

ruddiculous 5



THE FUTURE

You can't be afraid to imagine the possibilities that the future holds. Comfortable or not, change is coming so try your best to get ahead of the change and have design ready waiting for it.



CONTROL



CONCEPT
INSPIRATION



Our minds are capable of an entire spectrum of wave activity. From coma-like sleep to fully alert awareness our brain produces a magnetic field frequency that corresponds with our level of consciousness...similar to the rpm's of an engine...

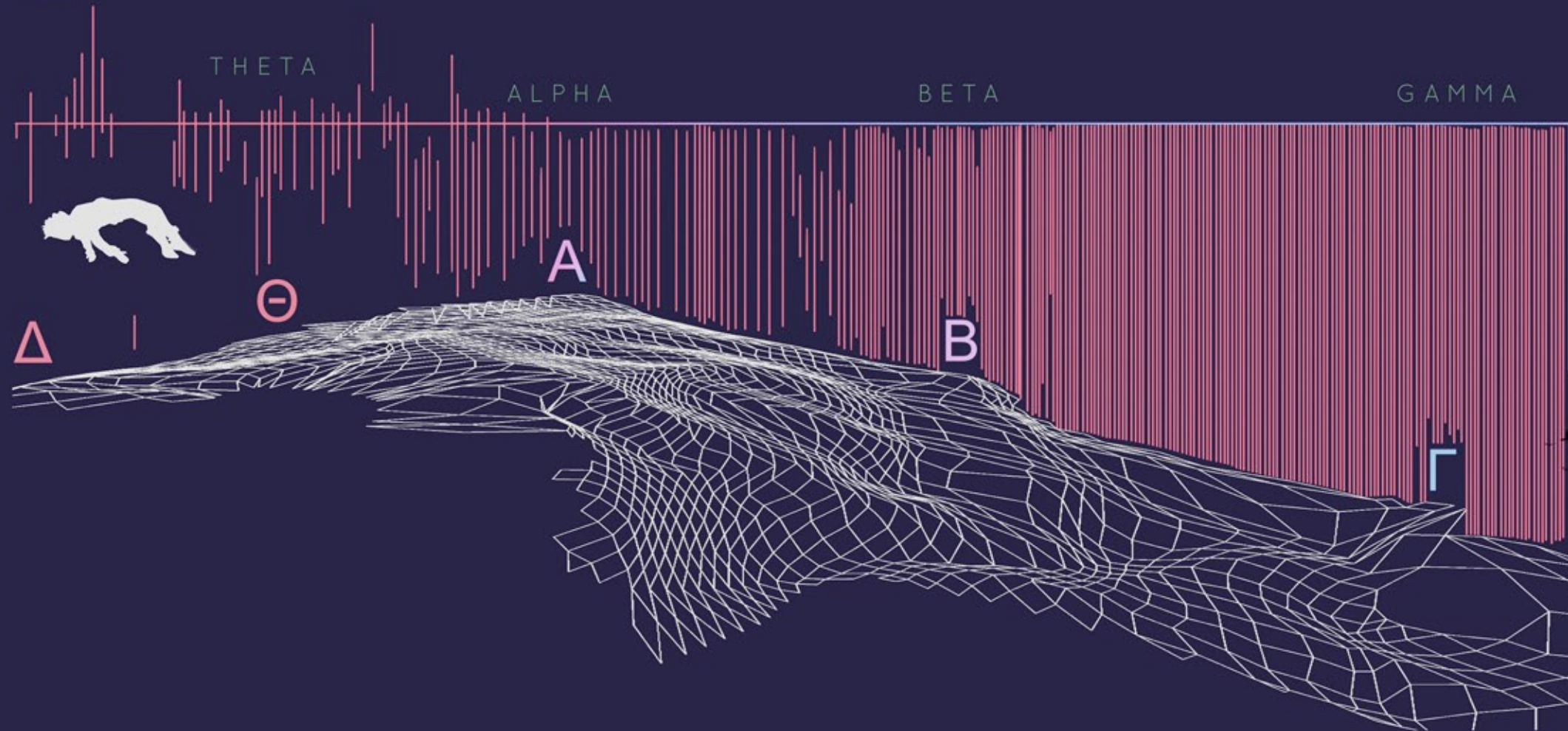
DELTA

THETA

ALPHA

BETA

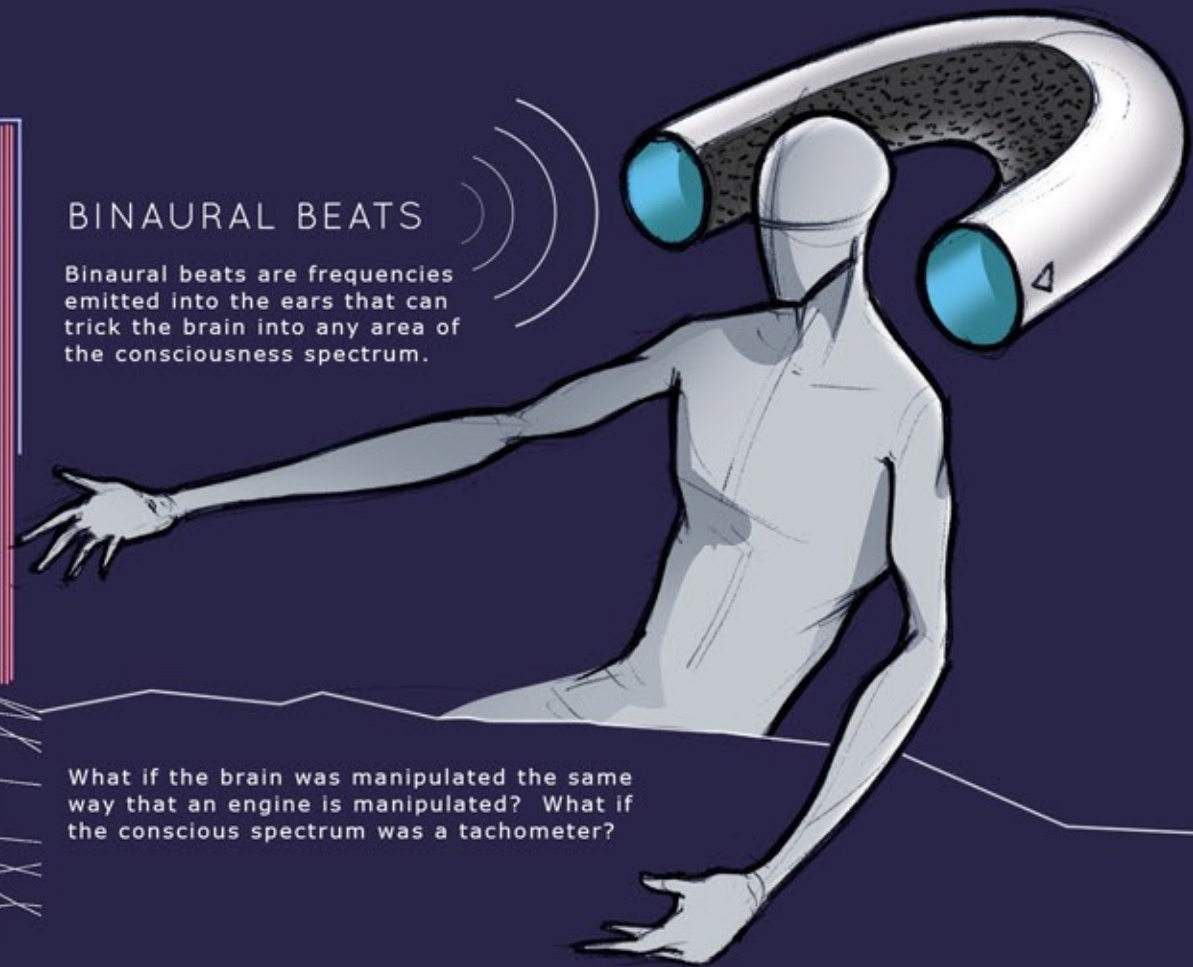
GAMMA



BINAURAL BEATS

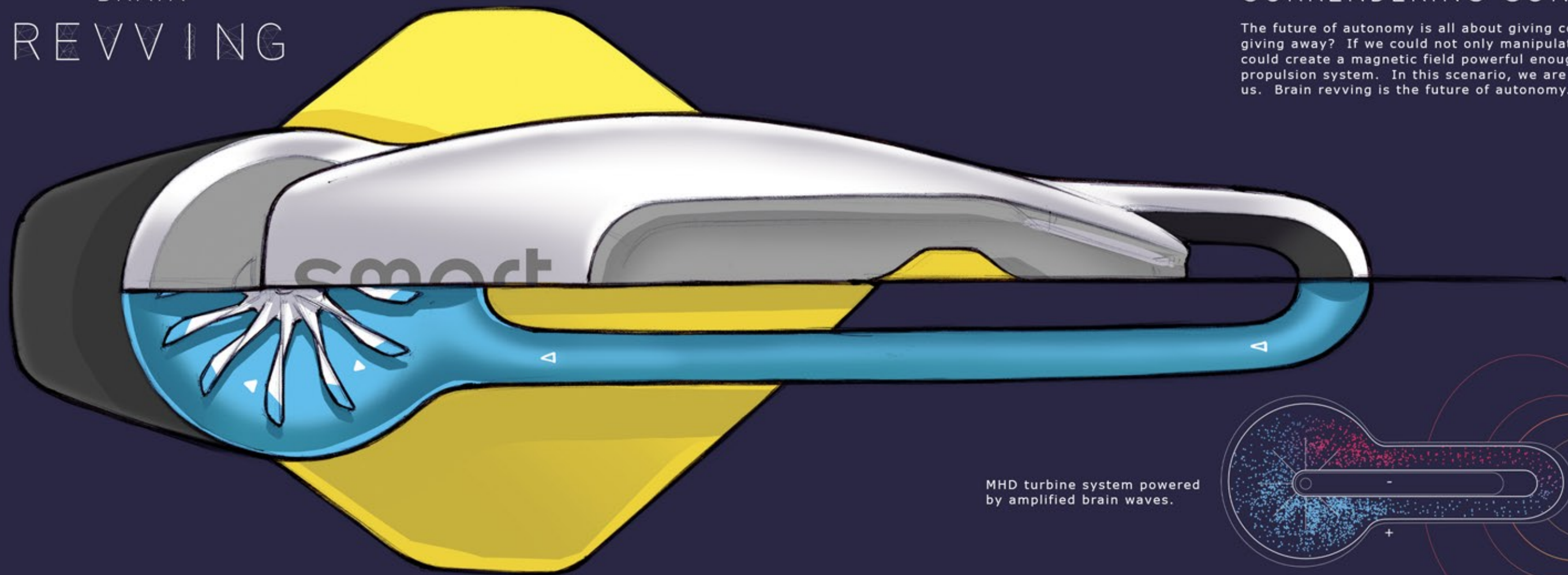
Binaural beats are frequencies emitted into the ears that can trick the brain into any area of the consciousness spectrum.

What if the brain was manipulated the same way that an engine is manipulated? What if the conscious spectrum was a tachometer?



CONSCIOUSNESS SPECTRUM

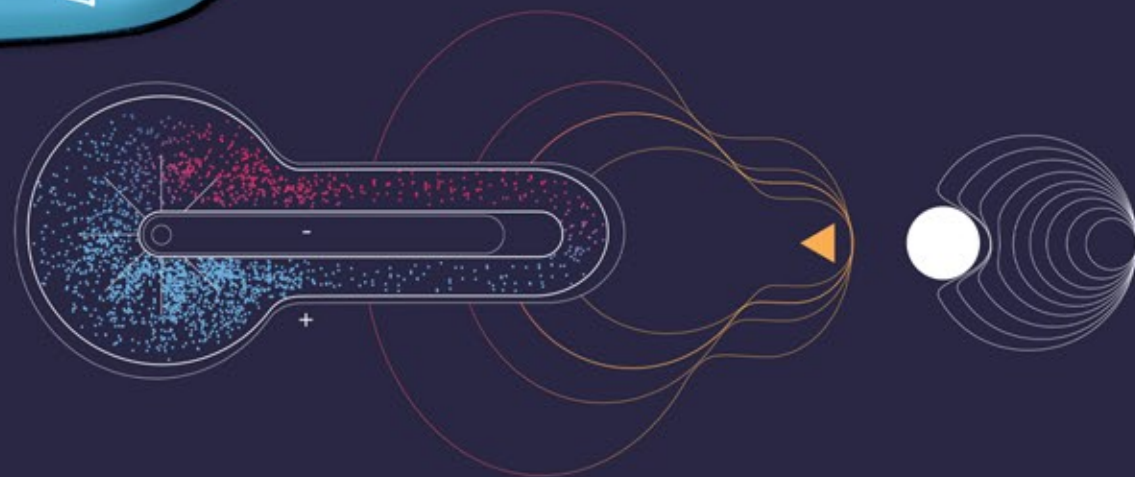
BRAIN REVVING



SURRENDERING CONTROL

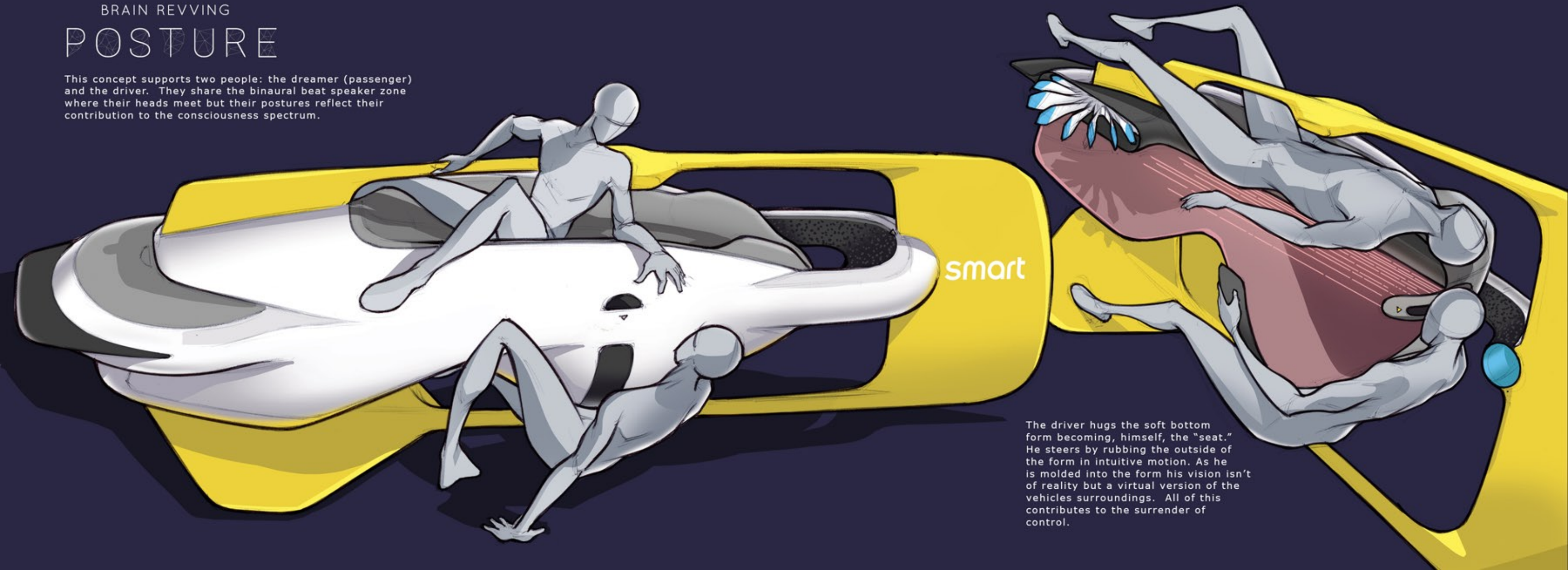
The future of autonomy is all about giving control to the vehicle. How much are we giving away? If we could not only manipulate our brain waves but amplify them we could create a magnetic field powerful enough to support a MHD closed turbine propulsion system. In this scenario, we are the engine and the vehicle manipulates us. Brain revving is the future of autonomy.

MHD turbine system powered by amplified brain waves.

