



A S T H E I M E R

AUTOMOTIVE SERVICES 2019

A S T H Ξ I M E R

*Supplying world class design services to the
automotive industry and beyond*



WHO WE ARE

We are ASTHEIMER, a UK based team of talented designers providing cutting edge design services to the automotive industry.

As the world moves towards electrification and autonomy, we recognise that design will take an ever more important role in defining the experience of a brand and its vehicles.

We work with clients across the globe, providing bespoke tailored services to meet this demand.

Our team members have been cherry picked from across the world and bring with them a wealth of

experience from sectors including automotive, marine, product and furniture design.

Our size affords us the speed and flexibility to execute projects and quickly adopt new technologies.

This allows us to continuously push the boundaries of design whilst saving our clients time and money.

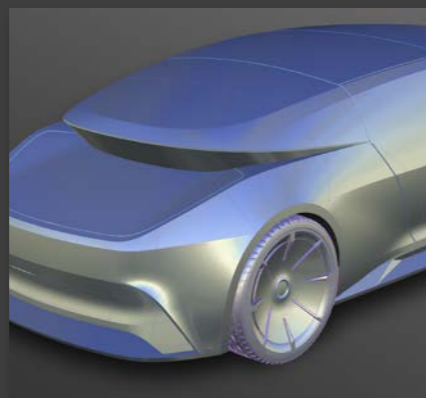
In these unprecedented times of change, we stand ready to assist you with whatever design challenge you face, helping to define the future.

WHAT WE DO

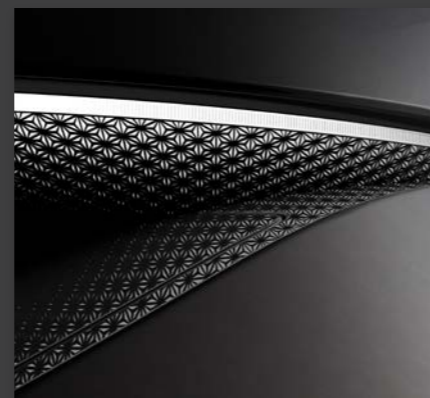
We use our cross disciplinary knowledge to offer specialised design services to the automotive industry.
Our services span 6 core competencies:



