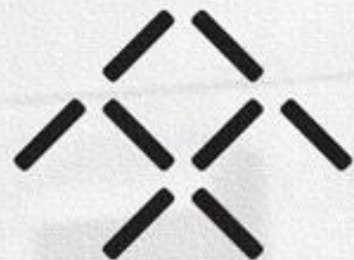
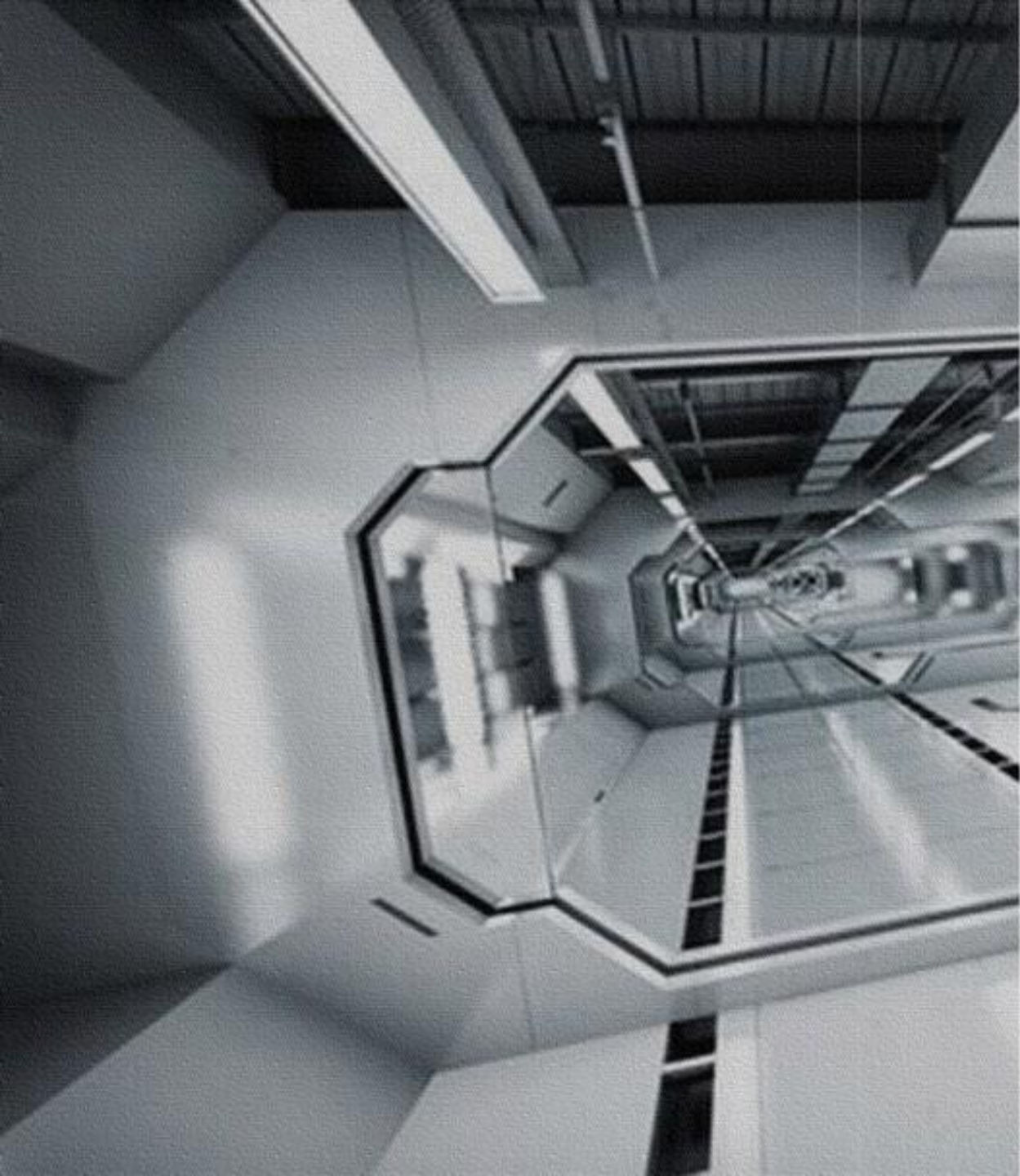












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FFBR01

FARADAY FUTURE CONCEPT BIKE



# The Tesla Killer. Who are they?

A company focused on making advanced electric vehicles.



**Silicon Valley & Southern California**

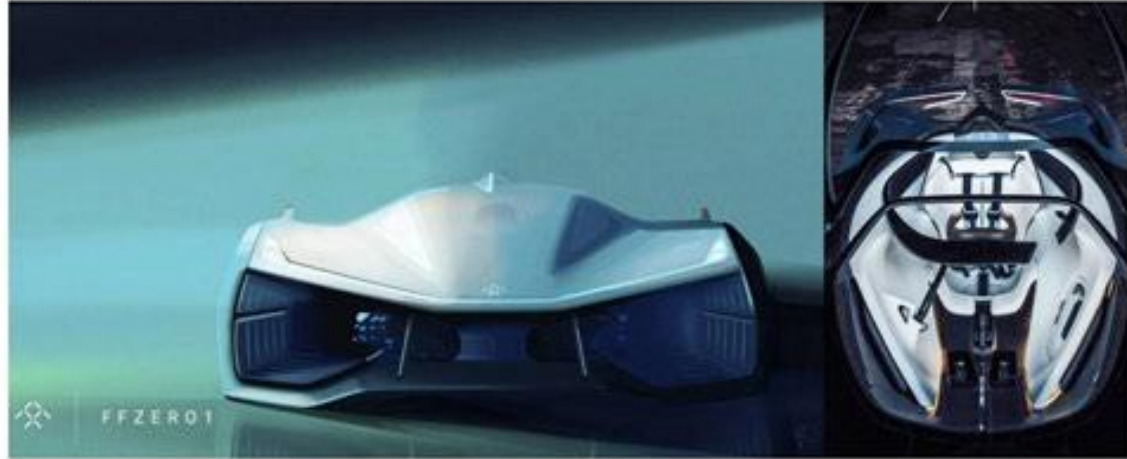
(Headquarters)

**Leading thinkers & Passionate creators**

(Over 1,400 employees hired from Tesla, Google & other Automobile leaders.)

