

The car has become an article of dress without which we feel uncertain, unclad, and incomplete.

Marshall McLuhan



There are those who drive cars and those who design them. More than a century has passed since Henry Ford created his first automobile. Nowadays building a car is no longer the prerogative of a happy few. Many people in many countries know how to build a car.

Also, a vehicle is no longer simply a means of transportation; rather it reflects more often than not a driver's personality.

The early 20th Century scenario has changed. Problems related to mobility, traffic, pollution and safety should not be considered separate from the world of design. The vision of a car as an object of desire, representing a lifestyle, a concentration of performance and beauty, is naive, while the concept of transportation has evolved remarkably in recent years. Many means of transportation (collective vehicles, motorbikes, entertainment vehicles, sailing, etc.) have reached a mature phase as far as design is concerned and offer interesting development margins.

Few things seem to excite car designers more than the concept cars they wheel out at international motor shows. Each year gleaming displays of futuristic styling grace the circuit, revealing ever sleeker lines and tantalising technology that promises to do away with the car's deadly addiction to carbon-based fuel. Sadly for environmentalists and futurists alike, these cars rarely go into production. Let's be blunt: design sells cars. After all, how many of us really understand the complex machinery of the engine under the hood? When we shop for a car (I love those days!), before getting into technical detail we try to choose the model befitting our needs and personality. There's a macho and cliché assumption about car design in most people's minds, but any woman prepared to brave the boys-and-toys culture is just as likely to be given a warm welcome into the industry as a man. If you want to learn how to become a car designer, you will need more than talent at drawing pictures. Car design is actually one of the most difficult design careers to break into. There are many things you need to know before you attempt to become a car designer. If you dream of someday shaping cars (even after all your sketch pads have been confiscated!), the most common path would be to apply to an institution at which you could learn Industrial Design as part of a rigorous and demanding academic program.

We wish you the best of luck in your pursuit.

Editor-in-Chief

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