DESIGN ASSISTANCE



SURFACING



PARAMETRIC



COLOUR & MATERIAL



VISUALISATION & VR



SCANNING & PROTOTYPING



DESIGN ASSISTANCE

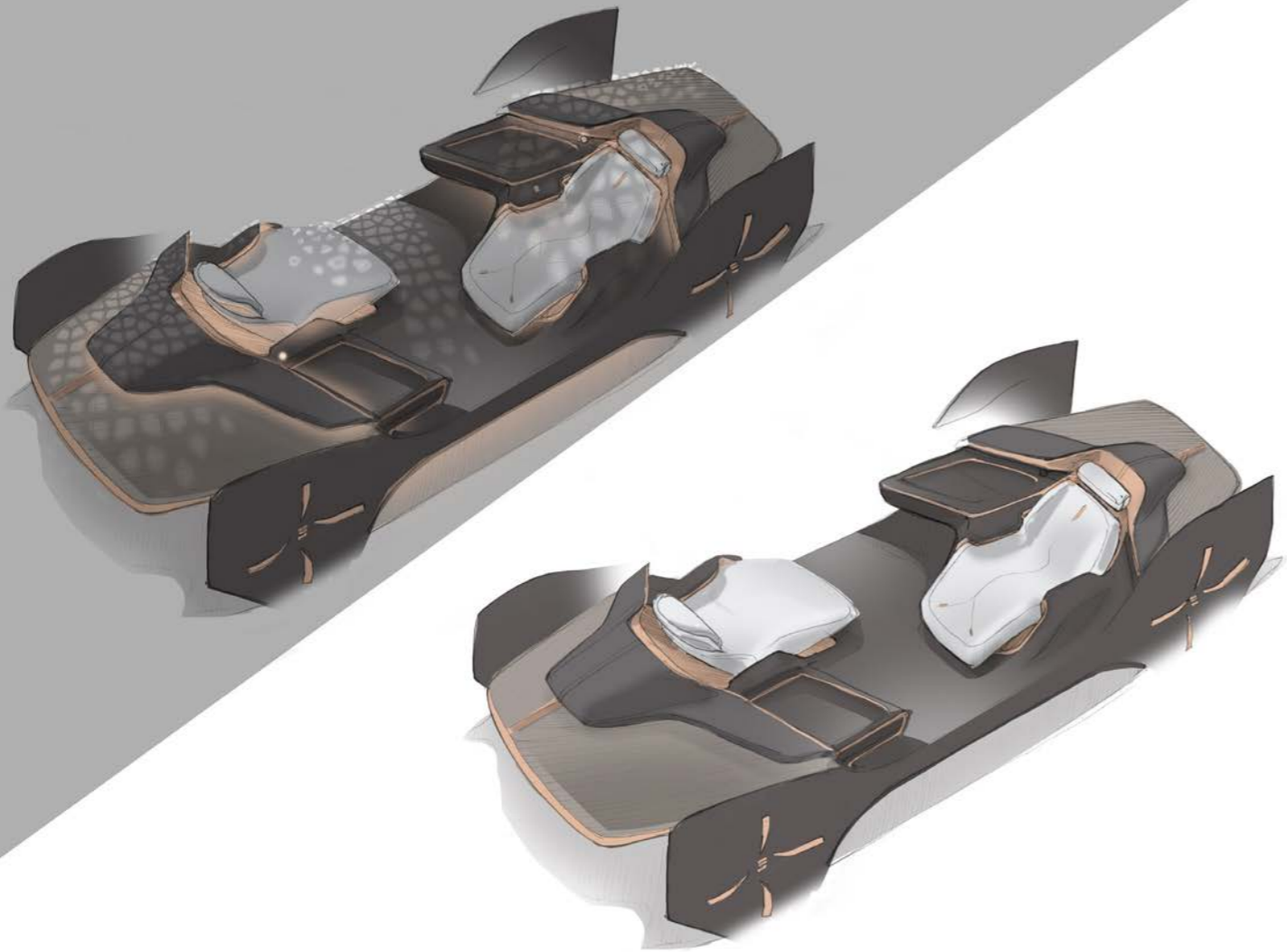
Supporting OEM's with concept design ideation • Sketching & Photoshop

