



DESIGN FOLIO '18

RITESH MENDAKE
TRANSPORTATION DESIGN STUDENT





Design, For me design is forming something which is affable for human beings to make them feel chipper.
I am optimistic visionary designer, Passionate about the designs of the vehicles.





RITESH MENDAKE

Transportation Designer

Contact No

+91 7559455894

“ I am **optimistic, adventurous, risk taking** person passionate about design of the car. I always try to learn new things in any **form** and **impliment** in design. I always keep on **developing** my skills in **sketching, creativity, softwares, workshop knowledge, communication and anyalsis** ”.



EDUCATION

2016 to present

Second Year

Transportation design student

DYPDC school of design

PUNE,INDIA

2014 to 2016

Polytechnic in **computer science**

BELGAUM,INDIA

EXPERIENCE

MASTER CLASS

Opel - Greg Young

Basics of interior



Koos Eissen

Basics of design drawing

SKILLS

DIGITAL SKILLS

1. Photoshop
- 2.illustrator
- 3.indesign
- 4.Coraldraw
- 4.Autodesk Alias (Basic)
- 5.Keyshot

TRADITIONAL SKILLS

- 1.Hand sketching
- 2.Marker rendring

LANGUAGES

- 1.English(Fluent).
- 2.Hindi(Fluent).
- 3.Marathi(Fluent).
- 4.Kannada(Basic).

CONTENTS



■ REINTERPRETATION



ESCORTS

■ CONSTRUCTION
VEHICLE



■ INTERIOR

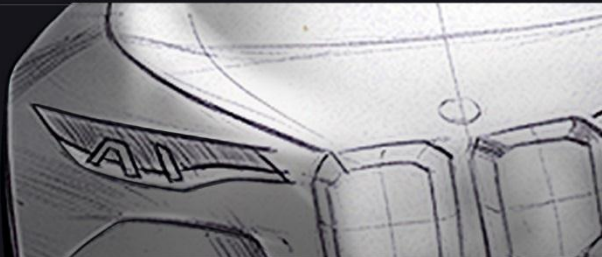


■ MISCELLANEOUS





The brief here was to **resurrect** the former **M1** from **BMW** which was supposed to be the **prodigal heir** to their throne. The aim is to create the **feeling**, **emotion** and **essence** of the M1 and not the old **car itself**.



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RESEARCH AND ANALYSIS

What Makes The Car Iconic ?

Cars and objects are **subjectivity** and every one has a **different** opinion.

Although there are several things which **exemplify** the iconic car.



Having a Great **Racing** History



Unique Look



Limited Cars



Likable **Failure**

Brand Research



The special fascination of the BMW Group not only lies in its **products** and **technology**, but also in the company's **history**, written by inventors, pioneers and brilliant designers.

Founder : Franz Josef Popp,
Karl Rapp,
Camillo Castiglioni.

Founded : 7 March 1916

What makes BMW M1 Iconic ?



- BMW M1 is the **first** car to have famous "m" badge Which made its **debut** in market.
- It was very **special**, only **453** were built.
- It is first and only **mid engine** car of bmw.

Design Philosophy

The design philosophy of BMW is exceptionally unique: create **beautifully efficient, high-performance** cars through **sustainable materials and processes**.



Design Language



Quad Headlamps

In the BMW car's, the headlights sit slightly **higher** than the **kidney grille**, ensuring a **focused** view onto the road.

Kidney Grill's

The **BMW kidney** radiator grille is one of the most characteristic **hallmarks** of a BMW. It is front and centre of the car and is the **source** of all its contours.



Hofmeister kink

The Hofmeister kink is the term for the counter curve in the window outline at the base of the rear roof pillar.

