

汽车纹理·流行趋势

Auto Texture

Fashion Trend

2018

上

Auto texture trends

architexture
design consultancy

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A

交叉口

EDGNLANDS

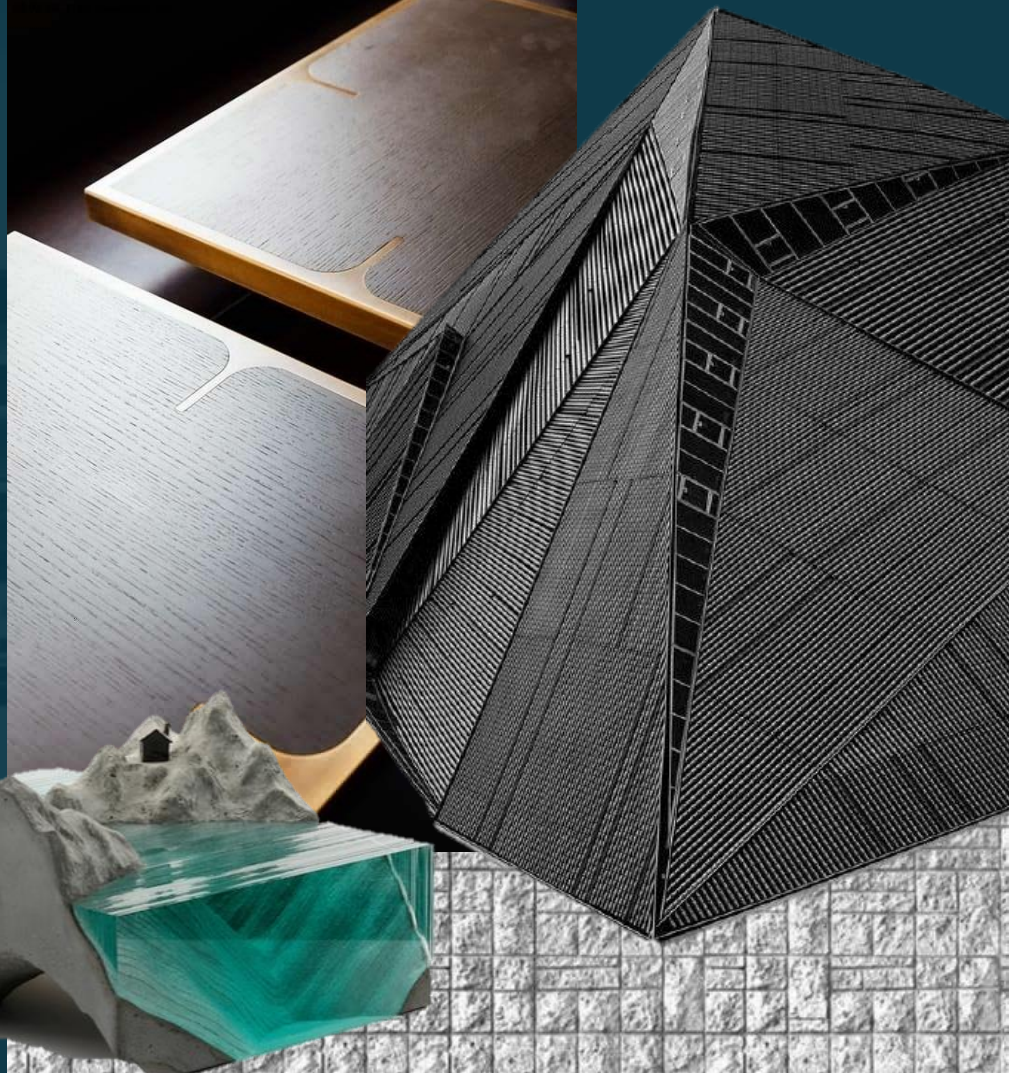
随着全球城市化进程的加速，城市的不断扩张。人们怀念重返田园生活，和以往熟悉的生活环境。都市和田园的边界逐渐模糊。在混搭主义的孕育下诞生了交叉口风格。让拥有丰富文化背景的东欧朴实和原始的基调与现代化工业产品混搭。风格游走于大自然与严谨的后工业主义。材料和表面巧妙交织功能性与真挚情感，打造实用怀旧的手工趋势，成为家庭、住宅和社区生活的核心