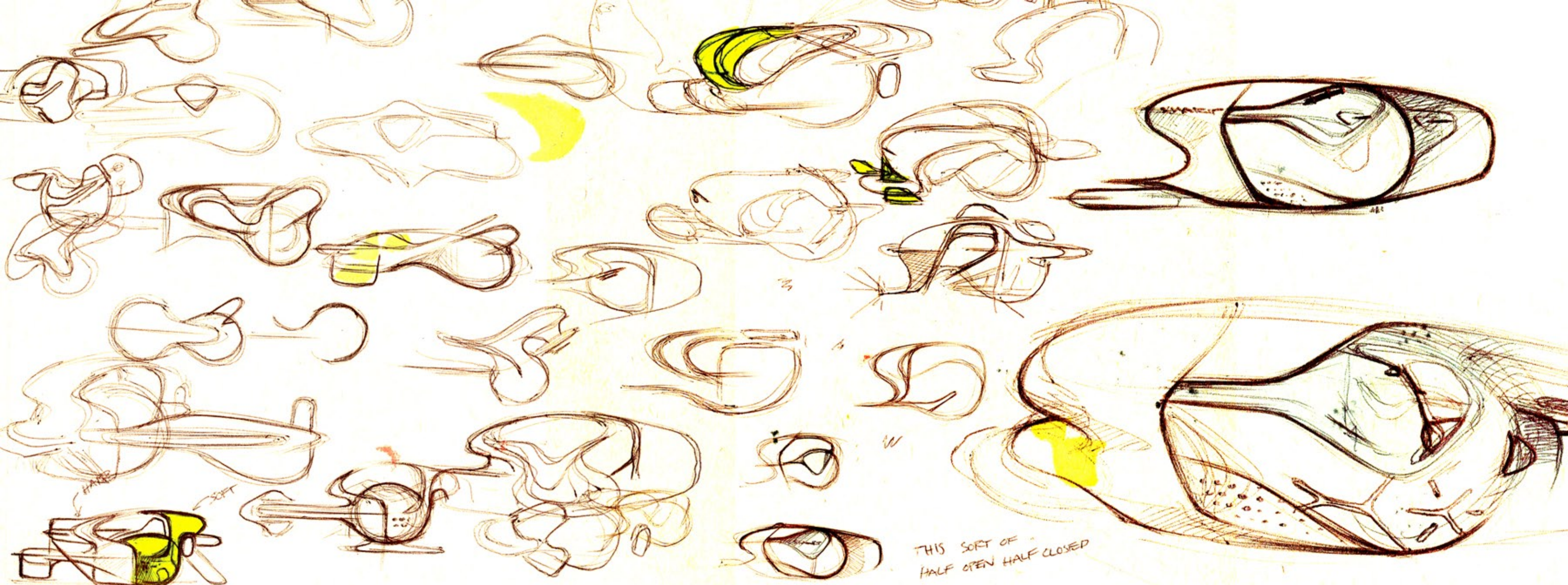


BRAIN REVVING
POSTURE

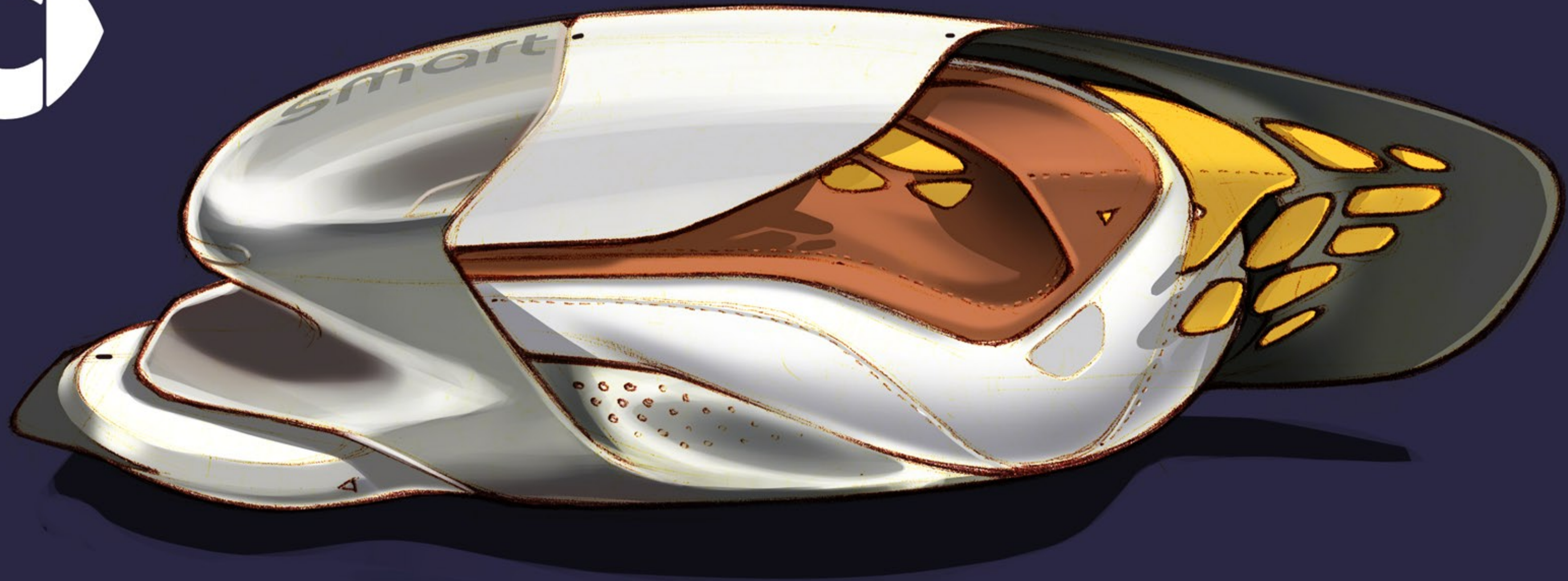
This concept supports two people: the dreamer (passenger) and the driver. They share the binaural beat speaker zone where their heads meet but their postures reflect their contribution to the consciousness spectrum.



The driver hugs the soft bottom form becoming, himself, the "seat." He steers by rubbing the outside of the form in intuitive motion. As he is molded into the form his vision isn't of reality but a virtual version of the vehicles surroundings. All of this contributes to the surrender of control.



THIS SORT OF
HALF OPEN HALF CLOSED



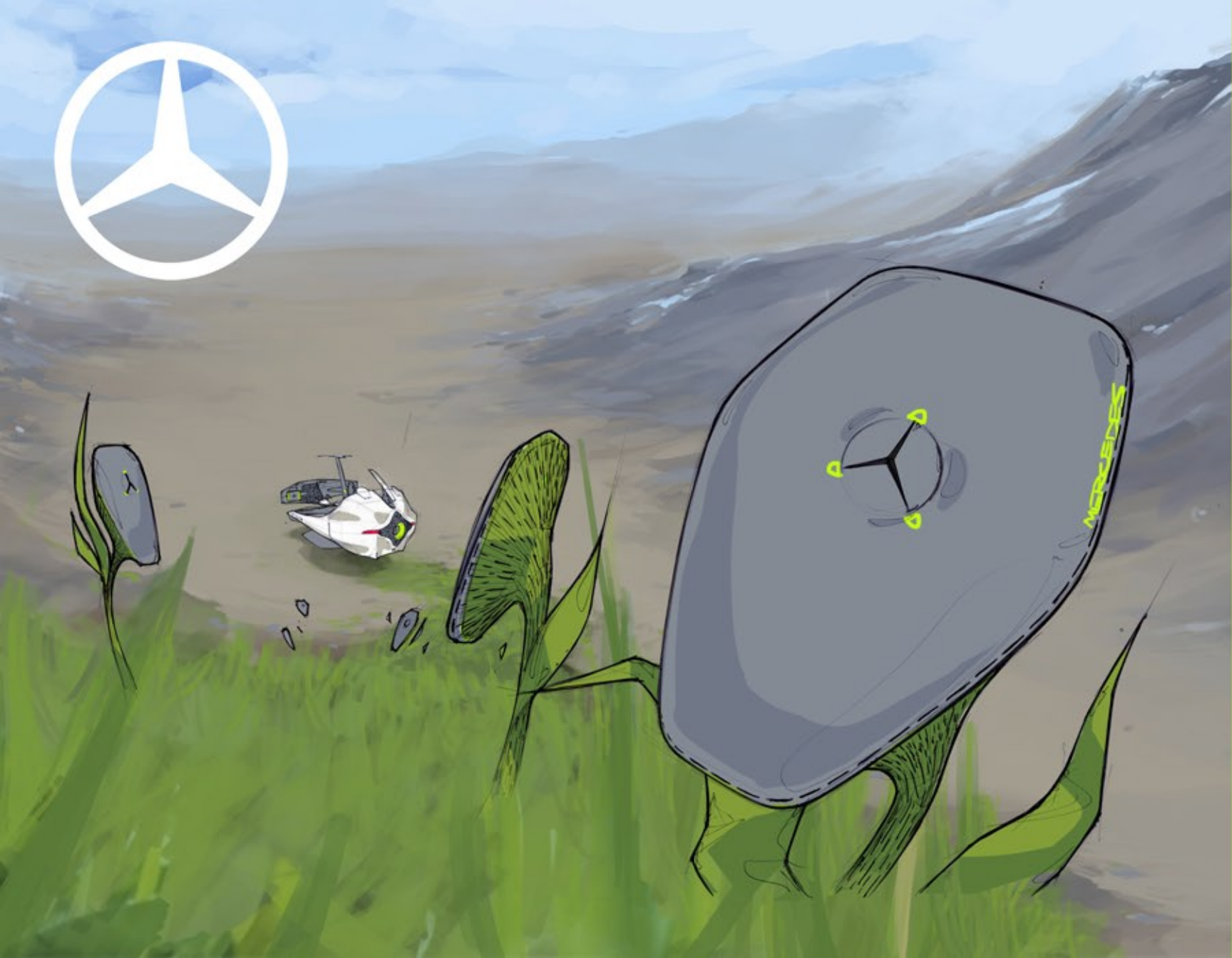


technology

Technology will also influence a good aesthetic, maintaining the logical connection of all variables. Form will always follow function; ideally a good use of technology will dictate much of how the design develops.



air-gen



inspiration



In the year 2050 IBM will have designed an oxygen powered battery that will turn vehicles into a part of the environment rather than a harm to it. The challenge of this project is designing around the new parameters set by this progressive technology.

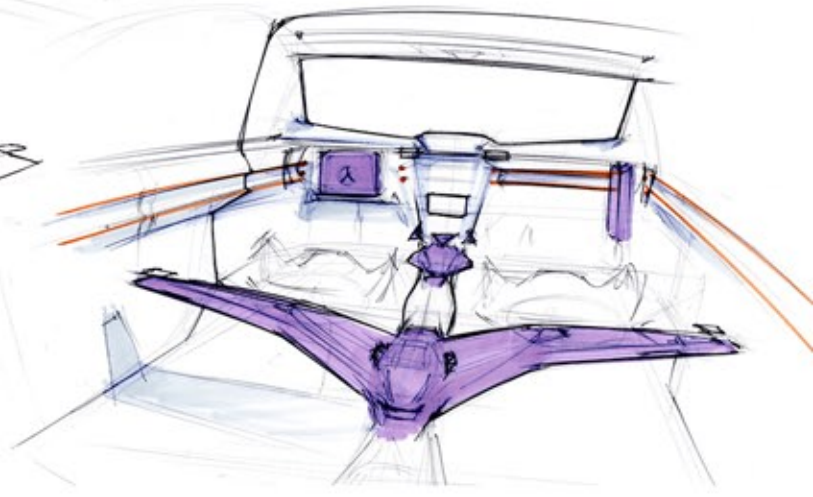
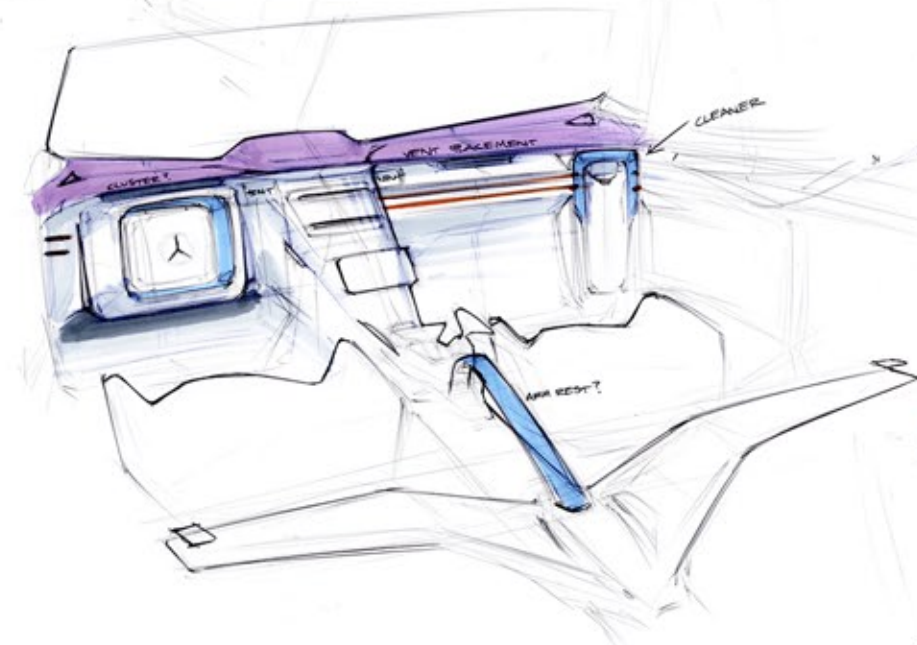
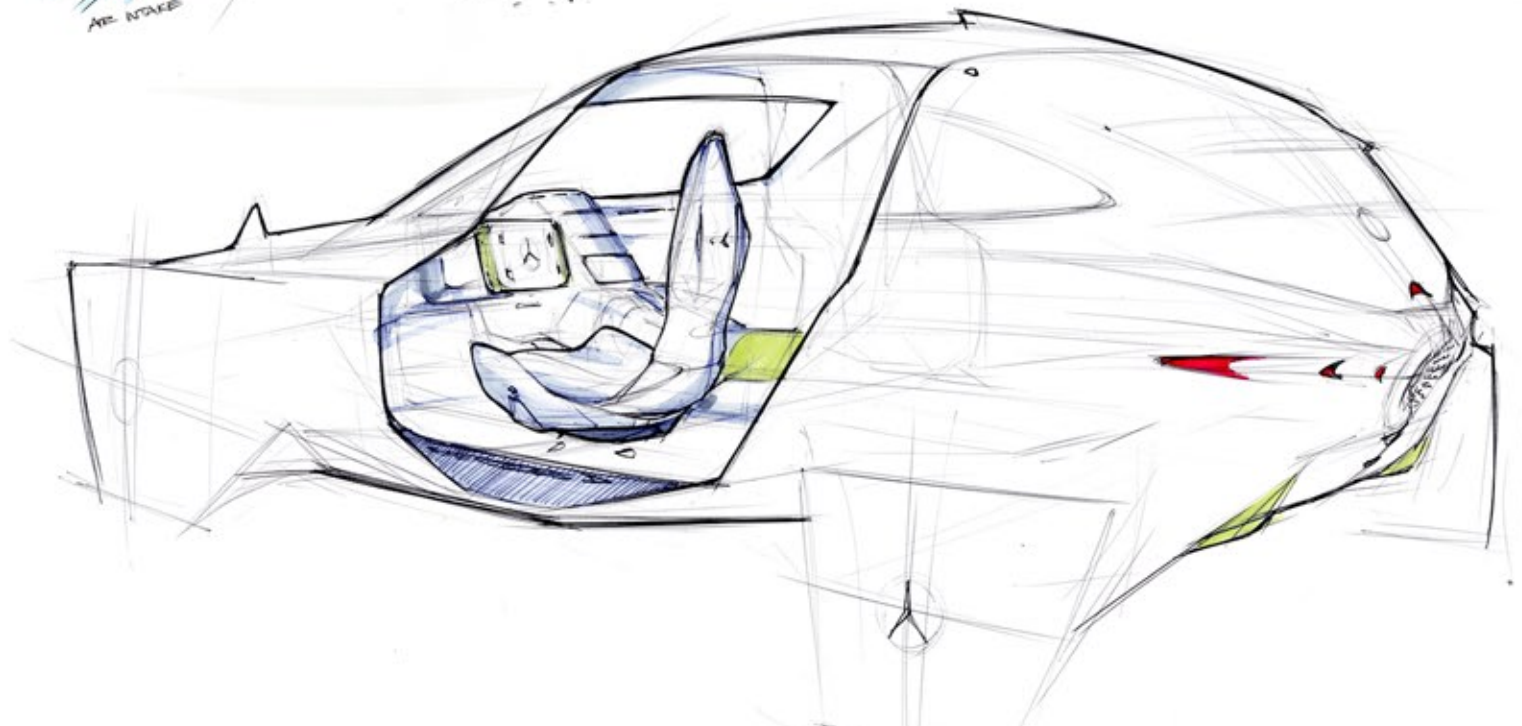
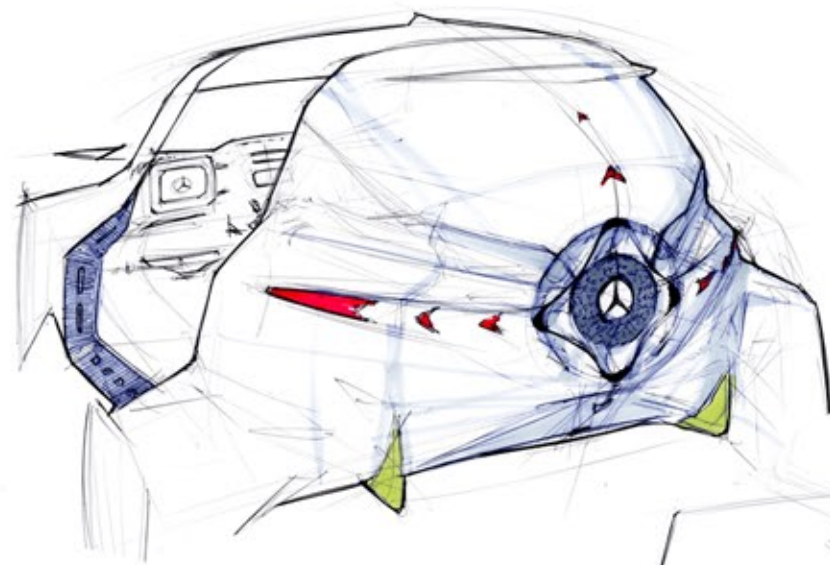
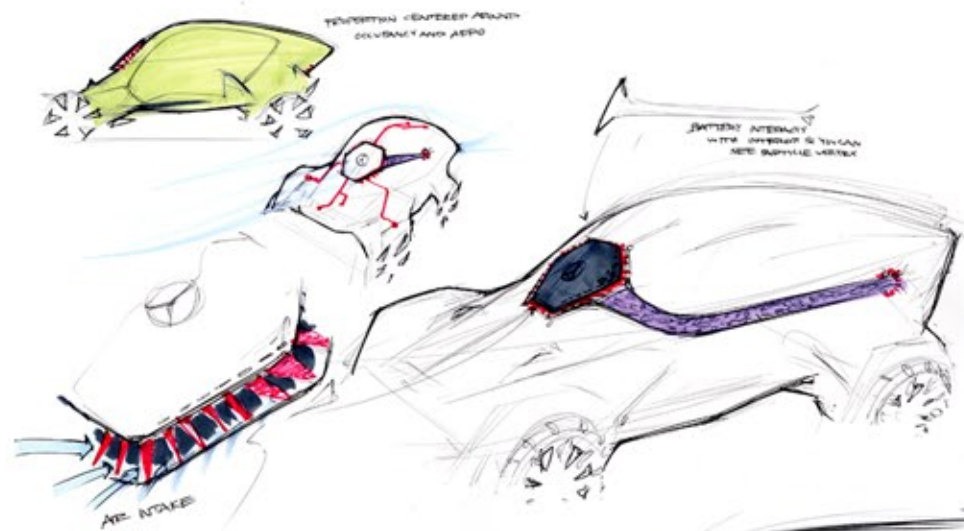
The battery will work by absorbing oxygen which will regenerate power in the cells of the battery. It will also breath air from outside the vehicle to cool the battery. Wind will pass through veins in the battery to cool it.

