

MADISON ZUCH



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APPLICATION PORTFOLIO :
ENVIRONMENTAL DESIGN



ASTON MARTIN

Madison E. Zuch
Lagonda All-Terrain Concept

Transportation CMF - Interior
January 2023 - March 2023

PROJECT STATEMENT

Aston Martin has been recognized for its performance cars, but as the transportation industry transitions to an all-electric future, the business has been trying to figure out what the new Lagonda brand will mean for Aston Martin. I believe my skills as a young professional designer has enabled me to reimagine the Lagonda All-Terrain Concept with an emphasis on the performance SUV’s journey-driven comfort. My designs are geared on enhancing the consumer’s experience through the lenses of material-driven design because of my expertise in spatial experience design and my multifaceted CMF skills. My CMF palettes for the Lagonda seek to establish a logical journey while upholding opulent workmanship within a net zero narrative. My designs will uphold Aston Martin’s mastery while advancing the Lagonda brand toward a CMF luxury experience.



Key Attributes



Comfort



Sustainability



Performance



Design Direction

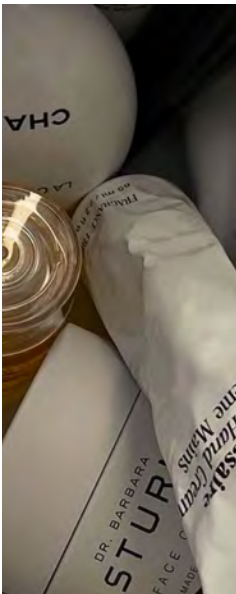


Target Consumer



Grandeur Enthusiast
Lorna Luxe

Demographic: Millennial, Late 30s
Location: New Jersey
Family: Married
Income: 1 Million USD / Year Salary
Occupation: Luxury Influencer; Travels all around Europe



North American Trend Insights 2030



- 1. Products and spaces will need to be adaptive and agile
- 2. Convenience, efficiency and ease of use
- 3. Supporting practices of care, emotional, and physical wellness
- 4. Flexible solutions that ensure product longevity

- 1. Phygital creators
- 2. Technology used as an additional layer for product design and communication
- 3. Technology to enrich services

- 1. Design with resource conscious products and spaces
- 2. Nature is your co-client
- 3. To save energy, prioritise sleep mode

- 1. Losing trust in politics will mean that brands will need to lead the way
- 2. Join forces with peer brands and artisans
- 3. Profits, opportunities and resources shared by all
- 4. Collaborate with complementary brands






Benchmarking

EV Cars

<p>Maserati Granturismo</p> <p>\$176,000</p> 	<p>Volvo XC90</p> <p>\$56,000</p> 	<p>Lucid Gravity</p> <p>\$107,400</p> 
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Concept Cars

<p>Audi Activesphere</p> <p>Concept Car 2022</p> 	<p>Ferrari Purosangue SUV</p> 	<p>Polestar Precept</p> 
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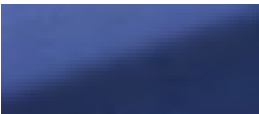
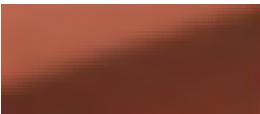
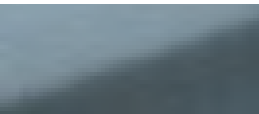


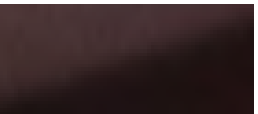

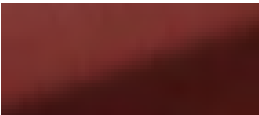

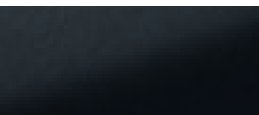
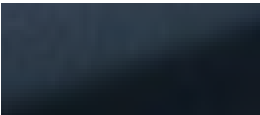
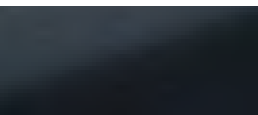
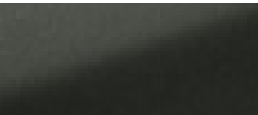

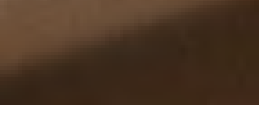
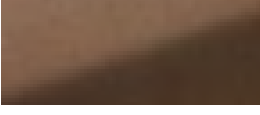
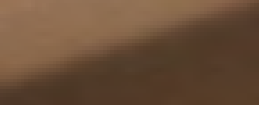


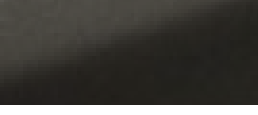
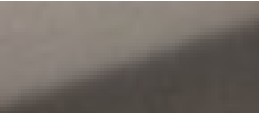



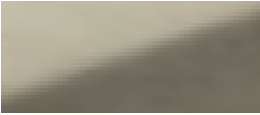
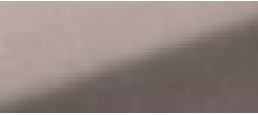
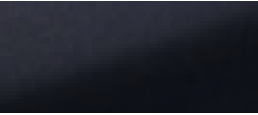
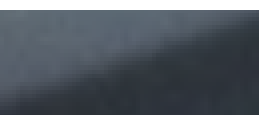


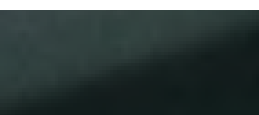
Lagonda All-Terrain Concept Car

Production for 203X






Interior Color Evaluation

Current DBX Interior Colors

						
Onyx Black	Cote d' Azur Blue	Californian Poppy	Pale Blue	Black Metallic	Phantom Grey	Eclipse Red
						