交叉口：简介

EDGNLANDS: INTRODUCTION

随着全球城市化进程的加速，城市的不断扩张。人们怀念重返田园生活，和以往熟悉的生活环境。都市和田园的边界逐渐模糊。在**混搭主义**的孕育下诞生了交叉口风格。让拥有丰富文化背景的东欧朴实和原始的基调与现代化工业产品混搭。风格游走于大自然与严谨的后工业主义。材料和表面巧妙交织功能性与真挚情感。打造实用怀旧的手工趋势，成为家庭、住宅和社区生活的核心。

With the acceleration of global urbanization, the expanding of the city, People yearn the rural life and past familiar living environment. The boundary of the urban and rural is gradually blurred. The intersection style was born under the inoculation of mixed style, to make the rich cultural background of Eastern Europe simply and primitive tone mixed with modern industrial products. The style is between nature and rigorous industry. Cleverly mixed materials and surface functionality and sincere emotion, make practical manual trend of nostalgia, as the core of families, homes and community life.



要点：

Key Points :

- 生锈金属 ●Rusted Metal
- 白垩表面 ●Chalk Surface
- 非凡美感 ●Special Aesthetic Feeling
- 纹理拼接 ●Texture Mosaic
- 工业处理 ●Industrial Processing
- 花卉上衬 ●Flowers on line
- 纯正简约 ●Pure Contracted
- 结构外露 ●Structure Exposed



非凡美感

SPECIAL AESTHETIC FEELING

磨旧的饰面材料、
剥离的褪色材料和
破裂的容器满腹历
史感。在进行维护
和再利用的过程中
会制造出另一种细
致全新的古董风格

Grinding old the finishing
material, stripping the faded
and broken containers full
of historical feeling. In
maintenance and reuse of
process, will produce detail
new antique style texture.





非凡美感

SPECIAL AESTHETIC FEELING

特殊处理的材料透
露着历史的沧桑感
在精致而严谨的汽
车内饰中与其他的
金属光泽搭配体现
一种低调的奢华感

Special processing materials
reveal the historical
vicissitudes of life; reflect a
feeling of modest luxury
within the delicate and
rigorous car interior and other
metallic collocation.

EDGNLANDS

交叉口

花卉上衬

Flowers on line

田园风格的花卉装饰将不起眼的日常物品从实用升级为美观装饰。生锈和经过敲打金属上用传统的工艺花束装饰，或在家庭用品上采用树篱花卉上衬

Rural style flower adornment will humble everyday objects from practical to a beautiful decoration. Rusty and beat metal decorates with traditional bouquet process, or using hedges flowers on the lining on household goods.





花卉上衬

Flowers on line

精美的花卉通过不同的传统手工艺体现在内饰的各个部件中,与现代化的工业产品做搭配,体现出传统手工艺的可贵与奢华

Elegant flowers embodies perfectly in the interior parts through different traditional handicraft, reflect the value and luxury of the traditional handicraft, match with modern industrial products.

EDGNLANDS

交叉口

纯正简约

Pure Contracted

未经染色和处理的材质展现简约纯正的风格。天然兽皮、平纹编织面料和牛皮纸等环保材料适合作为辅料，打造另类奢华的设计

Material without dyeing and processing shows contracted and pure natural style. Natural animal skins, plain weave fabric, kraftpaper and the other environmental protection material are suitable as auxiliary material, to build luxurious design alternatives.





Cadillac-Escala_Concept-2016



纯正简约

Pure Contracted

未经染色和处理的材质展现简约纯正的风格。天然平纹编织面料和牛皮纸材料的混搭，打造原始的奢华设计

Material without dyeing and processing shows contracted and pure natural style. Plain weave fabric and kraftpaper materials are perfect matched with each other to build original luxurious design alternatives

EDGNLANDS
交叉口



纹理拼接

Texture Mosaic

打破机械的重复排列，在表面上的纹理拼接给人一种漫不经心的居家亲切感。将不同纹理拼贴在一起，体现一种交叉的文化底蕴

Breaking the mechanical repetition of arrangement, texture mosaic on the surface gives a kind of friendly feeling that occupy the home. A collage of different textures reflect the culture interleaving





纹理拼接

Texture Mosaic

汽车内饰中，同种纹理风格的不同纹理，不同材质的两种纹理运用不同设计手法拼接在一起运用在各零部件中充分体现了混搭主义在汽车中的运用

Car interior, the same texture style of different textures, different material of two kinds of textures using different design way to splice together used in each of the components, fully embodies the mix used in the car