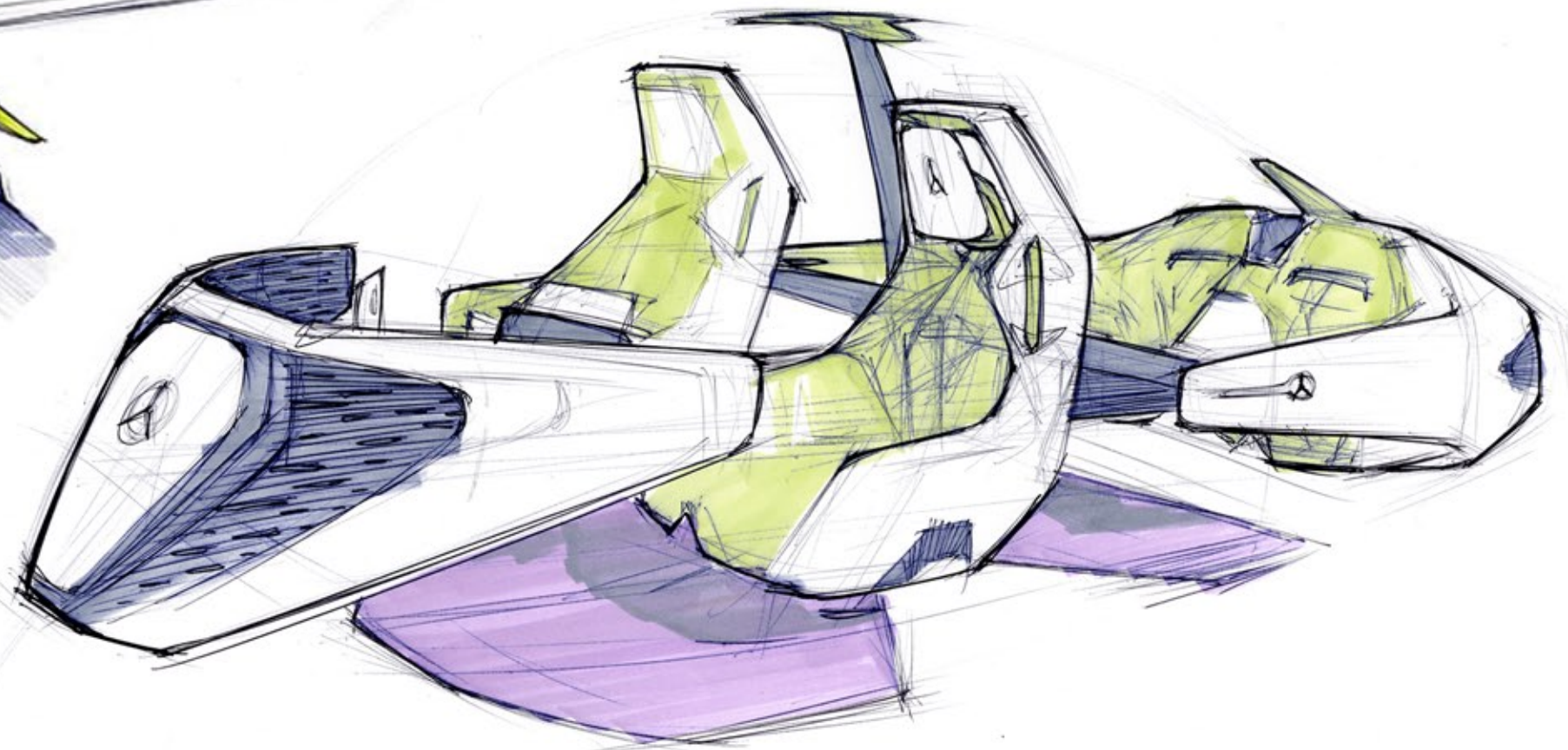
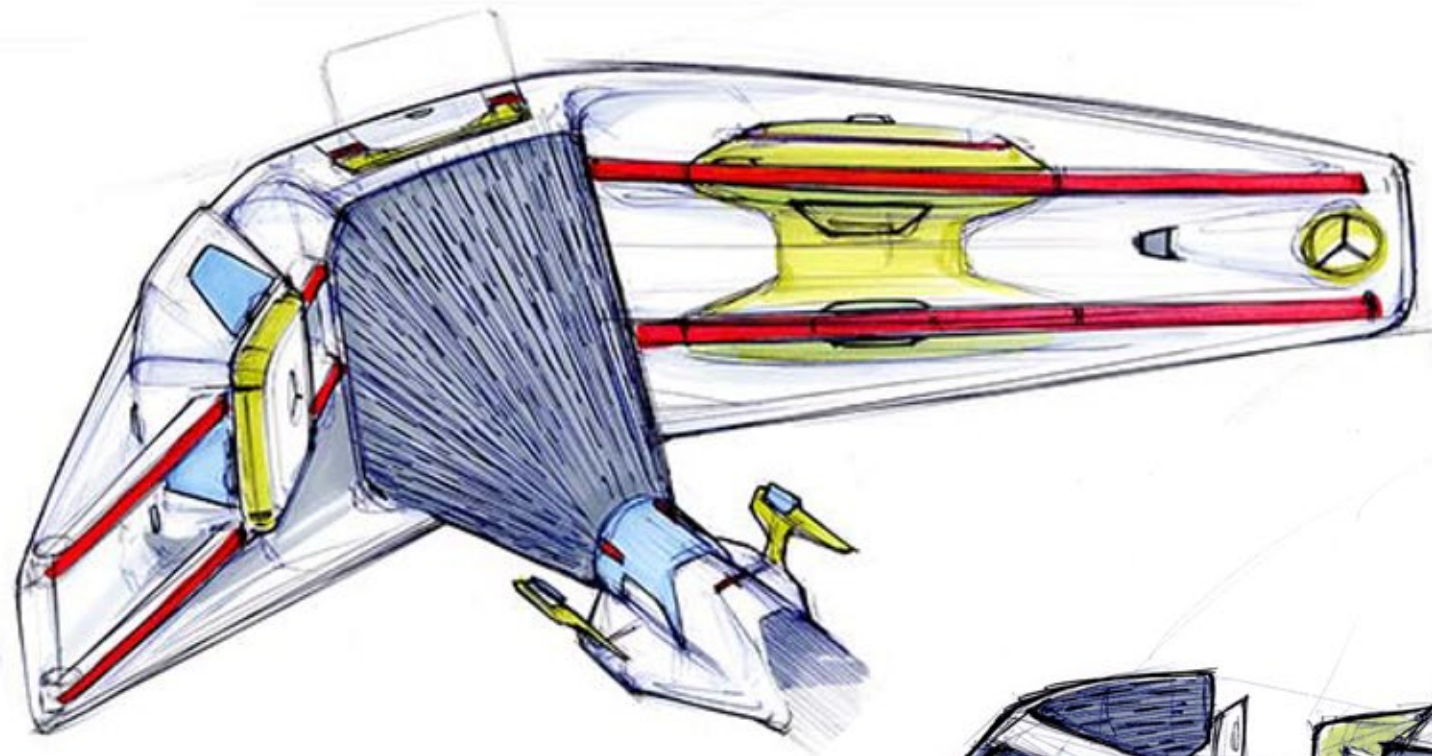
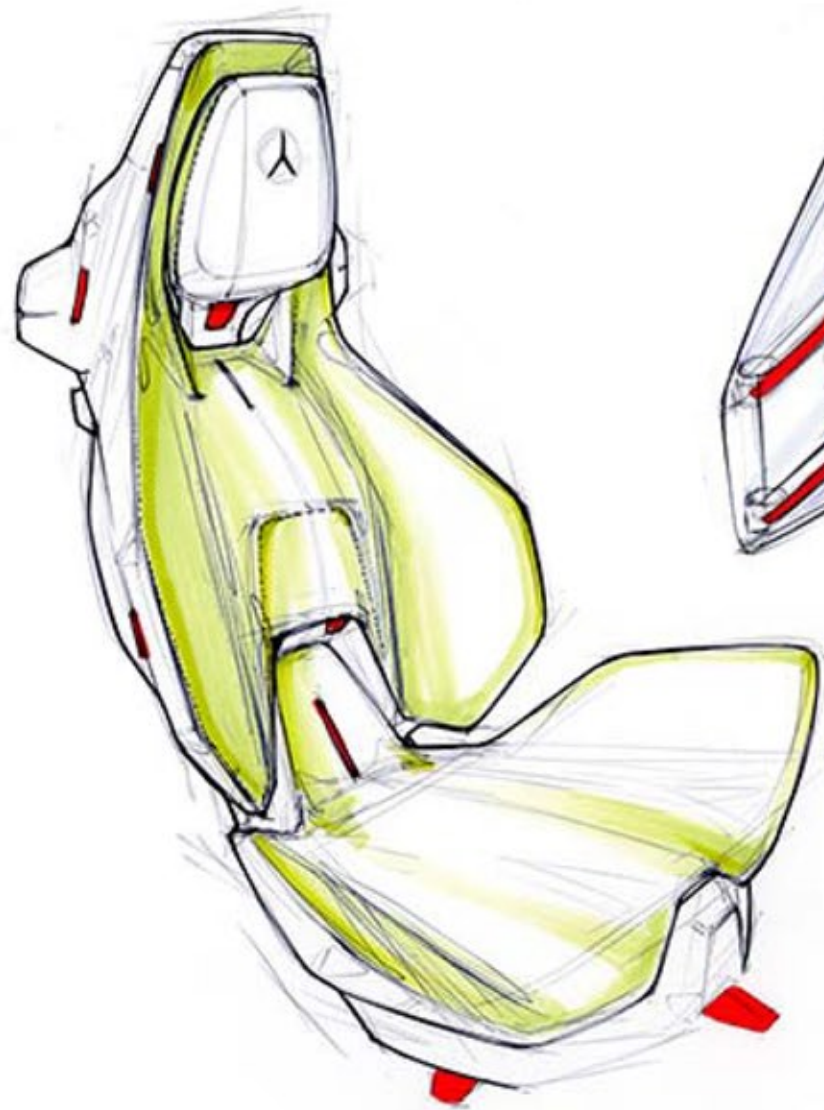


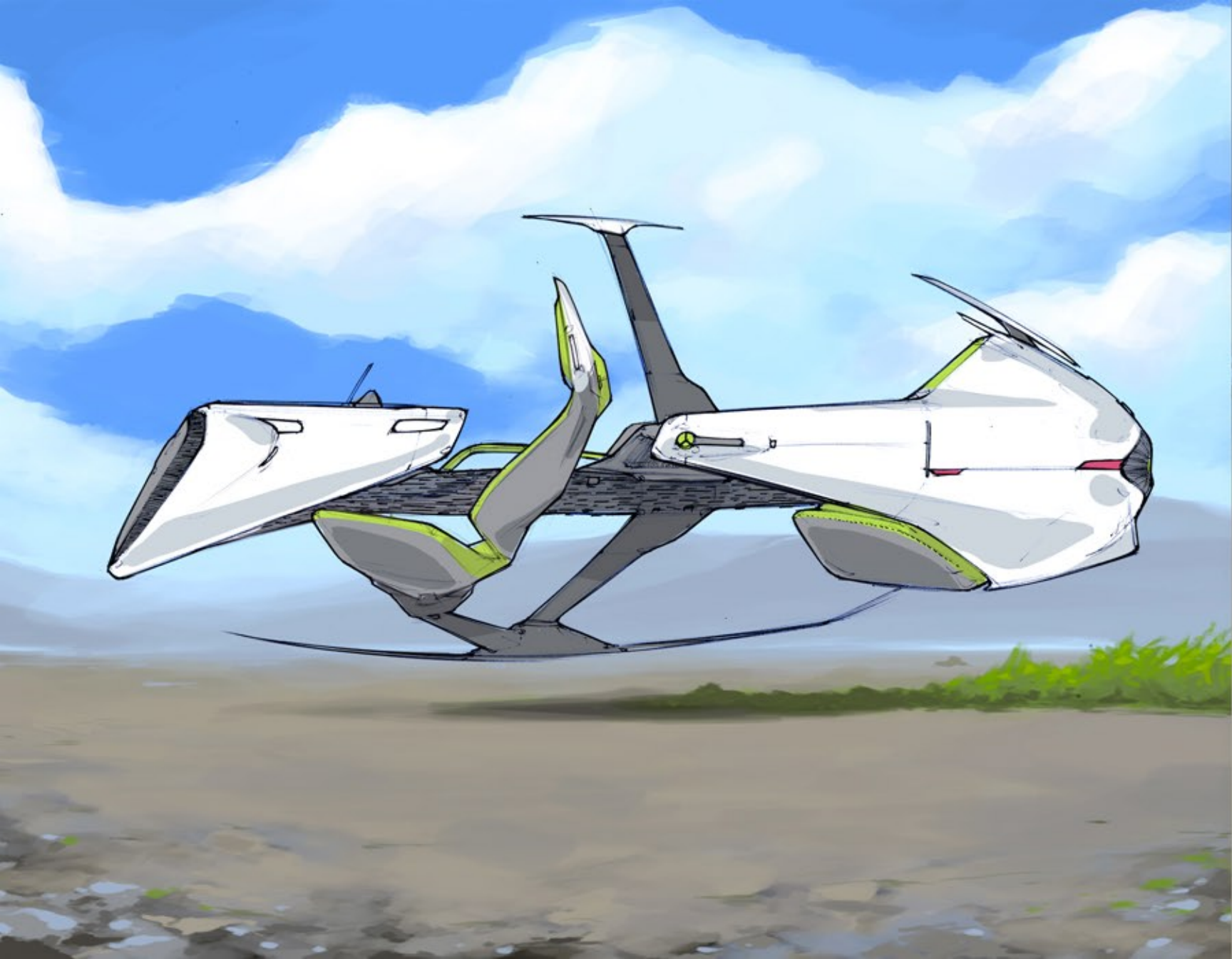
The air-gen battery will breathe in oxygen and give off only lithium dioxide which actually absorbs carbon dioxide cleaning the air.

The fuel for this battery will be a kind of moss that will grow on the surface of the battery to produce oxygen that the battery will then absorb. This way the air engine doesn't take oxygen from around it, it will be a self contained system.











The final result is a package that allows for autonomous functionality. This mercedes interior exterior proposal is built around the air-gen battery and manages to contain all necessary facets of a spacious community based interior. The battery essentially becomes the structure of the vehicle with all major parts branching from it.