Design Elements

The Concept must assimilate core **iconic appearance** of old BMW M1 like



KIDNEY GRILLS



MULTIPLE LOGO



AERODYNAMIC FENDER



SIDE STRIP



USER ANALYSIS



Mr. Abdulla

A 30 year old arab real estate business man who is about to marry his princess, And want's to add a supercar to his car collection. He has a big mansion in Dubai and have a lavish taste in choosing valuables. he is inclined towards using ultramodern technologies



Confident — ingenious — Carefree — perfectionate



Alasdair Leonardo

Mr. Leonardo, a 35 year old race car driver, He is currently competing in world touring car championship. He likes to take his personal car on the track and test the limits. He is very passionate towards success.



sophisticated — Proud — Techie

Sportscar BMW M1



"DESIGN MOTIVE"

In the late 1970s, Italian manufacturer **Lamborghini** entered into an **agreement** with **BMW** to build a production racing car in sufficient quantity for **homologation**.



But conflicts arose that **Lamborghini backed out** on this project because of **financial crises**, result in BMW was jilted alone.

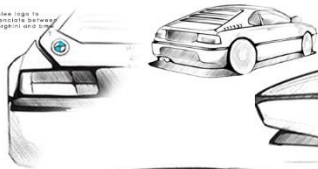


BMW approached **Italdesign** to build the car where **giorgetto juglaro** was head of the design team, it was originally made to enter **GT racing** but eventually they could not enter

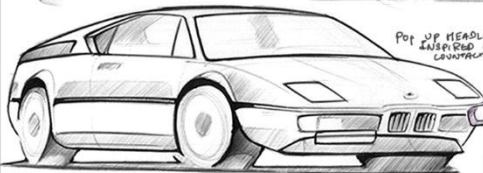
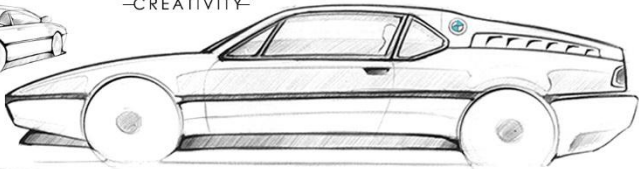
The aim is to **recreate** the car so that it **enters** into **GT racing** for which it was originally made.



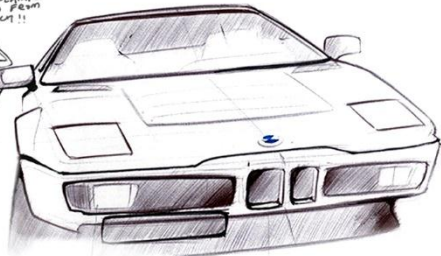
Multiple logo to differentiate between Lamborghini and BMW



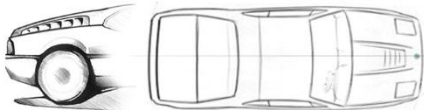
-CREATIVITY-



POP UP HEADLAMPS INSPIRED FROM CONTACT !!



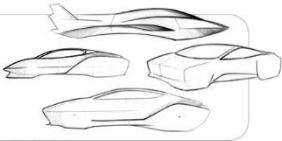
TOP VIEW !!



UNDERSTANDING OLD CAR



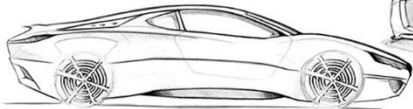
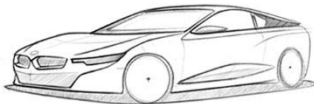
Opulence



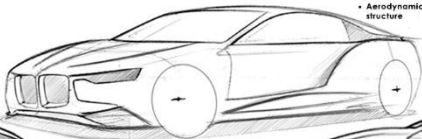
• Form inspired from aircraft



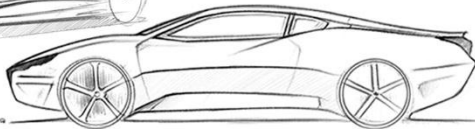
• Aerodynamic structure



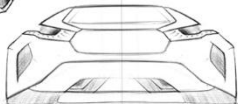
• Initial ideation



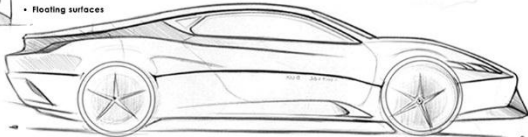
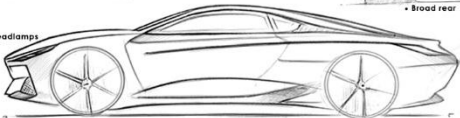
• Broad rear