What are they doing?

"We plan to bring the future forward."



## New Species. Reformat the Future – FF91

Perfect mixture of futuristic styling & connected technologies.



## Future looks difficult.

Everything wrong with Faraday Future.



## Good Intentions. Advanced Innovations

Be optimist about it because someone's gotta try.





# Faraday Future's Bike(Proposal)

Imagine an electric bike with ff's advanced technology.



# Image board



New Breed



User Centric



Wild



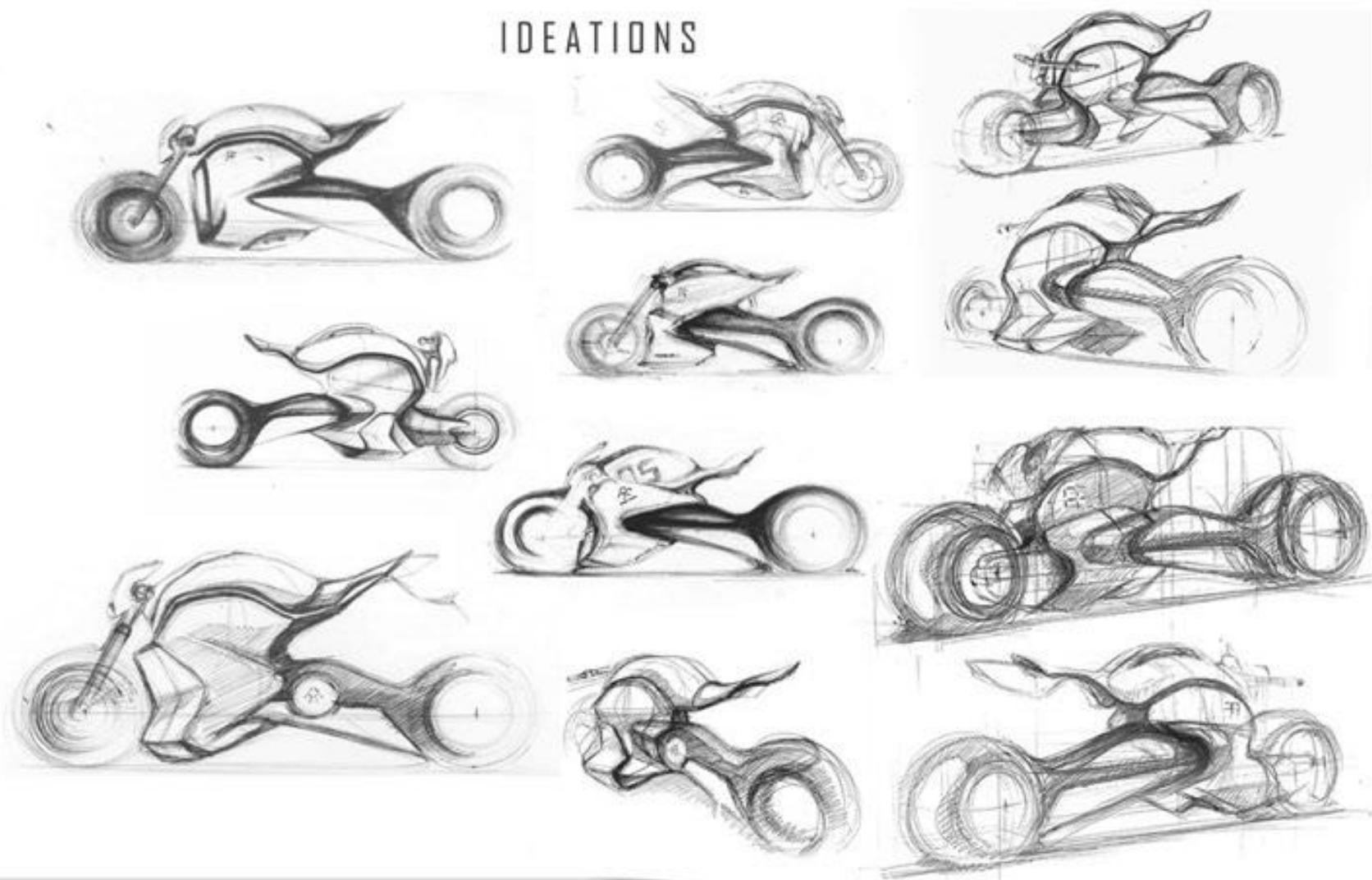
Advanced



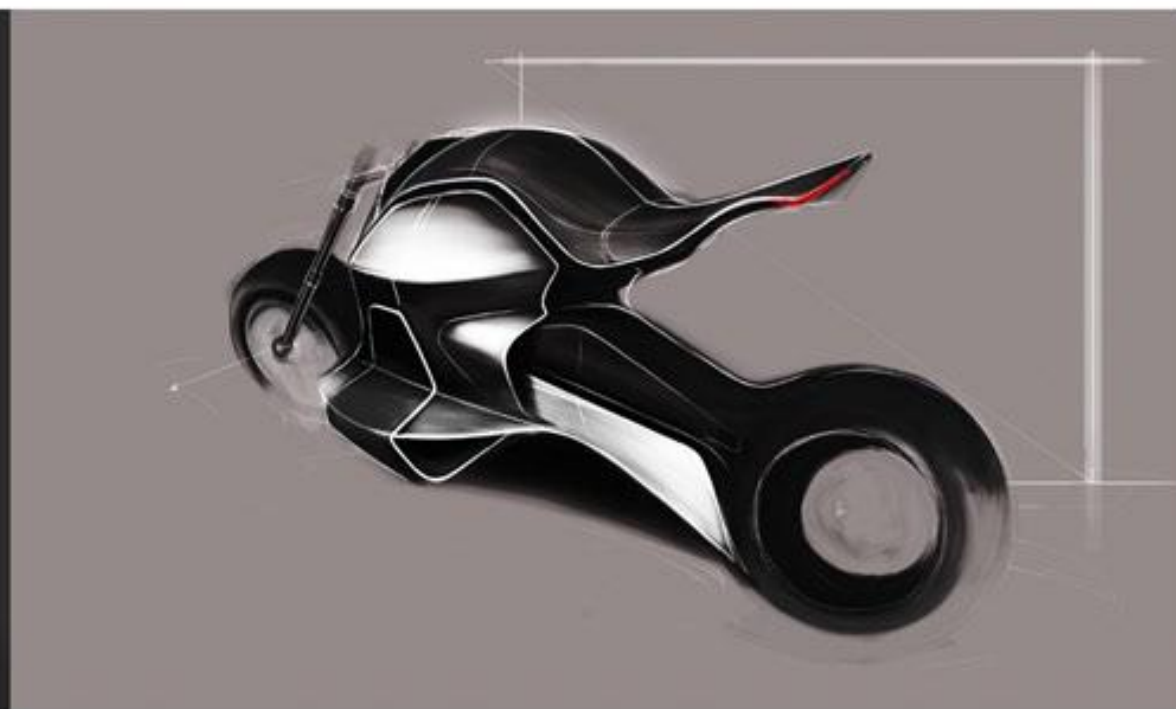
## INSPIRATION BOARD



## IDEATIONS



# FINAL CONCEPT



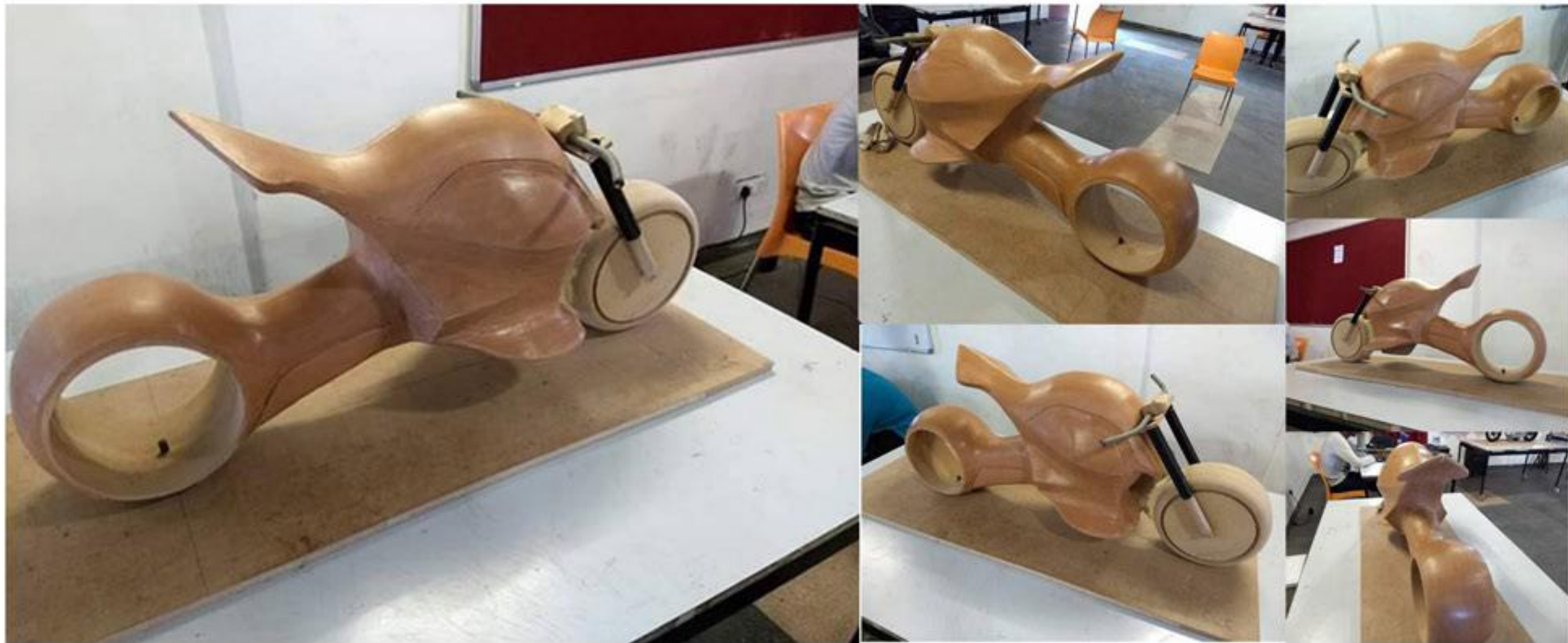




FARADAY FUTURE



## CLAY MODEL







# ACURA LEGEND

Redesign an Icon for 2018



# Acura Legend.

What made it iconic?



## Elegant design

Its simple design with softness and straight line flow makes it pleasant and eye catching.



## Honda's Division

Honda successful blended its penchant for reliability & engine expertise with luxury features which made it the highest selling car for Acura.



## Unforgettable/ Instant hit

It takes confidence to name a car the Legend. If it had been forgettable with nothing legendary about it, Acura could have found itself derided for the irony. It would have forever become the butt of automotive jokes. Luckily for Honda's luxury division, its bravado paid off with the Acura Legend. It became an instant hit outselling every other luxury car.



