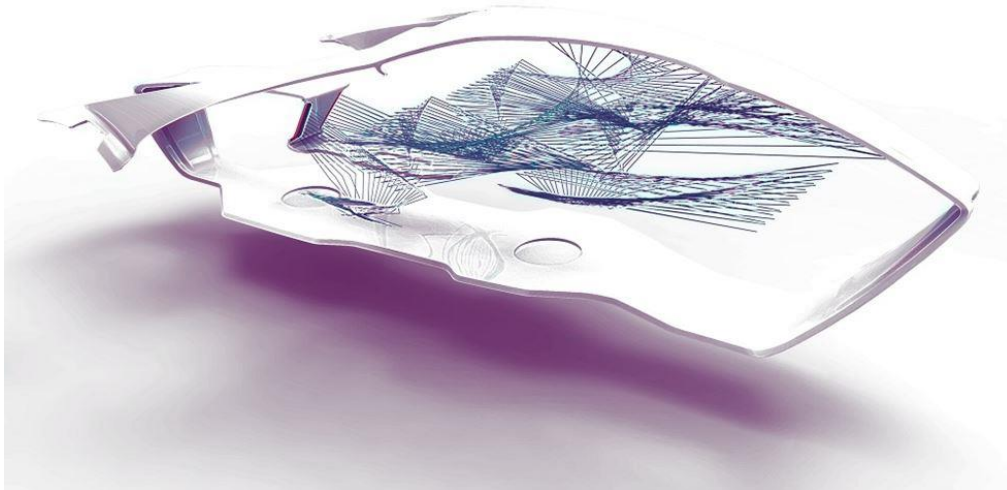


**THE FUTURE OF THE CAR**  
**SATURDAY 17 MARCH**  
**11.00 –17.30**



Uber Mundo, David Taboas Martelo de la Maza (MA Vehicle Design, 2016). Courtesy Royal College of Art

The car is changing as we know it. The rise of electric and largely automated cars is transforming the world around us. It has been predicted that in three years there could be over ten million self-driving cars on our roads. But relying on artificial intelligence, big data and interconnectivity, the ethical and practical questions raised by autonomous driving are vast and pressing.

What's more, car-sharing services like Uber, are revolutionising the way that we navigate our cities. Cheap, reliable and easy to use, they are the preferred method of transport among young people living in cities – who are becoming increasingly reluctant to learn to drive.

Traditional automakers will have to find ways of adapting to these rapid advances in car technology and services. If these trends continue, there is reason to believe that car ownership might disappear altogether.

This symposium brings together leading voices within the field of automotive design, spatial practice and technology to discuss the future of the car and new mobility. It will ask; What is the symbolic value of cars today? Do driverless cars bring about a safer and more efficient transport network or does our loss of control present wider implications? Can smart mobility make cities sustainable? What impact will autonomous vehicles and new mobility technologies have on the future of our cities? How will this impact vehicle demand and the auto industry long-term? And what will Ferrari – and its luxury fast-car rivals – become in this new age of mobility? What can design do to safeguard the future of the car?

In collaboration with the Royal College of Art's Intelligent Mobility Design Centre (IMDC).

## TIMETABLE

### **11.00-13.00 Automotive Transitions: The Car Today**

This morning session explores the role of the car at this time of radical change in modes of mobility. Speakers will reflect on how new technologies, as well as commercial, social and cultural developments, have shaped our current landscape of mobility.

Topics will include; the automotive industry today and its latest developments, new trends in consumer culture, car-sharing and self-driving vehicles, innovation in public transport, the rise in autonomous vehicles and the impact of new technologies on urban infrastructure.

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| 11.00 | Welcome: Dr Chris Thorpe (The Royal College of Art) |
| 11.10 | Deyan Sudjic (the Design Museum)                    |
| 11.20 | Dale Harrow (The Royal College of Art)              |
| 11.40 | Louise Downe (Design, UK Government)                |
| 12.00 | Iain Macbeth (Transport for London)                 |
| 12.15 | Discussion  |

### **13.00-14.00 Lunch**

### **14.00-16.00 Future Urban Mobility**

This afternoon session is focused on visions for future urban mobility. Speakers will discuss new ways of designing, influencing behaviours, and developing mobility methodologies and typologies that address the complex and changing urban and global environment.

Topics will include; innovation and technological developments in mobility, driverless futures, artificial intelligence, smart vehicles and their critical impact for future societies and cities.

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| 14.00 | Welcome: Dr Artur Grisanti Mausbach (The Royal College of Art)     |
| 14.15 | Jonny Culkin (Seymourpowell)                                       |
| 14.30 | Dan Hill (Arup)  |
| 14.45 | Marta Ferreira de Sá (Rival Strategy and The Royal College of Art) |
| 15.00 | Adam Kaasa (The Royal College of Art and Theatrum Mundi)           |
| 15.15 | Discussion   |

### **16.00-16.45 Break**

### **16.45-17.30 Closing Comments: Intelligent Mobility Design Centre (IMDC)**

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