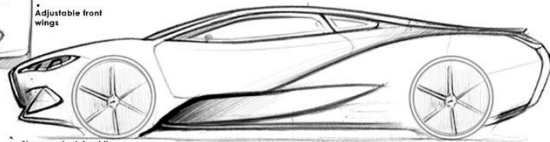
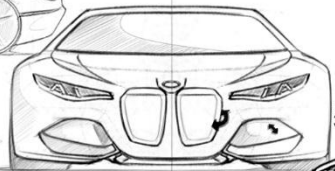
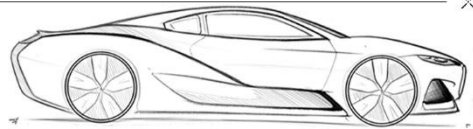
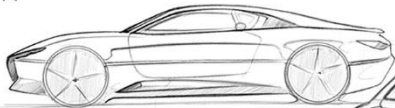


• Floating surfaces



• Aggressive headlamps



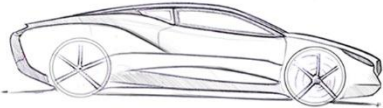


• Aggressive face

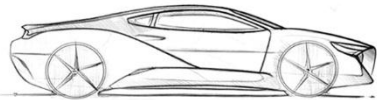
• Hanging front grills moves back when it crosses around 100 mph

• Adjustable front wings

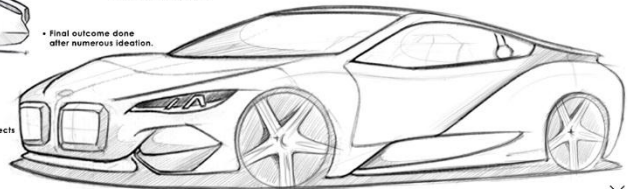
• Sharp and minimal lines



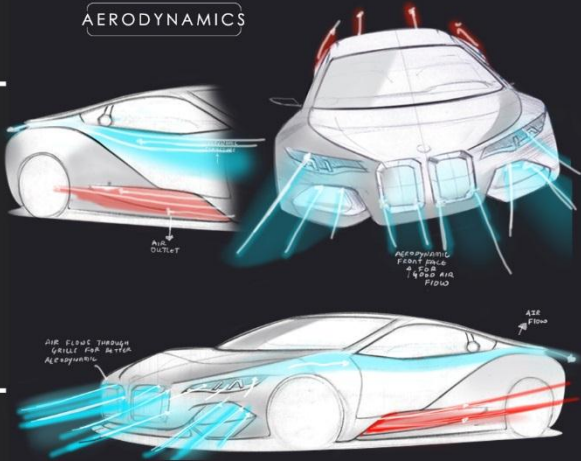
• Final outcome done after numerous ideation.



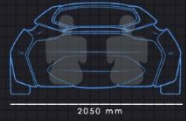
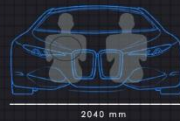
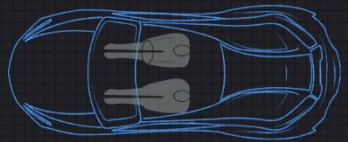
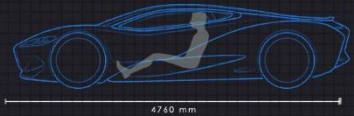
• headlamps reflects "M Badge"



AERODYNAMICS



Tech Pack





RITESH MENDAKE



RITEBH MENDAKE



RITESH MENDAKE



ESCORTS

The brief here was to **redesign** a **construction** vehicle as **aesthetically** as possible while keeping in mind the **practicality** as well.