# Good and Bad Times

What went wrong?



## Successful Start

Acura was very successful when it first arrived in 1986 with its first production car 'Legend'. It overtook the market by storm. People started recognizing the brand by legend instead of Acura.



## Legend becomes RL

In 1995, when Acura came up with the next generation of legend changing the name from legend to RL, it all went terribly wrong. Sales dropped and people weren't happy with the new car RL.



## Criticism

After failing and sales being dropped Acura was criticized by all the people in the auto industry. Acura was highly criticized over the abandonment of the name legend. After these Acura just lost its way and it's still finding it hard to re-establish its successful market.

# Time to stop criticism.

The 'Legend' will return....

- After the horrible mistake of changing their best car's name and being criticized by everyone, Acura lost its value in the automotive industry, sales lowered and Acura became a part of joke.
- Acura still struggling for that mistake and has now finally decided to redesign the legend for the upcoming year to regain its place in the automotive industry.
- Acura is looking for a new stunning design which has the same elegance and softness of the old legend and is a bit sporty.
- Acura has also decided to modify its angular grill.
- Bringing back the fallen legend and proving the world once again the greatness of its design is Acura's main mission now.



# Mood Board



**MARVELOUS**



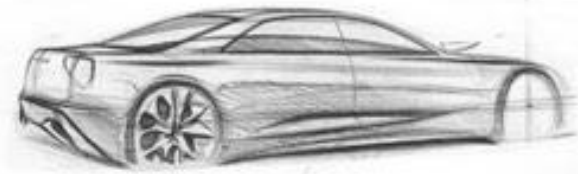
**ELEGANCE**



**CLASS**

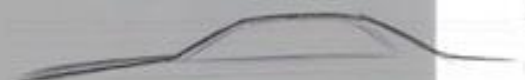
**LUXURIOUS**

Trying to make minimal changes to the form by making the body more smooth and flowing.

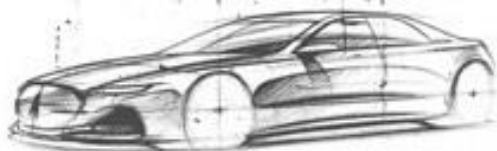


Silvet Transformation

An aggressive front to show the anger of a fallen legend and its return.