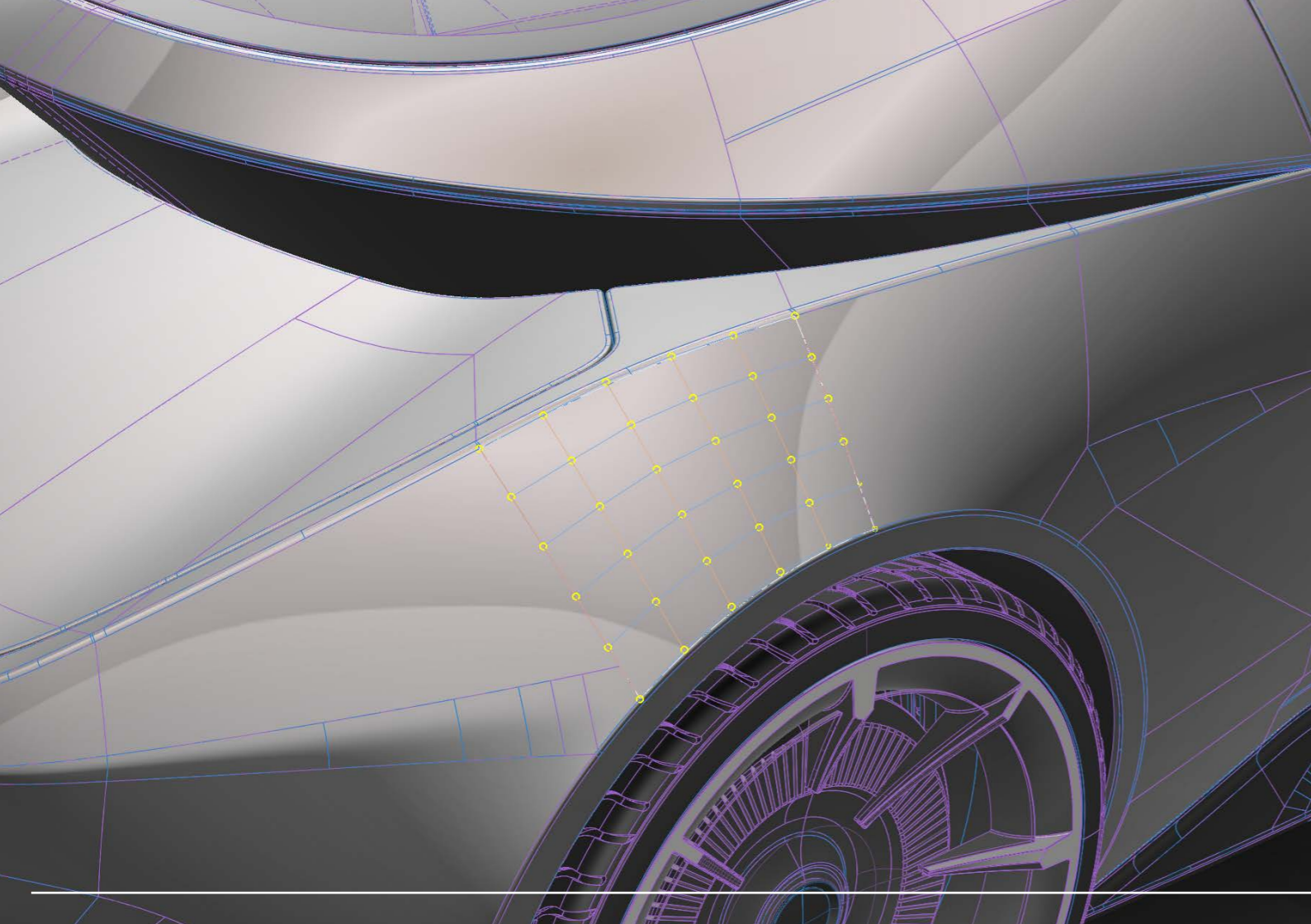
As an external studio, we are well positioned to support OEM design teams with their design overflow requirements. Our team can contribute concept design work created either independently or under your specific direction.

Our cross disciplinary team have experience contributing to a variety of projects, including designing concepts for main vehicle programs,

after-market and special vehicle accessories, and brand extending lifestyle products.

Our team includes excellent creative sketchers and design thinkers capable of conveying complex form and function through high quality sketch visuals. Our technical knowledge also helps ensure feasibility early on through solid understanding of part construction and manufacturing.





SURFACING

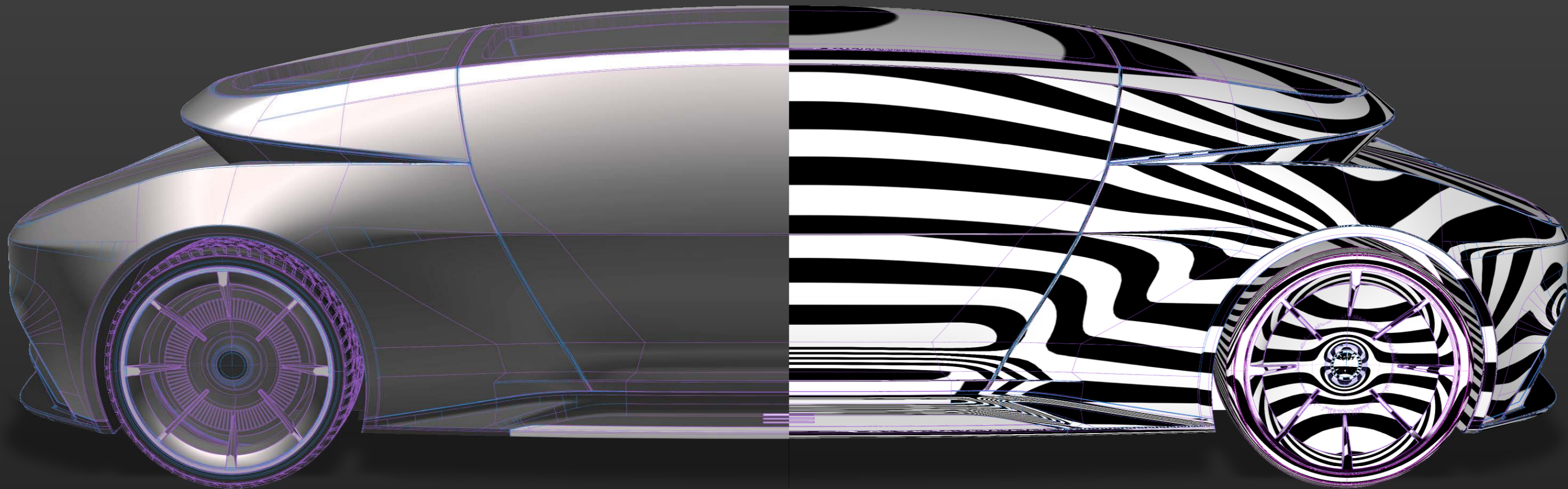
Concept through to Class-A surfacing • Autodesk Alias