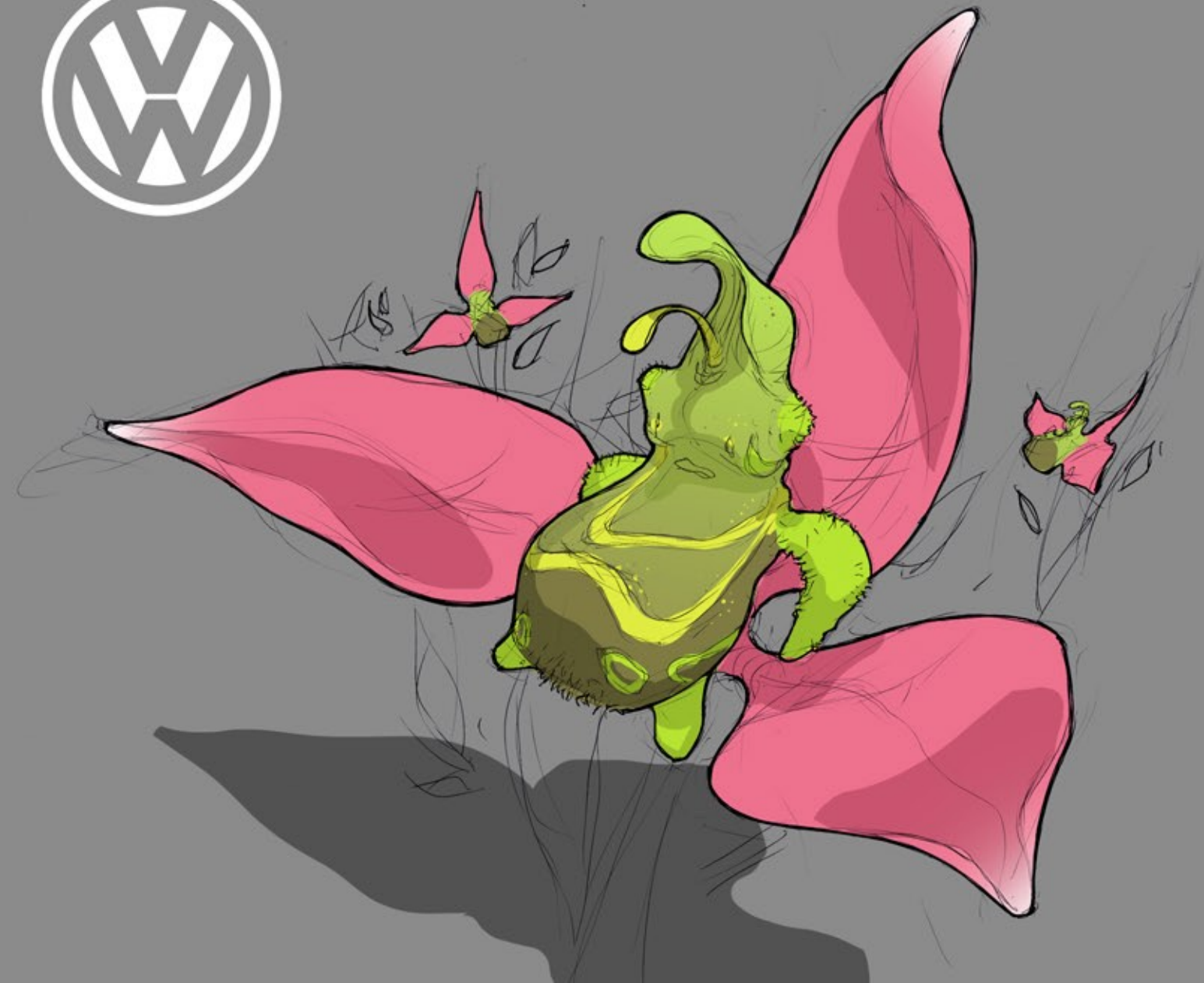


functional design

Starting with a good story, taking influence from technology and building a powerful aesthetic that is justified and resolved leads to functional design. Form should always follow function. Aesthetic, technology, and functionality should always work together.



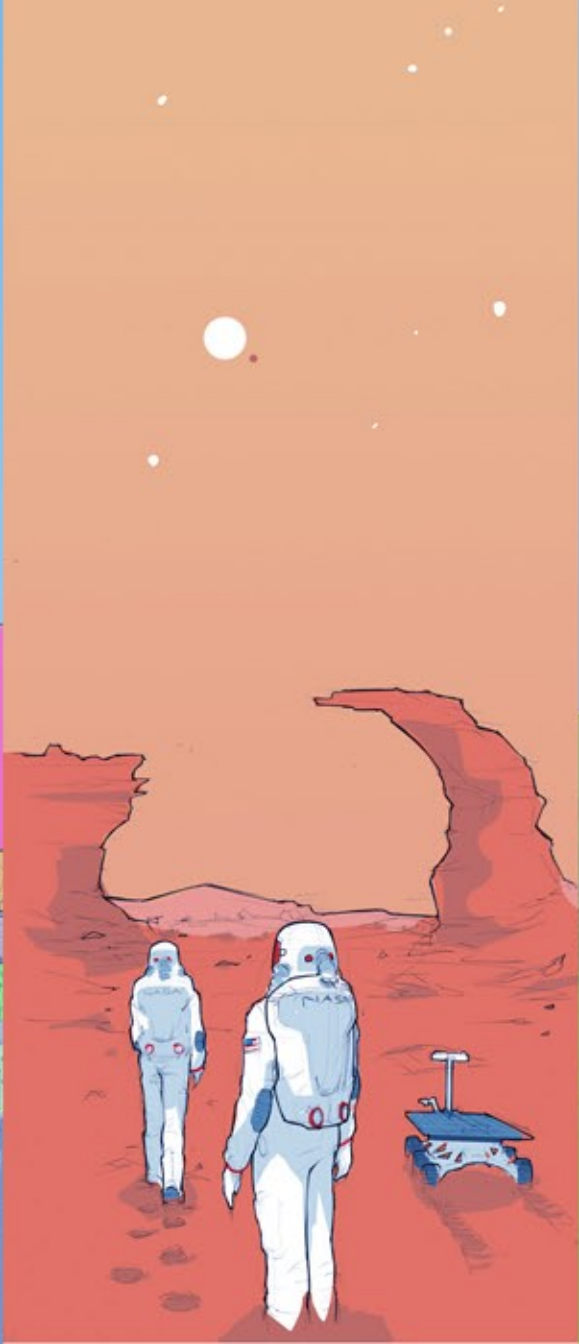
earth rover

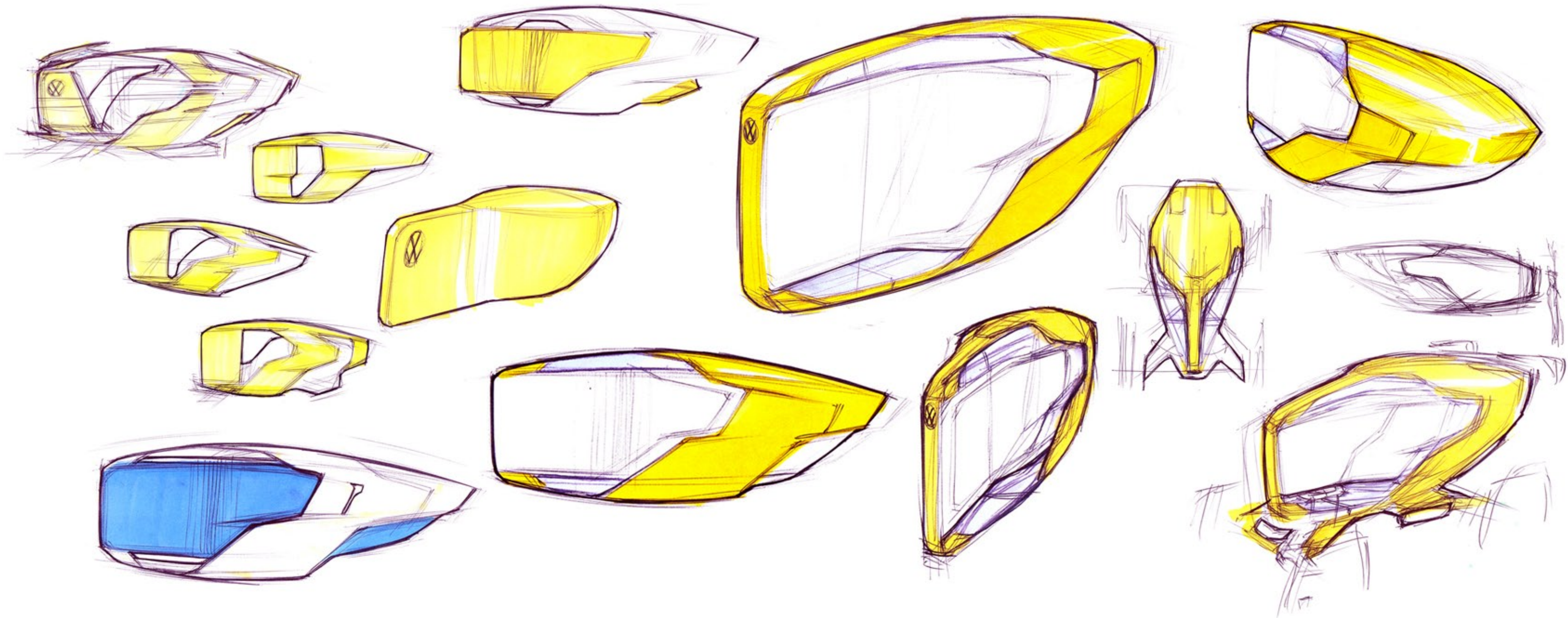


inspiration

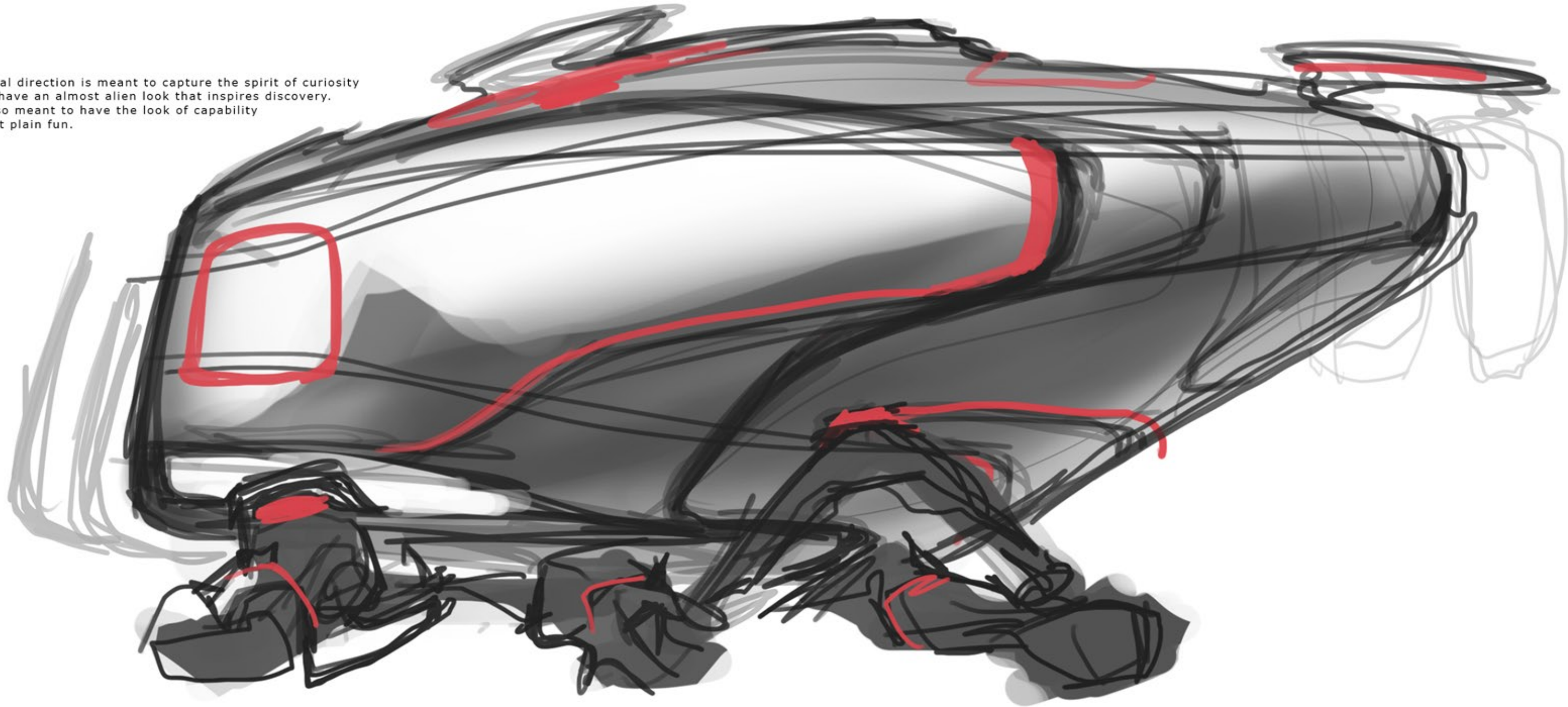


In the year 2050 man's reach for the stars will drive him to conquer Mars igniting a new space era. This new culture will have a revitalized sense of discovery. The spirit of exploration will find it's way into the automotive realm as people desire their own opportunity to discover.



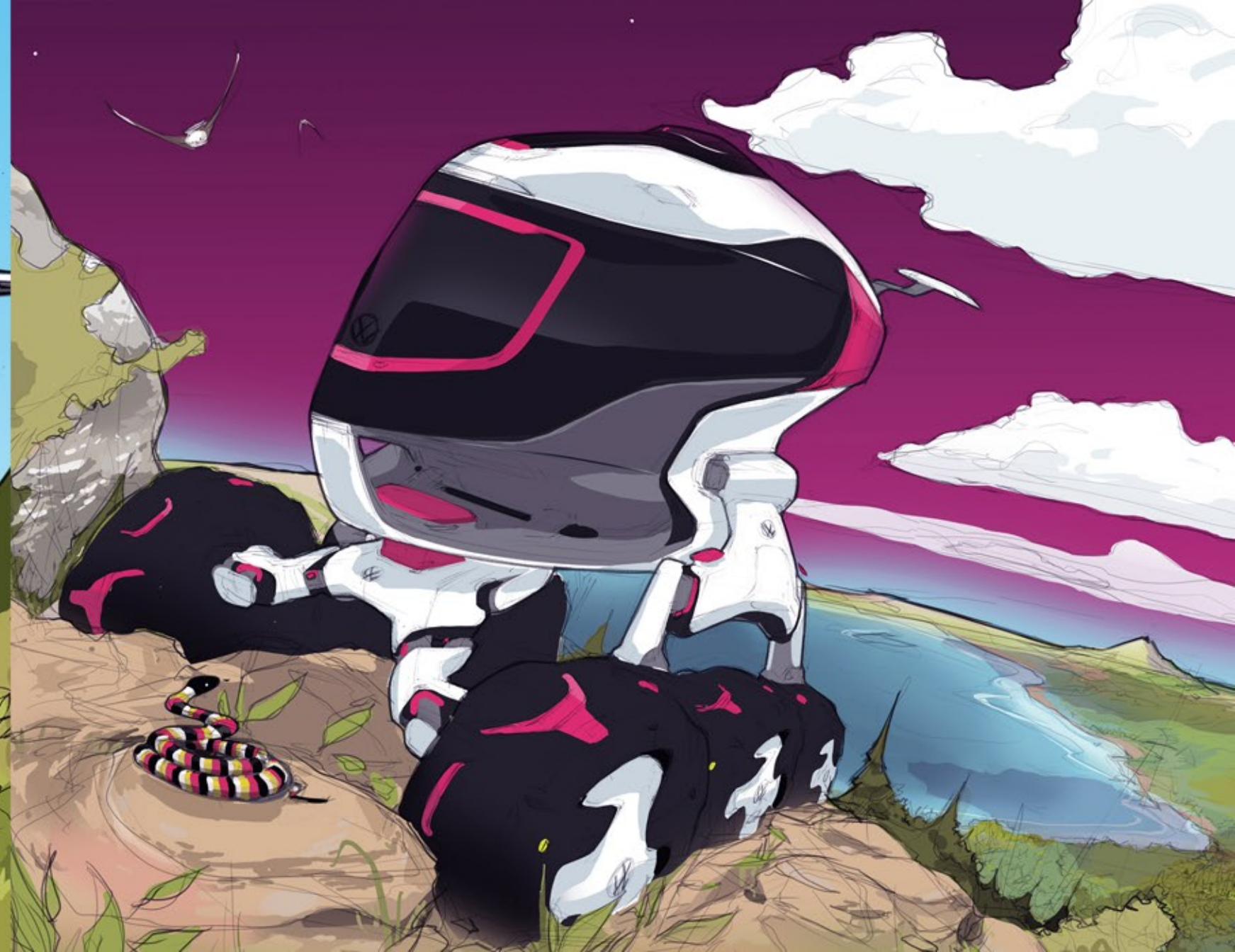
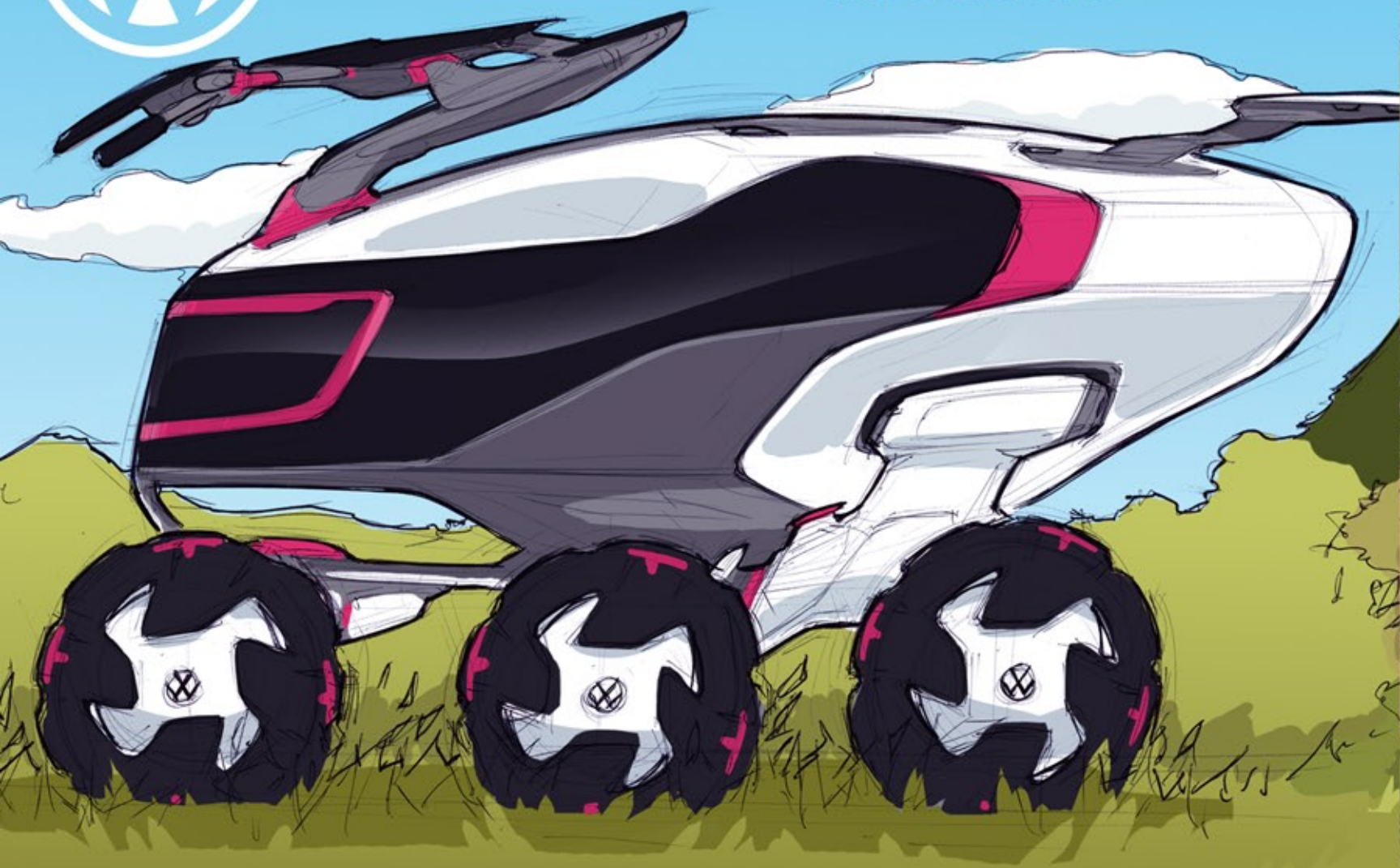


