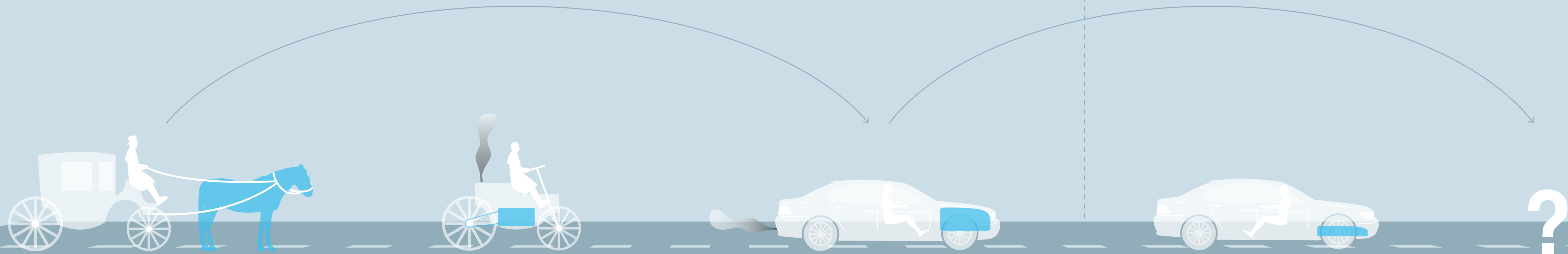


THE EVOLUTION OF THE PERSONAL VEHICLE

1800 1900 2000 NOW 2030 ?



WHAT

HORSE CARRIER

HORSELESS CARRIER

CAR

DRIVERLESS CAR

?

DESIGN

Horse carrier without a horse
out of IGNORANCE

new aesthetics

Car without a driver
SKEUOMORPHISM

new way of transportation
not a car

REALIZATION

designers realise that a new way of moving needs a new design language

TRANSITION

skeuomorphism uses familiar visuals to make the unfamiliar familiar

FREEDOM

designers will discover a new freedom in aesthetic expression

CONSEQUENCES

jobs

Many became jobless

Many will become jobless

evolution

owning a horse became a hoby

owning a car will become a hobby

urbanization

the development of the car led to the creation of suburbs

which influence will the driverless car have on urbanisation.