Gentlemen lines

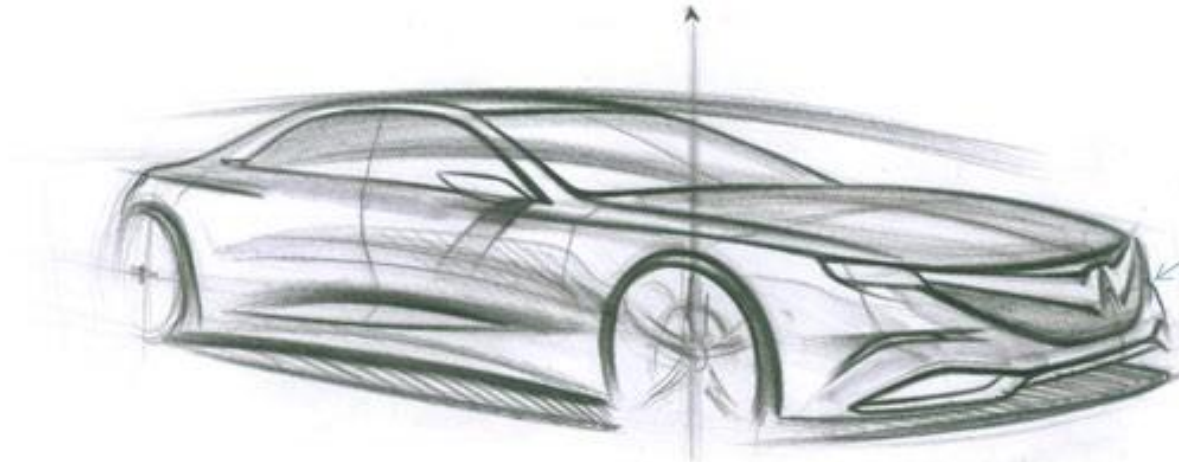


Ideating different front and how it goes with the rest of the body



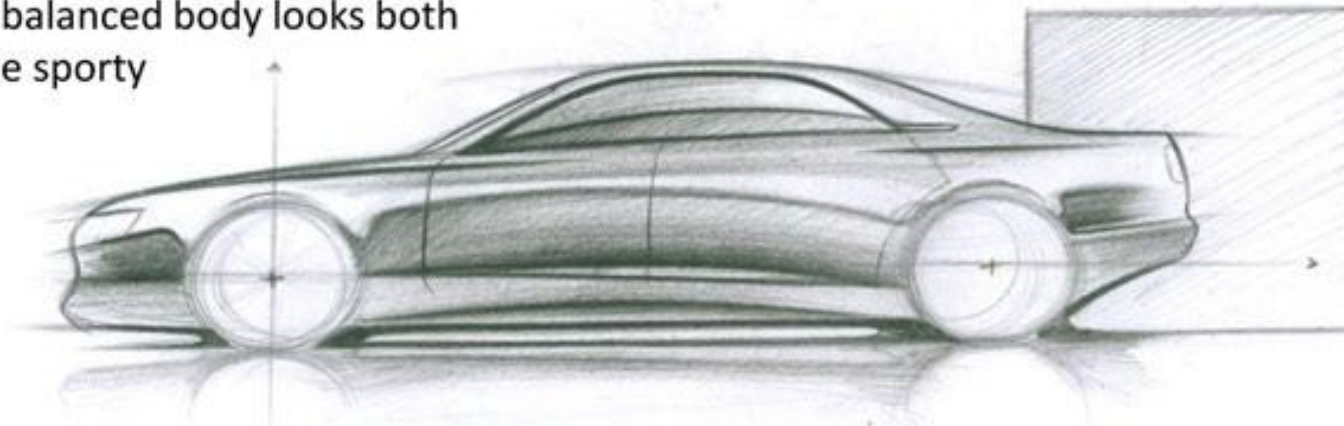


# Selected Concept



A better angular grill  
which goes well with the  
shape of the body

A simple well balanced body looks both  
soft and a little sporty



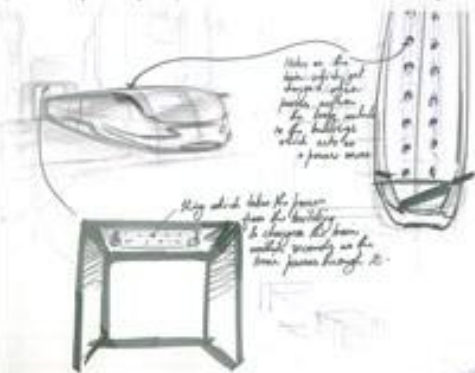




# URBAN TRANSPORT MUMBAI 2030

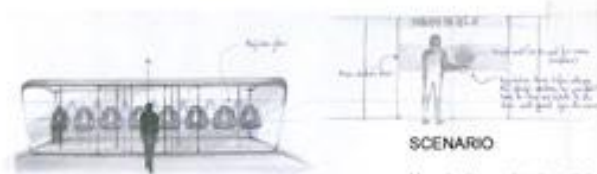
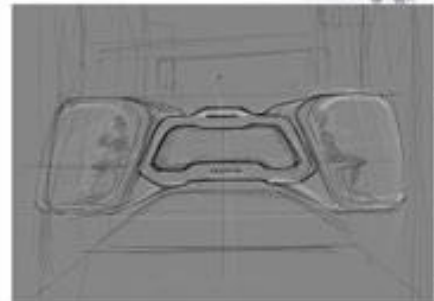
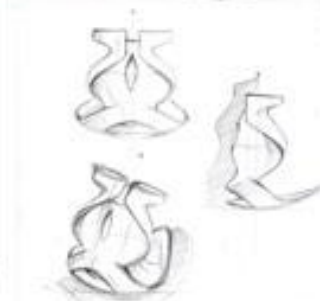
## CONCEPT 1

Sky Scrapers will generate their own energy by various means for e.g solar energy and by the garbage of the building which will be converted into usable energy. This Skyscrapers will have a loop constructed for the concept train which will use a certain amount of energy provided by the skyscraper to the train when it moves withing the loop.



## HOVERBOARD TECHNOLOGY

There will be a hoverboard at places for shorter distance which can be rented. These hoverboards will be hovering around on their own and to use one you can either go to it or call one with an easy to use app. All you need is a smart card to access one of these.



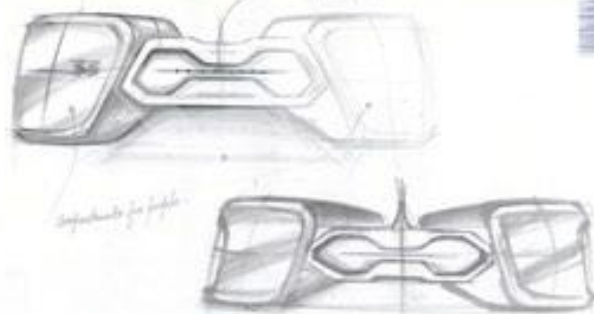
## SCENARIO

You don't need to buy tickets you just scan your smart card at the entrance of the station.

