

Working title:

mobility

Concept

A wide ranging study into the needs & wants of city transport in the year 2027.

Location

Centred on the Research Associate scheme run by the Helen Hamlyn Research Centre, but using the departmental structure of the Royal College of Art. Capoco Design will act as the industrial partner covering both the aspect of the co-funding, but as importantly, supporting the program with research and database inputs.

People

The development of the brief and the selection of the graduate will be handled by the group including Jeremy Myerson at HHRC and Alan Ponsford (mech eng @ IC) at Capoco. Capoco will endeavour to develop some external sources of future transport planning from bodies such as Transport for London, UITP, etc.

Louise Chiu will channel this work at Capoco. Louise is a graduate of Brunel University in Manufacturing Engineering with Management & Business Studies. She is primarily working at Capoco on our Chinese design projects; work that is assisted by her fluency in English, Cantonese and Mandarin. Louise is from Hong Kong, but did her secondary schooling and degree in the UK. Louise is conveniently London based.

Martin Hayes of Automotive PR will head the liaison role with the outside world for the project. This will cover the launch and final show, plus any interim coverage as agreed.

Content

The study is to research the whole aspect of city transport in the year 2027. This is the transport of persons, plus immediate possessions, not the transport of goods. This will review both personal (private) and collective (public) transport. The scope is terrifyingly broad. Within this timescale, it is considered that a number of powerful influences will come into play. These will include the demographic aspects, civil responsibility, environmental pressures plus the changes in electronic and the built environments.

This content is required from both art and science. The work should be Total Design in that it avoids the car industry ludicrous split of the 'design' and 'engineering' functions. In that light, the technical input is not negligible so the current IDE department has its attractions. Imperial's deep technical prowess - if not breadth of discipline - might be a useful resource for this multi-disciplinary study.

Output

The project is required to have relatively 'hard' output, in a medium yet to be decided. This may be backed up by research papers etc, but should not be centred on such work. Whilst it is unlikely that any full scale modelling is covered, the visual work can use a range of virtual environments to allow full exposure to all interested parties. These are likely to include naturally HHRC/RCA and Capoco plus transport authorities, colleges, industrial bodies plus a range of press and trade publications.

IPR

It is planned that the output is presented generally in a public, open manner, rather than a private, closed one. There may be exclusions from this condition if particularly relevant ideas are developed. Nevertheless, it is planned that the IPR is controlled however within the various rights of the graduate, HHRC and Capoco.