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ESCORTS

Research And Analysis

ESCORTS PHILOSOPHY

To **Build** The **Foundation** Of a **Prosperous** Future.

COMPANY GOALS

To deliver the users with the **safest** and most **efficient** product in market and powering the dreams of **Engineers**.

ESCORTS GROUP - COMMITMENT 2022

To achieve **Dominant Leadership** position in **Indian Crane Industry**

UNDERSTANDING THE OLD CRANE

Hydra 14

WHY HYDRA 14

In Hydra Segment **12** and **14** Tone Segment Are Most Commonly

Used In India:

Hydra cranes are **strong, sturdy, reliable** machines which are put to different kind of applications from a simple application of **loading, unloading** shifting of a material to a very **robust** and a very difficult application of **mining** segment.



Research And Analysis



What Makes Any Product Aesthetic ?

Aesthetics are usually accomplished by **Shape**, **Texture**, **Colour**, **Type of Material**, **Symmetry**, **Simple**.



Simple | Colour | Shape | Materials | Symmetry

Important Parts Kept In Mind While Designing



The crane **boom** is the easiest feature to recognize and the most **essential** part of a crane truck.



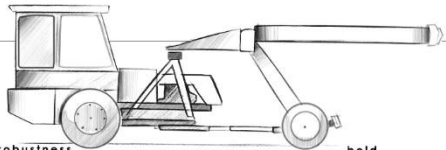
Lip cylinder should be placed at right **position** so that when the machine is under loaded condition it gives the machine the **stability** it requires.



Crane **cabin** plays an important role, operator needs to have full **freedom** of visibility so that operator can easily and safely carry the load.

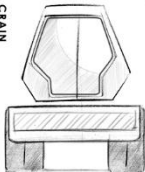
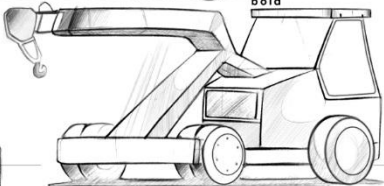
CREATIVITY

UNDERSTANDING OLD CRAN



robustness

bold



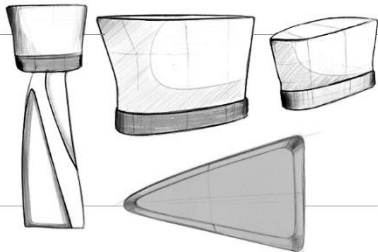
"DESIGN MOTIVE"

- Aim is to design the vehicle "exceptionally attractive" at the same time Acknowledging that cranes are generally made for functional purpose.

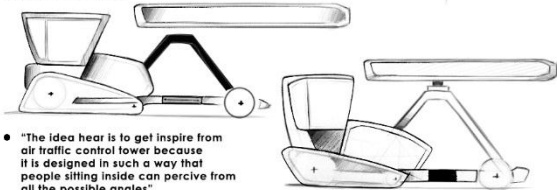
 ESCORTS



• Chatrapati shivaji airport tower

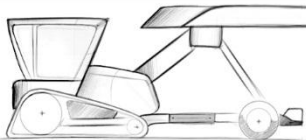


• Initial ideation

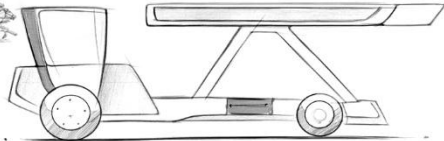
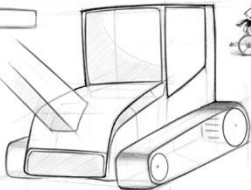