EDGNLANDS
交叉口

2017 Vmotion 2.0 Concept



B

万有文化

ENCOUNTER CULTURE

网络和多媒体技术的突飞猛进，使世界变得扁平。设计在这个时期也反映出全球各地不同理念和文化的融合。个性美代替唯一绝对的理想美。民族风被推荐和重视。浪漫主义成为核心思潮。随着古巴、不丹和玻利维亚的开放，旅行和探险成为挖掘这些地区创意潜能的方法。生态和可持续

万有文化：简介

Encounter Culture : INTRODUCTION

网络和多媒体技术的突飞猛进，使世界变得扁平。设计在这个时期也反映出全球各地不同理念和文化的融合。个性美代替唯一绝对的理想美。民族风被推荐和重视。浪漫主义成为核心思潮。随着古巴、不丹和玻利维亚的开放，旅行和探险成为挖掘这些地区创意潜能的方法。生态和可持续设计重视对于垃圾、再生和拾得材料的处理，将环保意识提升到全新的高度。

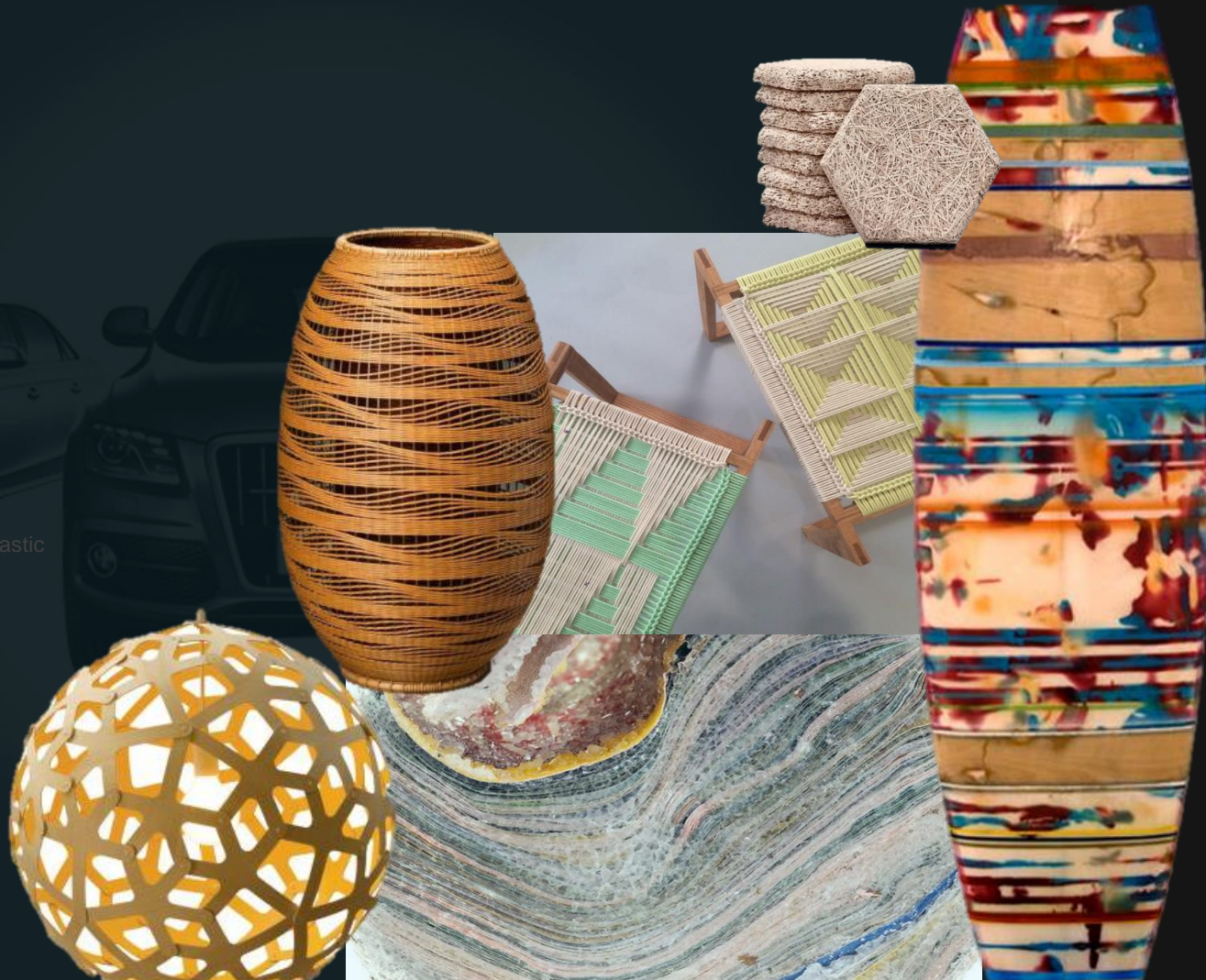
The rapid development of network and multimedia technology, make the world become flat. Design in this period reflects the integration of different ideas and cultures around the world. Beautiful personality instead of the absolute ideal. National wind was recommended and attention. Romanticism became the core ideas. With the opening up of the Cuba, Bhutan, Bolivia, travel and exploration in these regions become mining method of creative potential. Ecological and sustainable design value for garbage, regeneration and picked up the processing of materials, the environmental protection consciousness to new heights.