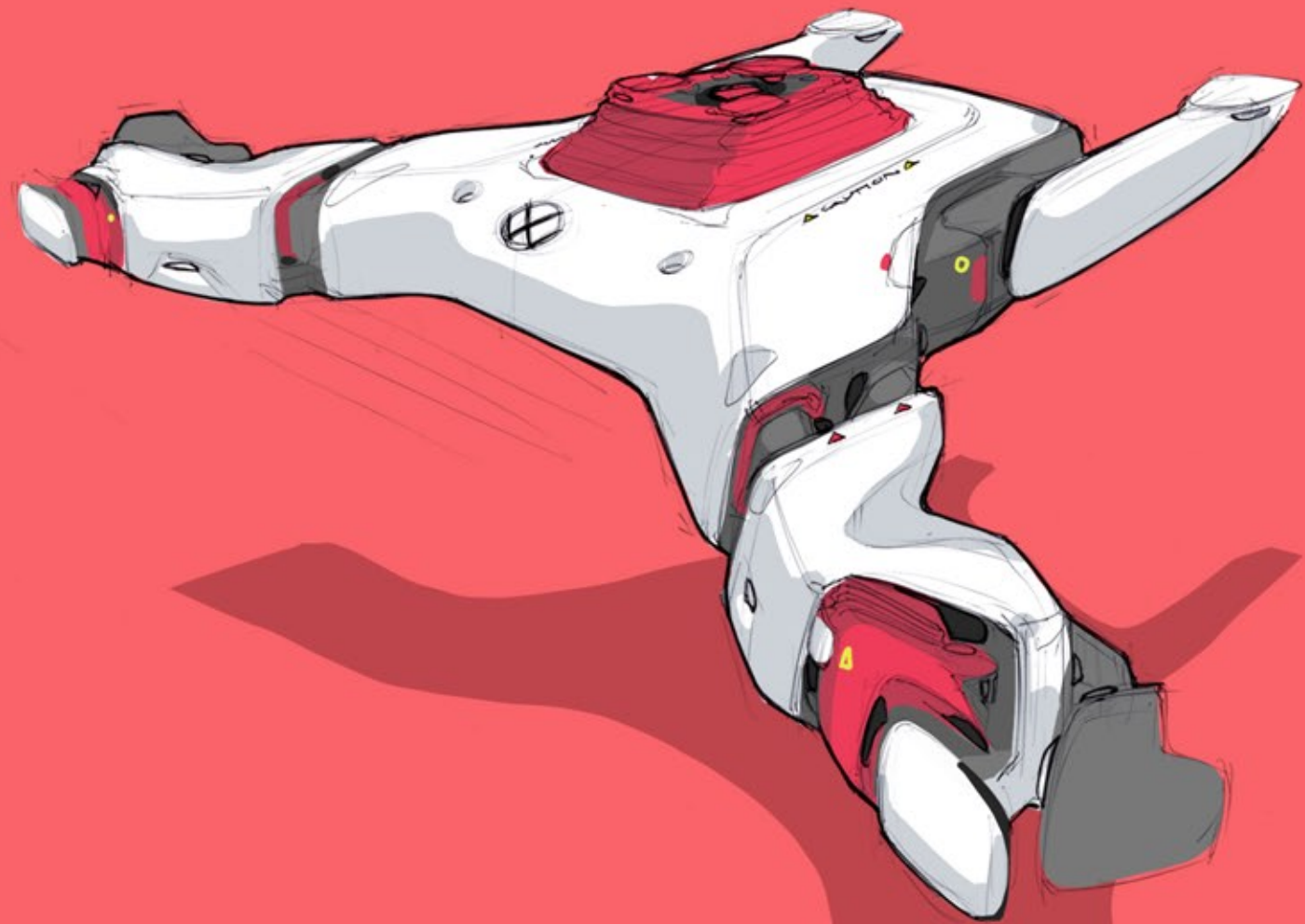
This final direction is meant to capture the spirit of curiosity and to have an almost alien look that inspires discovery. It is also meant to have the look of capability and just plain fun.





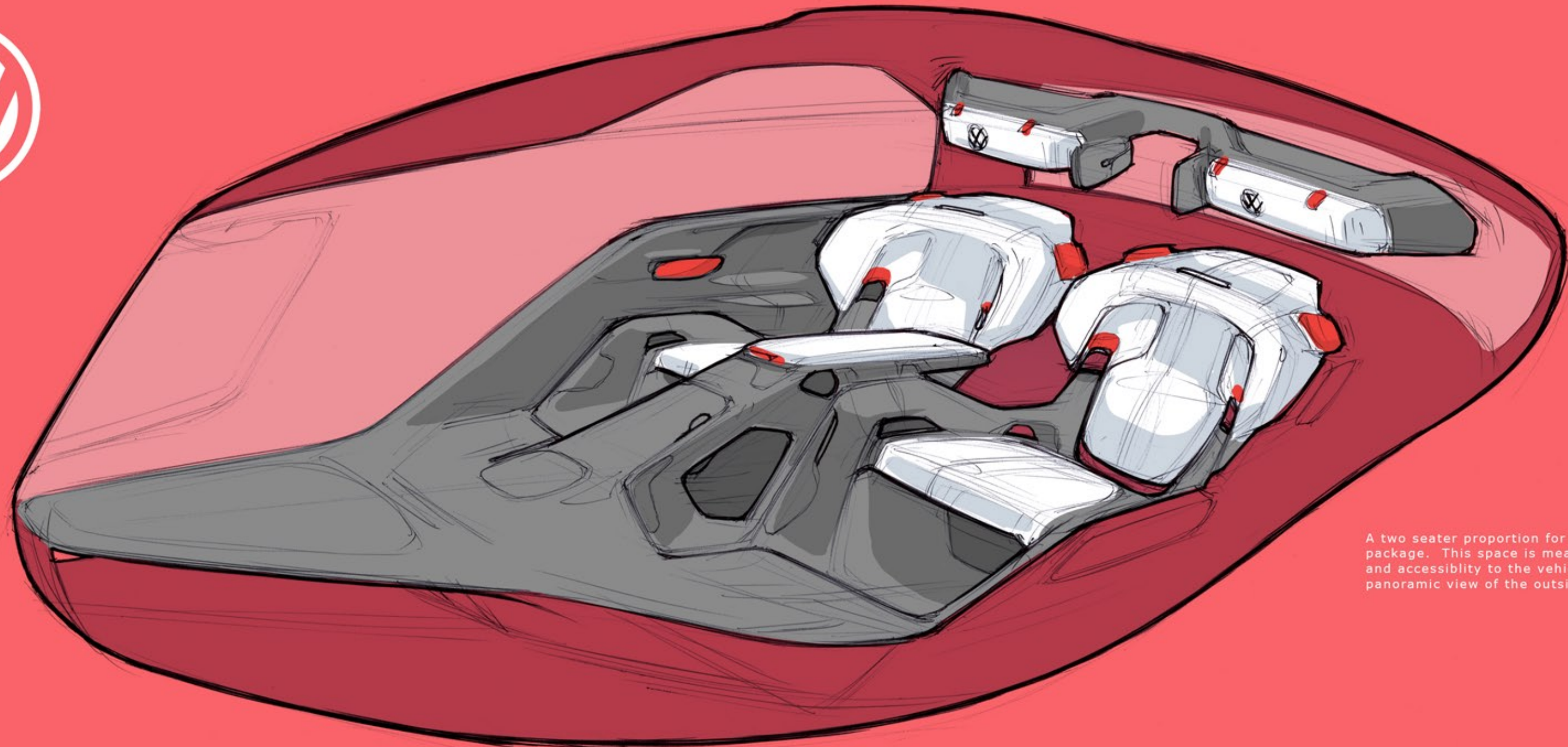
The final product lives up to the name Earth Rover. It has the capability of exploration and reconquering the earth as society realizes all the beauty it holds. This vehicle is a symbol of that renaissance.





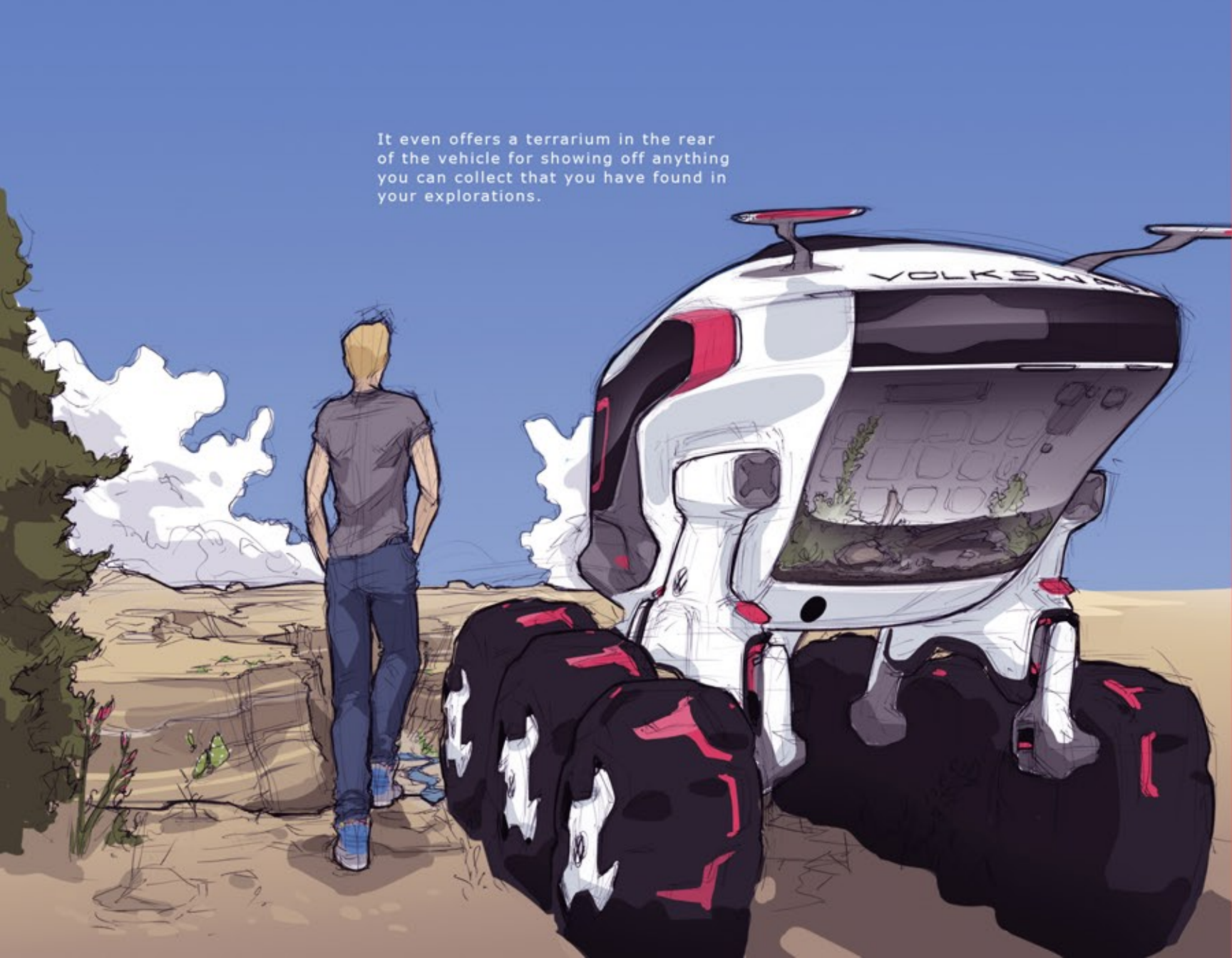
The Earth Rover boasts space inspired tools for exploration. It takes a lot of influence from the mars rovers that can pick up objects and traverse any landscape. The technicality and intrigue of the design of these tools is the final resolve to challenge of creating a curiosity inspired vehicle.





A two seater proportion for an autonomous package. This space is meant to add comfort and accessibility to the vehicle as well as give a panoramic view of the outside.

It even offers a terrarium in the rear of the vehicle for showing off anything you can collect that you have found in your explorations.



Design should be weird and, at times, even stupid. It's about challenging your senses not feeding them something they've tasted before. Try to be weird, risk looking dumb because at least that means you made an impact. Isn't that what this is all about? There's no better feeling than having your brain tickled into a fit of confusion.

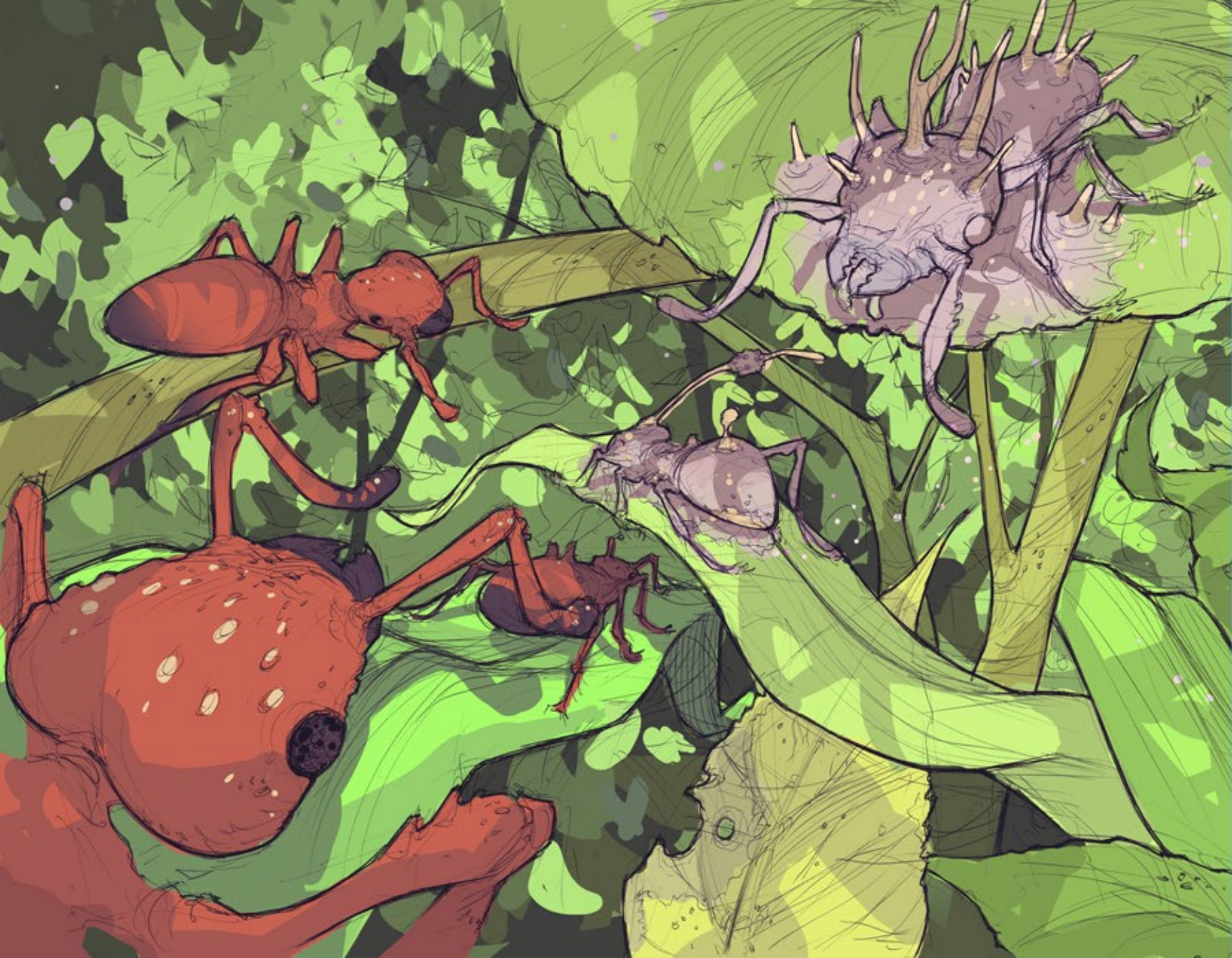


logical design

The future of automobiles will see a change in the relationship between our different tiers of transport. Smaller vehicles meant for short distances will work together with larger vehicles meant for broad capabilities.



