



CASE STUDY: AUTOMOTIVE

A car wrapped in a superhero's cape.

The Challenge

Former BMW Design Director Chris Bangle wanted to pursue his idea of a fabric-skinned car. He was seeking lighter, more flexible materials that required less production energy than traditional metal skins. Inspired by a flexible skin architecture exhibit at Material ConneXion, Bangle started researching high-strength and tear-resistant textiles with our team of experts.

Key Requirements


- + Insights
- + Material Sourcing
- + Materiality

The Discovery

Their effort led to the GINA – a visionary shape-shifting sports car made from polyurethane-coated Lycra stretched over a wire-aluminum frame. The metallized fabric was sourced from the world of technical textiles, normally used to shield heat from processes.

The Material Solution

While only a concept car, the GINA's innovative design is inspiring a new wave of automobiles.

 We went [back] to Material ConneXion, who we used as a very valuable resource, to help us identify swatches that ... would become the GINA. - Chris Bangle, Former VP Design, BMW

Material Landscape provides select resources through material deliveries and focused project workshops on topics such as:

- + Sustainability
- + Efficiency Evaluation
- + Competitive Analysis
- + Product Evaluation
- + Opportunities Analysis
- + Material Trends

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