

D o m i n i c M a y e r

T r a n s p o r t a t i o n
I n t e r i o r D e s i g n

// Agenda

Agenda

3 Vorwort | prologue

5 Curriculum vitae

7 Kontakt | contact

1 9 Bachelor Thesis | bachelor thesis

19 5. Semester Projekt | 5th semester project

29 4. Semester Praktikum MAN | 4th semester internship MAN

35 Uber Luxuskonzept | Uber luxury concept

39 VW WRC 2025 | VW WRC 2025

41 Ford Saltlake | Ford Saltlake

43 Künstliche Intelligenz = intelligente Kunst? |
artificial Intelligenece = intelligent Art?

2



K o n t a k t

D o m i n i c S i m o n M a y e r
H e r m e l i n s t r a ß e 1 0
7 2 7 6 8 R e u t l i n g e n

+ 4 9 1 5 7 3 8 4 5 7 6 5 4
n i c c i . a r t s @ g m x . d e



// Kontakt | contact

Erfahrung

- März 2015 Bachelor of Arts;
Daimler AG Sindelfingen
- 2011 - 2015 Studium Transportation Interior Design;
Hochschule Reutlingen
- 2010 - 2011 technisches einjähriges Berufskolleg;
Kerschensteinerschule Reutlingen
- 2008 - 2010 Geselle Karosserie & Instandhaltungstechniker;
Audi Zentrum Reutlingen
- 2004 - 2008 Ausbildung zum Karosserie & Instandhaltungstechniker;
Audi Zentrum Reutlingen

Praktika

- 2014 Daimler AG; Sindelfingen
- 2013 MAN Truck & Bus AG; München
- 2003 Porsche AG; Zuffenhausen

Sprachen

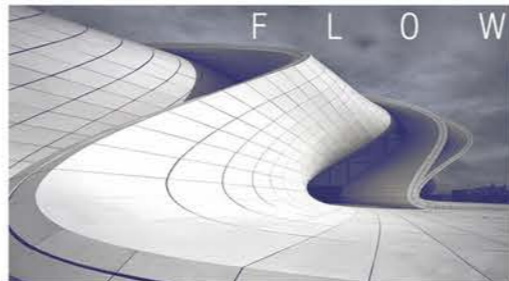
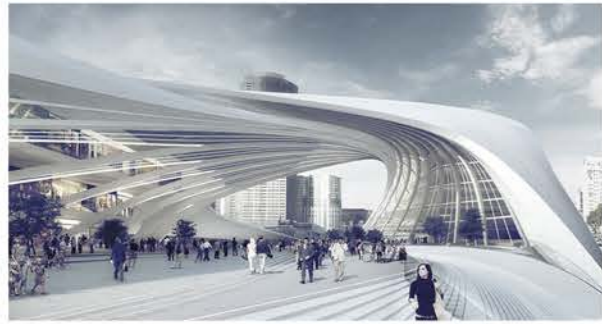
- deutsch; Muttersprache
- englisch; fließend

Fähigkeiten

- sketching
- drawing
- Marker rendern
- Adobe Photoshop
- Adobe Indesign
- Adobe After Effects
- Autodesk Alias
- Autodesk Showcase
- Tape rendering

Interesse

- Kunst | Art
- Design | Design
- Auto&Motorrad | Cars&Bikes
- Fußball | Soccer
- Klettern | Climbing
- Ski fahren | Skiing



// Design Inspiration

DAIMLER

Bachelor Thesis

Interior concept S-class,
a modern interpretation of Luxury.



The concept should radiate quietness and vastness, like the landscape inspirations. Furthermore the interplay of the lines should be harmonic but also create, with powerful dynamic, aesthetic shapes. From the inspirations the following keywords appears to describe the interior: quietness, dynamic, flow, horizontality, disciplin, timeless and aesthetic. These words must match with the design philosophy „sensual clarity“. The aim is to create clear forms and sensual shapes, which showcases high tech and arouse emotions.