The interpretation of a design into 3D requires not only technical skill but also elements of design intuition. For this reason, we ensure all of our modellers have complementary skills in both design and engineering.

This ensures that your conceptual themes and sketches are translated into 3D surfaces with both design sensitivity and engineering feasibility.

We are capable of creating everything from early development speedform CAS models, through to full interior and exterior Class-A surface models using the industry standard Autodesk Alias.

Whether you require surfacing for the A or B sides of your designs, for small component upto entire vehicles, we are available to transform your designs into beautifully refined surfaces.





PARAMETRIC

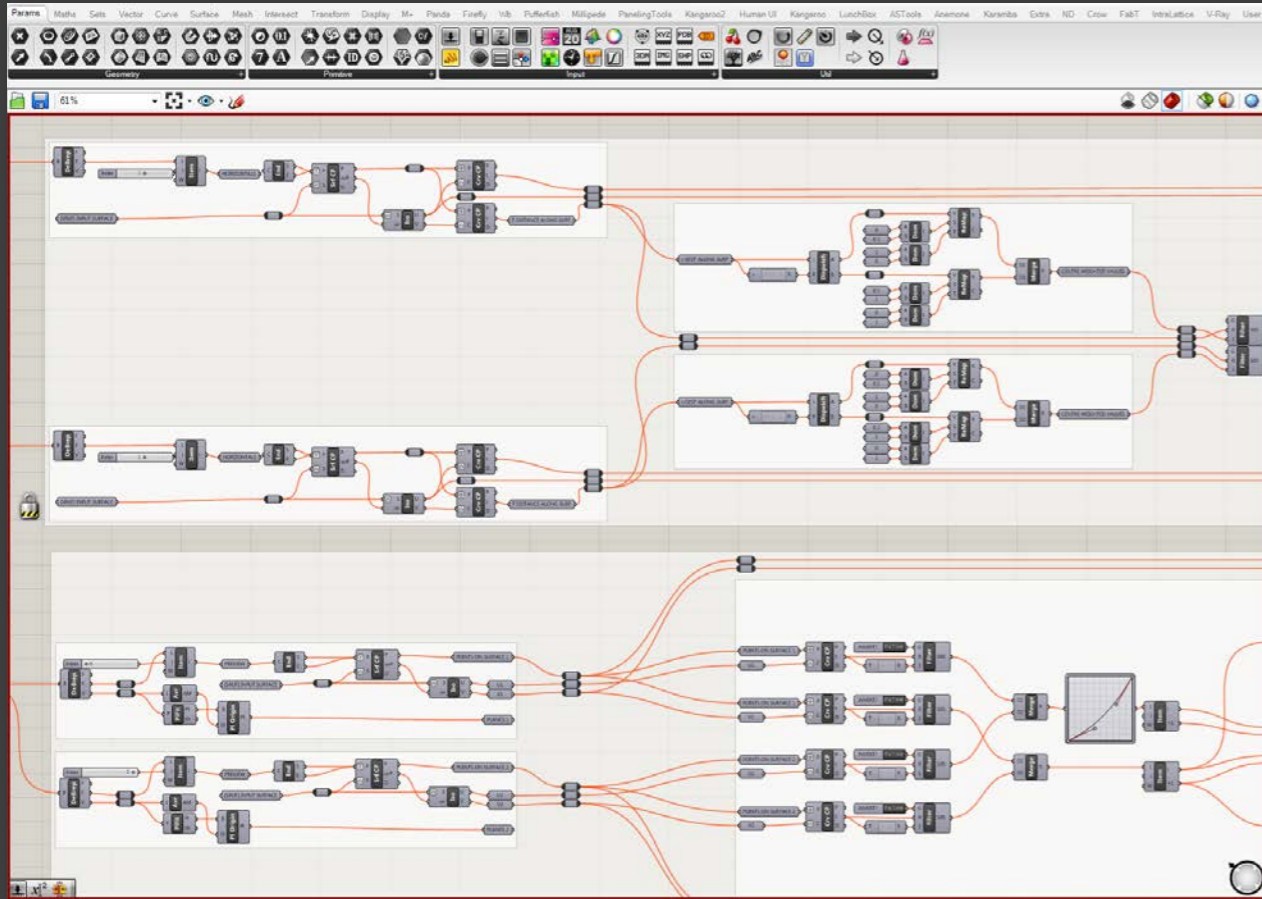
Algorithmic design for the creation of complex surfacing • Grasshopper