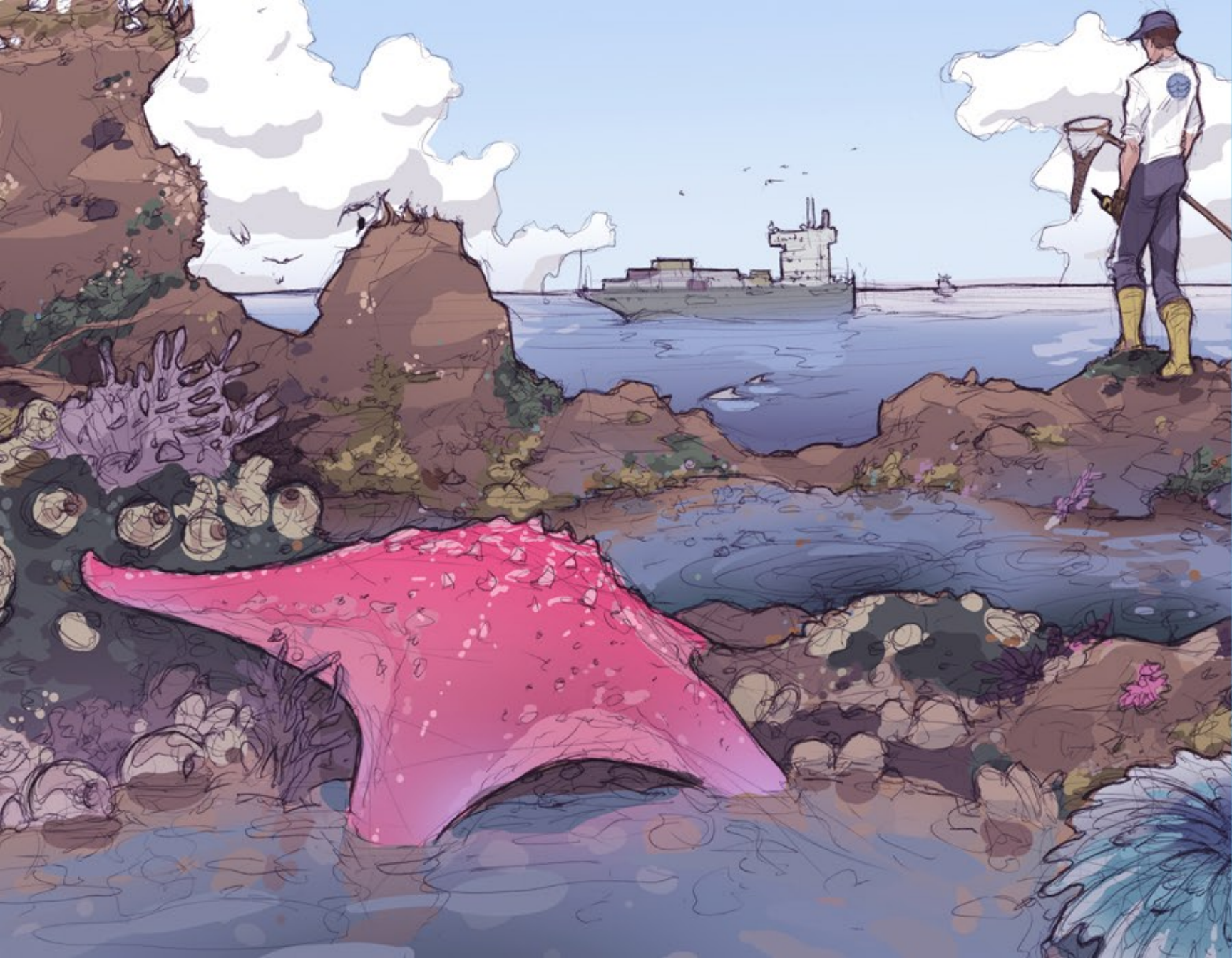
one.two



inspiration



The cordyceps fungus, however frightening, depicts a scenario in nature where a smaller organism depends on another. The fungus uses its mycelium to penetrate the body of the ant to overtake it and even control its movements using the ant as a sort of vehicle for a short period of time.

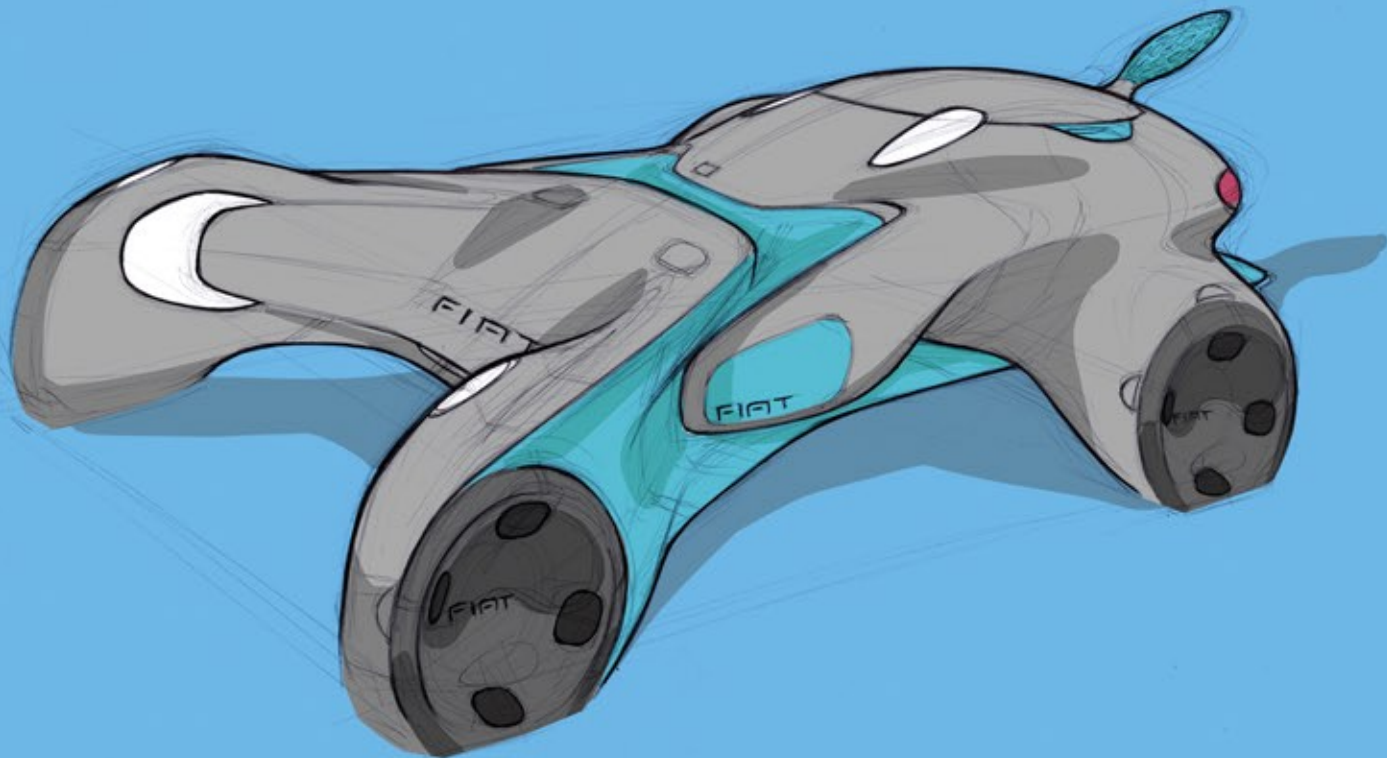
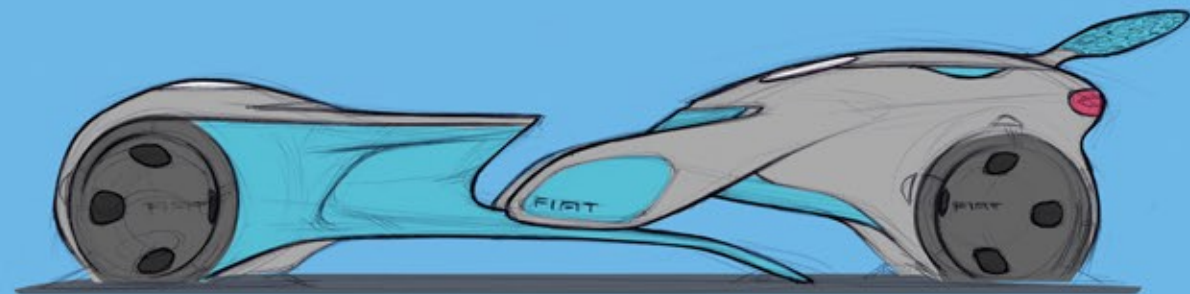
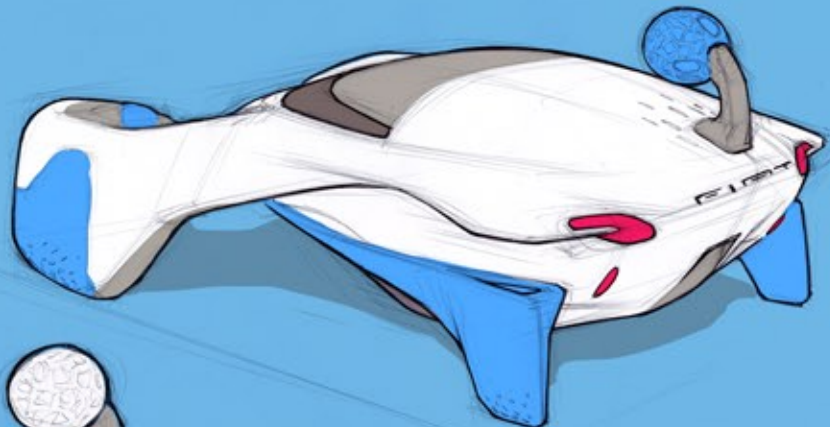
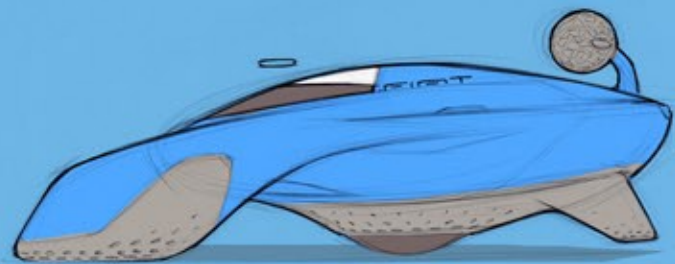


concept

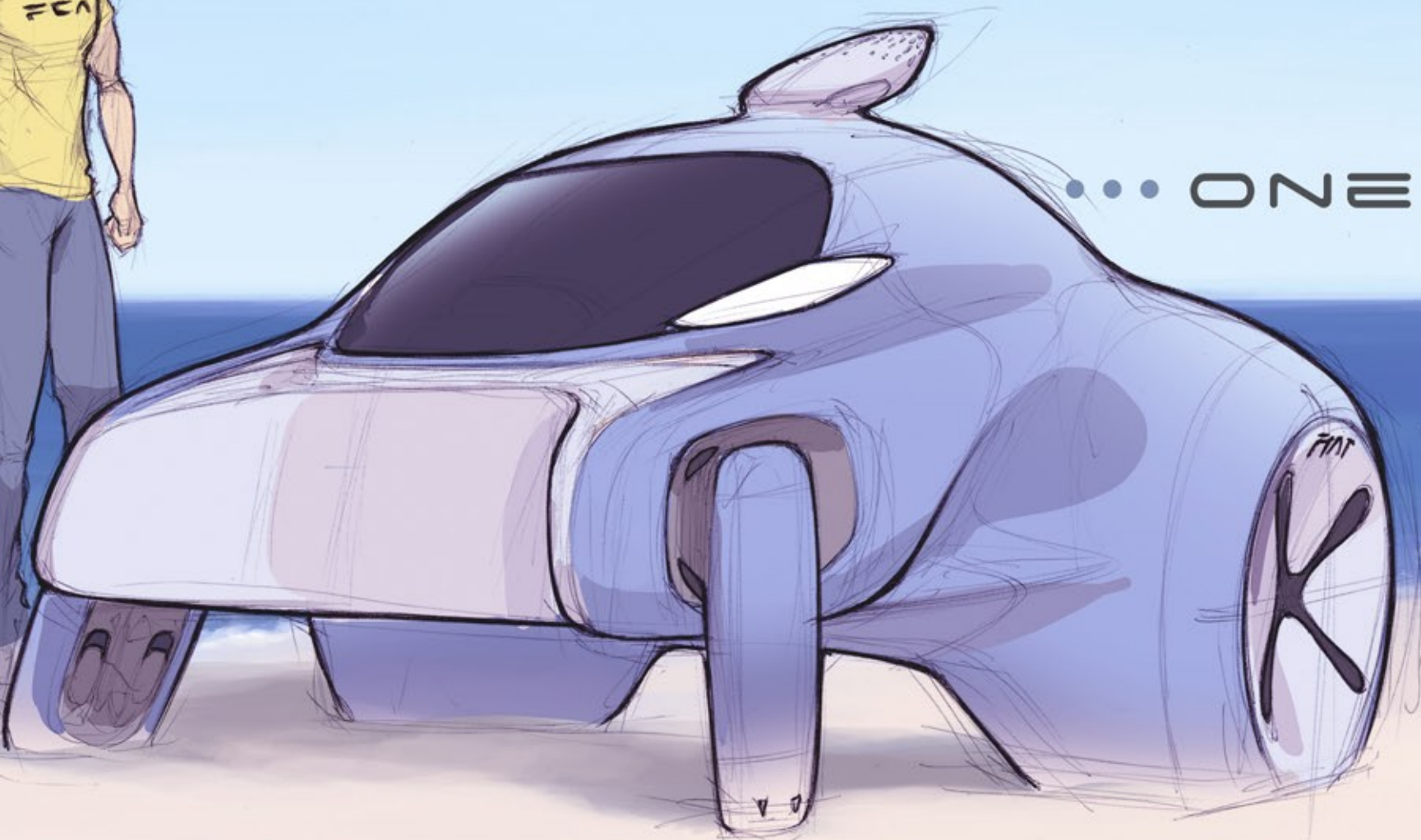
My concept is a one seater vehicle designed for California. It will be inspired by the Ant/Cordyceps relationship. It will be able serve as a small short distance low energy source of transportation as well as a larger long distance high speed mode.



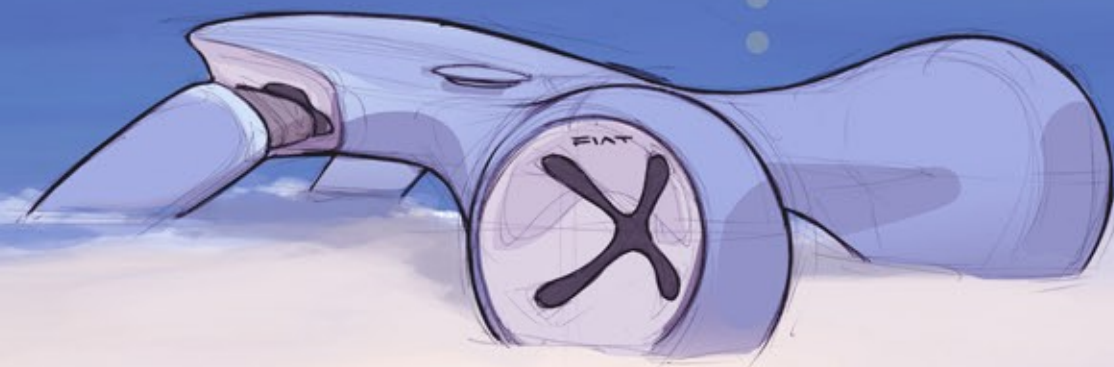
Taking from the ant and cordyceps inspiration I developed form language that also worked with the Fiat brand and eventually came to a theme that involves a single small vessel that interacts with a secondary part to alter its mode.