// Target group



Q u a l i t y



T r a d i t i o n



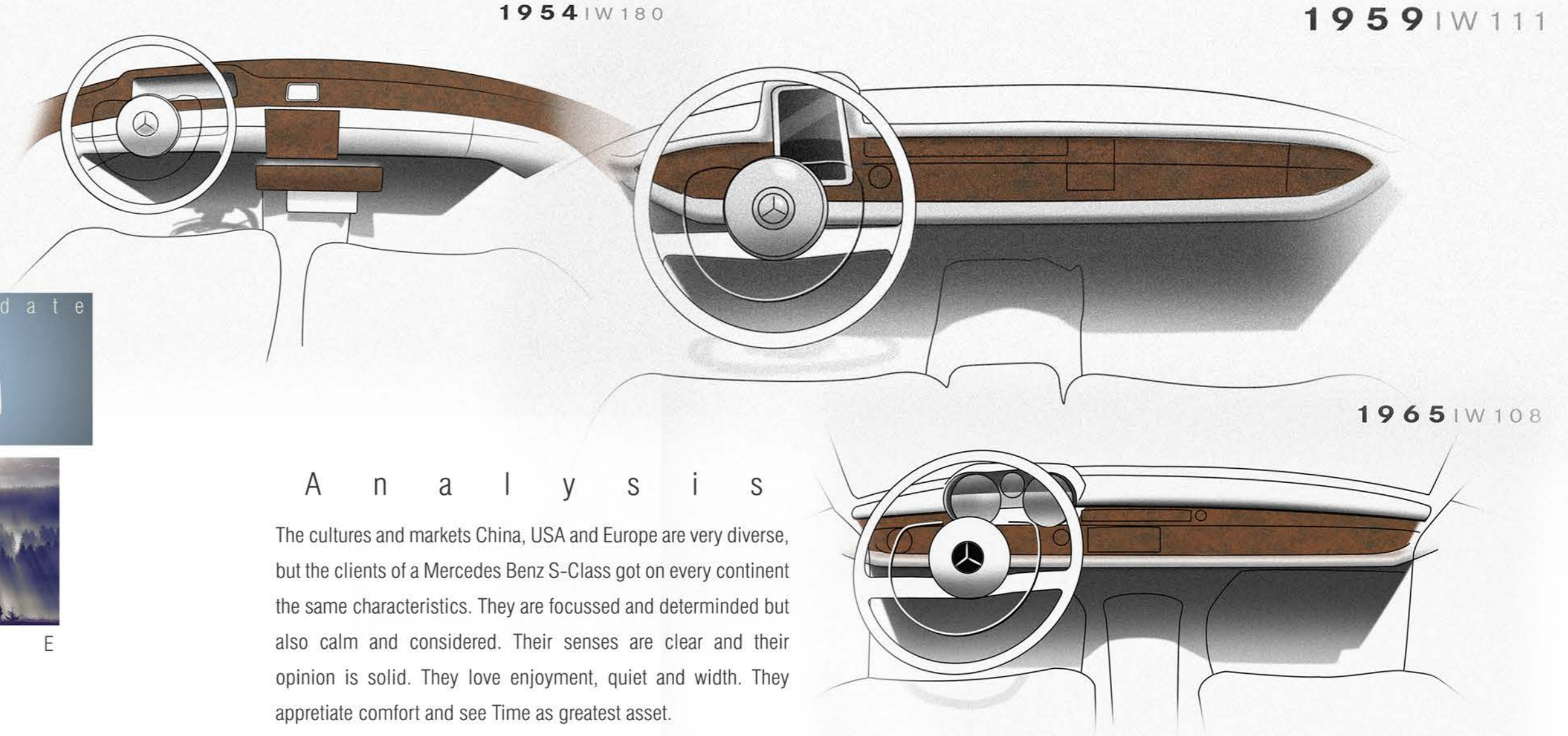
M o d e r n



U p t o d a t e



T I M E



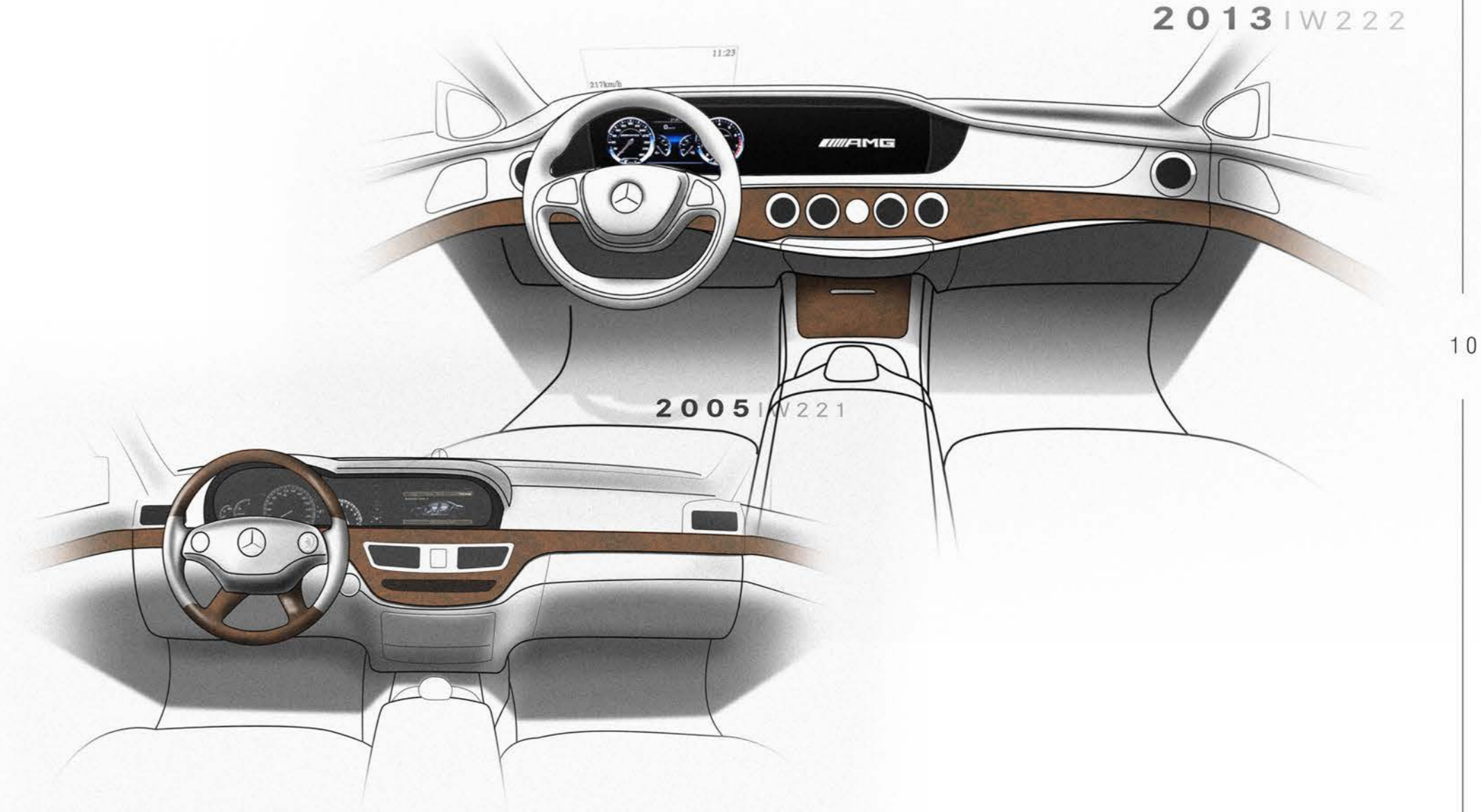
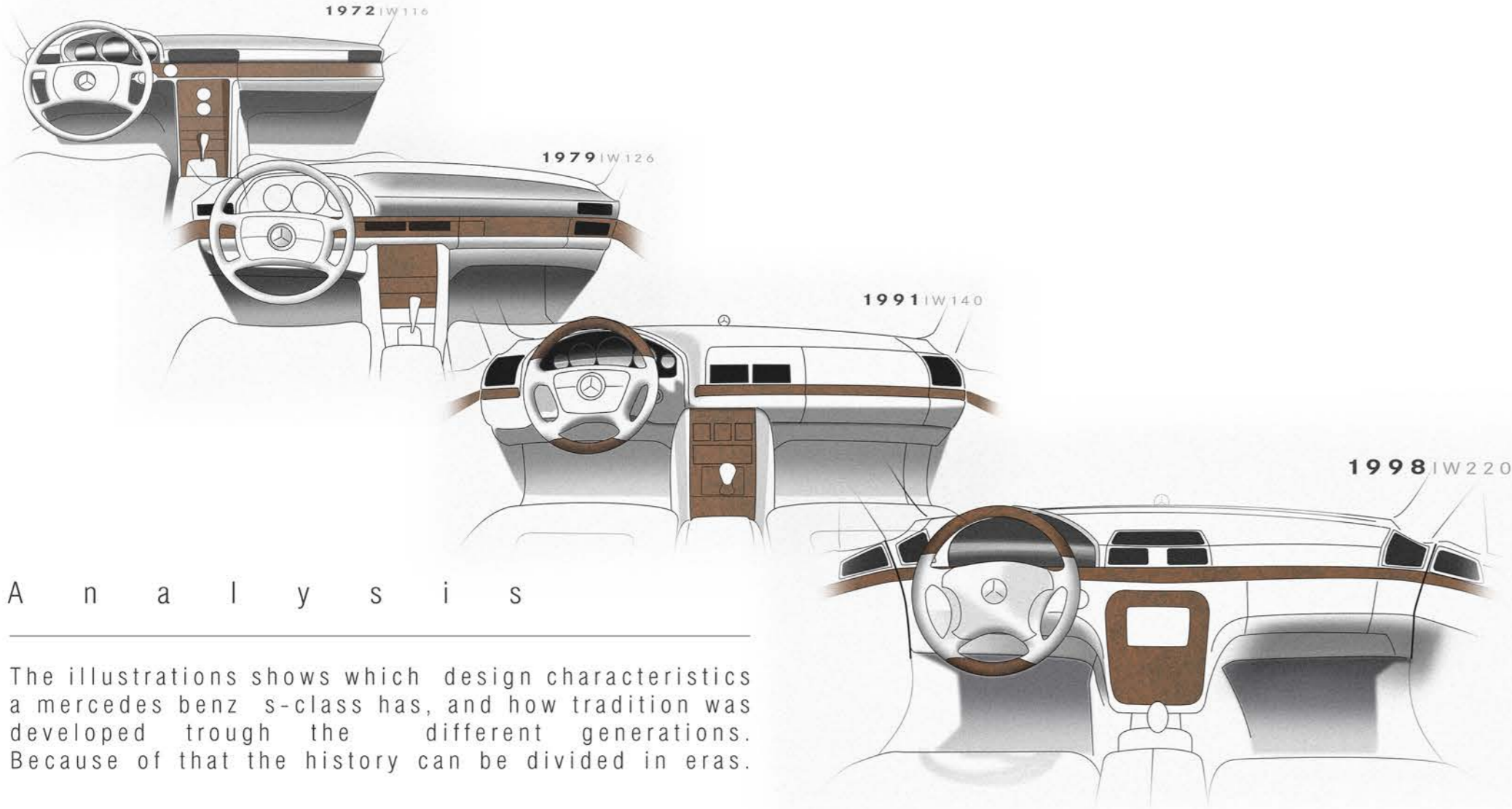
1954 IW 180

1959 IW 111

1965 IW 108

A n a l y s i s

The cultures and markets China, USA and Europe are very diverse, but the clients of a Mercedes Benz S-Class got on every continent the same characteristics. They are focussed and determined but also calm and considered. Their senses are clear and their opinion is solid. They love enjoyment, quiet and width. They appreciate comfort and see Time as greatest asset.



