

## Renault designs for the future – partnership with Central Saint Martins returns

- Renault and Central Saint Martins, UAL partnership hosts second design student competition
- MA Industrial Design students challenged to design cars for a changing transport landscape
- Winning entries will be displayed during designjunction at King's Cross, London from 21-24 September
- Winner will spend two weeks with senior designers at Renault's design studios in Paris

Some of the most talented design students in the UK, from Central Saint Martins, UAL (CSM), are being offered the opportunity of a lifetime to design a car for the future and win an exclusive internship with Renault's top designers, based in Paris. For the second year, Renault is teaming up with Central Saint Martins (CSM), a world-leading centre for art and design, to challenge its MA Industrial Design students within this unique contest.



Above: Renault TreZor

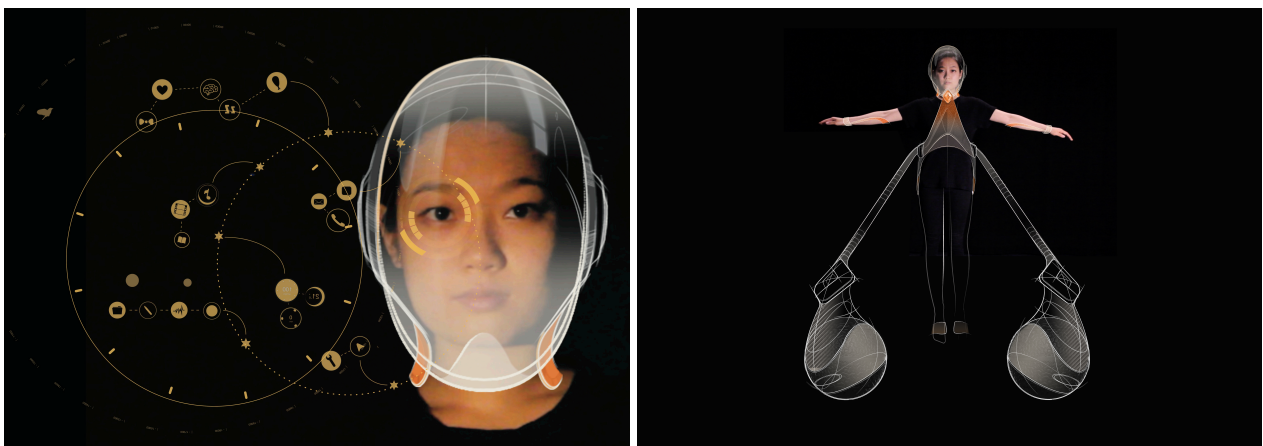
Additionally, a new collaboration sees Renault and **designjunction** partnering for the first time. designjunction, London's leading destination that presents more than 200 of the world's most iconic brands, will showcase Renault's design philosophy by creating

an immersive experience for visitors to the show, to be held 21-24 September in King's Cross, London.

This year students have been asked to consider ways in which cars may be used and shared in future, when owning a car outright may become less prevalent. The competition requires students to suggest how Renault might use modularity to design a car which can be adapted for many different requirements and for a range of potential drivers.

The winner will spend two weeks at the Renault Technocentre in Paris, working with senior designers and experiencing cutting-edge technology such as a full-size virtual reality suite, which puts the designer right inside the vehicle. Their winning design will go on display at this year's designjunction exhibition.

Renault's award-winning concept, the TreZor, will also be on show, housed inside a bespoke interactive structure on the centrally located Granary Square at designjunction. With its welcoming style and services geared towards driving pleasure, this electric GT embodies future mobility and automotive passion. The surrounding stand will take visitors behind the scenes of the concept, highlighting the extraordinary skill and care that went into its creation.



*Above: Renault Aura*

This year's design competition will be judged by a panel of experts well known in both the design and motor industries, lead by head judge **Anthony Lo, Vice-President of Exterior Design at Groupe Renault**. **Anthony Lo said:** *"Last year it was really fascinating to see some of the brightest upcoming design talent take on the challenge of how autonomous technology might influence the world of transportation in the future. I've been very impressed by the Central Saint Martins students' creativity, team work and professionalism, and I'm really looking forward to seeing what they produce this year."*

**Nick Rhodes, Programme Director, Product Ceramic & Industrial Design, Central Saint Martins said:** *"Conceptualising futures is a key preoccupation for industrial designers, and having the opportunity to partner in this enterprise once more with Renault as a manufacturer of resolute commitment to design-led innovation is a great challenge and a terrific opportunity for our students."*

Last year's competition was won by the all-female team behind the Renault Aura, a one-person wearable vehicle suit with a gesture-controlled, virtual reality in-visor display.

