

## Car Design, from Function to Fashion

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### Abstract

Conditioning become so common in the human modern culture. Design grown as one of the spearheads of consumerism that measures the humanity based on their consumption volume. It dictated by the produced value from advertising. Cars have imprisoned the consumer inside them. It runs with a discourse of lifestyles which includes various material appreciation ideologies by the urban people mind and soul. This paper aims to look at the developing lifestyle and how it impacts on design and engineering demands through a car. The focus is from the user perspectives when they began to appreciate lifestyle as a binder between body and the consciousness. The dynamic perception of space then excessively composed to influence the psyche side of the urban people among the blended idea of identity, move, privacy, beauty, security, pleasure, satisfaction, and power on a car.

**Keywords:** Technology, Economics, Car Designs, Function, Community, Fashion

**Relevance to Design Practice** – In designing a car, designer should mention about the influence of fashion in developing a visual newness besides just some technological advantages like effectivity and efficiency.

### Introduction

The embryo of design started in the industrial revolution where it became a huge turning point in the history of mankind. The machinery-based manufacturing replaced the human work in producing tools. The discoveries of new tools on a massive scale make the mankind live easier. It changed the paradigm of economics, science, technology, culture, and demographics then bring the world to its modern face. The machine culture that evolved to fulfill the human needs then began to change the order of their lives. This revolution multiply the growth of so many industrial city's characterized by greater urbanization. The urban population increased dramatically due to migration from agricultural areas to industrial areas. The focus of human mobility into the city getting bigger and make the roads increasingly plays an important role as a key of economic growth of the city. The surge in demand has spurred the growth of innovation in transportation.

The discovery of motor drive technology accelerated and increase the people's movement patterns and capacity through the car. The car demands subsequently increased because of it's superiority to accelerate people and goods movement from one place to another, from inside to out of town or from any place in the city. The economic growth of the city in turn also contributes in increasing the people's demand for passenger cars. The car industries began to emerge in producing cars that increasingly needed by the society. Cars have grown into an icon in the city and became one of the main growths in the application of technological innovations. Competition subsequently arises among various automobile industries to seize the growing market. The role of design is becoming higher and higher in making the car to gain market share as much as possible. Design then becomes an important tools in mixing and matching various technological advances that exist to satisfy the prospective users.

### Transition Phase in the World Car Industry

At the era of Ford-T made, the era of mass production car started. Car design began to change on the logic basis of merging parts in a mass scale. The paradigm of car design divided into several phases: The first phase, design development which constrained by rationalization and standardization approaches to various car design in the aspects of technology and production economy to fulfill the market purchasing power (Sparke: 1986). The second phase, the design approach from the side of ISO (International Standards Organization). ISO is a formalization of a global engineering standards which leads the car products quality to the universal physical standards. So, the same quality standards to every product and component of an car industry could be achieved. The third phase, the fulfillment of the engineering quality standard of car products by most competitors makes the certain value-added quality become uniform and no longer can be used as a specific advantage anymore. Then, the industry orientation shifted to 'how to satisfy the customers' (Crawford, 1977: 58). The fourth phase, when the car design standards become more homogeneous in technical and ergonomic quality, the car makers forced to look for items that can increase sales of their products. Eventually, the existence of product design increases and it stays ahead in responding to various consumers needs and expectations by the user's likeability in mass production scale.

First, design generally focused on making car economically by mass scale approach. The goal is to

reduce the production cost, so cars can be produced economically and can be sold in accordance with the market purchasing power and provide benefits to the perpetrators. The success of the design in the manufacturing industry measured from the level of economic production. The more design of car parts that can be interchanged to produce new forms, the better design quality to the industry. Then, design become a creative tools to compose such parts in creating car variants to fulfil the various user needs. At the time standardization could be applied internationally, car design can be developed further in making larger components variants to change the visual shape of the car. Because, production costs can be reduced through the production of components in other higher comparative advantage countries.