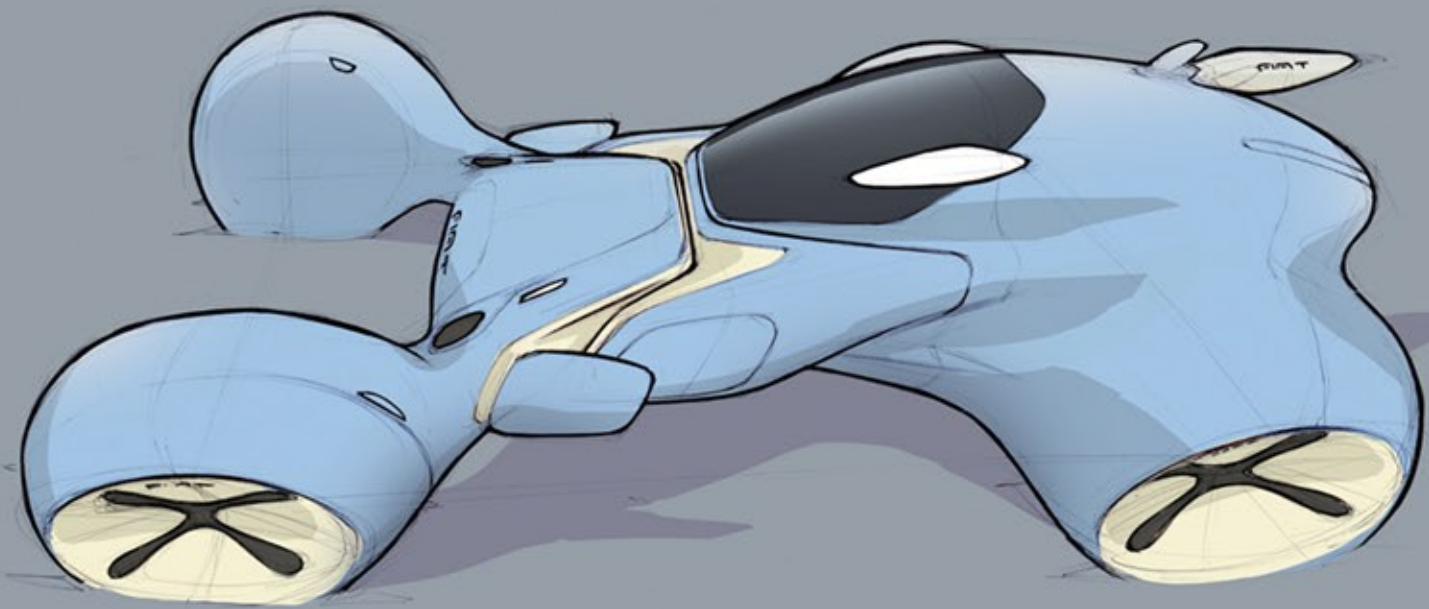


The final design reflects the theme of a natural relationship. The small one passenger vehicle is perfect for short distance city driving (One) and the part that it can attach to will allow it to travel long distances at high speeds with extra capacity for energy storage (Two).



... ONE > < TWO ...





The Fiat One >Two is a new market of vehicle that can supply a range of needs. It's final design reflects fiat design language and gives the feeling of a new future of interaction.



interior





Bio-Diesel

The "Two" of the One < Two or the "Piggy-Back" will store itself under water so there is no need for extra storage space. While it is submerged it will grow its own algae cultures and produce bio diesel from the plants bi-products. It will store this fuel for when the "One" needs to attach for long distance travel.



sharing an experience

Ride sharing is the future. As much as car guys hate this we have to appreciate the trajectory of product change. We can't just focus on aesthetic and technology anymore... We have to go deeper.



juxtapose



We are a lonely unfamiliar society. Community has broken down and people are isolating themselves away. Blame the internet or human social evolution, but distrust is on the rise and we've forgotten how to share this world with each other.



INSPIRATION

We somehow forgot that we all have a story worth sharing. The Wild Bunch represents an opportunity; an opportunity to create a meaningful experience through the input of our unique personalities. Let's design products that facilitate the beauty of blending instead of continuing to push the isolation and loneliness of our disconnected society.

DAVID KEIRSEY

PERSONALITIES



GUARDIAN

Sense of duty and responsibility to watch over and respect others while obeying the law.



RATIONALIST

Intrigued by problems with a need to solve them bending rules or ignoring convention sometimes to do so.



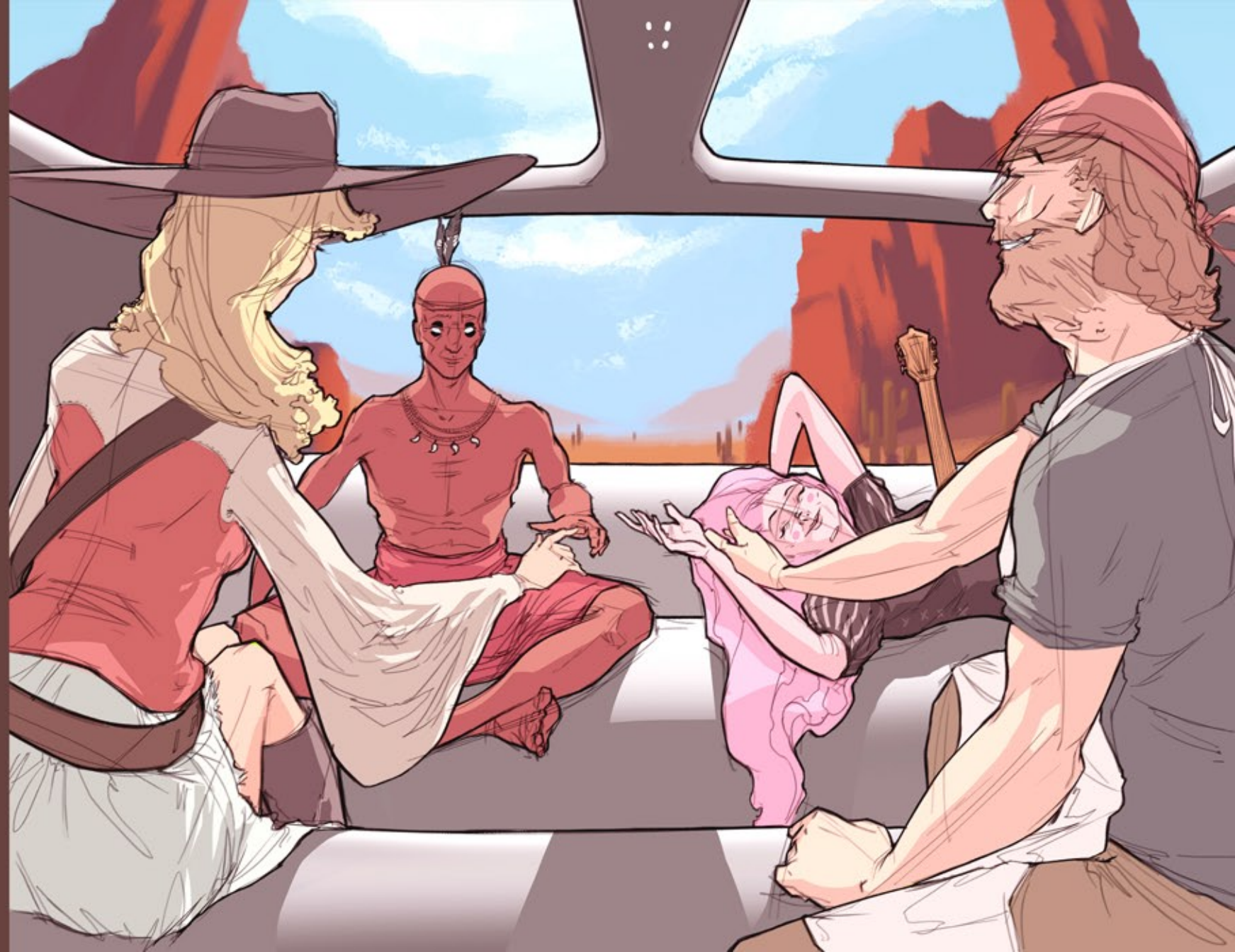
IDEALIST

Speak of their hope for the possibility of humanity and reach for goals without compromising ethics.



ARTISAN

See whatever is in front of them doing whatever it takes to get the job done including rule breaking.





ADD YOUR
PERSONALITY
TO THE GROUP



+

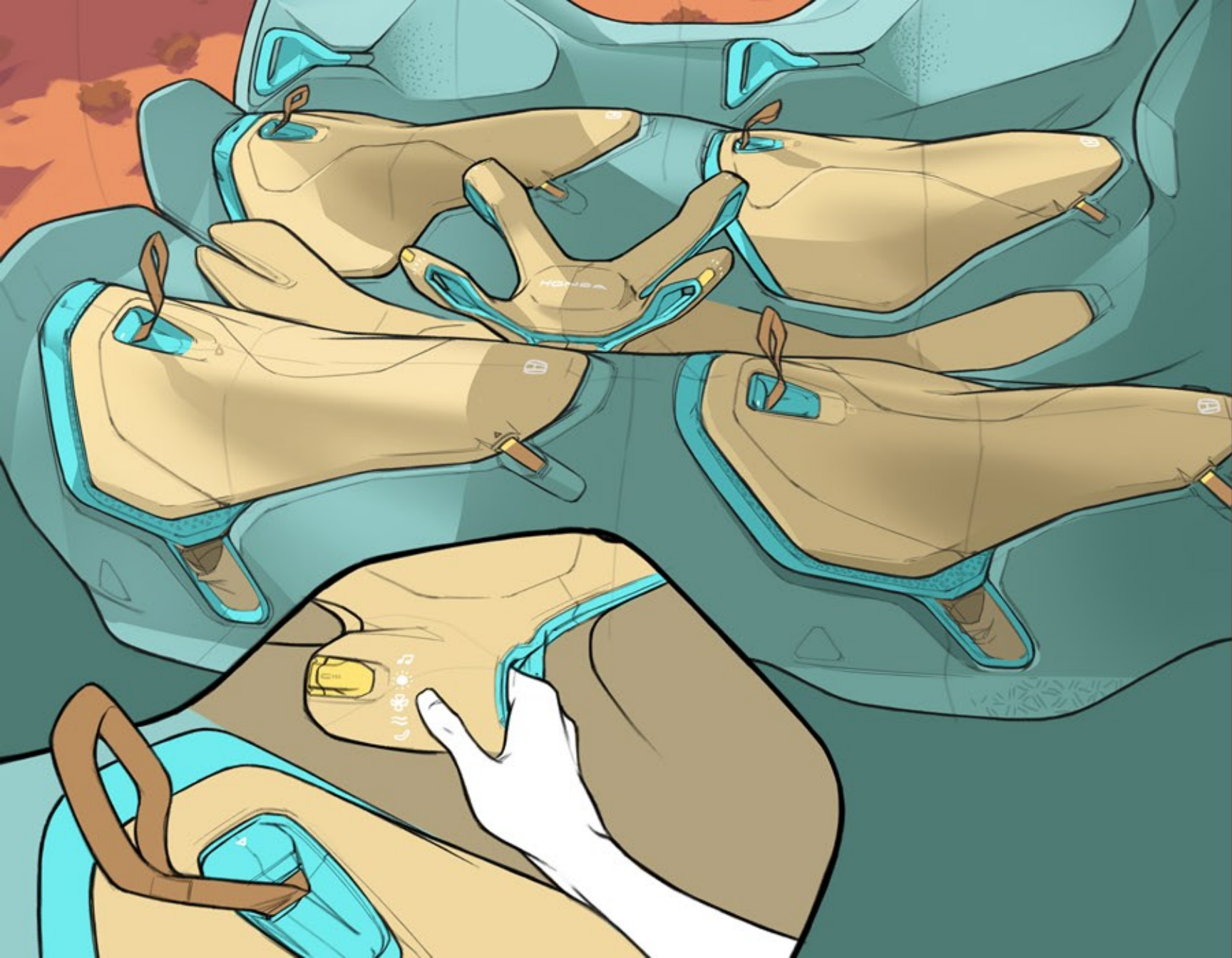


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OPPORTUNITY

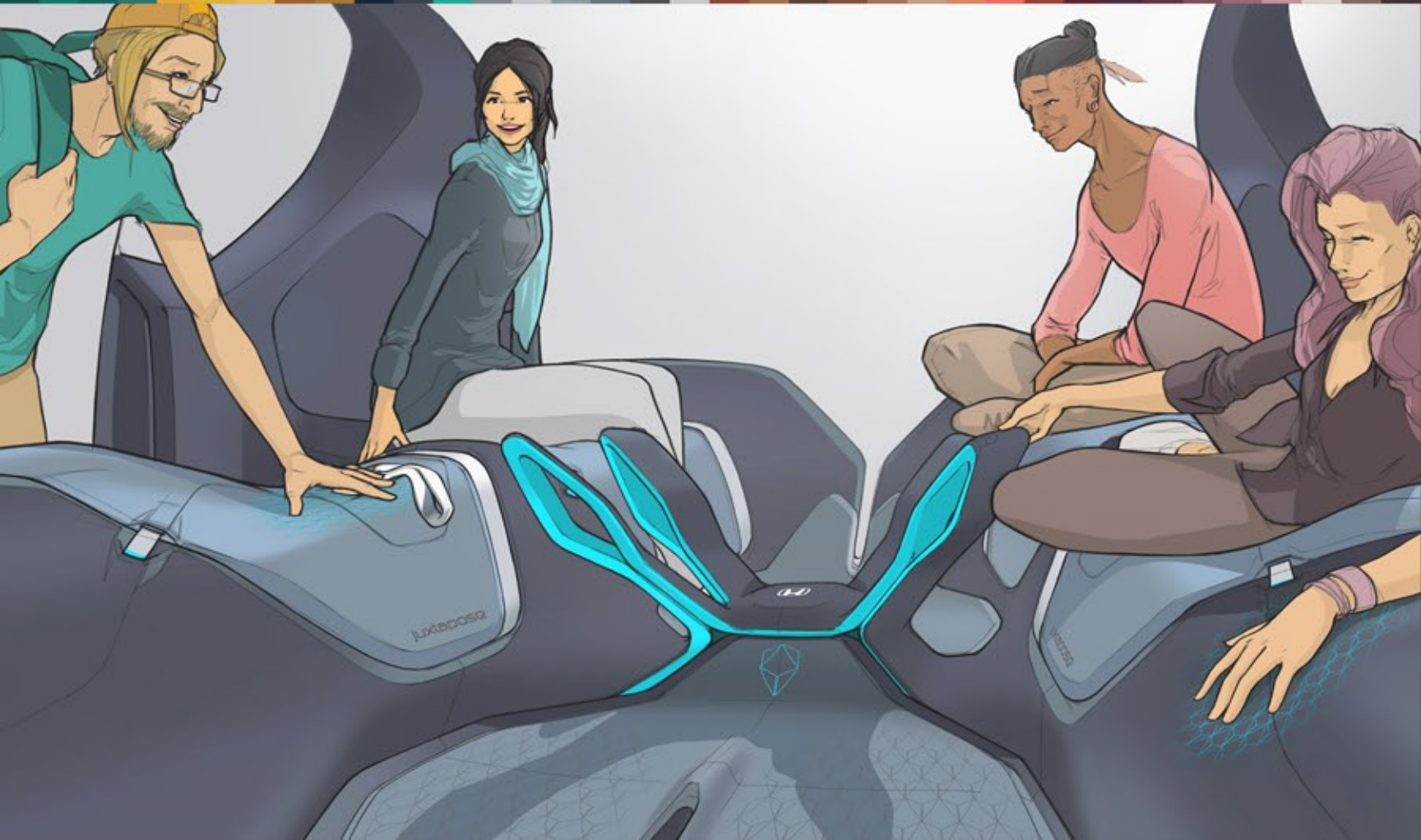


The architecture of the interior is built to open up the space and tear down the barriers that keep people apart. The key is not to force anything only offer an opportunity. The seat form is inspired by a horse saddle that offers comfort support and versatility. Even your seating position isn't forced. The architecture relies on the input of the user. The center piece is an interactive cactus that draws attention inward rather than outward.



The goal of products should be to have a meaningful impact on the users and offer them a better life. So this concept offers an opportunity for genuine connection by celebrating personality. We can share more than a ride, we can share a story. We can share an experience.





