



GM LiveDesignStudio Paris'04 Case Study

Protoscar has been again involved by General Motors to organize and perform the LiveDesignStudio at the "GM Forum", during the whole period of the "Mondiale 2004" in Paris. With the help of ex-students and students of the French Strate College, visitors of the Motorshow were invited to make a direct live experience in hand-sketching, computer-sketching and clay modeling. The "GM Forum" always has been very crowded by interested people who wanted to know more about the fantastic and emotional world of car design. Visitors therefore could interact with our designers and express their creativity. LiveDesignStudio activities are offered by Protoscar since several years and have been performed on over 10 motorshows worldwide. The real-time visualisation of new car designs, advanced concepts and futuristic functionalities is very powerful, immediately and universally understandable (unlike written specifications!). Protoscar also develops LiveDesignStudio activities for several clients: for supporting clinics, internal presentations or workshops, etc. For the first time, in 2003 a LiveDesignStudio was performed on behalf of a national car importer and helped to explain the design features of a new car model to the dealers, resulting in a really spectacular show.

Protoscar

3D DIGITAL SOLUTIONS



Top view of the GM Forum



On left side: Martin Danzer Protoscar Key Account Manager with press days visitors



Hand-sketching area



Hand-sketching area



Hand-sketching area



Great public success



Computer design and digital sketching area



Clay modelling area, children are involved into the activities, too



Clay modelling on the new Opel Astra GTC model



3D rendering sample delivered to the visitors at the motorshow