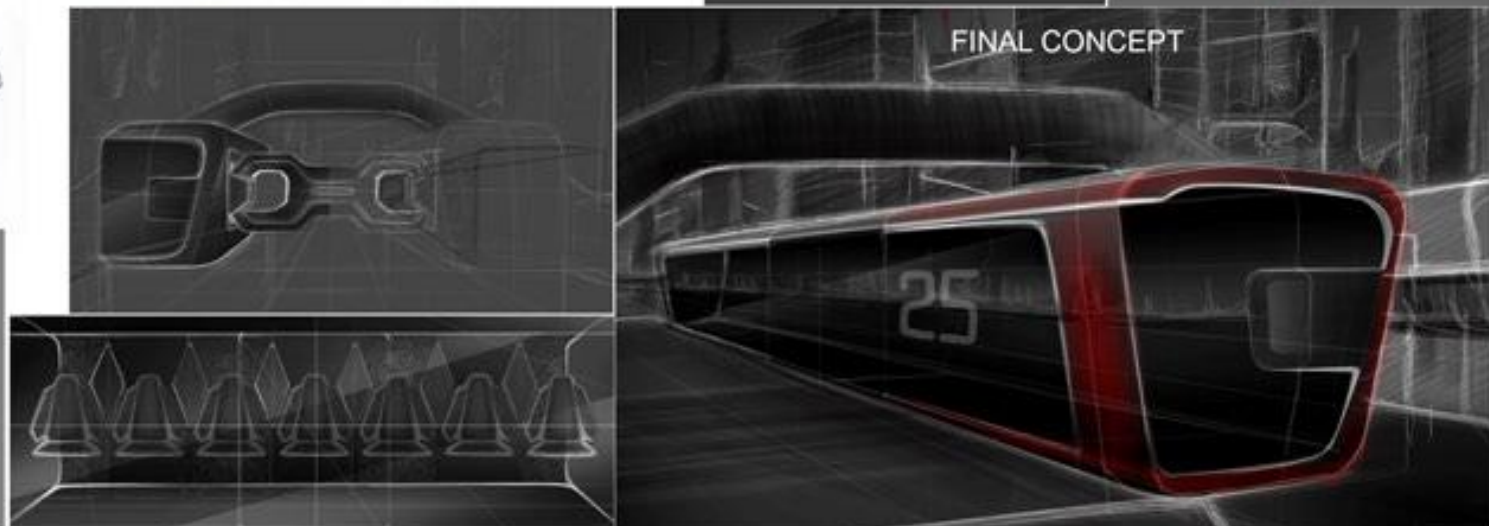


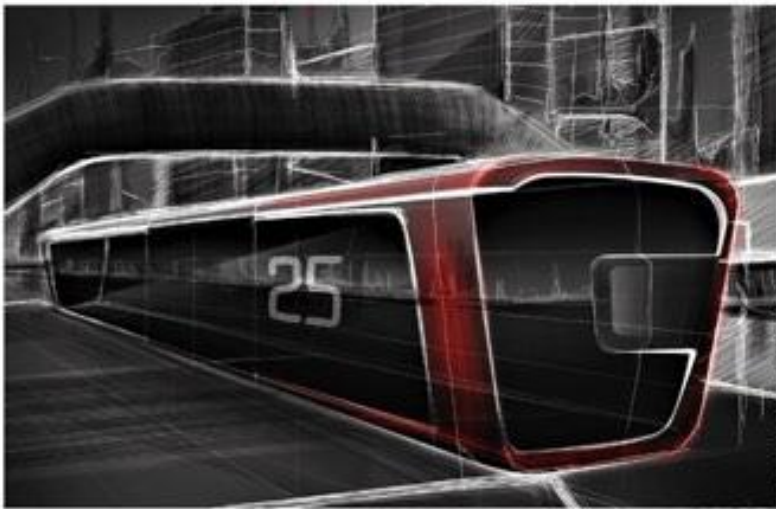
## CONCEPT 2

This concept is powered by magnetic rail which has a two compartments going parallel. Each of the compartments has capacity of 30 people and the frequency of the train is high.

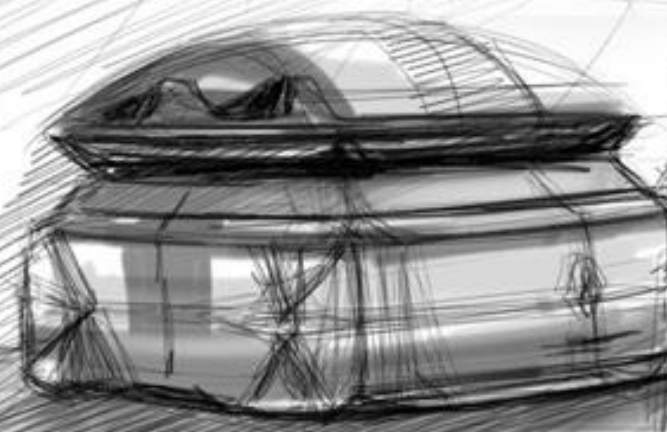
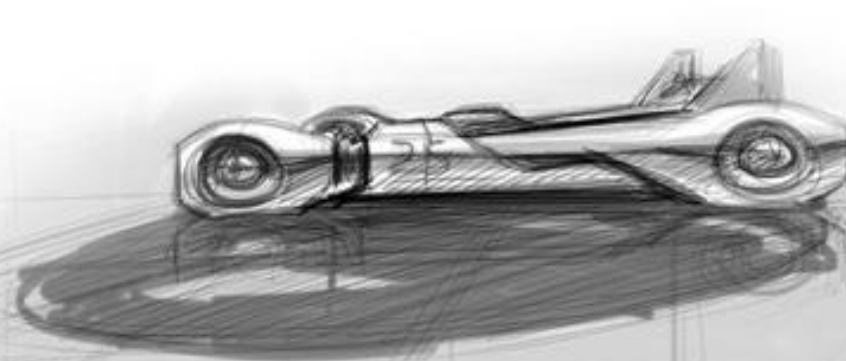


## FINAL CONCEPT



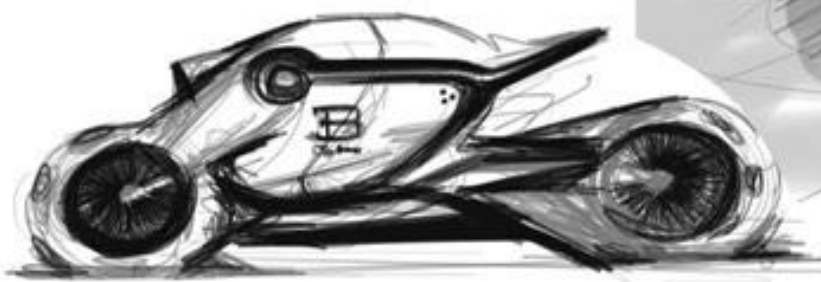


A FLYING CAR



This next generation of mobility concept is a high speed autonomous supercar which allows you to feel the thrill and excitement of speed without the risk of any accidents. Also this car has jet engines which makes it a flying car too. The most exciting feature of the car is the bubble shaped driver cabin which itself is a smart car allowing you to leave behind your supercar body while you can take the smart car to the city. Its necessary to have a compact car in future that can easily penetrate future traffic.