Following the placement with Renault, team member **Lily Saporta Tagiuri**, said: *"The design centre in Paris was amazing because we got to see a range of design approaches, participate in some of the construction and gain a sense of what it would be like to work there. We also got to talk to the entire design team and present our ideas and get their feedback. I came away feeling really curious and really excited to have seen the concept models. I think I've definitely changed my perception of what the automotive world is capable of and where they are moving in the future."*

**\* Ends \***

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## Notes to Editors

### **About designjunction:**

designjunction is London's leading destination for contemporary interior design and culture, held annually during the London Design Festival in September. designjunction presents more than 200 world-class international brands and smaller cutting-edge design labels to an audience of design professionals (architects, interior designers, retailers and media) as well as consumers. In 2016, designjunction attracted more than 27,000 visitors in five days.

designjunction is a show for the industry, by the industry.

Visit [www.thedesignjunction.co.uk](http://www.thedesignjunction.co.uk) for more information

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### **About Groupe Renault:**

Groupe Renault has been making cars since 1898. Today it is an international multi-brand group, selling more than 3.18 million vehicles in 125 countries in 2016, with 36 manufacturing sites, 12,000 sales outlets and employing more than 120,000 people. To meet the major technological challenges of the future and continue its strategy of profitable growth, the Group is harnessing its international growth and the complementary fit of its three brands, Renault, Dacia and Renault Samsung Motors,

together with electric vehicles and the unique Alliance with Nissan. With a new team in Formula 1 and a strong commitment to Formula E, Renault sees motorsport as a vector of innovation and brand awareness.

In the UK, Groupe Renault UK has nearly 160 dealers selling the range of Renault cars, LCVs and Dacia. Groupe Renault UK sales outgrew the UK vehicle market during 2016, with sales totalling 137,506 vehicles – up 8 per cent on 2015. Renault UK was voted number one in the 2016 Auto Express Driver Power survey for dealer satisfaction.

#### **About Anthony Lo, Vice-President, Exterior Design, Renault**

Graduating from Hong Kong Polytechnic University in 1985 with a Degree in Industrial Design before going on to complete a Masters in Automotive Design at the Royal College of Art in London, Lo began his career as a designer at Lotus in 1987. He moved to Audi in 1990, before joining Mercedes-Benz design studio in Japan. In 2000, he was put in charge of Advanced Design at Saab Automobile in Sweden. From 2004 to 2010, he was Advanced Design Director for Opel and Saab brands, at General Motors, in Germany. Since joining Renault in April 2010 as Vice-President, Exterior Design, Lo has been at the forefront of the global design-led reinvention of the Groupe Renault brands.

#### **About Central Saint Martins, UAL**

Central Saint Martins, UAL (CSM) is internationally renowned for the creative energy of its students, staff and graduates, and has built an exceptional reputation for educating foundation, undergraduate, postgraduate and research students in arts, design and performance. Based in a multi-award-winning building at King's Cross, CSM students benefit from comprehensive digital and traditional workshops, tailored social spaces, a groundbreaking theatre and an extensive library. Alumni include Bill Moggridge/ IDEO, Lee Broom, Jarvis Cocker, Terence Conran, Peter Doig, Daniele De Iuliis/ Apple Computer, Michael Fassbender, Antony Gormley, Tom Hardy, Antony Joseph/Joseph Joseph, Christopher Kane, Cecilia Weckstrom/ LEGO, Stella McCartney, Paul Priestman & Nigel Goode/ PriestmanGoode and Raqib Shaw.

CSM is part of University of the Arts London (UAL), an international centre for innovative teaching and research in arts, design, fashion, communication and the performing arts. The University is made up of six colleges: Camberwell College of Arts, Central Saint Martins, Chelsea College of Arts, London College of Communication, London College of Fashion and Wimbledon College of Arts.

[www.arts.ac.uk/csm](http://www.arts.ac.uk/csm)