要点：

Key Points :

- 连续盘格
- 缠裹镶边
- 自然元素
- 开放式结构
- 地层
- 大自然纹理
- 民俗工艺
- 升级再生塑料
- 拼接图案
- Continuous Plate
- Bound up Edge
- Natural Elements
- Open Architecture
- Formation
- Nature Texture
- Folk Craft
- Upgrade Recycled Plastic
- Splicing Patterns



万有文化

ENCOUNTER CULTURE

自然元素

Native Element

独特的天然材料被保留下来
融入到全新的产品中。染色
玻璃以创意新形态呈现，采
用地质玛瑙。木材、石材和
贝壳嵌入琥珀树脂中，带来
不同以往的审美经验。具有
全新的珍贵价值

Unique natural materials are preserved,
into new products. Stained glass in
creative new form, the use of geological
agate. Resin, wood, stone and shells
embedded amber bring different aesthetic
experience, new precious value.





Buick-LaCrosse-2017



2017 Pathfinder

自然元素

Natural Element

大自然自身具备的
纹理及材料直接运
用在整车中做亮点
出现，体现整车的
奢华感

Nature itself has the texture
and materials used in
vehicle directly to make
window appears, embody
the costly feeling of the
vehicle

ENCOUNTER CULTURE

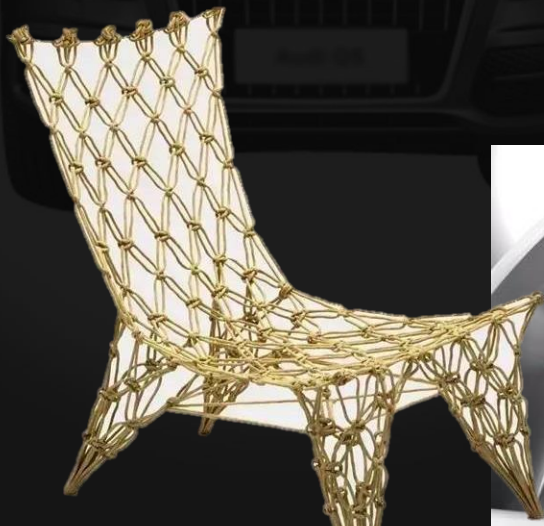
万有文化

开放式结构

Open Architecture

全新的开放式结构
模仿渔网。类似编
结工艺网织品和网
格结构通常采用细
绳，或通过纸张、
金属丝和塑料打造
出创意连结

A new open architecture
imitating nets. Similar knot
work network and grid
structure usually with the
string, or through the paper,
metal wire and plastic make
a creative links





开放式结构

Open Architecture

开放式的网状机构，主要体现一种通透性，目前都是与汽车的功能相结合着重体现在汽车前格栅，但是越来越的整车设计用此种设计方法辅助造型，体现独特的造型科技感

A new open architecture imitating nets. Similar knot work network and grid structure usually with the string, or through the paper, metal wire and plastic make a creative links

ENCOUNTER CULTURE

万有文化



地层

Formation

起伏的海岸线，断层的地质结构。启发全新的轮廓。产品采用玻璃和树脂，模仿大地和海洋。回收的木制物品被升级为艺术图腾，利用玻璃纤维、树脂和油漆，而废弃的书籍则以结晶效果呈现成为叠层的地质人工制品

Undulating coastline, the geological structure of fault. Inspired by the new outline. Product use glass and resin, imitating the land and sea. Recycling of wooden items has been upgraded to totem art, using glass fiber, resin and paint, and abandoned books in crystallization effect, become a laminated geological artifact





