

The shape of things to come



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A Design
And Innovation
Company

We have a unique holistic approach to design and innovation, which combines in-depth experience and up to date intelligence about people, markets and businesses.

We have the ability to forecast and interpret the vital implications of behaviours and to work out future scenarios to give our clients the confidence and reassurance that they are making the right decisions.

We are skilled in exploiting ideas that create real value and always strive to move clients forward creatively.

We are not just visionary thinkers, but future 'doers'.

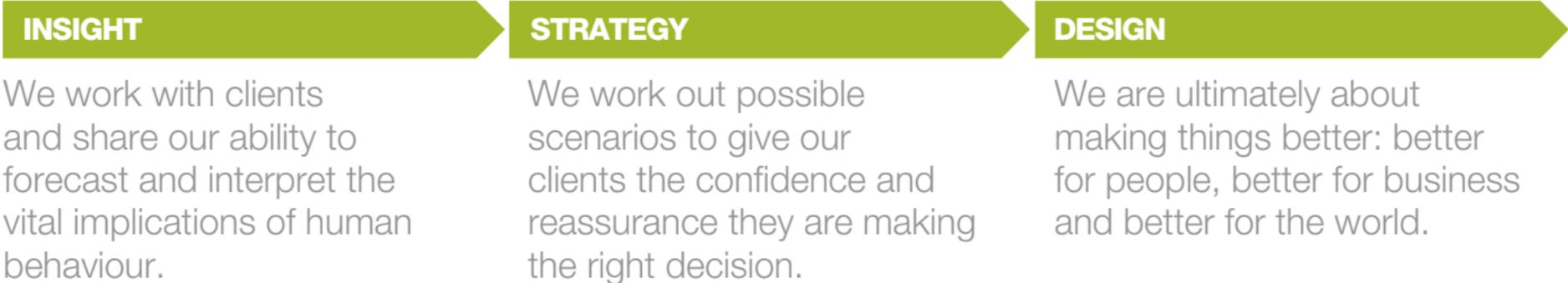
Everyone will talk about their unique approach and their TM process revealing deeper insights. We have a rigorous and creative approach but that's not really important, there's people who *talk* about

innovation and development and then there's people who do it, deliver it and help clients profit from it. There's not many people who fall into the latter category, we are one of them.

We are ultimately about making things better: better for people, better for business and better for the world.

Design Innovation
Transport Design
Product Design
3D Structural Design
2D Graphic Design

What We Do



Optimistic Futurism

We can do almost anything we can imagine now, if we put our minds to it.

So now it's no longer down to what we can do – it's about what we should do. And that takes more than just imagination, it takes wisdom.

History tells us that before great business can happen, it first has to be a Mission. And a Mission starts with a Dream. As designers, we potentially hold enormous power. And with it comes responsibility.

We wield it imaginatively, wisely and optimistically.

The secret of the 'next big thing' isn't lurking inside the 'consumers' head, waiting to be liberated by some wellpaid focus group. It's inside the heads of the dreamers, the futurists, the Utopians.

And sometimes we get despondent and knocked-back by the beancounters who tell us we're wrong and that the 'consumer' is always right. Or by the supply chain who say it can't be done. Or by the MD who can't see further than his

own Excel spreadsheet. But the difference is that we're the ones with the imagination to see beyond what things are, which is why we applied for art college in the first place, rather than accountancy or law.

VIRGIN GALACTIC 'A NEW ERA IN THE HISTORY OF MANKIND.'

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VIRGIN GALACTIC

The interior of the Virgin Galactic Spaceship, designed by Seymourpowell, ensures the most exhilarating zero gravity experience possible for the tourist-astronauts, so that the seats allow maximum space for the astronauts to float around in when they 'submarine' and release the astronauts at the critical moment.

There are also fifteen windows in total in the craft, including floor windows for the best possible views of the earth (with metal frames to hold onto when the astronauts float around the cabin).

The journey onboard the Virgin Galactic will begin on a runway (rather than a launch pad, as with a conventional rocket). The craft will be carried underneath a mother ship

to almost 10 miles above sea level, before the countdown begins and the craft is released from the mother ship, accelerating passengers at 4G to a speed faster than a bullet. The spaceship will come back into the earth's atmosphere in a shuttlecock formation with unique 'feathering' wings and, at around 50,000 feet, will return to a glider-like configuration for the spaceport landing.

AIRCRISE 'A CLIPPER IN THE CLOUDS...'

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AIRCUISE

A giant, vertical zeppelin, lifted and powered by hydrogen and carrying travellers serenely amongst the clouds, is the latest visionary transportation concept from design consultancy Seymourpowell.

Already well-established in transport design through its large-scale projects for Midland Mainline and Bell Helicopters, Seymourpowell is also the group behind the world's first hydrogen fuel cell bike, ENV, developed for Intelligent Energy. And like ENV, Aircruise is another example of the group's method of working back from the future – conceiving ideas for products, behaviours and desires that could be and developing them here and now.

The airship's unique vertical structure is akin to a hotel in the sky, with the low passenger density and huge internal spaces offering room for living, dining and relaxing, as well as scope for dramatic and inspirational public spaces. The latest design concepts include a bar/lounge zone, four duplex apartments, a penthouse and five smaller apartments.