Parametric modelling is the process of creating algorithms that automate the generation of complex 2D and 3D design details. Practical examples of this include the modelling of grills, feature lights, knurling, and much more.

Parametric algorithms allow you to instantly iterate through complex designs which were previously grossly impractical to model manually.

Parametric algorithms essentially encode physical aspects of your brand DNA. They can be re-used across different components or vehicles to add a familiar family feel across your product portfolio.

We have made significant investments into becoming experts in this type of modelling and currently supply both design and production departments of multiple OEMs.





COLOUR & MATERIAL

Combining colour and material specification with parametrics and VR

We understand that careful application of colour and materials are the key to correctly expressing the desired emotion and quality of a brand and its design language.

Careful research into current and future trends, curation of touch and feel material boards, and the building of relationships with suppliers are all second nature activities to our team.

Integration into our visualisation and virtual reality work flow also enables you to explore and review more options faster without costly prototyping.

Our colour and material services can also be combined with our parametric capabilities. This means that we can assist you in innovative and unique material creation, opening up a new realm of possibilities for brand expression.



VISUALISATION & VR

Photo-realistic imagery and interactive VR experiences • V-Ray, Autodesk VRED

High quality visualisation requires the marriage of design, surfacing, colour and materials into evocative and descriptive photo-realistic imagery.

Our continual investment into the best graphical hardware and software allow us to provide material appropriate for the needs of multiple departments, from advanced design through to sales and marketing.

Use of industry standard software like VRED and V-Ray enables trouble free file interoperability with your internal digital work flows.