地层

Formation

起伏的地层造成线性的层叠感，形成线性的张弛搭配在整车的设计体现出细腻与丰富

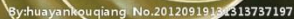
Ups and downs of formation of linear cascade feeling, form a linear relaxation is tie-in, in the design of the whole vehicle is exquisite and rich

ENCOUNTER CULTURE

万有文化

Nature Texture

Taoism focuses on determining the nature, explore nature to unearth special act the role of surface texture. Tropical plants of epidermis, strange rare fruits and vegetables the subtly refining. Highlight sculpture, laminated and natural stereo facets form



大自然纹理

Nature Texture

树木自带的纹理，皮革自带的纹理，大自然造成的一些自然肌理，通过其他的生产工艺手法再造使得这些纹理体现在整车中，比原有的自然纹理更具有设计感

Textures in trees and leather, nature creates natural grains, through the other production craft technique reconstruction makes the texture, embodied in the vehicle, more design feeling than the original natural texture



民俗工艺

Folk Craft

传统的篮子编织以创新的形式重现，并融入了民俗手工艺，从葫芦形状的篮子、橡木框架家具到互连的竹制藤茎容器，不同手工技艺通过产品体现，增强设计内涵

The traditional basket weaving in the form of innovation, and into the folk arts and crafts. Basket from a gourd shape, oak frame, bamboo rattan furniture to interconnection stems container, different craftsmanship through product, enhance the design connotation



民俗工艺

Folk Craft

传统手工艺的各种
编制手法，在整车
中的运用，一方面
让整车内饰更温馨
另一方面更能体现
整车高科技

Traditional arts and crafts of
all kinds of preparation
technique, used in the
vehicle, on the one hand, let
the vehicle interiors, and on
the other hand can reflect
the vehicle more high-tech

ENCOUNTER CULTURE
万有文化



Citroen-C1_2015



Citroen-Aircross_Concept_2015





C

真 悟

PAUSE

即将到来的科技革命及人工智能发展促使设计师探索人类与人造之间的界线。科技开始为形态赋予生命，成为身体无缝仿生的延伸部位，可穿戴设备可以完全整合，改善人体健康状态。极简主义，少即是多的思想进一步得到升华。生化材料、触感、铰接表面和超感官体验带来一种熟悉的亲和力。在一片过于复杂的设计中，形态完美、功能性强的设计无疑为奢侈品带来全新的价值定位

真悟：简介

PAUSE: INTRODUCTION

即将到来的科技革命及人工智能发展促使设计师探索人类与人造之间的界线。科技开始为形态赋予生命，成为身体无缝仿生的延伸部位，可穿戴设备可以完全整合，改善人体健康状态。极简主义，少即是多的思想进一步得到升华。生化材料、触感、铰接表面和超感官体验带来一种熟悉的亲和力。在一片过于复杂的设计中，形态完美、功能性强的设计无疑为奢侈品带来全新的价值定位。

The coming revolution of science and technology and artificial intelligence development leads designers to explore the line between the human and the artificial. Began to form that comes to life science and technology, become a seamless extension of bionic body, wearable device can be fully integrated, improve human health. Minimalism less is more thoughts has been further sublimation. Biomaterials, tactility, articulated surface and super sensory experience brings a kind of familiar with affinity. In the design of a complex, perfect and functional design undoubtedly bring new value proposition for luxury goods.



TIPS: 极简主义特征：简洁且明确，追求的是一种纯粹无杂质的艺术效果。以最简单的形式，最基本的处理方法，最理性的设计手段。求得最深入人心的艺术感受。不作任何的表面装饰，是对复杂的精心概括和升华，呈现出一种禅宗的美感。

要点：

Key Points :

- 奢华新定义
 - 第二肌肤
 - 触感
 - 生物结构
 - 形态
 - 朦胧半透明
 - 大理石图案
 - 铰接刻面
- New Definition of Luxurious
 - Second-skin
 - Impression
 - Natural Structure
 - Type
 - Hazy Translucent
 - Marble Pattern
 - Articulated Facet