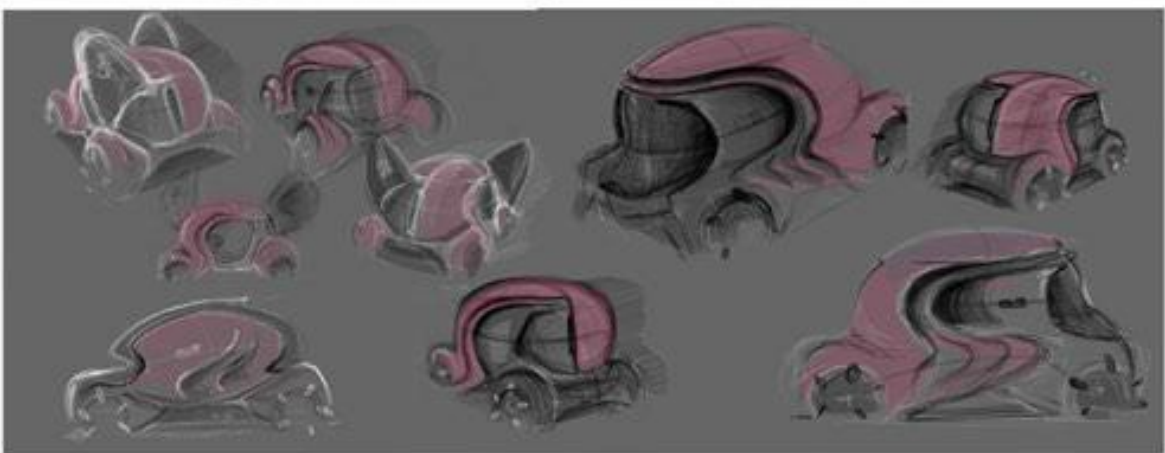
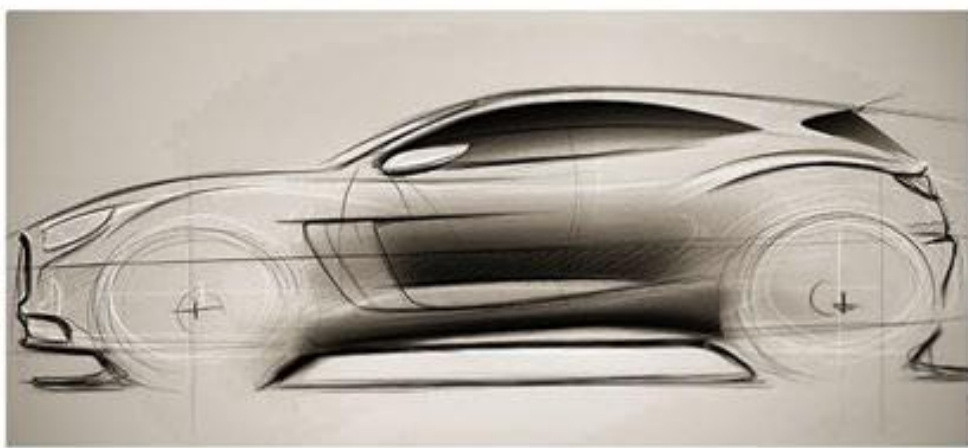
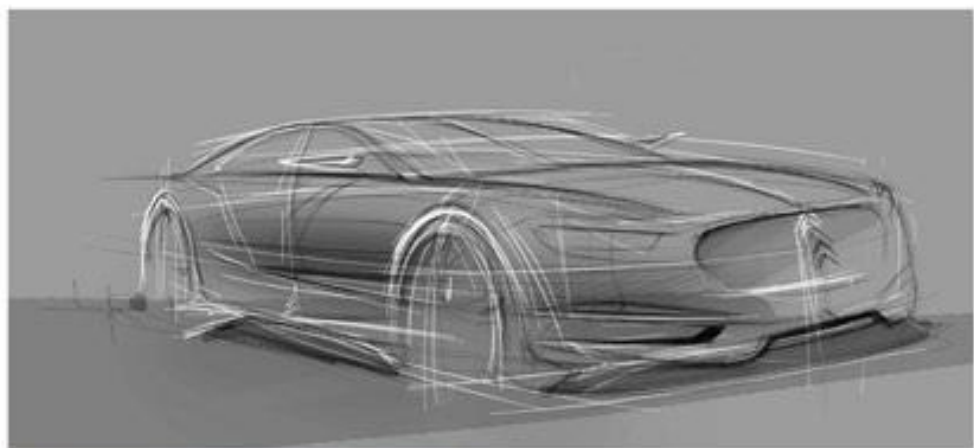
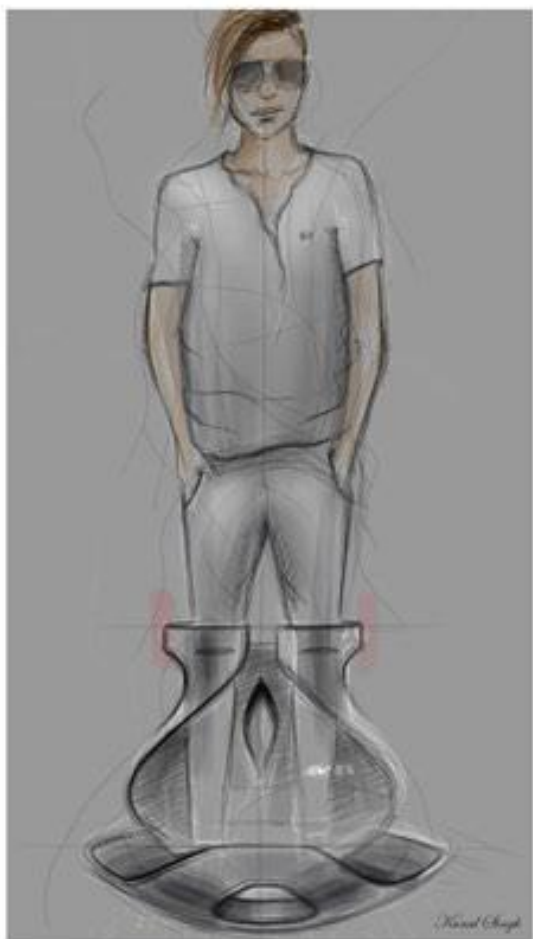
A SMART CAR