- "The idea here is to get inspired from air traffic control tower because it is designed in such a way that people sitting inside can perceive from all the possible angles"

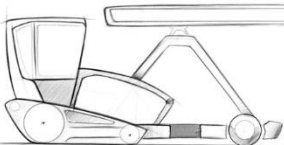
IDEATION & DEVELOPMENT



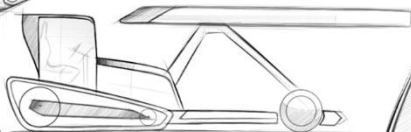
• Side view ideation



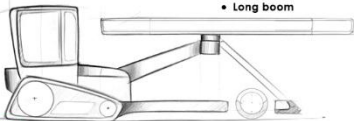
• Chariot inspired



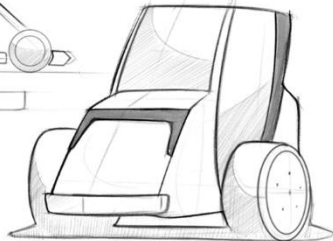
• caterpillar belt is used so that it can revolve on the spot



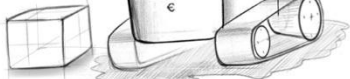
• Cabin structure



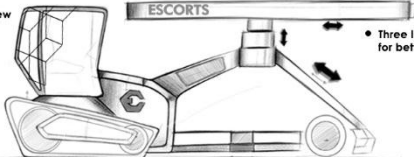
• Long boom



IDEATION & DEVELOPMENT



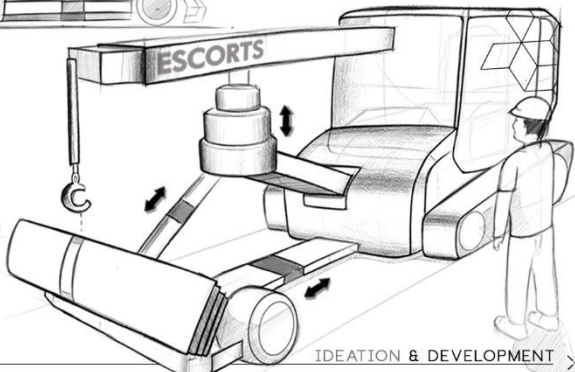
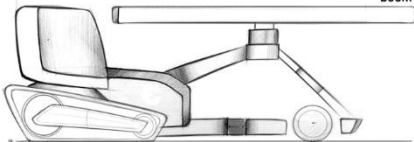
● Final side view



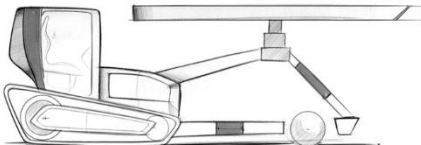
● Three layers of hydraulics for better stability & functionality

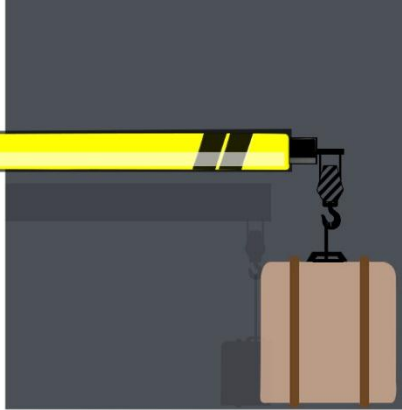
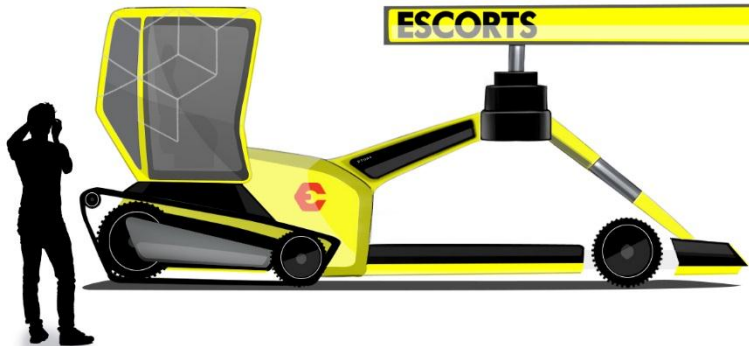
● Final Development

● Patterns and graphics are set on the cabin and boom to look pleasing.