d y n a m i c e l e g a n c e

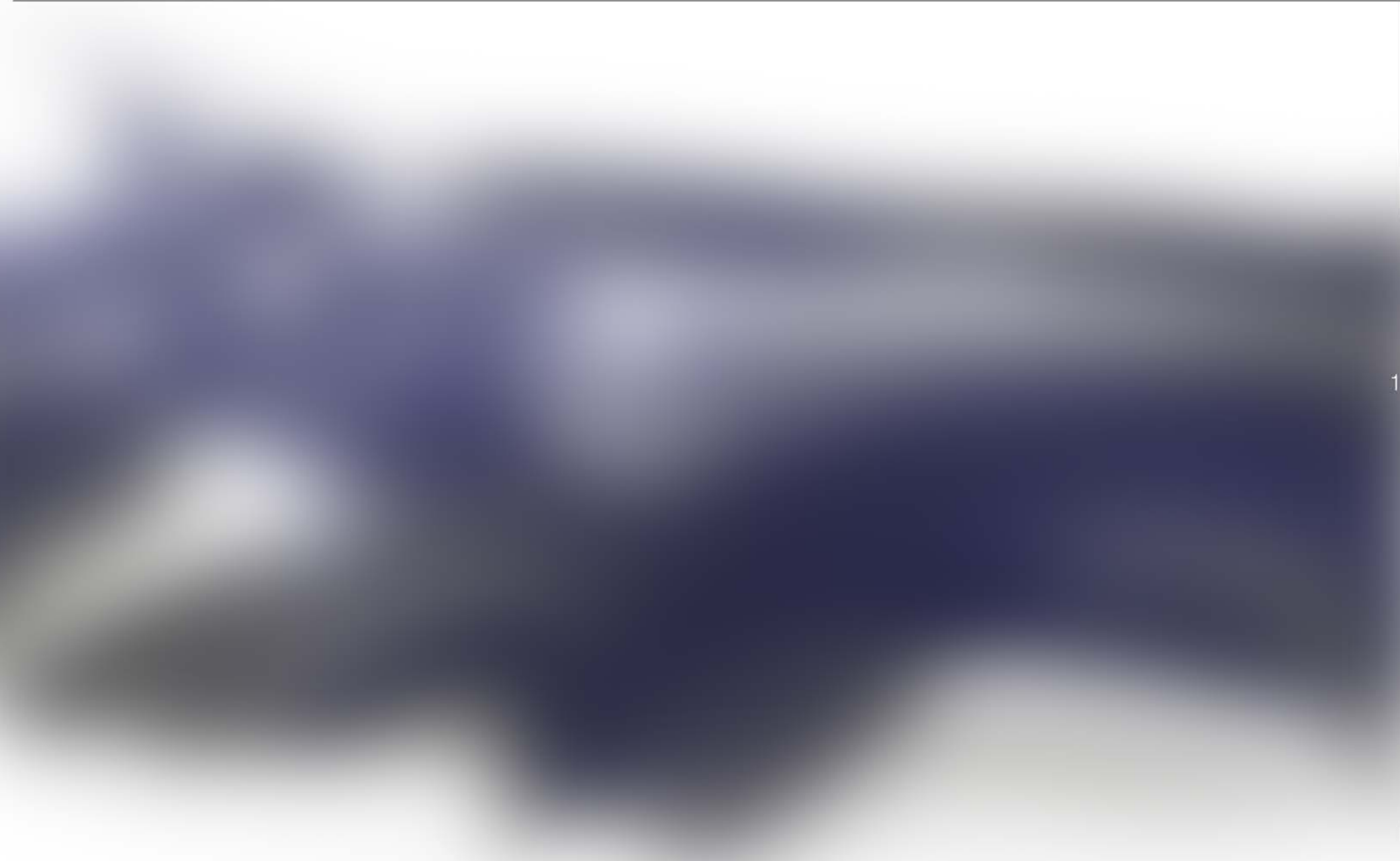


11

The tendered Bachelorthesis with the title "Interior concept S-Class" contains confidential informations and data of Daimler AG. Parts of the design of this Bachelorthesis may only recognized by first and second examiner and also entitled members of the audit commitee. Reproduction and publication is not permitted. Third parties have only access to the content with the explicit permission from author and company Daimler AG.

The focus of the design is on reduction and simplification of the concep, which also reflects in the design language. The lines of the shapes are elegant and dynamic at once. The contrast between tradition and modernism will be fullfilled by materiality and technology. The dashboard has sculptural lightness but is also functional realizable.

12





13

5th semester project

14

The smart myPet concept project is a unique collaboration between the Reutlingen university and the Umea university of design in sweden. Certified and decorated with the „Designed in Green Award“ (1st place) and the „Interior motives Award“ „best eco interior“ (last three) The concept was developed by interior and exterior design student teams (2 people). The task was: a concept for

„Inbetweener in megacities in 2030“.