Mass production makes production surges that exceed the absorptive capacity of the existing market. Thus, the industry needs to develop a new car market demand or expanding the market itself. So, the society began to grouped through 'market analysis' pattern in determining the mode of users' needs. Here, the market seen as a collection of people who become the target of product shares. The users reduced into a statistical data that reduces the varieties of character, desire and expectation. They divided into a large generalized groups that assumed could be satisfied with a certain form of car designs. The market lined by variables that controlled by the car industry exclusively. A deductive conclusion leave the major-minor premise arranged on the market truth that is supported by the conclusions validity that can be justified quantitatively in describing the values, goals and options of the market (Inwood, 1995). Because, the industry solutions had been through various evidence analysis based on facts and specific logic that capable to produce a system that could minimize the production costs.

ISO is the culmination of rationalism as a new paradigm. It formalized a global engineering standards that include: units of measure, conversion, component specifications, materials, processes, equipment, testing methods, and machinery, which leads to the universal physical standards of car products quality. It became the new global industries foundation, especially in the car industry. This principle opens the car industries opportunity to relocate their industries to the countries at the same quality for the sake of production efficiency and effectiveness. As a result, the car marketing orientation increasingly focused on improving the products technical quality and the suppression of production costs. Car design become so product oriented. Every matters relating to the visual / aesthetic of products is locked by engineering (such as a modular system of interchangeable parts and the economic consequences of production). This can be seen on the same components installed on different car design variants or series from the same brand.

Competition in the global car industry is getting tougher. It occurs not only on price, but also on the car design that has grown so fast. It is seen from so many developments following the car design variants of each brand. At first, the growth of the car group only divided into transporting goods and transporting passengers. The further categorization increasingly shifted to a focus on the car dimensions, engine capacity, and passenger capacities. Each country has different criteria in grouping the passenger car. European country based the passenger car criteria on the passenger capacities, safety standards and price. USA based the passenger car criteria on the number of passengers and cabin space volume index. Japan based the passenger car criteria on the length of vehicle and engine capacities. Australia based the passenger car criteria on vehicle length, ground clearance, engine capacities and passenger capacities.

As an illustration, the current understanding and grouping of car variants grew more diverse in various parts of the world (Table 1).

**Table 1. Grouping in the passenger cars**

Europe	USA	Japan	Australia
<ul style="list-style-type: none"> <li>• Super mini (including city car).</li> <li>• Small family car (super mini sedan).</li> <li>• Large family car (including compact sedan).</li> <li>• Executive car (for an expensive sedan with a length of more than 4.80 m).</li> <li>• Roadster car.</li> <li>• Small off-road vehicles (equivalent crossover SUV category in USA).</li> <li>• Large off-road car,</li> <li>• Small MPV (including Mini MPV and compact / medium MPV).</li> <li>• Large MPV.</li> </ul>	<ul style="list-style-type: none"> <li>• Mini - compact sedan.</li> <li>• Sub-compact sedan.</li> <li>• Compact sedan.</li> <li>• Midsize sedan.</li> <li>• Large size sedan.</li> <li>• Two seaters.</li> <li>• Small station wagon.</li> <li>• Medium Station wagon.</li> <li>• Large station wagon.</li> </ul>	<ul style="list-style-type: none"> <li>• Mini (660cc engine, below).</li> <li>• Small passenger car (660cc-2000cc engine, excluded diesel engine).</li> <li>• Standard passenger cars (engine capacities 2000cc, excluding diesel engine).</li> </ul>	<ul style="list-style-type: none"> <li>• Light passenger cars, hatchback, sedan / wagon, 3 or 4 cylinder, s / d 1500cc.</li> <li>• Small passenger cars, hatchback, sedan / wagon, 4-6 cylinders, 1501cc - 1900cc.</li> <li>• Medium passenger cars, hatchback, sedan / wagon, 4-12 cylinder, 1901cc and above.</li> <li>• Large passenger cars, hatchback, sedan / wagon, 6-12 cylinders.</li> <li>• Coupe or convertible sports car, 3-12 cylinders.</li> <li>• SUVs, 2x2 / 4x4, high deck distance to ground, small goods space.</li> <li>• People mover, capacities &gt; 7 passenger.</li> </ul>