● Glossy fiber element is given on the wheels of belt so that it can conceal the internal parts





RITESH MENDAKE



RITESH MENDAKE



The brief here was to design a **city** car interior for **KIA** for the year **2020** which should have the **harmony** of **korean** craftsmanship with a **touch** of **indian essence**.



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RESEARCH AND ANALYSIS



HISTORY

1944



KYUNGSUNG PRECISION INDUSTRY, THE ORIGIN OF KIA, IS FOUNDED.

1962



THE THREE WHEELER K-360 STARTS PRODUCTION.

1992



THE SEPHIA, KIA'S FIRST INDEPENDENTLY DEVELOPED PASSENGER CAR, STARTS PRODUCTION.

1998



HYUNDAI AND KIA MERGED.

2004



KIA RANKS FIRST IN THE KOREA SERVICE QUALITY INDEX.

2015



KIA MOTORS GRANTED NEVADA AUTONOMOUS DRIVING LICENSE

DESIGN DIRECTIONS



The **simplicity of straight line** is one of the core **fundamentals** underpinning kia's design philosophy. **Straight lines** represent **clarity, precision and distinctiveness**, and these traits are fully **reflected** in the attitudes and vision of **kia designers**,

DESIGN GIVES SPIRIT TO THE BRAND



"Design is not just about shapes, lines or decoration. It is about instilling soul into a brand and making customers passionate about a product."

KIA INTERIOR DESIGN STUDY



*"When it comes to encapsulating design Kia always refer back to the **simplicity of the straight line**. It means that we are trying to keep our design simple... and, in design, **simple things are hardest to create.**"*

SCENERIO 2020



TECHNOLOGY — ADDICTION TO SMART PHONE — BUSY LIFE

STRESS — POLLUTION — POPULATION

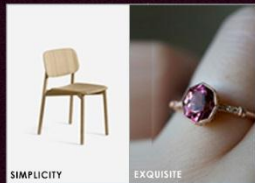
RESEARCH & ANALYSIS

“DESIGN MOTIVE”

The **Intention** of the design is to redefine the idea of **looks, comfort, and storage that people yearn to see** in a small car segment.



“MOODBOARD”



SIMPLICITY

EXQUISITE



UNPRECEDENT

INDIAN CULTURE



THE CULTURE OF INDIA REFERS COLLECTIVELY TO THE THOUSANDS OF DISTINCT AND UNIQUE CULTURES OF ALL RELIGIONS AND COMMUNITIES PRESENT IN INDIA. INDIA'S LANGUAGES, RELIGIONS, DANCE, MUSIC, ARCHITECTURE, FOOD, AND COSTUMES DIFFERS FROM PLACE TO PLACE WITHIN THE COUNTRY.

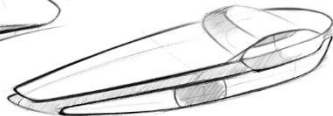
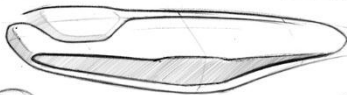
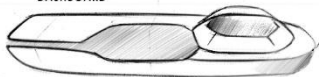
DESIGN INSPIRATION



