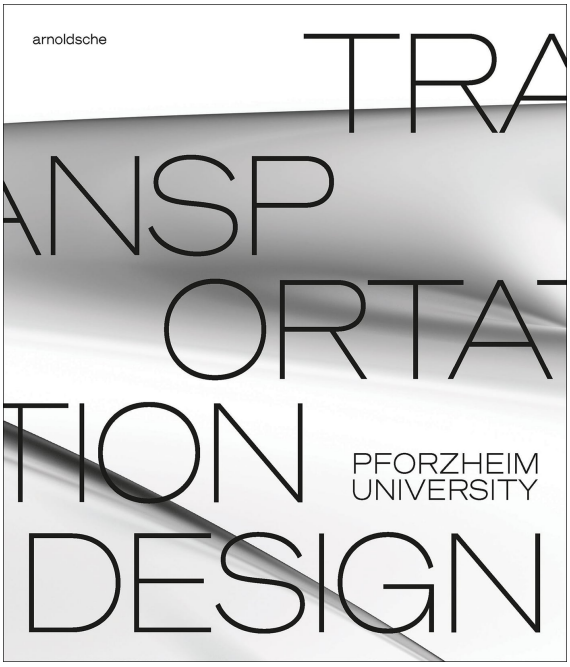
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Transportation Design

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- Pforzheim Transportation Design: world-leading training shaping automotive design leaders
- Forty-year history documented through influential designs shaping mobility education today
- Visionary insights into future mobility and inspirational automotive design thinking

Almost a hundred years after the invention of the car, the time must have been deemed right to devote a course of study to this means of transport and its design. In 1984 in Pforzheim, not far from the sites of Mercedes-Benz and Porsche, the Transportation Design study programme—then known as Automobile Design—was thus launched. Today it belongs to one of the sector's most prestigious training institutions in the world. Numerous designers have studied here who have since become international leaders in the field and whose designs have influenced the global automotive industry in a significant way. This publication documents the more than 40-year history of the program through its numerous designs and achievements up to the present day. The authors also present their vision for the future of Transportation Design and mobility, making this publication an important source of inspiration for contemporary car design.

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