When the industries orientation shifted to 'how to satisfy the customers', they began to use good designs to influence the consumer buying interest. The method at the car design became more specific examining various

side related to human as subjects who use the product. Volvo became a global pioneer in developing of car design in this phase. Volvo bring the automobile design pattern increase to make the ergonomics standards (safety and comfort) as an added value for its users. Safety of the driver and the passengers is fundamental in car design. Human's limited visibility as the subject associated all the design development. Lorenz (1986) stated the importance of multidimensional method that combines profitability - loyalty, behavioral, and value for customers. Design vision in the industry include the knowledge of aesthetics (shape, color), visual trends, environment, cultural background, with marketing and engineering in design development and production. The design approach should also be aware of social view since it affected cultural change and to prepare the community mental idea. Thus, design exploration should go beyond the limits of the consumers' semantic space.

At the time car industries should satisfy the consumers various needs and expectations, they faced challenge in how to customize their car with mass production scale. Because, In this phase (Chang Yin: 2002) the consumers' awareness to compare the various roles and specifications of products begins to appear clearly. Now, the car industry main focus is how to meet the users' needs and fulfill them. The car industry then continuously focuses their products in providing enlightenment for the consumers (customer delight). The car industry seeks to provide insight and added value using various specifically designed features and product parts. These specialized car types indulge the users by sorting out the market in a more specific target. The trend mulls into the car industry competition which directly impacted on the more hastened design changes frequency and intensity. The design lifetime trend is shorter (Morello, 2000: 3). Here, the car design serves as a solution to technical and functional problems, as well as a medium of urban social classes. The visual expression and representation of the cars will go beyond the early technical aspects but they are merely a medium to move.

Competition continues in the car industry. Every industry strives to make the best cars with the affordable price by the market. Every novelty created by one industry would be a concern to its competitors. Various efforts continuing by the industry to seize the potential consumer. Every successful novelty that made by one auto maker (measured from the high market response), followed by other industries. At the end it will settle a model that became a benchmark every automobile industry in the era. Paradigm shift in the world auto industry continues. If one day appeared again a novelty that could inspire people then it will replace the existing paradigm.

### **From function to fashion**

Fashion is not only what is currently worn by all women as well as men, now it has become global and influenced by the emerging trends and changing all over the world which facilitated through a variety of media information into a cultural product which connects us with others. (Langton, Rae and Lauren Ashwell, 2011: 211). Fashion is playing role in our lives through involvement its creation and the current sense for those who use it. Fashion at least is a potential contribution to morality, by strengthening good social relationships with others, it connects us to our social environment, and promote improved taste of beauty. Fashion opens so wide possibility on individual to assess and develop his own style and the courage to be falsified by others. Fashion is part of the appearance world's. It endlessly moving to pursue and generate novelty. Fashion can be understood as a reflection of historical changes who can make ourselves as a work of art and ethos by the ever-changing presentation, attractive appearance of self and give pleasure to those who see.

In fashion most important thing is the change (Du Gay, 1997: 136). It builds various concepts distinguishing to wrap self, such as: styles, norms and conventions. Style and beauty became the core of car design nowadays. On one hand, everything related to a car design should look beautiful, or at least attractive. Consumers do not care if it has no use from the functional aspect. In the recently produced cars, design application has far exceeded the needed aspects of their functions. Design provides a safe, secure, and convenient atmosphere for all users. The interior design, the car instrument and control, covers various intensive researches on "human-machine interface."

The emerge of usability approach in car interface design shows a shift in the entire system of car control. The control units that was originally spread on the dashboard area began to moved and grouped onto the steering wheel area. That was a result of applying the information technology and automation systems on modern cars. The control unit on the steering wheel has a broad scope of control, ranging from mobile communication, audio, navigation, to the pedal shifts (transmission). The car design philosophy has shifted towards "man maximum, machine minimum" in almost every design. The extensive uses of microchip-connected network of the car control made them more intuitive, not disturbing, and helps the driver to be able to express more of his desire in a car.