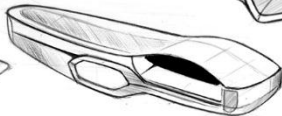
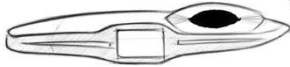
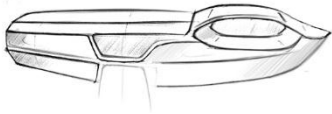
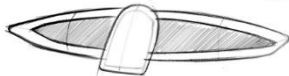
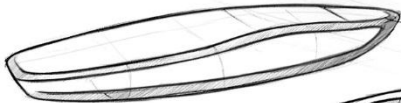
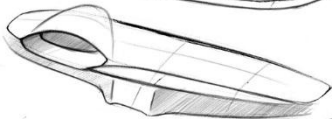
INSPIRED FORM



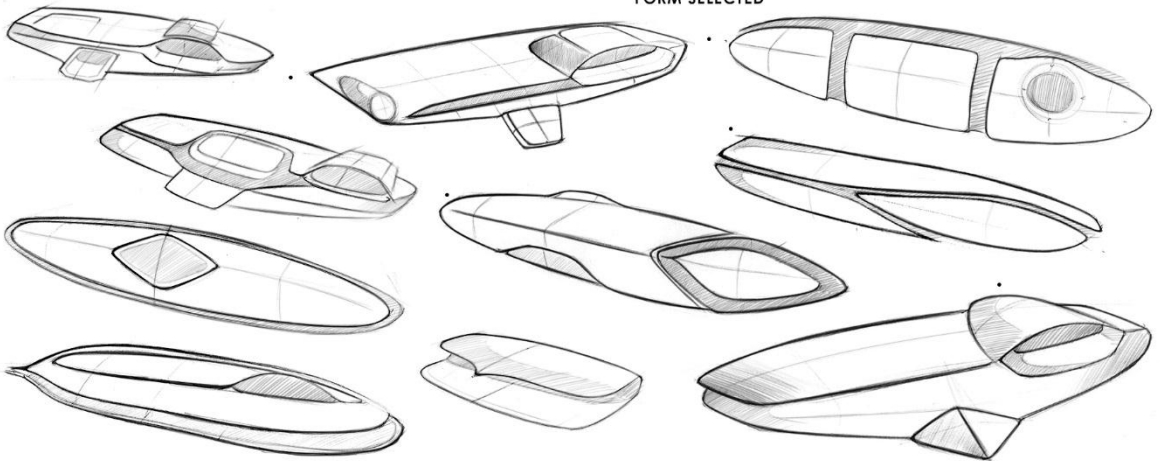
DASHBOARD



INITIAL IDEATIONS

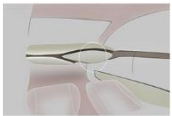
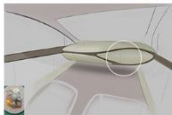


FORM SELECTED



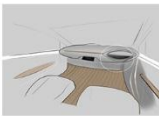
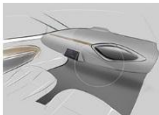
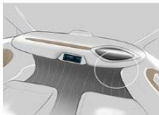
Theme 1

BLEND



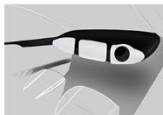
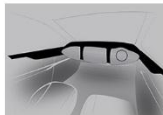
Theme 2

FUTURISTIC



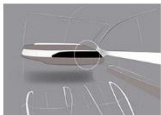
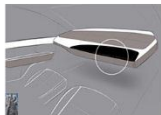
Theme 3

TRADITIONAL



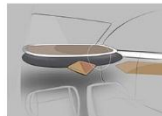
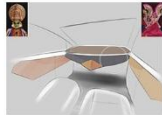
Theme 4