The developed world moves ever faster. Global communication is near-instantaneous, entertainment is delivered 'on-demand' and swift, cheap air travel has rendered the far-flung and exotic readily accessible. The future, it seems, compresses both time and space.

Seymourpowell's Aircruise is an alternative take on the future, predicated perhaps on the notion that 'slow is the new fast'. It questions whether the future of upper class travel should be based around space-constrained metal tubes powered by resource-hungry, polluting jet engines. A more serene transport experience will appeal to people looking

for a more reflective journey, where the experience of travel itself is more important than getting quickly from origin to destination.

In fact, when considering ideas of the future, the paradigm is almost always one of 'smaller and faster'; it is hard to imagine an innovation for which the description 'larger and slower'

could be seen as a selling point. Yet that is precisely what defines Seymourpowell's grand, romantic, futuristic vision of luxury travel, the Aircruise – a giant, elegant and dignified airship offering passengers not a frenetic, supersonic zip from city A to city B, but a gentle cruise amongst the clouds, gliding over beauty spots of the world.

ERA CONSORTIUM: HIGH SPEED INTERCITY

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ERA CONSORTIUM

Seymourpowell were design consultants for the ERA consortium's bid to win the Intercity express programme. The consortium consisted of Bombardier, Siemens, Angel Trains and Babcock and Brown. The bid was to design all new high speed trains for the British network, replacing the aging HST fleet.

Seymourpowell provided the concept design and development of all aspects of the new vehicles, including exterior design and livery options as well as the drivers cab, environment and desk system. The designs considered Intercity, interurban and commuter variants using modular furnishings.

Seymourpowell delivered 3D CAD models of all areas together with full CMF schedule of

finishes for 3 colour schemes, both standard and first class. Similarly, Seymourpowell designed the all new bar and retail concept, and new toilet designs.

The final output involved producing super real animations, of both exterior and interior of the vehicles. Using specially created HDRI environments our digital team were able to show the vehicles operating on their

proposed route and station environments. Motion tracking software was used on the interior shots to show the environment from a realistic passenger viewpoint.



LUFTHANSA

Seymourpowell completed a multi-media communications project for Lufthansa Technik, aimed at communicating a whole new approach to creating bespoke aircraft interiors for the luxury market.

Lufthansa Technik decided to innovate and differentiate, together with Seymourpowell, to create a new way of approaching bespoke interiors.

Solution U combines engineering and creative design in an intelligent way: a fully-integrated process with every aspect of customer modification projects developed in unison. The emotional, visual and style aspects are developed with constant reference to engineering requirements and

opportunities. At every design stage the complex realities of operations, systems, weights and certification was checked, successfully fusing aeronautical and emotional engineering.

THE WORLD'S FIRST PURPOSE DESIGNED FUEL CELL MOTORBIKE

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INTELLIGENT ENERGY ENV BIKE

International power systems company Intelligent Energy had world-class hydrogen fuel cell technology, but the world was slow to grasp its potential. The technology needed a compelling application to engage mass-market customers globally, and to embody their technology in a real product.

Seymourpowell's solution was ENV: the world's first purpose-built hydrogen fuel cell motorcycle. Almost silent, sleekly elegant and emitting only pure water vapour, the new machine delivered a whole new paradigm in consumer transportation.

It is based around the 'Core', which is completely detachable from the bike – a radically compact and efficient fuel cell, capable of powering anything from a motorbike to a small domestic property. The concept was designed, engineered and built, from the ground up, by our team.

RICHARD SEYMOUR

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RICHARD SEYMOUR

Director

As one of Britain's best-known and most accomplished designers, Richard Seymour has a career spanning more than 30 years and a huge range of creative disciplines. In this time he has become a global champion for design, picking up numerous awards along the way, including the D&AD President's Award for Outstanding Contribution to Design.

Initially trained as a graphic designer and illustrator, Richard moved through advertising

and film production design before launching Seymourpowell with Dick Powell in 1984. Richard is now also consultant global creative director of design to Unilever's Dove, Axe (Lynx) and Vaseline brands, a trustee of the Design Museum in London and a past president of D&AD.

When he isn't designing them (or falling off them), Richard enjoys riding motorcycles. He's also a cellist and a keen supporter of Early English Music.

Richard holds an Honorary Doctorate from the College for Creative Studies in Detroit, an Honorary Masters from the Surrey Institute and is also a senior fellow of the Royal College of Art.

NICK TALBOT

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NICK TALBOT

Design Director

Since joining Seymourpowell in 1994, Nick has developed our presence in transportation design, notably heading up the largest industrial design project we have ever undertaken – the £3m interior and exterior development of Midland Mainline / Bombardier’s Meridian class 222 trains. On a more stellar note, he also worked on the interiors of the world’s first private spaceship, to be launched by Virgin Galactic.

Nick became a director at the group in 1999 and has been responsible for other major projects with clients such as Jaguar, Ford, Honda, Bell Helicopters, British Airways, Virgin Atlantic and Lufthansa Technik.

Most recently, Nick has been involved in the ENV project which created the world’s first hydrogen-fuelled motorcycle.

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