

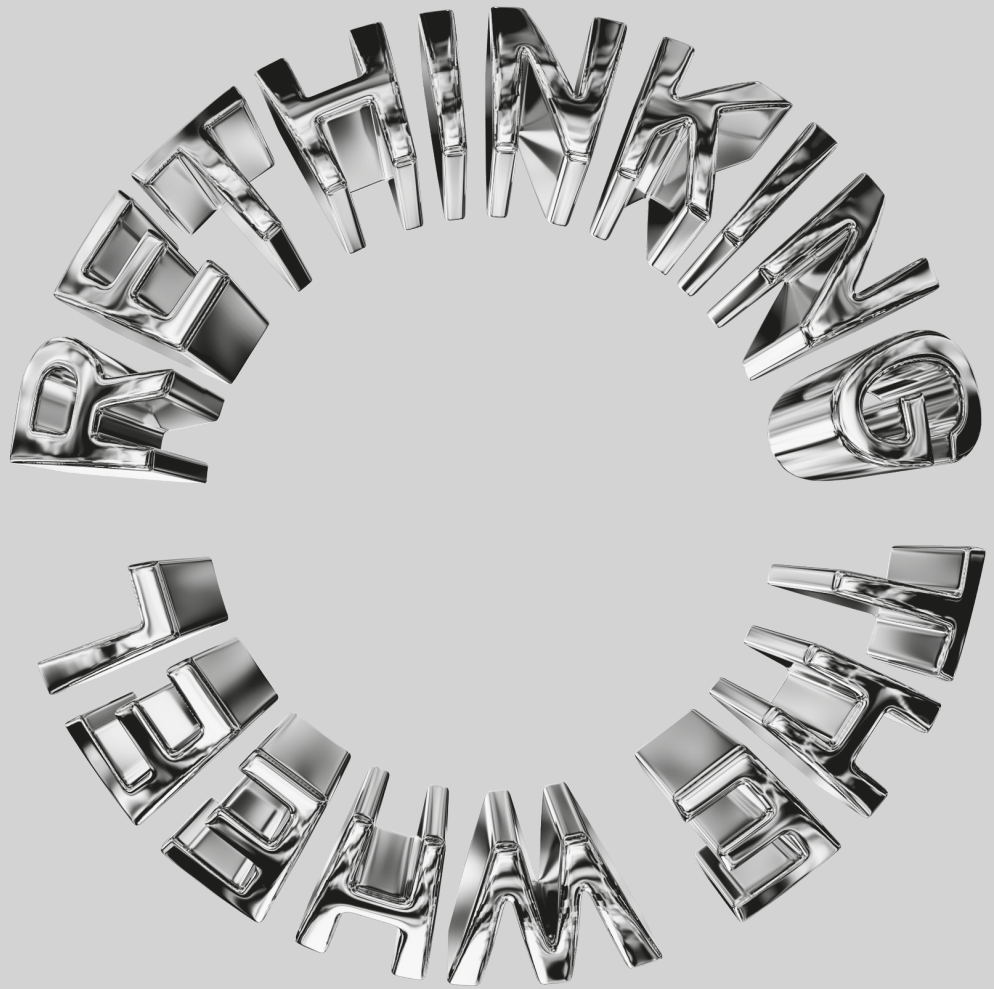
ECAL × MINI RETHINKING THE WHEEL

Will we be controlling our cars through voice recognition in future? With a soft toy? How about a pizza box? The digital transformation and electrification of cars has opened up a world of possibilities at the wheel.

MINI’s design team and ECAL/University of Art and Design Lausanne have collaborated closely on a sophisticated design study to develop unexpected ideas for the future of steering wheels. Under the direction of ECAL tutors Camille Blin and Christophe Guberan, Master students in Product Design have addressed the topic and come up with spectacular designs, developing, improving and ultimately achieving their vision in ongoing consultation with Christian Bauer, Head of Interior Design at MINI.

The result: nine innovative and surprising designs that question existing shapes and materials – and, as such, the way in which we might interact with our cars in the future – with a lot of creativity.

ecal.ch
mini.com



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1 OUTLINE Yoosung Kim

Self-driving cars will become increasingly common in the future. OUTLINE features a lightweight aluminum steering wheel that almost disappears in the car environment. Its fine shape enables you to interact physically with the car but in a very delicate manner, as you would with a digital device.

2 SCREW IT Danpeng Cai

As autonomous driving technology develops, steering wheels may become redundant. The driving experience could then be personalized by using ready-made objects as a steering wheel. By using a universal MINI adapter, customers can call on their creativity to open up new possibilities for customization.

3 HANG IN! Manuel Steffan

Self-driving cars will free us from the tediousness of driving and leave us only with joyful sensations. This steering wheel brings you closer to the road and offers a sensation of driving a car as if you were riding a horse.

4 MINI NYAN Tsubasa Koshide

MINI NYAN is a gentle monster to replace your everyday, impersonal steering wheel. Its flashy yet delicate synthetic fur offers the driver a gentler, cozier ride.

5 FLEXBOOST Beat Baumgartner

Thanks to a compliant mechanism that gives it flexibility, the FLEXBOOST steering wheel offers new sensations and enhances physical interaction with the engine. By spinning the steering wheel, the shape provides haptic feedback to the user while driving.

6 RE-WHEEL Antoine Jacquat

Focusing on recycling, RE-WHEEL is designed to be disassembled at the end of its lifecycle. The steering wheel is made out of reclaimed car rubber and cast aluminum and can therefore be taken apart easily. However, no compromise has been made on the driving experience, since this steering wheel has very good ergonomics and provides a pleasant grip for dynamic driving sessions.

7 FLAX Carolyn Schelkle

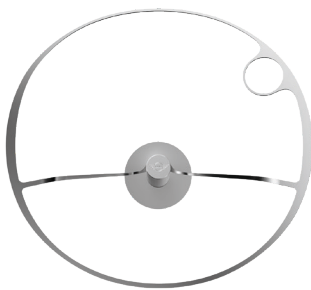
Although cars are becoming increasingly electric-powered, they still tend to be made out of metal and plastic. Using a sustainable approach, FLAX questions what steering wheels are usually made of and focuses on a new, lightweight material: flax.

8 YOUR MINI Giacomo De Paoli

In the future, steering wheels in self-driving cars may not require any physical interaction. YOUR MINI enables you to drive your car thanks to voice control technology, becoming an additional passenger in the car that can help you plan your trip. You can even share a conversation or talk about your feelings with it. Thanks to its voice and visual language on the screen, it offers a new driving experience.

9 RIDE Borja Suqué

In a future in which driving would be more related to pleasure, RIDE focuses on leisure by offering an augmented experience with a dynamic steering wheel shape. Inspired by professional bicycle typology, RIDE offers multiple possibilities for a more relaxed or sporty driving posture.



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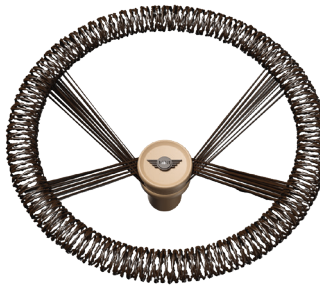
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