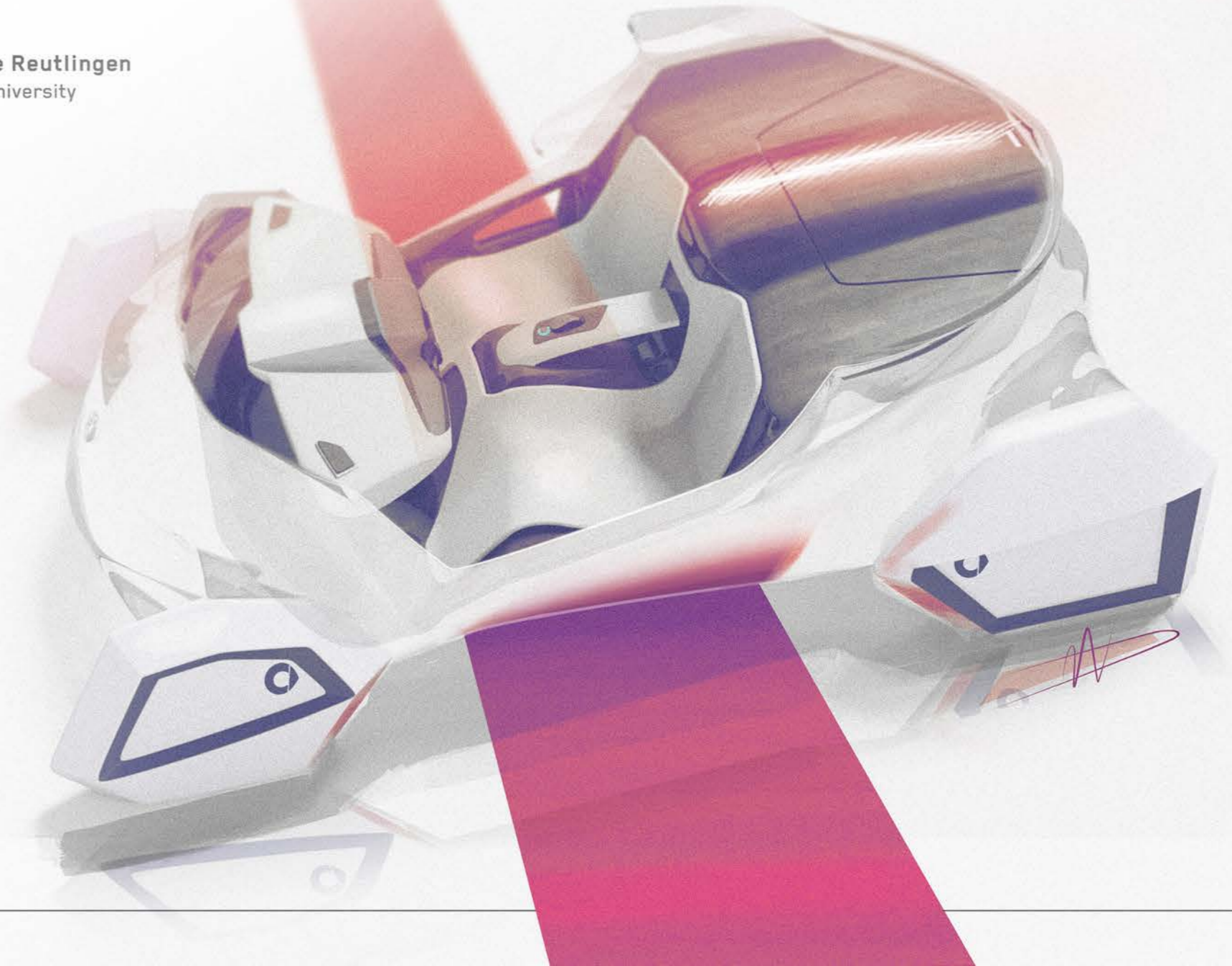
smart myPet

// Szenario

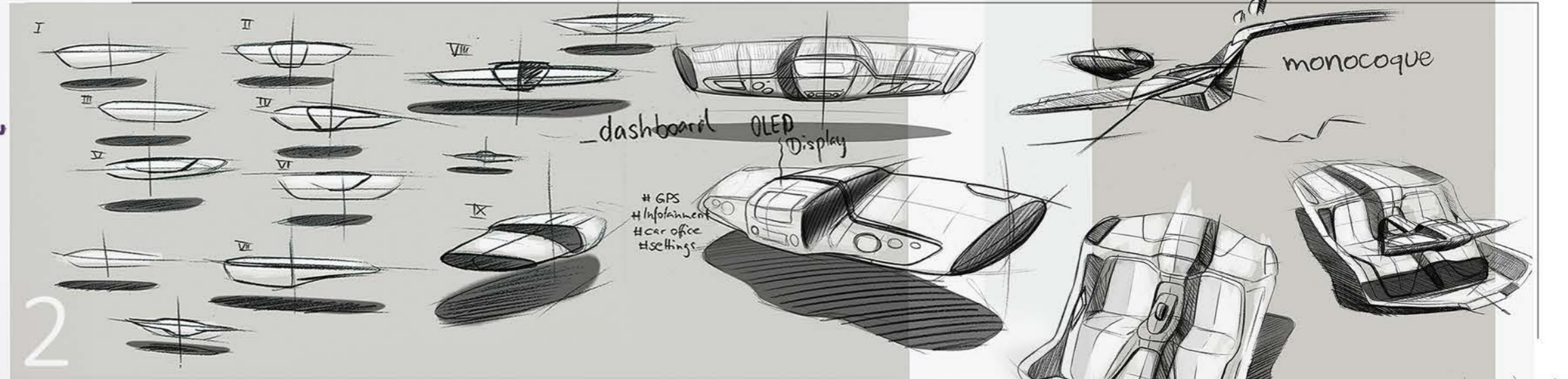
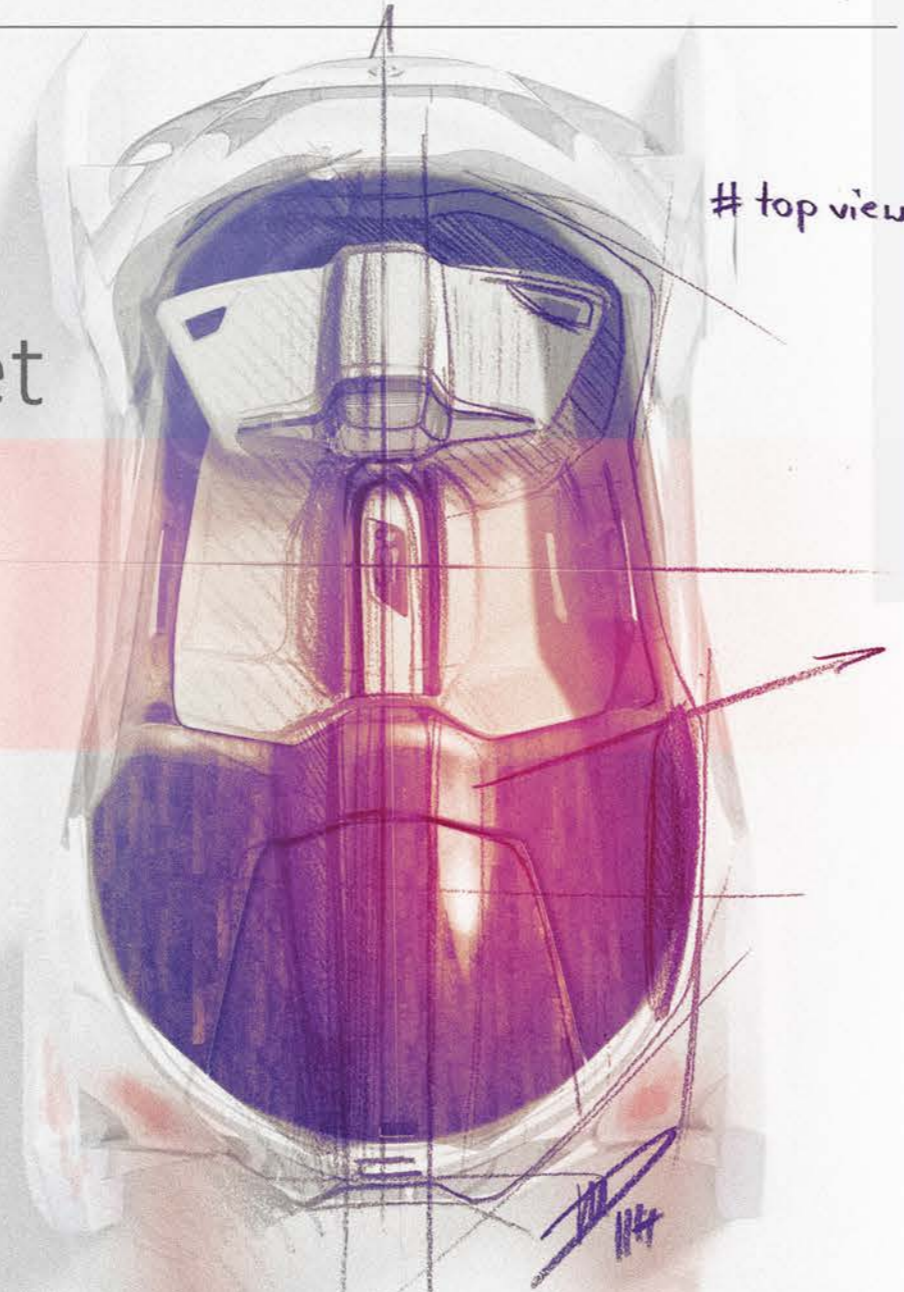


2031. There are over 8 billion people on earth. 59 % will live in the so called megacities. The mighty internet of things is everywhere. It is simply loud and confusing in these overcrowded places. The human brain is over-challenged, because of the overwhelming information streams. The smart myPet concept facilitates life in the megacities, by the use of an autonomous drive, a filtering information-system, a comfortable interior shelter and an adaptive, teachable intelligent technologies.

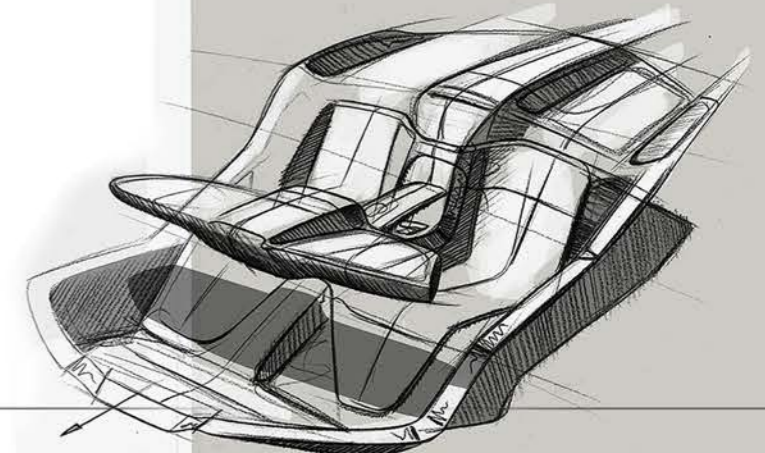
Hochschule Reutlingen
Reutlingen University



 smart myPet



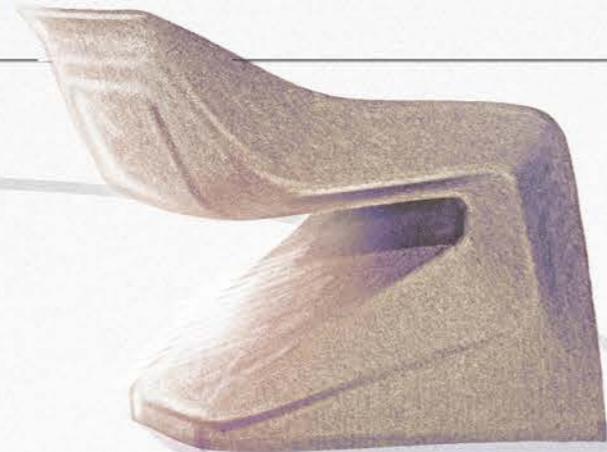
The interior with its flowing soft surfaces, gives a welcoming and comforting feeling. The surrounding monocoque is a shelter against the loud confucing influences from outside. As nobody has to drive, the seats within the symmetrical interior are directed towards each other, creating a stadium effect. Both occupans are in this way equal to use the car system, which includes a large 3D OLED Touchdisplay with the navigation system, car office, infotainment and the settings.



smart myPet



design



automotive
aesthetics

+

=



utility

create new material values
and impression.

 **BASF**
The Chemical Company

Within this project, the aim is to increase the value and impression of natural fibre materials. This is why the material BASF Acrodur natural fibre is used to create a monocoque. The pure water-based acrylate Acrodur is an environmental-friendly, one component system. The entire monocoque is a one part heat-pressed component.

This solution makes the interior really sustainable, easy to produce, light and simply neat.

