



The Conscious Racer, comfortable in their home setup.

The Fastest and the Greenest

The adrenaline of speed, the challenge with yourself and the others, the excitement of crazy adventures. This has a cost and an impact that we can't ignore.

At Lynk&Co Prospective Design, we are on the path to designing a new experience for the customers, drivers, passengers and fans that are proud of the racing and sporty heritage that our brand sports, without forgetting the reality we live in. We have defined bits of the context, the actors, and the interactions that will define the future of sport car experiences.

We would like you to design a cockpit solution that fits both a Virtual Racing and IRL Racing setup, is swappable, reusable, and makes the racer conscious of their racing.

We would love you to focus on the Product as a blend of form and function, where interaction and journey have equal value as form and finish.

We would love your design to be part of an immersive experience representative of a 2030(ish) future to be presented to the Lynk&Co team.

Challenge us, ask us questions, and share your ideas with prototypes we can play with. We love Unreal and Unity, but you should feel free to use the tool that best fits your purpose. We love physical models even more.

Please help us define the Conscious Racer.

Målgrupp
TD

Gruppstorlek
Mellan 5 och 6

Speciella förkunskaper

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