触感

Impression

物品和交互式艺术品极具触感
富有人的特性,带有真丝流苏毛
发或羽毛的配饰单品柔软的褶
皱聚脂细磨砂桃皮触感的表面
及让人发痒或感到舒缓的产品
带来不同的感官效果

Items and interactive art tactility, extremely
rich characteristics of the people. With silk
tassel, hair or feathers deserve to act the role
of sheet is tasted, soft drape polyester, fine
grinding the surface of the peach skin tactility,
and let a person feel itchy or feel soothing
products bring different sensory effects





触感

Impression

喷砂效果的细腻皮纹在整车中目前大量使用，提高细腻触感，但是桃皮绒细腻的真皮质感蚕丝效果的细腻触感材质，在整车中的运用也越来越多

Sandblasting effect thin skin lines currently used heavily in the vehicle, and improve the delicate texture, peach skin velvet, fine leather texture, delicate texture of silk effect material, use more and more in the vehicle

PAUSE

真悟

生物结构

Natural Structure

巧妙交互式网眼形态，模仿复杂的外骨骼；立体打印音波或生物结构形态，最终形成复杂的蜂窝网络。织物微观的切面纹理分子状态的DNA构成。内部形态具有平滑的天然线条和自给的内部结构是灵感的来源

Interactive mesh form ably, imitating complex exoskeleton; Three-dimensional printing) or biological structure form, and finally form complex cellular networks. The cut surface of the micro fabric texture, of DNA molecular state. Internal form has the natural line of smooth and the internal structure of self is a source of inspiration.





生物结构

Natural Structure

模仿复杂的外骨骼；
立体打印音波或生
物结构形态最终形
成复杂的蜂窝网络
等自然形态中的3D
效果在整车中的运
用，直接提升了整
车科技感

Imitate the complex
exoskeletons; Three-
dimensional printing or
biological structure form,
and finally form complex
cellular networks and other
natural 3D effect in the
vehicle, the application in
form directly enhance the
sense of science and
technology of the vehicle

PAUSE

真悟

朦胧半透明

Hazy Translucent

通过朦胧的视觉效果探索开放暴露和封闭保护之间的二元性，将可延展的力量加诸在半透明的表面设计上，空间采用半透明荧光屏保护隐私，让居住者能清楚的透视户外却又保持自身隐秘，忽视细节强调整体剪影和轮廓的美感

By the visual effect of hazy exposure to explore open and closed to protect the duality between will be able to extend the power of superimposed on a translucent surface design. Space use translucent screen to protect privacy, let habitant can clear perspective outdoor but to keep their own secret, ignore the details, stress the aesthetic feeling of overall silhouette and contour





朦胧半透明

Hazy Translucent

随着新材料的不断运用，朦胧半透明的材质在各行业的普及，这种材质在汽车中的运用也越来越多，体现整车的科技与神秘感

With the continuous using of new materials, the popularity of hazy translucent material in various industries, the application of this material in the car is more and more, reflect the vehicle technology and mystery

PAUSE

真悟

铰接刻面

Articulated Facet

3D铰接启发折纸式的产品设计如像纸扇一样起伏开关的板条橱柜看似随风波动的边几，真实或虚拟的动态被哑光的折纸所捕捉

3D articulated inspired by origami style of product design, such as the ups and downs in a switch panel cabinets paper fan, wind wave of several seemingly, real or virtual dynamic capture by dumb light of origami



铰接刻面

Articulated Facet

3D铰接折纸式的
纹理设计，运用在
整车中，体现出奢
华感与科技并存

3D articulated origami type
texture design, using in
vehicle, embody the sense
of luxury and technology

PAUSE

真悟





D

数码潮

DIGITALWAVE

随着AlphaGo的成功研发，数码潮主题聚焦未来科技与Virtual Reality(虚拟现实)设计之间的创意冲击。80年代新浪潮的凌乱风格和文化熔炉为表面和面料提供设计灵感。硬朗的高端格调以极具冲击感的几何形态、闪烁反光表面和强烈光泽呈现。此外，实验性艺术风格尝试极端触感和即兴创作，营造剪切粘贴全新效果，利用升级再生的废弃材料和原始的工艺

数码潮：简介

DIGITALWAVE: INTRODUCTION

随着AlphaGo的成功研发，数码潮主题聚焦未来科技与Virtual Reality(虚拟现实)设计之间的创意冲击。80年代新浪潮的凌乱风格和文化熔炉为表面和面料提供设计灵感。硬朗的高端格调以极具冲击感的几何形态、闪烁反光表面和强烈光泽呈现。此外，实验性艺术风格尝试极端触感和即兴创作，营造剪切粘贴全新效果，利用升级再生的废弃材料和原始的工艺