Awards:

 **interiormotives**
designawards2014

Paris 2014
category: best eco interior
place: best of three


AUTOMOTIVE
DESIGN EVENT
2014
TORINO

Torino 2014
category: overall winner
place: 1st



 **smart myPet**

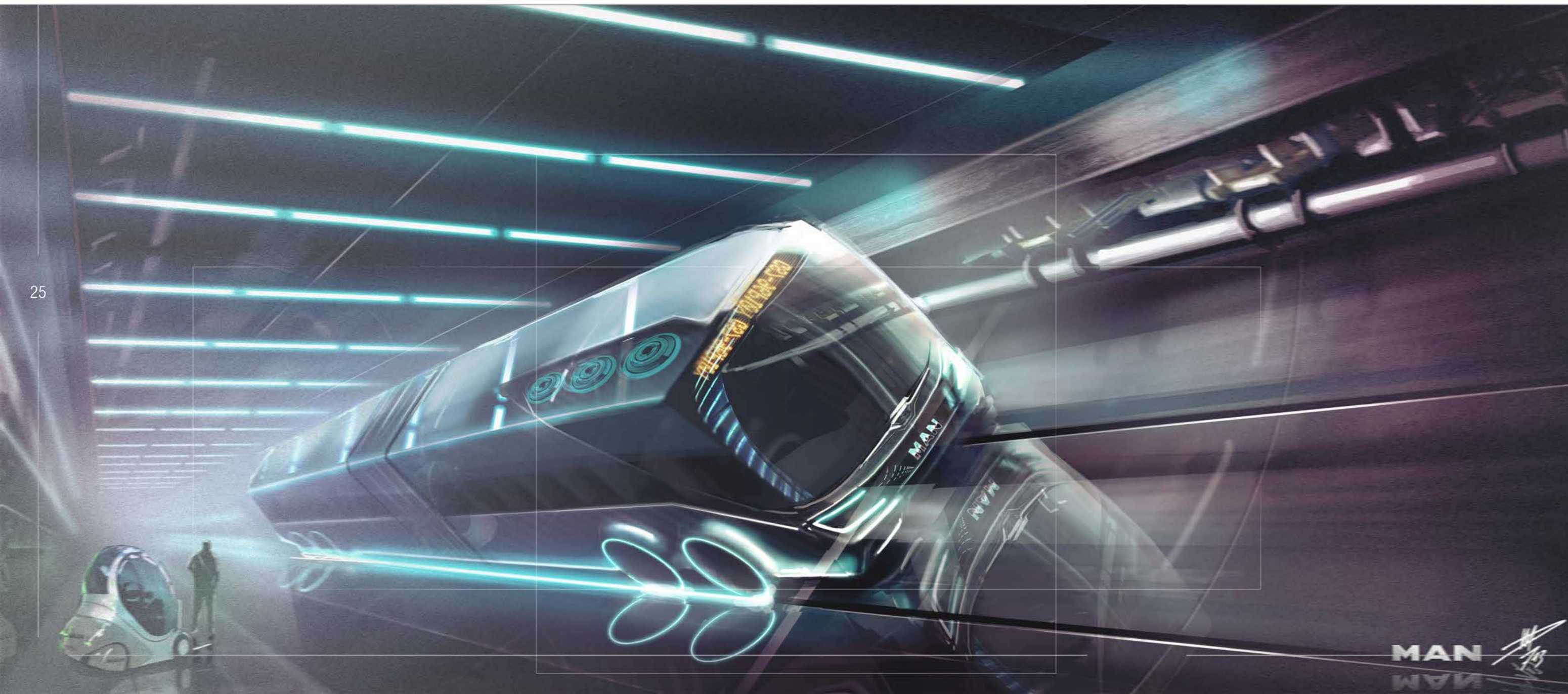
The interior has been reduced by merging single components to essence. These simplicity relieves the occupants and increase the comfort .





Internship

MAN Truck & Bus AG
Munich 2013

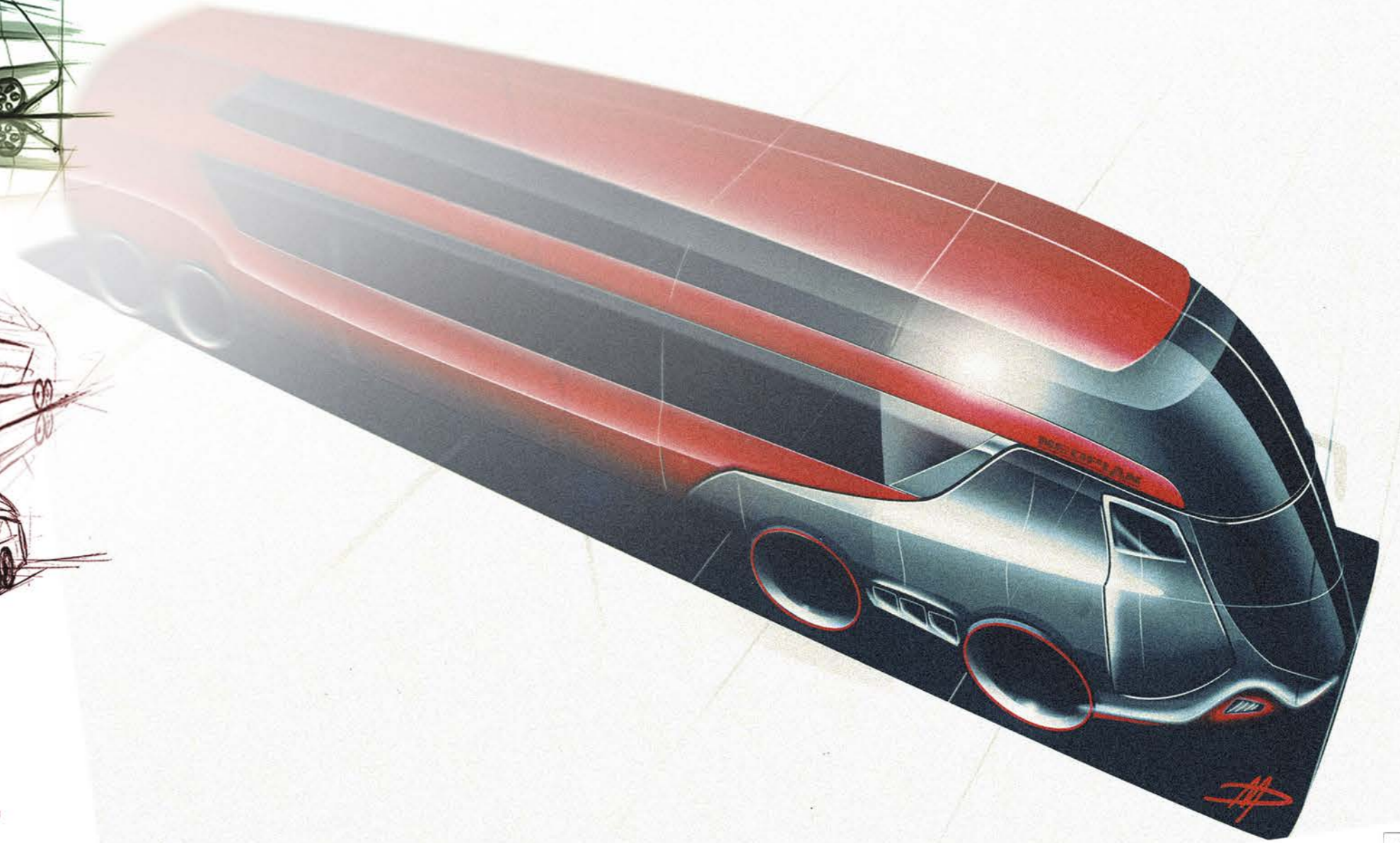
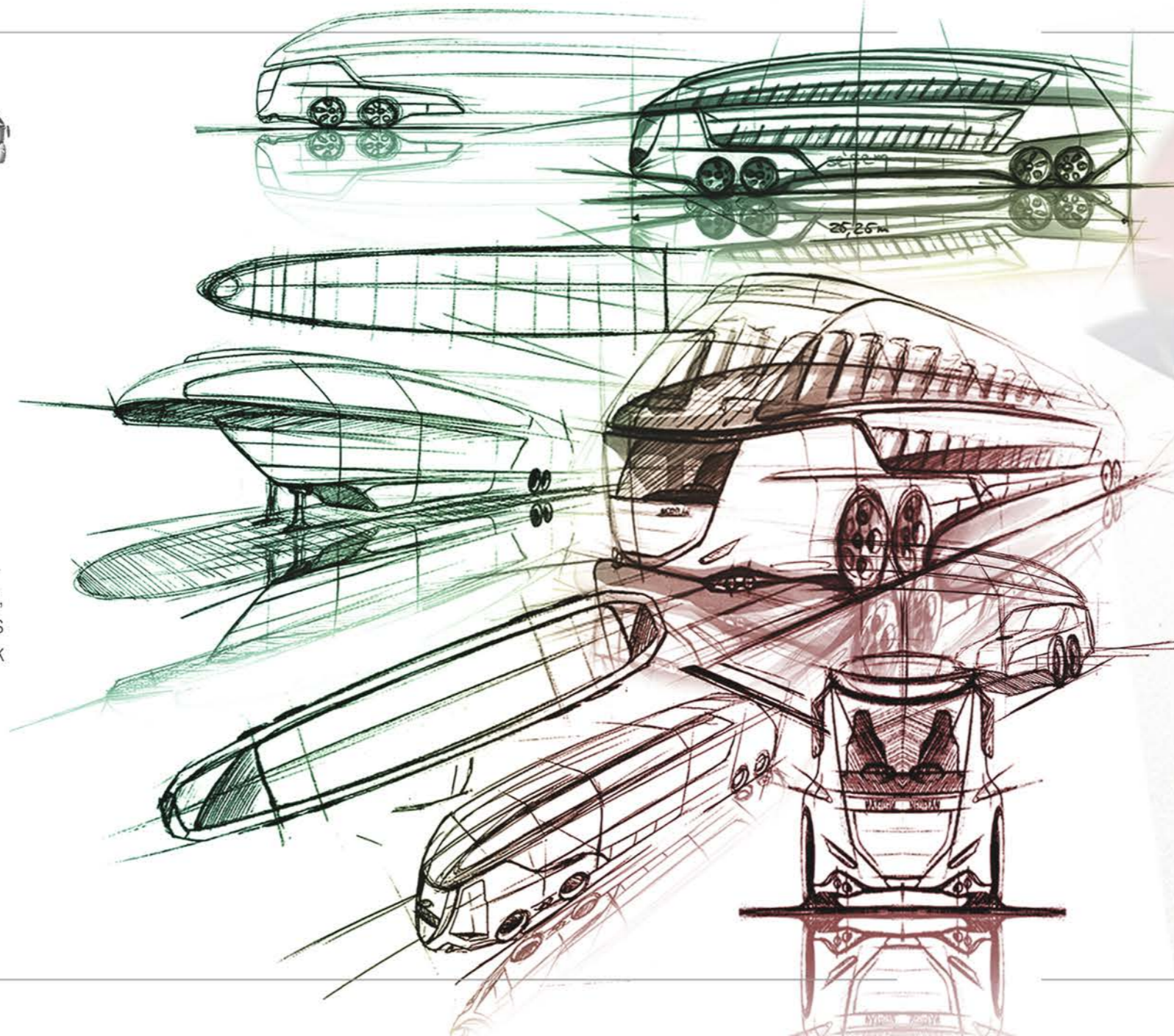
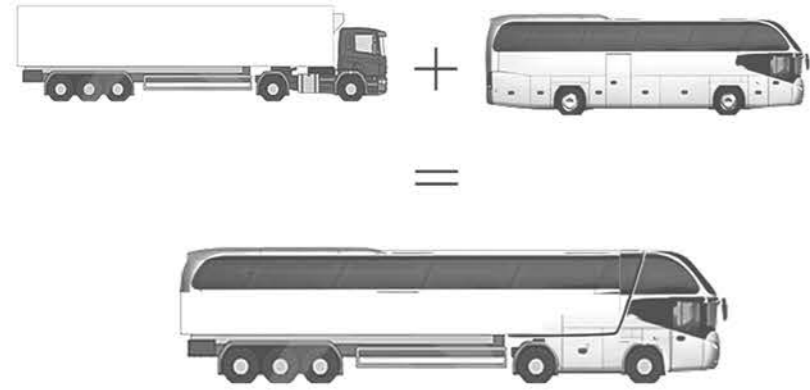