Through the visual senses, car design consciously increase the emotional appeal prospective to the vehicle users without compromising its functional side. The philosophy "man maximum, machine minimum", eliminate various mechanical components in the car interior designs. It improved the car's interior versatility and enable the user to maximize the car utilization in accordance with the wished variation. This concept is the implementation of Bentham's thinking about the spirit of utilitarianism in which the individual pleasure achievement become the explicit and tacit motivator of all human action. The principle then reflect in the car

design blended with the urban culture itself.

According to Frank (2005: 28-29), it is the impact of modernity through the symbols of a lifestyle that is compatible with the growth of technology set in with commodification. Hegel thinks that places human beings (individuals) lost in the system has become real in the car world. Combining all systematically to reduce the values into salable items. At the end it creates a consumerism-based ecosystem that increasingly distances the primary human needs as social beings, especially in the togetherness and communication.

Individualism becomes an integral part of the urban culture. Each urban individual interested to have an identity. On identity, Perry (1975: 39) argues:

This being premised, to find in which personal identity consists, we must consider what a person stands for; ... is a thinking intelligent being, that has reason and reflection, and can consider itself as itself, the same thinking thing, in different times and places; where it does only by that consciousness which is inseparable from thinking, and, as it seems to me, essential to it: it being impossible for anyone to perceive without perceiving what he does perceive.

Identity makes each person becoming "self", and distinguishes oneself from others. It considers the purpose, reason and reflection of an individual or a group. When human interacts with the environment, consciousness blends with thinking. The latter occurs in the sensation-perception and consciousness stage. In the personal identity context, there is a likeness of human as rational beings. A significant commitment to pro-defense and the shared values among social groups in the urban society associates this identity.

The identity increasingly comes to the surface, especially through various advertising media. Economy standpoint manipulates and exploits exclusive spirits to get benefits from it. The car design concerns with various consumers' hopes and needs now increasingly apply the spirit of exclusivity. This awakes as the impact of design approaches resulted from the superiority of self. Such various underlying case is the emerging distinct needs, whether as a distinctive of social level, the success of businesses, or groups. This trend is growing in the urban society, especially among those with capital power. Attitude to specialize or make an exclusive social group is often a hard to penetrate by members of other groups from different economy classes. This condition can grow fanatical and discriminatory attitudes among car users. Identity in urban society has changed into an exclusivity.

The exclusive spirit which grows into the part of the urban society experience begins to interact with the car as a cultural product. This means that designing a car needs a bigger slice of the prospective customers experience's field. Thus, it becomes the critical point since the car design development increasingly needs to involve a series of consumers thoughts as users. A design needs to involve consumers' interaction with the process. The occurring interactions are a combination of feelings and emotions. Understanding may result from experience. A product could interest the user when it could satisfy him or her. The satisfaction could only appear at the time when the user interact with the product itself (LaSalle: 2003). The users' memory of a particular car stores experience as something 'fun'. Pleasure to split into two, first, physical pleasure, and the second is psychic pleasure. Beginning with an interest in the visual side, then proceed with the services of the various features that make users feel special. Everyone has different values. The added value such as increasing the status, recognition of self, and personal feeling acts as a binder with the product. Individual taste, preference (favorite), and the values they hold become a challenge of a product when interacting with its consumers.

### **Becoming Critical: Design Novelty in Cars**

Audi Cars (figure-4) appoints an exclusive visual quality range on the exterior and the interior of the sport car image. In the interior, Audi has consistently imposed clean contoured shape identity by developing the driver-oriented dashboard in the typical Audi-style design. In the exterior, geometric lines with curved edges at the rear part of the car successfully visualize the image of a sporty car.



Figure-4. Audi exclusive image of the contour of a clean exterior combined with geometric stripes lengthwise accent.

Meanwhile, Mercedes choose a combination of tradition and innovation quality of cars performance.

Mercedes develops a design that advances the classic image combined with following the principles of aerodynamics applied in a streamlined design. Mercedes as a trend setter influential force in the car industry. The novelty raised on every new design aims to produce an unusual design detail on the platform "classic" character and provides a unique visual impression.



Figure 5. Mercedes developed a design that advances the classic image of the car's front grill which changes the contour following the aerodynamics principles.