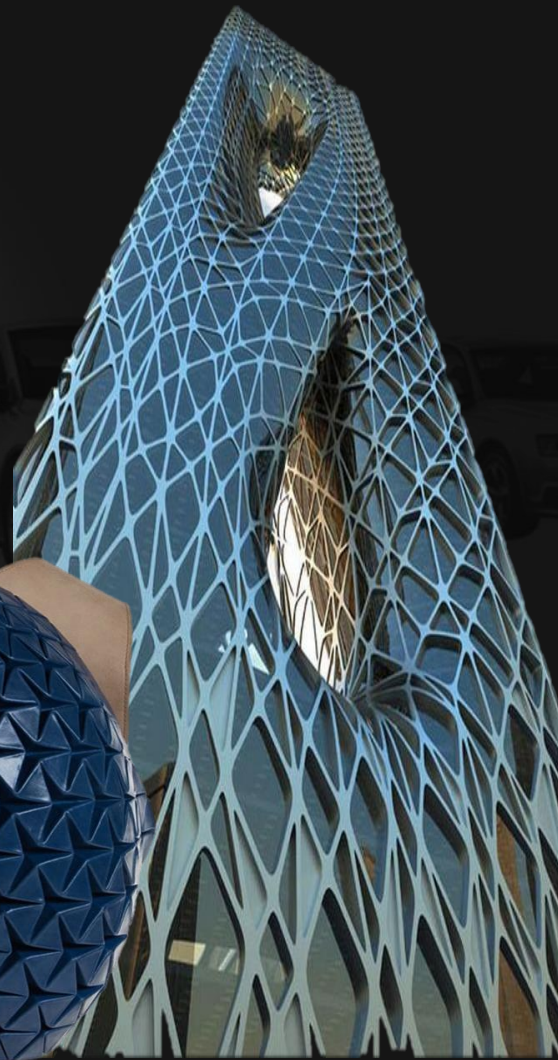
As Alpha Go successful research and development, the digital tide topics focus on the future science and technology and Virtual Reality (vr) between design ideas. In the 80 s, the new trend of messy style and cultural melting pot for surface and fabric design inspiration. Hale high-end style to have impact on the geometry of feeling extremely, flashing reflective surface and strong luster. In addition, the experimental art style to try extreme tactility and improvisation, build a cut-and-paste new effect, use the upgrade regeneration of waste materials and the original process.



要点：

Key Points :

- 晰(明确)几何图案 ● clear geometric patterns
- 个性化拼贴 ● personalized collage
- 渐变效果 ● gradient effect
- 笼形结构 ● cage structure
- 镜像金属光泽 ● mirror metallic luster
- 微型网孔 ● the micro mesh
- 起伏光线 ● Lights up and down
- 极端形态 ● extreme form



Clear Geometric Patterns

The style of strong reflected through the sharp geometry Manifests the science and technology with exaggerated feeling, also reflects the sense of the future



晰几何图案

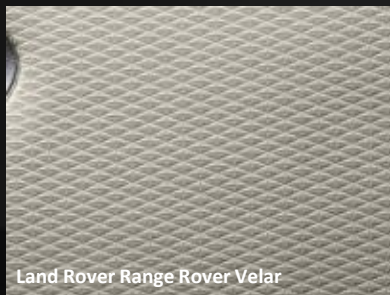
Clear Geometric Patterns

清晰、经典的几何图案，在整车中到处可见，运用不同的设计手法，体现一种强烈的年轻/科技与未来感

The geometric pattern of clear, classic, everywhere in the vehicle, using different design methods, reflect a kind of strong young/sense of science and technology and the future

DIGITALWAVE

数码潮



Land Rover Range Rover Velar



2018 C-HR



BMW-M4_GTS-2016

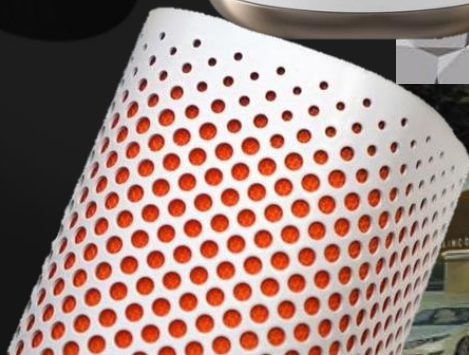


渐变效果

Gradient Effect

交互式高能形态运用有机的数学函数，产生出新颖的具有规律的渐变模式体现强烈的科技感

Interactive high-energy form using organic mathematical functions, produce regular gradient mode, reflect the strong sense of science and technology