# Miscellaneous





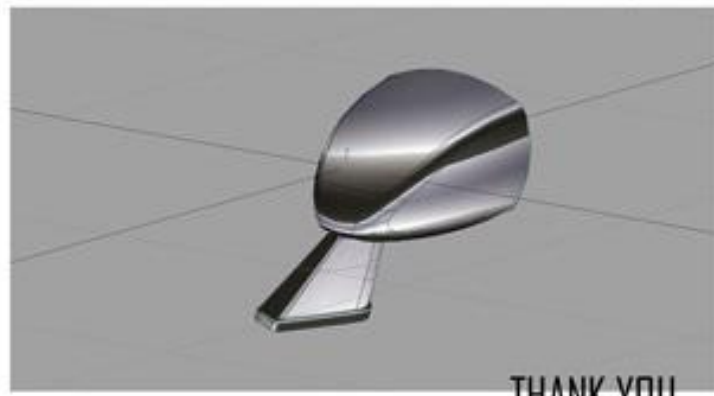
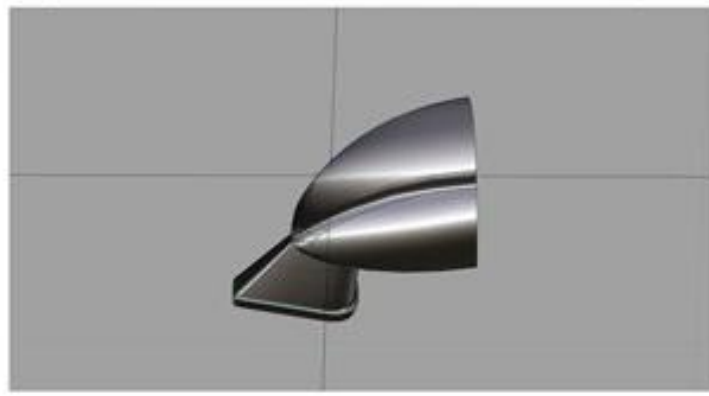
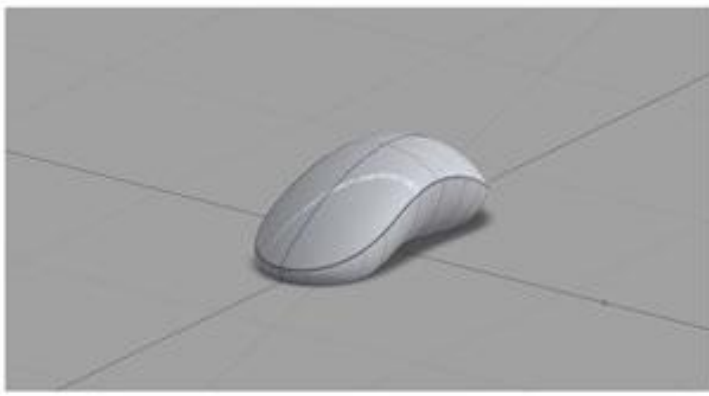
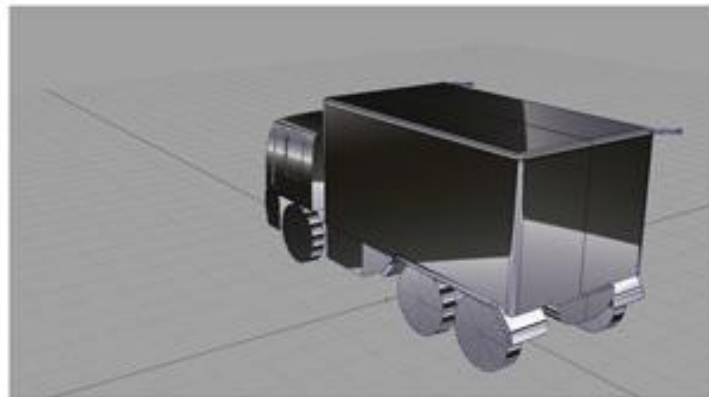
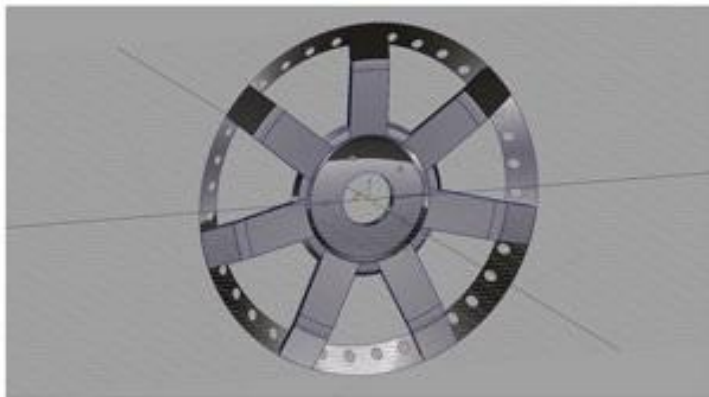
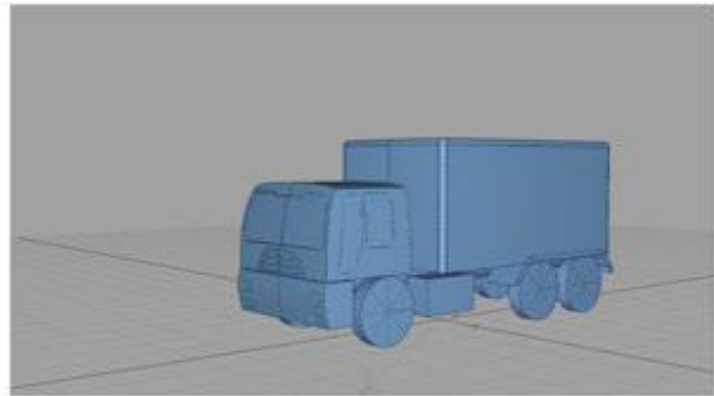








Digital Modeling -Autodesk Alias



THANK YOU