Internship March - September 2013

MAN Truck & Bus AG, Munich
Engineering Bus Styling

area of responsibility

work in daily business; own projects, researches, analysis
Autodesk Alias modeling
Adobe Photoshop sketching, rendering,
Marker sketching, rendering
participation in meetings and design relevant events



Exterior project: Neoplan Gigaliner 2026

The aim was to create a concept with a modular truck unit, which can convey goods in a trailer or carry passengers in a bus trailer. The focus was on the bus trailer. This was a two week project at the beginning of the internship.



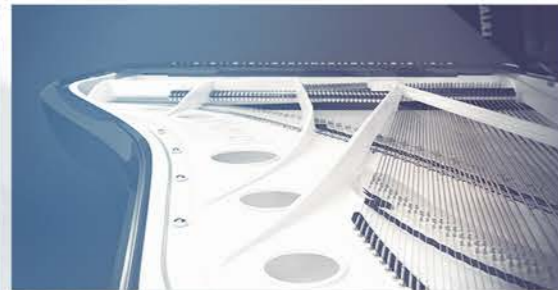
UBER

EVERYONE'S PRIVATE DRIVER™

The concept shows the interior of Ubers luxurious taxiservice. The HMI is passenger-driven and can be actuated by touch on the glass-surface. Contents and infotainment are directly projected on the windscreen HUD. Geometry is inspired by modern architecture. The design language and emphasis of the materials come from the Ying Yang philosophy. A balanced contrast between the Gloss of the glas and the matte leather are a key success factor.



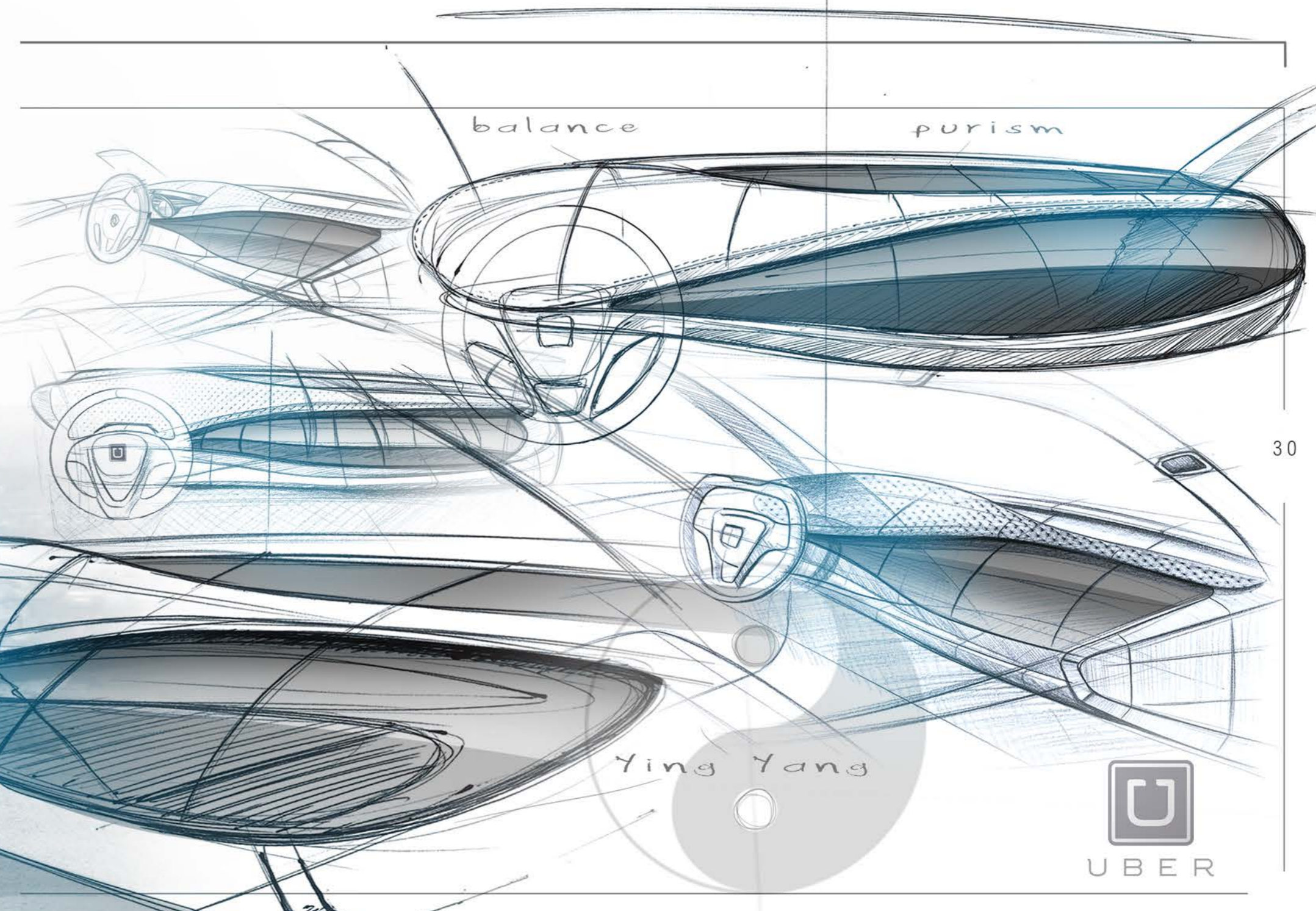
A.I.