BMW (figure-6) applies simple and lean character on its cars. In the new design character, BMW starts to impose a harder and more aggressive angle of the car. The most prominent new visual identity of BMW is the spoiler attached permanently united with the rear trunk lid that looks contrast with the fenders and the rear bumper.



Figure 6. Spoiler on the rear trunk lid design; a new identity of BMW trademark

In Santayana idea, the thought related to the aesthetic flavor (beauty) is as follows:

The sense of beauty has a place in life, more important than aesthetic theory has ever taken in philosophy. To feel beauty is better to understand how than to feel it, to have imagination and taste, to love the best, to be carried by the contemplation of nature to a vivid faith in the ideal, all this is more, a great deal more Than any cans science hope to be.

Santayana thought said the sense of beauty has a more important position than just simply understand how to feel it. To have imagination and taste, love is the best, which appointed through the contemplation of nature against a concrete manifestation of belief in an ideal form, in excess of what is expected from science. The beauty of the form is a keyword in the modern car design development beyond the engineering aspects (ISO certification has made the car into the same quality standards globally). Car design has evolved as a form of urban fulfillment of human needs to express themselves.

The modernity concept which considered productive and efficient is the main thing began to change. It increasingly eroded by the associated values with the inner needs, the spiritual dimension as a matter of fun, satisfaction, awe, and excitement. Design began to enter the territory of the game which, according to Huizinga and Buytendijk creating fun from the inside, the intensity and totality of involvement, and fun (Sugiharto, 2, 2009). Being in a car is different from the outside world and the 'ordinary' and 'real' life, into the 'as if' area. Car design increasingly penetrated into the areas outside the function. It constructed a new reality where a person show him/ herself, as a space that frees the users from the moment out of everyday through the unity with the car that he/ she drove. Each new car designs offered by automakers trying to bring novelty (both in terms of

technology, interface systems, visual design, or other novelty) as a celebration of life. Car design increasingly playing with things outside the boundaries that have been established. It becomes very open for creative things to weld almost all facets of human life. Although it follows by various contradictions as a result of its uniqueness. The car design become the actualization from the spirit of novelty which physically implement various urban society desire for a car.

### **Paradigm shift**

In the urban context, the experience of interacting with the community in its environmental situation is largely a result of their attitude towards various objects, features and real image blended into a perceptual experience that goes along with their lives. The key that could compromise various things situated on the assumption that urban as a mosaic of many different social worlds that overlap and interact each other. Therefore, the urban social and environment niche forming their respective territories in urban life and in this way they can build an identity and feel of a comfort zone in a modern metropolitan life (Berleant: 1991). From the various traces of reaction formed Burns though (2000:3):

Indicating that people tend to develop an attitude of "reserves" as an attempt to survive in the saturated urban life. The attitude has become an object of a lively discussion of current developments related to the duration of individual postmodern cultural commodification engage in collective consumption patterns of commodities which can psychologically give respect and a sense of comfort and pleasure for them.

Emotional relationships between people with their environment framed by these cultural attributes to explain the situation and external influences on human urban living in it. The various developments are the grounds for an urban community mental concept of the car as a 'dynamic space' in interacting with the complexities of city traffic, the car as a reflection of the identity of the driver, and the behavior of people in the crowded road conditions or the beyond prediction circumstances. Besides, the influence of demographic and urban geography helped in shaping the community ways of thinking, development of value systems, and their social structure. According to Capra (1997:9):

"The shift of paradigm requires not only an expansion of our perceptions and Ways of thinking, but Also of our values ... the striking Connection Between the changes of thinking and of values May be seen as shifts from self-assertion to integration."

Paradigm shift in the concept of car design is not merely the expansion of perception and way of thinking, but also the concept of values that people profess. The linkage between changes in ways of thinking and self-assertion. Various influences on value, ranging from the approach of rationalization and standardization of car products. The approach of ISO, consumer satisfaction, to the orientation that leads to the industry building on the consumers enlightenment through the products on the further manipulate the human figure as a consumer of urban ongoing thirsty for a spell, namely: novelty. Novelty is a new magic that will immerse the urban human consciousness the original purpose of the car simply as a means of switching. Design of car products deceive consumers deeper into the pleasure-seeking values of materialism that are constantly globally produced.