**SHARE A RIDE.
SHARE A STORY.
SHARE AN EXPERIENCE.**





storytelling

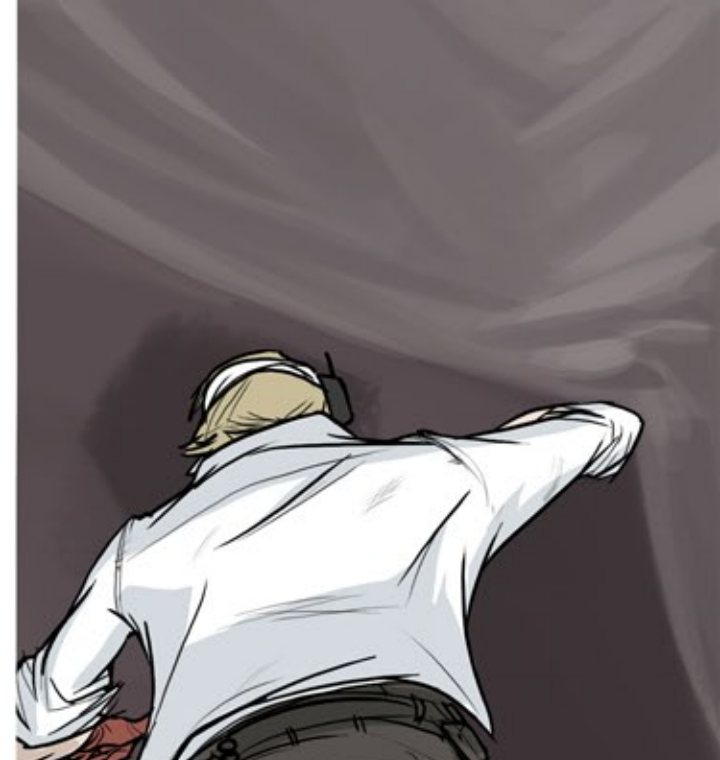
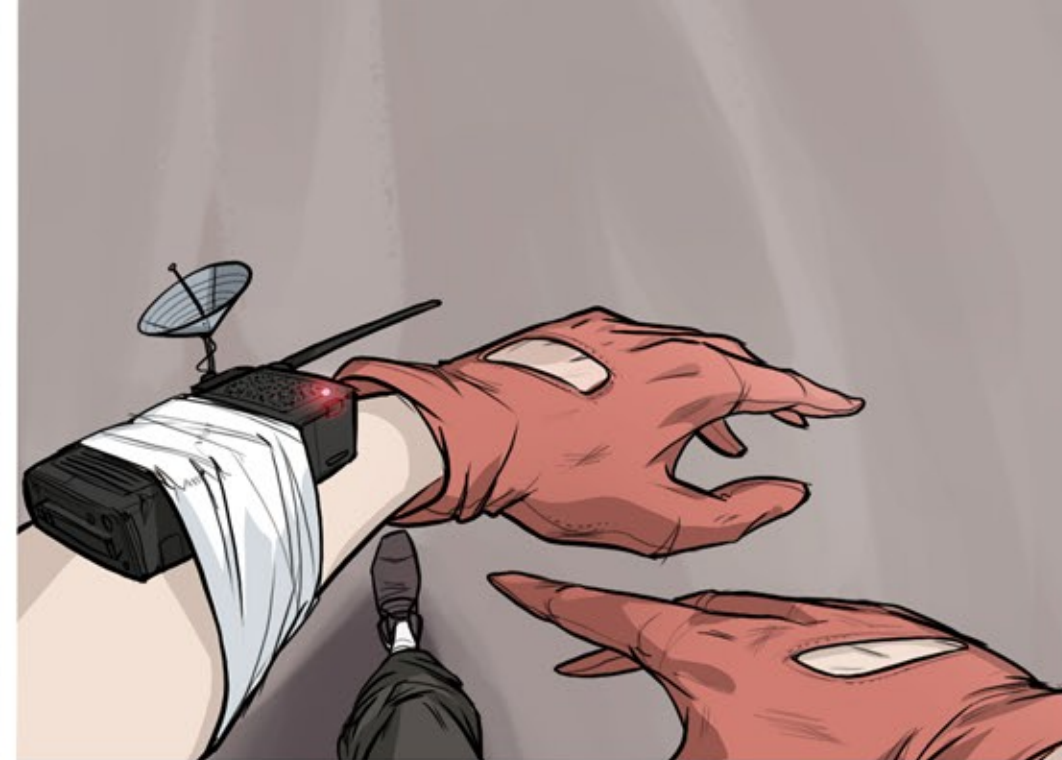
The most essential part of human culture is storytelling. We use design to tell stories and sometimes we break away from the product completely to just... tell a story.

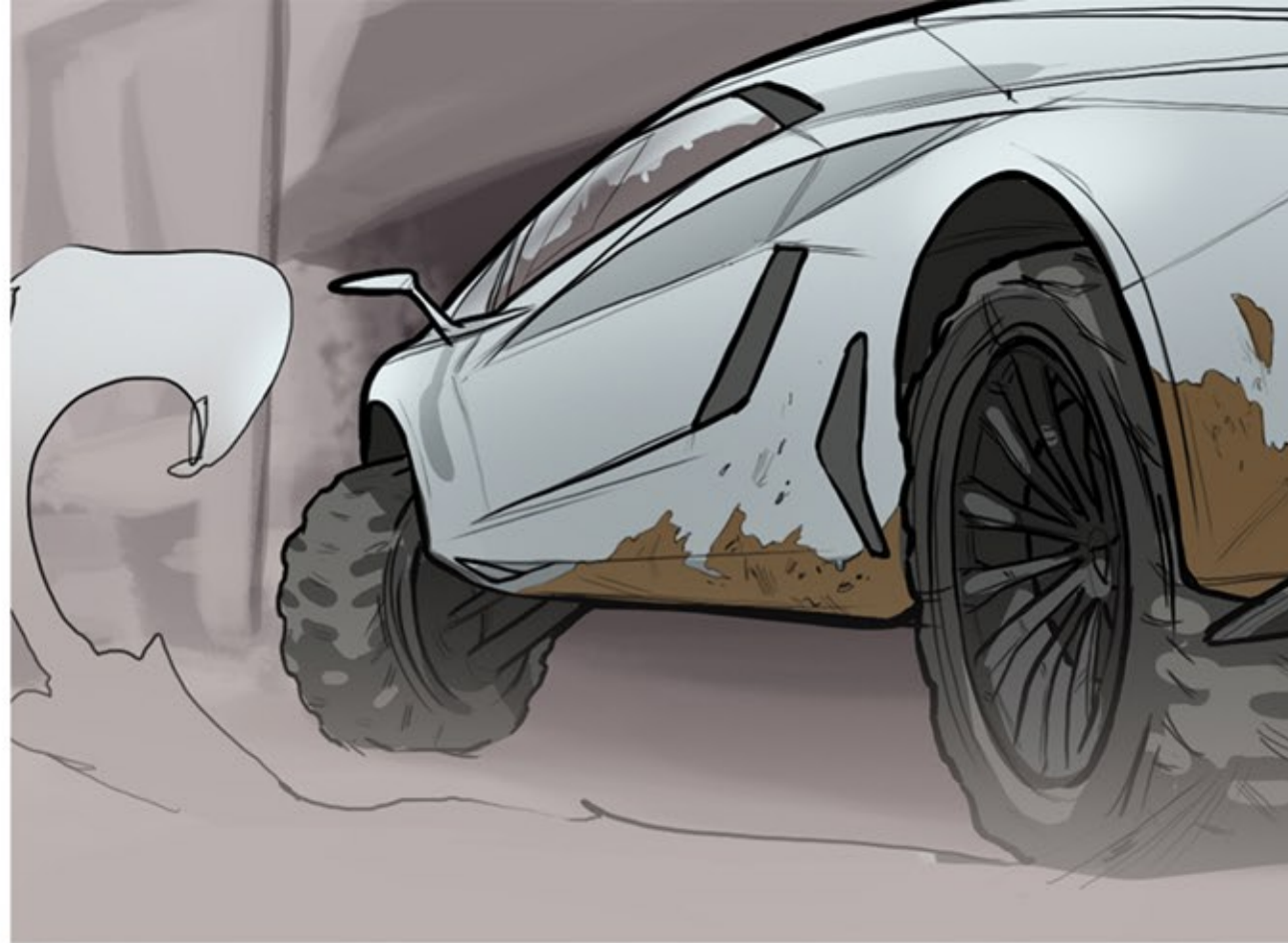
THE SHIFT

A blue-tinted landscape featuring rolling mountains and a comet streaking across the sky. The scene is rendered in a soft, painterly style. The text 'THE SHIFT' is centered in the middle of the image.

THE SHIFT







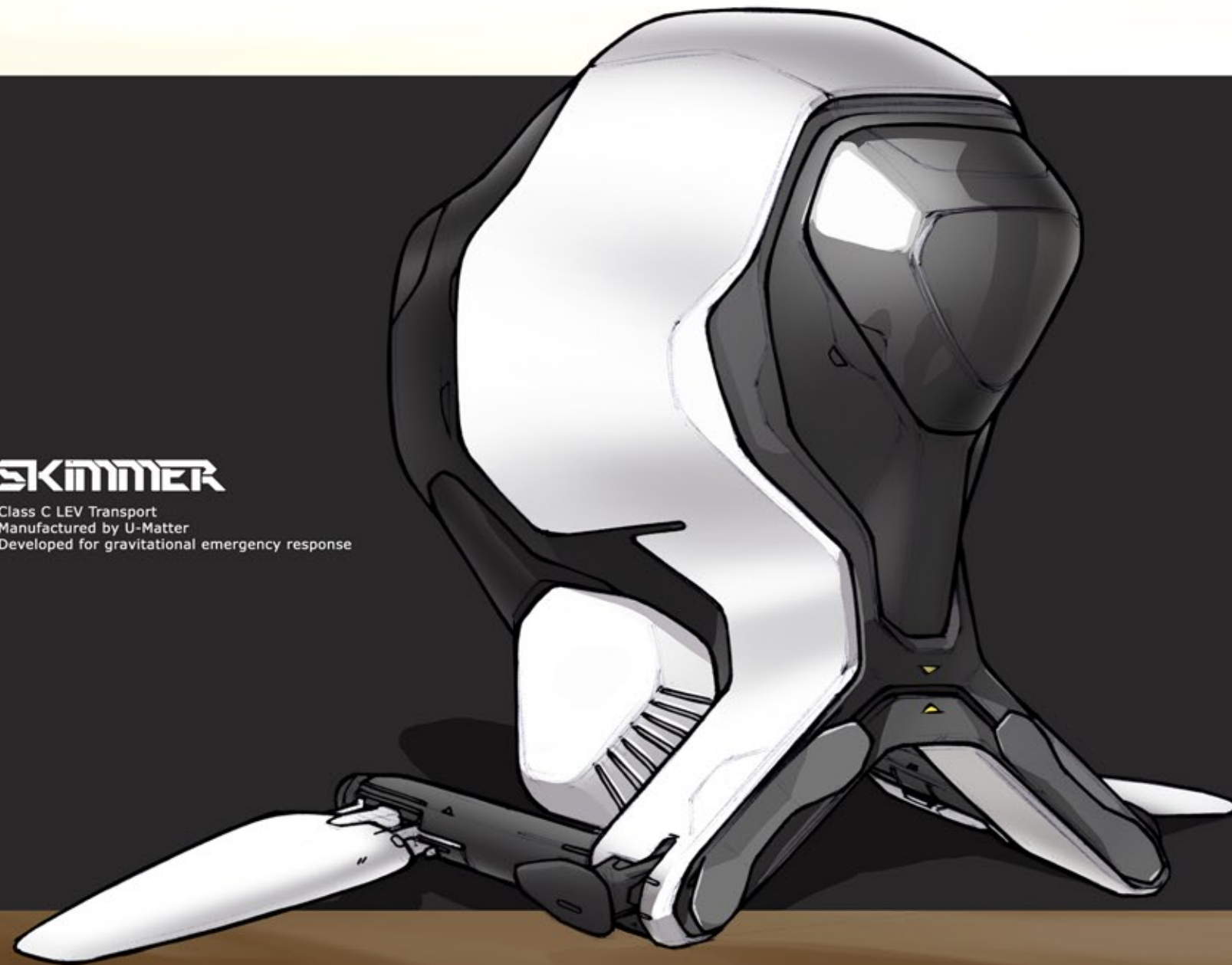




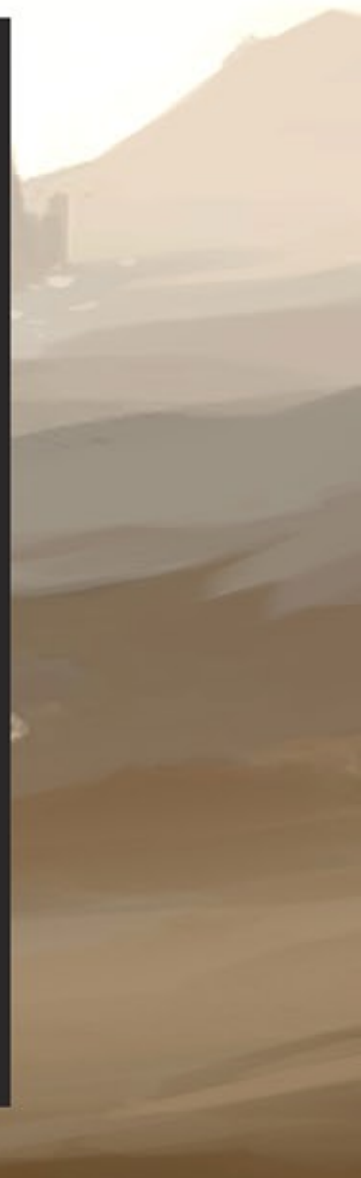
A disruption in the balance of dark matter on Earth causes an imbalance of gravity across the surface. The occurrence of this phenomenon is marked by the arrival of Haley's Comet. The livable space around the world is greatly changed forcing people into new areas where gravity is bearable. And within these zones there are varying magnitudes of gravity. The wealthy inhabit the lighter areas while the poor inhabit areas where gravity is much stricter. Gravitational anomalies are common place in this new world and special workers are in charge of solving these problems.

SKIMMER

Class C LEV Transport
Manufactured by U-Matter
Developed for gravitational emergency response



This is a one person vehicle that is able to use moderate air power to levitate in superlight gravity zones.



When further exploration into the cause of the shift by our hero unveils the fingerprints of a man made trigger for the dark matter disruption, he must investigate to what depth the conspiracy goes and if the world is still in danger.



THE SHIFT

Interior Internship at Volkswagen AG working in Germany from June 2015 to December 2015.

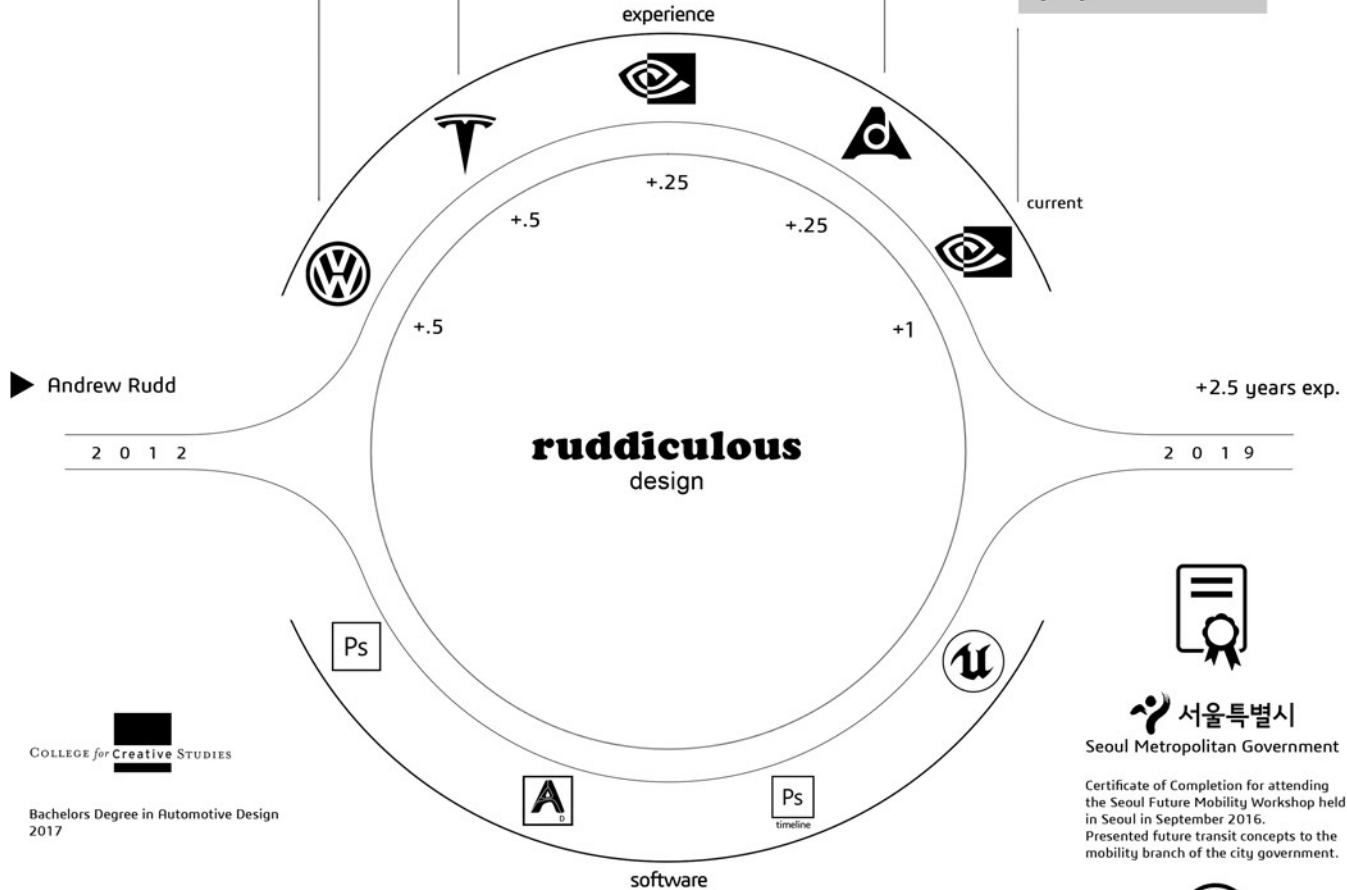
Interior Internship at Tesla working in Hawthorne, California from January 2017 to June 2017.

Automotive Internship at Nvidia working in Santa Clara, California from July 2017 to October 2017.

Creative Internship at Honda Advanced Design in Los Angeles, California starting in October 2017.

Full time Industrial Designer at Nvidia working in Santa Clara, California from February 2018 to February 2019.

My responsibilities are to provide creative strategy and develop concepts for potential future projects in both mobility and gaming.



▶ Andrew Rudd

2 0 1 2

2 0 1 9



서울특별시

Seoul Metropolitan Government

Certificate of Completion for attending the Seoul Future Mobility Workshop held in Seoul in September 2016. Presented future transit concepts to the mobility branch of the city government.



Automobility LA Design Challenge

Concept Artist for Honda - Trigger Team. Team won Judge's Pick Award at the LA Autoshow in December 2017. Worked together with Ed Natividad to develop artwork for LA 2060 Olympics.

COLLEGE for Creative STUDIES

Bachelors Degree in Automotive Design 2017

ruddiculous
design

experience



+.25

+.5

+.25

+.5

+1

Ps



Ps
timeline

software

current