CONTRAST



// Design Inspiration



// afterwork Project I Uber interior

U B E R
EVERYONE'S PRIVATE DRIVER™

31



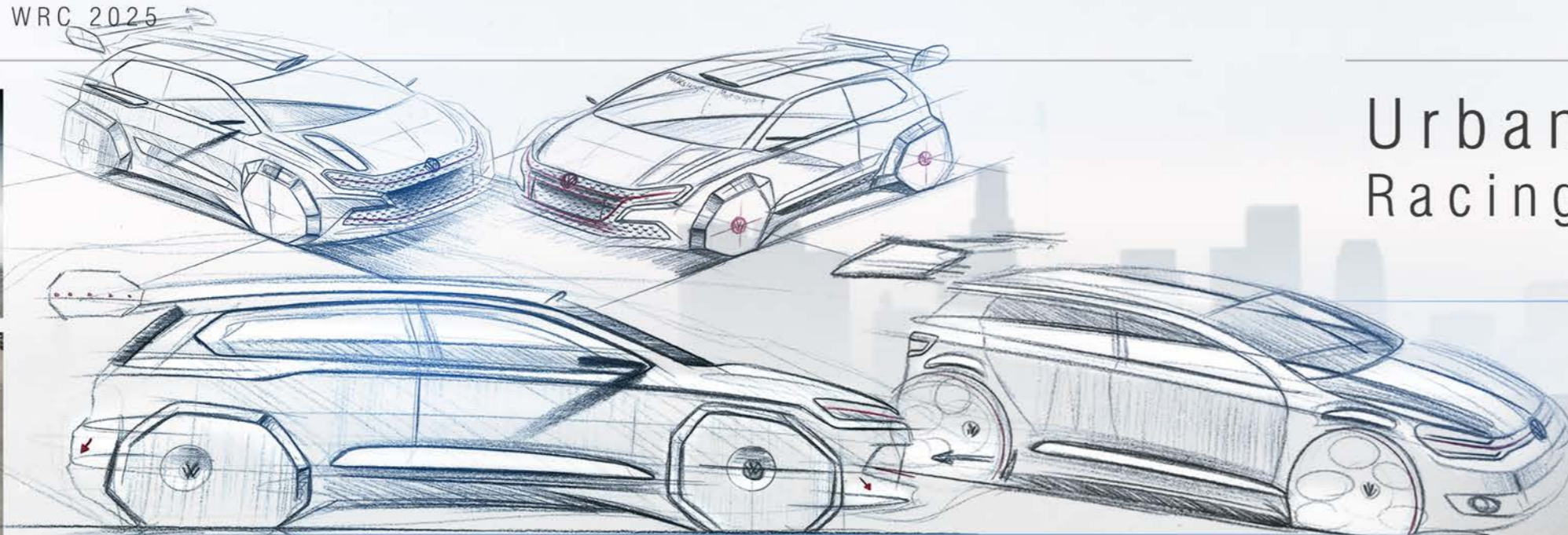
U B E R

The puristic architecture and the reduction of controls to one place increases the comfort and relieves the human. The interaction between human and machine will reach a new level.

32



/// 25/16



Simkom Design contest 2014; 5th Place
WRC Rally car for 2025.



2025 the most rally events are in abandoned suburban areas of megacities. The tracks are all on asphalted ground. The concept is about a compact Volkswagen WRC rally car based on the modulare transverse matrix, the MQB platform. The main feature are the covered wheels, which contains ultralight wheels and also wheelhub motors. With these components the system performance ascends to 316kw/430hp. Intelligent Laser headlights and a virtual co driver reliefs the cars weight and the burden of the racedriver.

Urban Racing



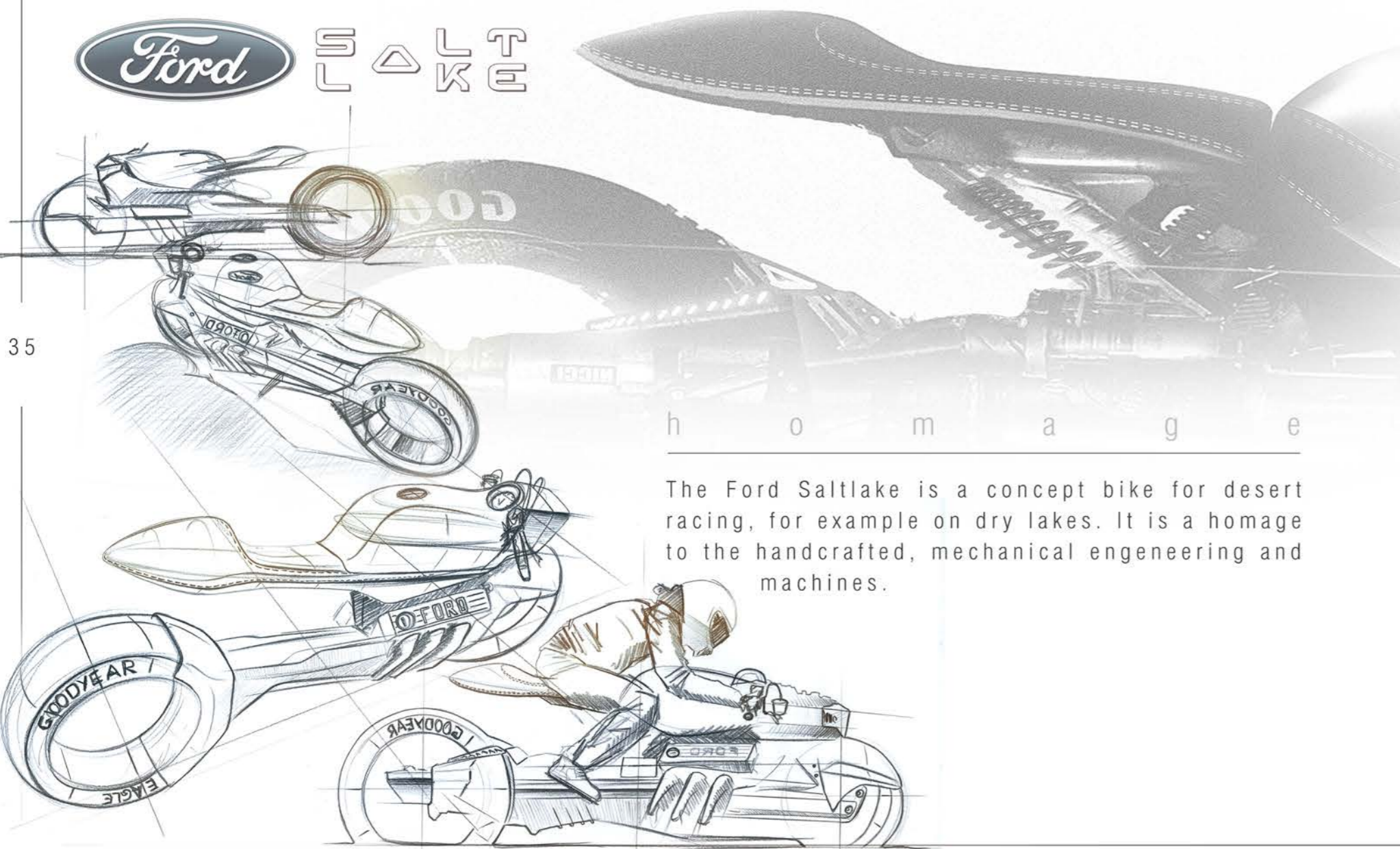
Wheel Hub motor

virtual co-pilot



// afterwork Project I Ford Saltlake homage

Ford S L A K E



h o m a g e

The Ford Saltlake is a concept bike for desert racing, for example on dry lakes. It is a homage to the handcrafted, mechanical engineering and machines.