Human relationship with the automobile as a cultural artifact that increasingly sophisticated technology lies in how to become a major element whose presence must exist and has no concern for human beings anymore. Because, they've bought it and the car as a tool to work as they should and they do not want to know again the process works. If the comparison between the car as a machine with living things can be analogous to that of physical and psychological processes that occur when humans interact with machines has become increasingly similar, where the engine began to make imitation of living things (Capra, 1997: 10, 65). Application of automation systems in the car technology has evolved so far that resulted in driving is no longer merely as a process using a tool to move from one place to another, but has become a celebration of the interaction between human and "other part" that becomes an extension of self.

The car has become an expression of power in the form of a sense of domination over another as an excess of self-affirmation. Such Orders generally considered to be open, explicit and direct (Stanford: 2007). Design as an interface between the machine with humans has evolved into an organization's "self." The characteristics of this interaction model of a car into one system that operates automatically to achieve a balance with human position that seemed to be central to the system. The new system integration between human, interior and exterior design of the car and then interact again with a bigger system of urban road environment and the city itself. These conditions foster a social structure with new forms of urban human behavior hierarchically structured so effective.

The urban society perceptions will increasingly pursued the car meanings toward the material reflection of desires and hopes in order to survive in the wilderness of an increasingly congested city traffic. The old concept of car design development in reality can not guarantee the ideal car for urban society in the future. Because, empirically the occurred social developments in yhe urban environment is a series of chronological order, not a logical sequence of cause and effect. Car design method viewsty perception of the car as a form of

numbers in a statistical row for mass-produced is no longer able to answer the needs of the market. The key problem lies in the shifting paradigm of 'believe' urban man who had been reduced by the world of science. Now, the dynamics of formulation evolving reflection concept in the urban society minds and values. The metaphor of a car has become a major determinant in establishing the ideal car design as a cultural artifacts. Car design has wrapped up its users by fashion that is able to answer a particular socio-cultural concepts of beauty, sensuality, social status, suitability, and other major powers.

## Discussion

### Car as the object of beauty

Every urban creates many similarity in laws and infrastructures to create the ideal between place and people within. Car is one of the most prominent products in urban culture. It has all the principles that expounded by urban culture. Car is an object of beauty, legitimacy of aesthetic, extensions of people's ego. The car body should beautifully designed. Because, as an object of art, car should look interesting from a distance and it should represent the user/s inside. Beauty is cross-cultural universal values of aesthetic taste. Evolution makes beautiful a magnet to give people a pleasure to looking at the car. As element of art, beauty also conditioned by social environment where the people live and adapting. The car design turned into equilibrium among means of personal transport, intensification of the work of art creation for those who look at and entertainment for its users. Car become full of fantasy in art and like a running present-day sculpture. It designed to amaze and to amuse the users and the people who are watching. Car becomes a tool for expressing identity, taste and style of the user on the urban streets.

### Sensuality and emotion

Car are sensual object. People connect to things and they expressed in the emotional aspects of the object, beside the operational system. People always see the physical relation to the object, the touch and feel if important for the emotional feel and the emotional impression that we received. Good car design get the emotional impressions from overall proportion: from the balance of the proportion, from the flowing of the light through the surface. Its an intense emotion expression, not a scientific terms, but its a very sensible job to design a car. Its also related with the car's interior. Because the is the feeling of material, the harmony of colors, the light, the transparency, the volume, the proportion of the space. In each particular car, designer should make an accent that makes the highest expressions on the car.

Conflicts between cars and the surrounding road environment increasingly coned. This is a result of the presence of a car as an exclusive figure in a city traffic environment. Dimensions, price and brand cars are increasingly becoming embedded with distinctive class hierarchy of power. In the context of the exterior, the bigger a car the more berkuasalah it on the street. The more expensive the price of a car (brand) is proportional to the environmental authority in conquering city streets. In the context of space (interior) development of the concept car has shifted towards the creation of a simulation of the human sense of balance will feel like in her own home in a mobile form. Car design continues to explore new boundaries that focus on the search of comfort and urban human desire to have a high mobility. Design has been transformed into a visualiazation of technology. Design has given the breath of life and personality into inanimate object called car, and has turned it into a work of art of living to the age of increasingly short. Then, in turns it addictively create the birth of novelty by novelty to be consumed by urban people.