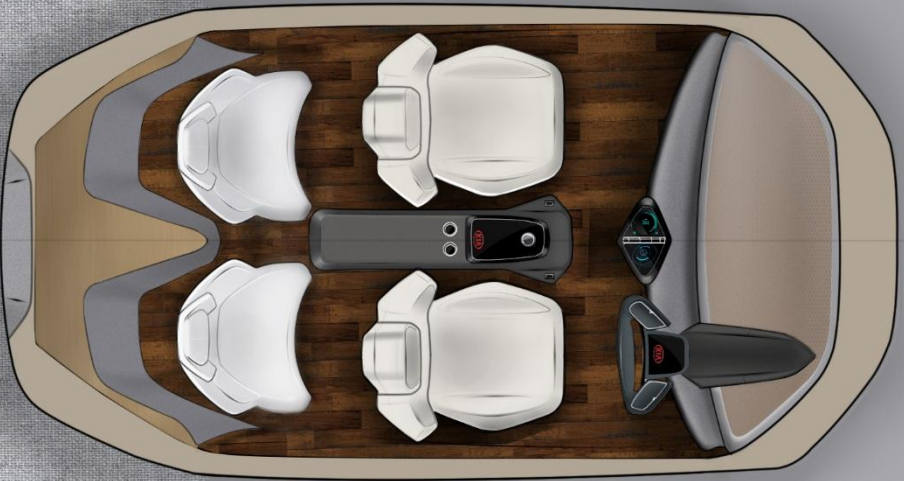
LAYER



Theme 5

FUSION





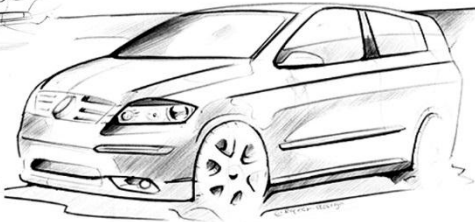
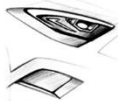
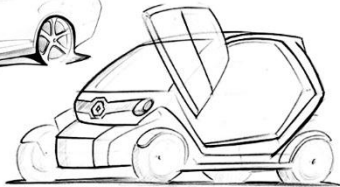
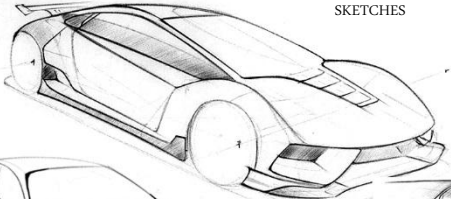


A small, stylized signature or logo in the bottom right corner, consisting of a circular emblem with a cross-like shape inside and some illegible text to its right.

MISCELLANEOUS



RANDOM
SKETCHES



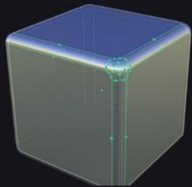


RANDOM
SKETCHES

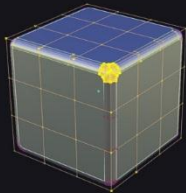


ALIAS WORK

CV DISTRIBUTION



CONTINUITY



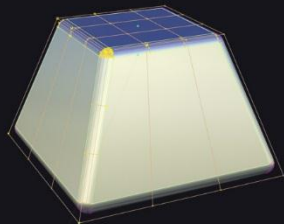
DEFAULT SHADER



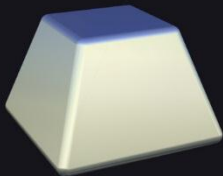
GLOBAL VOLUME



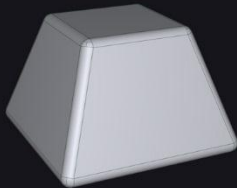
ZEBRA SHADERS



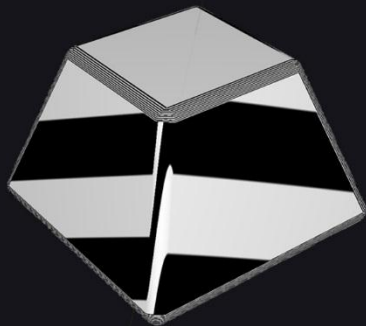
CV DISTRIBUTION



GLOBAL VOLUME



PATCH WORK



ZEBRA SHADE

THANK YOU
FOR YOUR MOMENT



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