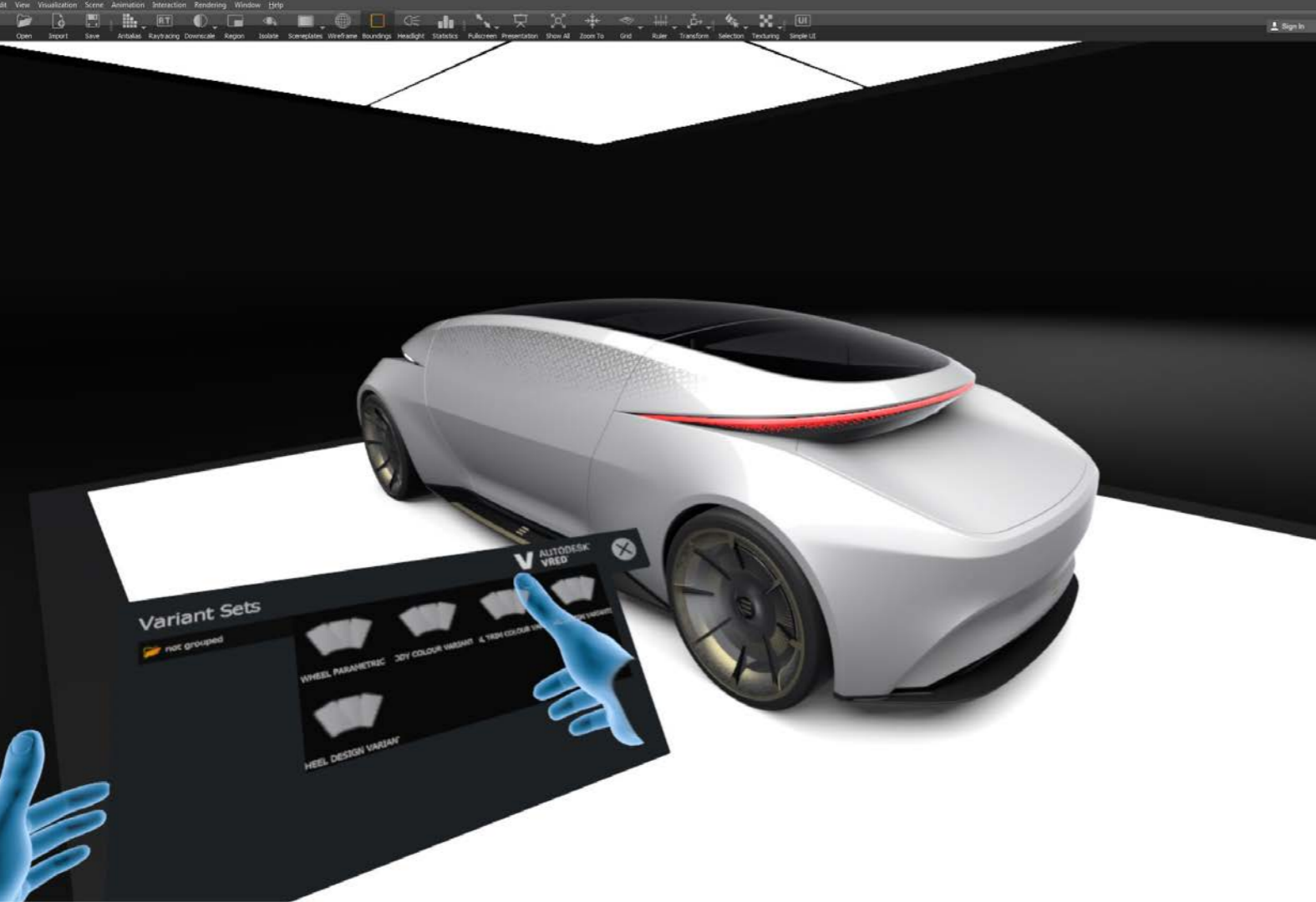
Early adoption of virtual reality equipment such as the HTC Vive also allows us to stretch the usefulness of your digital assets through the creation of bespoke VR experiences suitable for internal reviews or customer facing use.







AETHER





SCANNING & PROTOTYPING

Building 1:1 scale mock-ups and working prototypes

Beneath our studio is a flexible workshop space where we can scan and build physical prototypes to help support our core design services.

We regularly reconfigure the space to meet the needs of specific projects. This means we can scale from building small components and electronics up to building full 1:1 scale ergonomic or aesthetic mock-ups and working prototypes.

Whilst we don't manufacture parts on site, we treat our space as a specialist assembly shop and use our extensive network of reliable local and international suppliers to supply prototype parts to our exact specifications.

With our studio and workshop combines, we can offer you a true end-to-end service, capable of going from sketch to reality all under one roof.



OTHER WORK

Whilst the majority of our work remains confidential, we are proud to show work which is now in the public domain for market leaders worldwide.



SEALINE




ARCTIC TRUCKS

AIRSTREAM

HYMER

JOBY
AVIATION





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