This conditioning has become very common in human culture. Design has grown into one of the spearheads of consumerism that measures the level of humanity based on their consumption volume is dictated by the value produced through advertising. World consumer bodies have been imprisoned in a box called a car running with the dogma of a lifestyle that includes a variety of doctrines or ideologies that make the discourse about the appreciation of material by the human mind and soul urban. When humans began to make urban lifestyle as a binder between the body and consciousness, then the dynamics perception of space also constructed in line with. urban The excessively influence the human psyche the concept of switching among unity, privacy, beauty, security, pleasure, satisfaction, and power on a car.

The car has become a pillar of "new humanity" in an increasingly congested urban traffic. The more exclusive the car the more it will further separate the owner from urban traffic environment (and that's the core of the celebrations). Various technologies are embedded in the car has managed to create an increasingly urban people to consume addictive speed, convenience, comfort, satisfaction and pleasure which injected massive and instant by advanced technology. The industrialization overwhelming through design bind the human consciousness in an artificial value system as the platform has made the human as a food chain as a driving force of urban, lovers, and at the same complement of sufferers without them knowing it. As human beings, the main context which needs to be understood about consciousness is that we do not just enough to know how the turbulence that occurs in urban environments in our daily life. We need to be aware about the nature of the existence of ourselves and our inner side. In other words, we need to reflect on how deeply the cradle of urban

artificial ecosystem humanity managed to handcuff our side.

### **Closing**

A new paradigm is a necessary for the car designer. Because the evolution will makes a car becomes something, some sort of commodities that renewed with the emotional side of the car. Designing a car is designing an interaction. The exterior design (outer shape) is a representation of what is within, its a communication of what is within. The aesthetical beauty is about communication the promise of a certain pleasure. Real beauty then is about experiencing that pleasure through the interaction, through the use and through enjoying what you are using. When we design a car we tend to design a unique that allows each emotion. And designer also should still focus on every last details of the car to also show the passion. Because no matter how the design made, the details is still a guarantee to the whole design commitment through the continuity of integration.

New technology gives car a new opportunity, in interior it can connect to the rest of the world. We can make a full new sense of experience. We can have an experience that stimulate every sense. From sound, touch to vision and finding the way to spend the time when we stuck in a traffic jam. So car can become something different when we are vainly decorate them and we can get a benefit of every single mean travel in a car. Car are almost certainly getting smarter. What we see car now getting connected to the network, and real time services now are being available to drivers for services like to share traffic information while you are driving on the road. That is about customer's expectation to always connected, informed and have access to the web based information. There is a class of consumer known as the digital made of. Its the people who were born after 1990 and whose lives has always been filled with technology. This is interesting to watch how the car industries appeal to bind the young people view. In those cases its important to the carmakers to figure out how to move the experience from the car to the customer.

People talk about car. The old values that always promoting effectivity through the car like: power, speed, status, and aggressivity. In shifting time, efficiency became the next added value beside effectivity. Then, car is changing from effectivity and efficiency to acceptance. Designer should aware that car become a symbol of freedom. But, for the next era, the lightness, the quickness, precision, visibility, multiplicity and consistency becomes the main issues. Designer cannot deny reality, because by denying reality he has not the power to change the reality. Designer always focus to create certain values of pleasure and make a better quality of life. If designer want to move forward at the long-term, he should focus on designing in a broader scale. Its about the environment, laws.

The car cannot stand alone, it should in relation with the roads. The main task of car is to move and moving people from one place to another. But, the trends of roads congestion make the main role of car as a personal transport lowered. So, designers should mention developing another terms of effectivity and efficiency in designing a car. Style is dressing the surfaces, not just concern about the structure and so on. Design should has a good understanding to what the customers want and go to the in-depth of the problem. Because car is an object that represents the values, sense and sensibility of the era.

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