



THE VESSEL is the prototype
concept car. It is a car, not a boat,
described as a "dream" because
it incorporates many of the
features of the future look. It
is larger for longer wheel base
and will be more personal.
It will be really suitable for use
in urban areas. The car
belongs to me, those that
believe in a better design
derived from a human
form. This is a prototype
concept car as a car
to a clear commercial
vehicle feature. While
they are part of the design
of a "vehicle" car, and
indeed the glider is
the only one that
Finally, the individual
innovative ideas, which
was done it took to be
not yet been designed
and high precision,
public space, Chile

*The flying beauty of
the everyday life*

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the everyday life*







SPHERES
 Perspectives in Precision & Poetry for BMW

To all began with the request from BMW to develop a personal, contemporary interpretation of the BMW Design philosophy "Precision & Poetry". These two adjectives served as a starting point, a starting point of images and thoughts. It was soon clear to me that I didn't want to create a simple object but rather do a study of a conceptual vehicle - by way of expressing my exploration of the topic future mobility.

The most important thing seemed to me to illustrate the central message precisely. On the one hand, the BMW brand, its history and its future, and on the other the future-oriented design of the world that surrounds the vehicle. This gave rise to four conceptual elements.

THE SPHERE is the environment in which the vehicle moves. Future roads will effectively direct to expedite the beneficial connections in a contemporary way experience them in today's communication world like a three-dimensional "Facebook" where encounters of a business or private nature become real.

THE DRILL is the hole. A hole, a settlement, a town, a sanctuary. Its design is shaped by the unique personal needs. Our future home will become much smaller, we will do less there, but what we do will be more concentrated and comprehensive.

THE VESSEL is not meant to move around, an abstract idea that defies classification because it's a hybrid of an airplane, a boat and an automobile - with just one wheel. Based on the idea of a BMW from the "Electric" series as a BMW flying automobile solution. A conceptual form was created that manifests elegance and the streamlined shape associated with gliding movement.

THE COUCH becomes a place of encounter as only through autonomous driving do you create freedom in designing the interior. The front seats and cockpit are omitted, occupants look out through a panoramic window which provides a new kind of view. Travel is not only about reaching efficiently from A to B, travel time itself is to be regarded as something valuable, as the true luxury.

In effect the time that I have spent on this project and this exhibition has been hard for my soul and for that I would like to thank BMW most sincerely."

Alfred Hübner, designer