BMW-i_Vision_Future_Interaction_Concept-2016



Audi 2017 e-tron Sportback Concept



Lexus LC 500-2018-1600-54



Toyota-i_Concept-2017

渐变效果

Gradient Effect

灵活多变的几何图案，通过数学函数的计算，使其在汽车中的运用，个整更加体现整车的科技与未来感

The geometric pattern of a flexible, through the calculation of mathematical functions, make its use in the car, more reflect the whole vehicle sense of science and technology and the future

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笼形结构

Gridding

棱角分明的结构将笼形和束缚线条结合在一起，用于各种设计中。细节与表面尝试启用工业格栅或格子构造紧密地交织在一起形成精密轻盈的形态

Angular gridding and line tie together, for a variety of designs. Surface with details enable industrial grating surface or grid structure, closely intertwined, forming precision light form



笼形结构

Gridding

棱角分明的结构将笼形和束缚线条结合在一起,用于各种设计中。在汽车中运用各种简单的几何图案形成的笼形结构,体现整车的严谨、精密化

Angular structure cage and tie line together, for a variety of designs. Use all kinds of simple geometric patterns formed in the car of the cage structure, reflect the vehicle of rigorous, motors

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镜像金属光泽

Mirror Metallic Luster

高光泽的反光金属被赋予闪烁的单色，营造高端质感珠宝，照明和家具探索液态涂漆处理以融化的凌乱形态和精确的切割造型呈现高端未来感

High gloss of reflective metal are endowed with flashing monochrome, create a high-end texture. Jewelry, lighting and furniture to explore liquid paint processing, to melt messy shape and precise cutting model of high-end feeling the future





镜像金属光泽

Mirror Metallic Luster

镜像金属光泽在汽车中的运用可谓是随处可见，这种高光泽的装饰体现出极度的奢华感

Mirror metallic luster in car is everywhere; the application of this high gloss decorative reflects extremely costly feeling

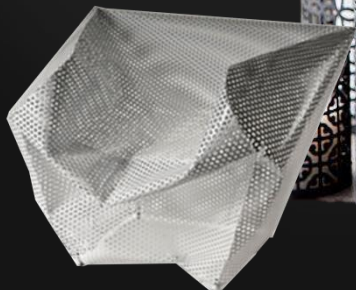
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微型网孔

The Micro Mesh

超细腻的网眼和微网
孔结构与几何形态重叠
不规则的条纹和渐变微
型圆点打造出动感精致
通透的感觉

Ultra fine mesh and micro
structure with geometry overlap.
Irregular stripe and the gradient of
the micro dots to create dynamic
delicate, transparent feeling





微型网孔

The Micro Mesh

细腻的网眼和微网孔结构与几何形态重叠。不规则的条纹和渐变微型圆点打造出动感精致通透的感觉

Ultra fine mesh and micro structure with geometry overlap Irregular stripe and the gradient of the micro dots to create dynamic delicate, transparent feeling

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起伏光线

Lights up and down

各种材料运用在各设计中的线性起伏、层叠。探索光线和动感，将数字创新与复杂的手工艺结合在一起

The various materials used in the design of linear ups and downs, cascade. the digital innovation and complicated craft together To explore light , innervations feeling,





起伏光线

Lights up and down

起伏的线性，通过厚度、颜色、光影等手法，在整车中得到一种流动与优雅、张与弛的视觉感。

Ups and downs of linear, through the thickness, color, light and shadow technique, such as in a vehicle flow and grace, with relaxation of visual perception.

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极端形态

Extreme Form

通过实体和虚拟结合的手法尝试打造极端设计。从凹凸不平，纯手工制造到3D渲染产品，极具立体感的造型和表面，挑战人们对于审美常态固有的概念

By way of the physical and virtual combination on the attempt to create extreme design. From the uneven, pure handmade products to the 3 d rendering, the modeling of stereo feeling and surface, to challenge people aesthetic norm inherent in the concept





极端形态

Extreme Form

整车内饰中采用具有深度的3D纹理的网状均匀排布，体现出极强的立体感与理性视觉感

3D texture uniform in the vehicle interior with a depth of mesh configuration, reflects the strong stereo feeling and rational visual perception

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END THANKS

2018

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