homage to the handcraft

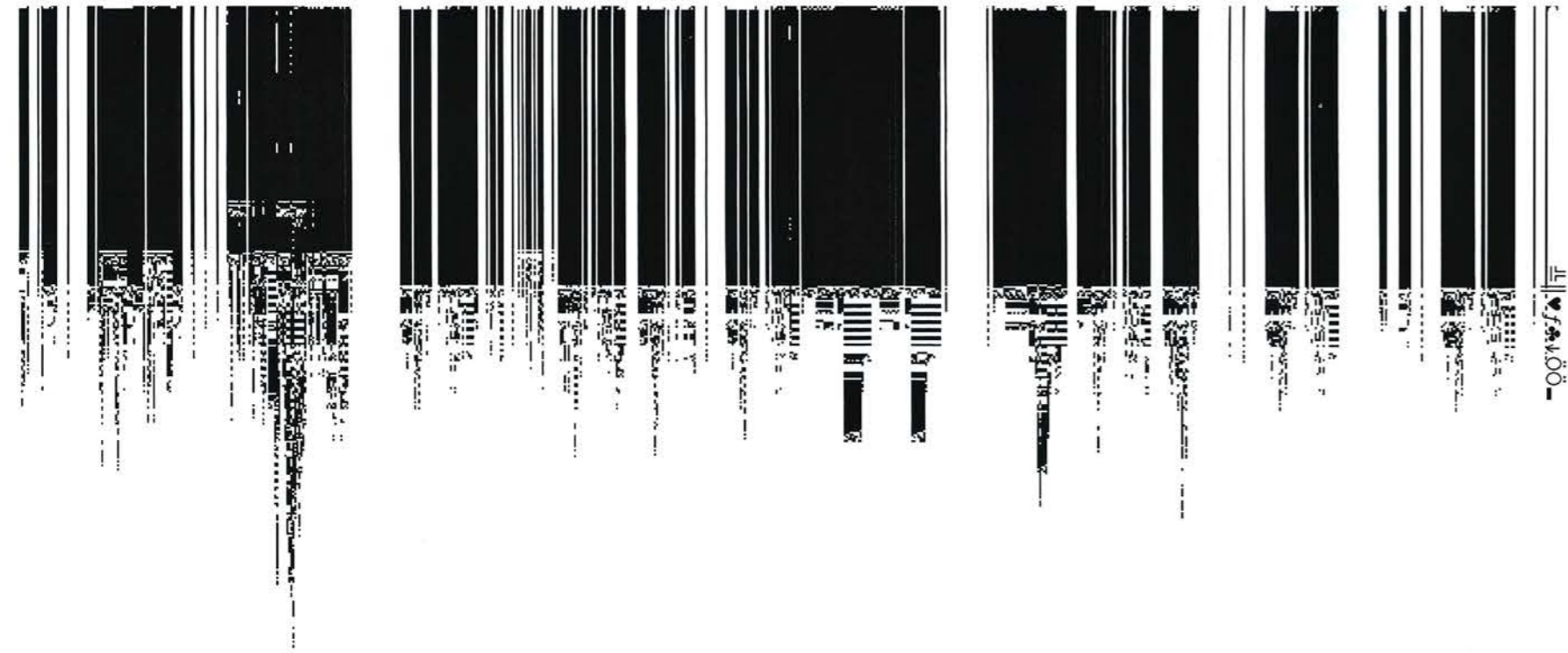


// Design Inspiration

S L A K E

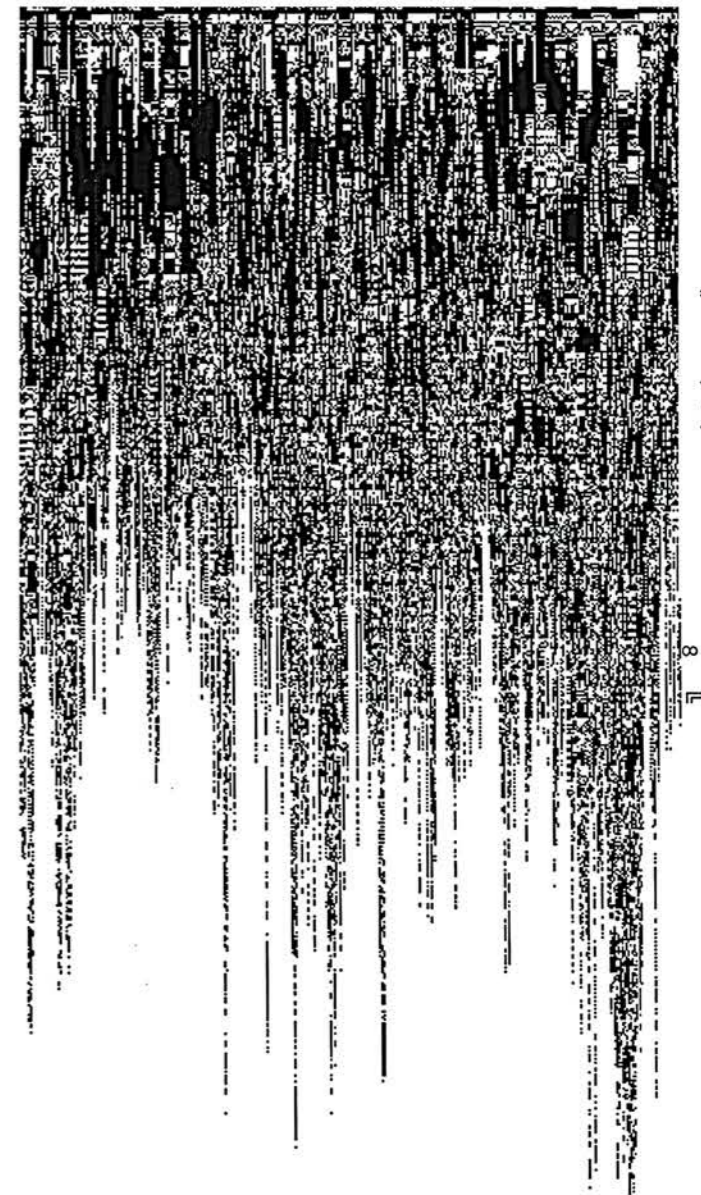
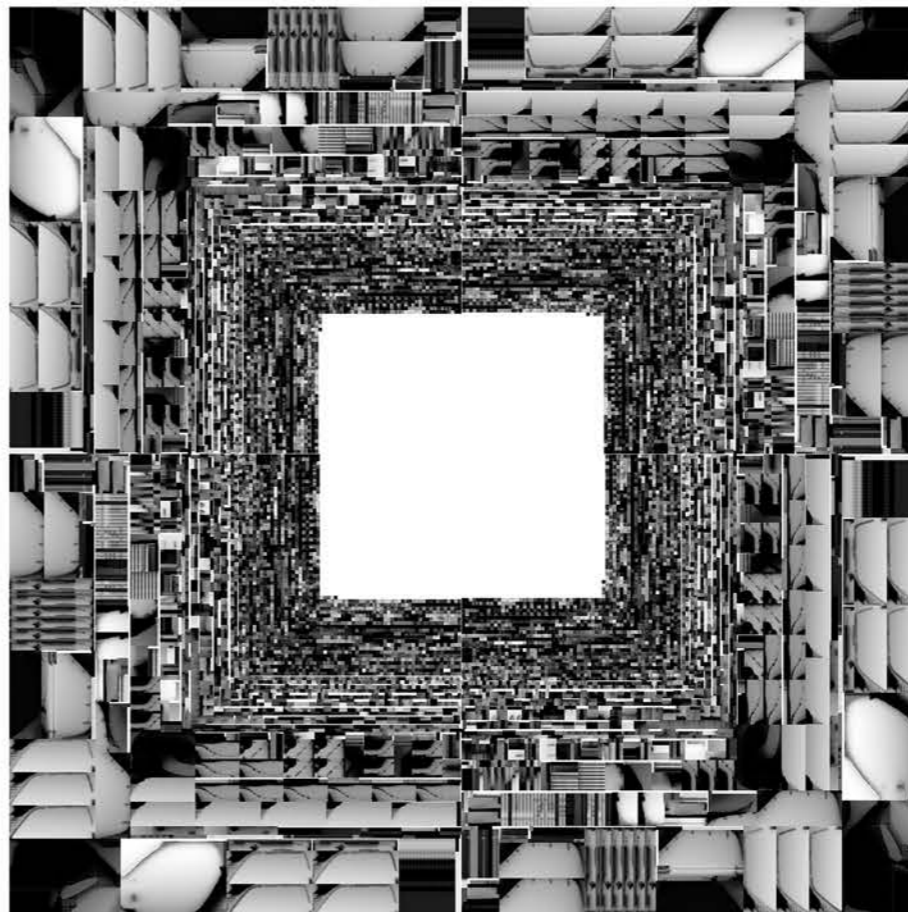


36



A[i]rt; artificial Intelligence = intelligent Art ?

These artworks deal with the issue „artificial intelligence“ and supposed to be thought-provoking in this context. They arose randomly in the machine or from recycled data sets. These artworks are just modified in composition/arrangement.



D o m i n i c S i m o n M a y e r

H e r m e l i n s t r a ß e 1 0
7 2 7 6 8 R e u t l i n g e n

+ 4 9 1 5 7 3 8 4 5 7 6 5 4
n i c c i . a r t s @ g m x . d e