



branded interior
for alpine skiing

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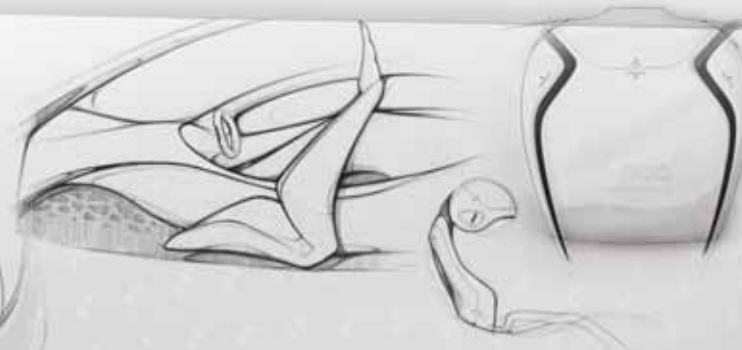
POC Helmets and Armor produce performance lead ski protection with a strong graphical identity. Aimed at Alpine sports, the POC Concept Interior is approached as a coherent series of products, incorporating discreet practicality - hinted at by graphic symbols and subtle shutlines - within bold snowdrift inspired forms. Modular storage eases the transition between home, vehicle and international ventures while hidden child seats emerge from the rear seats to minimise intrusion on space and style.

This packaged within a coupe/crossover exterior allows the driver's adrenaline seeking lifestyle to continue off piste and onto the mountain roads. A petrol engine combines with an electric motor to offer that power surge for short overtakes on winding roads, while the electric motor runs solo for quiet economical cruising through calm ski villages.

POC interior



CONCEPT INTERIOR



zahahadid

snowdrifts



sketch development

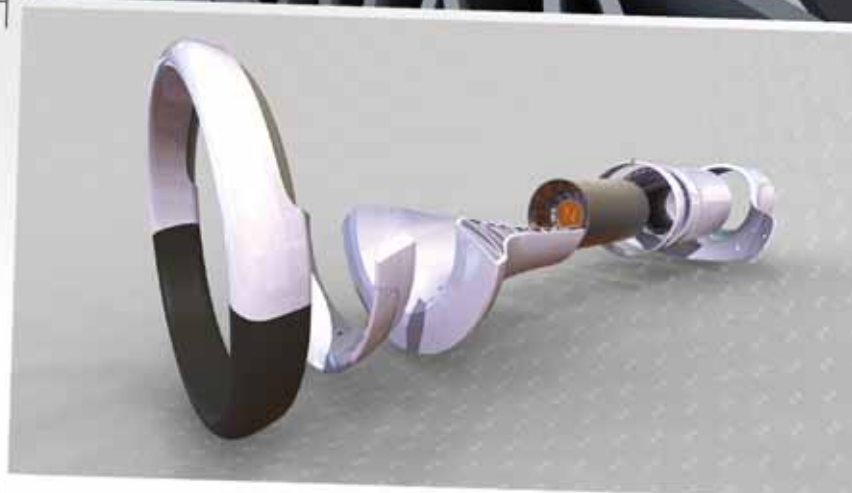




thermosunit

Central climate houses a Thermos Unit that takes, allowing access to two-thermos flasks. These can be combined to be either hot or cold to match the rider's conditions.

Phone incorporated into the dash area as the vehicle's central control system. Away from the vehicle it acts as a portable GPS and gives the user continuous contact with the vehicle to set its destination and temperature, ready for their return.



dash/helmet camera

Camera raises from dashboard in discreet pod to capture the mountain scenes or occupants' activity. Camera may be removed to act as a helmet-cam for close up action shots. HDD incorporated into the dashboard and access sockets throughout the vehicle allows editing on the move.