Chancellor Red	Spicy Red	Glacier White	Dark Knight	Aurora Blue	Blue Haze Metallic	Arden Green Metallic
						
Bitter Chocolate	Centenary Saddle Tan	Copper Tan Metallic	Oxford Tan	Havana	Electron Yellow	Bison Brown
						
Ice Mocha	Titanium Grey	Light Argento Metallic	Sandstorm	Ivory	Blush Pearl Metallic	Navy Blue
						
Arctic Blue	Deep Purple	Forest Green	Eifel Green			

Interior Colors for 2030


Dark Denium

Racing Green

Pinot Noir

In Oxford with Chardonnay



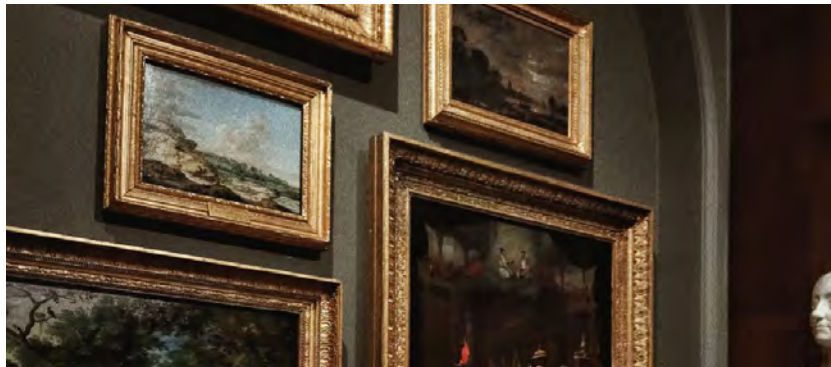
CMF Concept



Base Trim: Dark Denium

Interior Mood Board and Materials

velvet golddeniumhunter-lab





Mid Trim: Racing Green

Interior Mood Board and Materials

velvet goldcoffee racing greenhunter-lab





Premium Trim: Blackberry Wine

Interior Mood Board and Materials

velvet gold dry spruce blackberry wine hunter-lab





Limited Edition Trim: In Oxford with Chardonnay

Interior Mood Board and Materials

velvet gold

dry spruce

chardonnay

oxford

hunter-lab







Cadillac × CMF

Madison Zuch - Shannon Wibisono - Sophia Yen - Tanner Pelkey

Vanessa

Cadillac Persona



- Single
- Lives in Pacific Height, San Francisco
- Mid 30s,
- Owns a company (gross income: \$150,000)
- Metropolitan
- Avant-Garde
- Highly educated

Behavior

- Unconventional
- Avant-garde lifestyle
- Creates new trends
- Always challenges the Status Quo
- Strong interest in Art and Culture
- Embraces Globalization

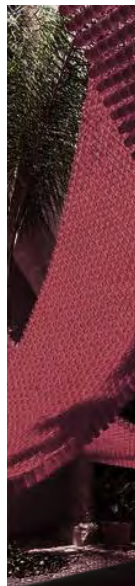
Lifestyle

- Travels a lot
- Attend fashion shows
- Typical Sunday: art museums and coffee shops



Exterior color palette 01

Midnight Shadow Red



Interior color palette 01

Bay Moonlight



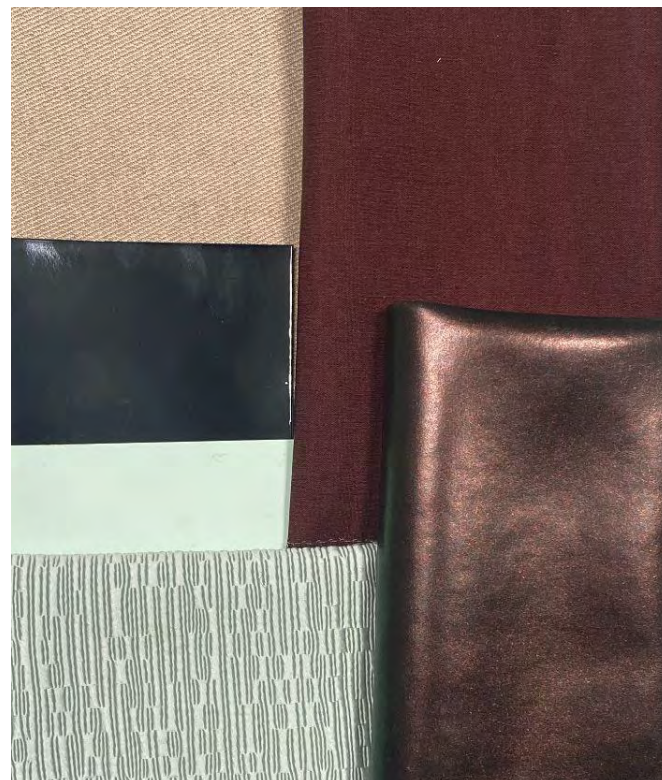
Heritage Red

Khaki Brown

Golden State

Sea Salt

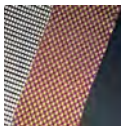
Onyx Black



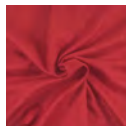
Bay Moonlight

Interior

A1 -
IP TPU



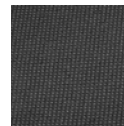
A2 -
Synthetic Suede



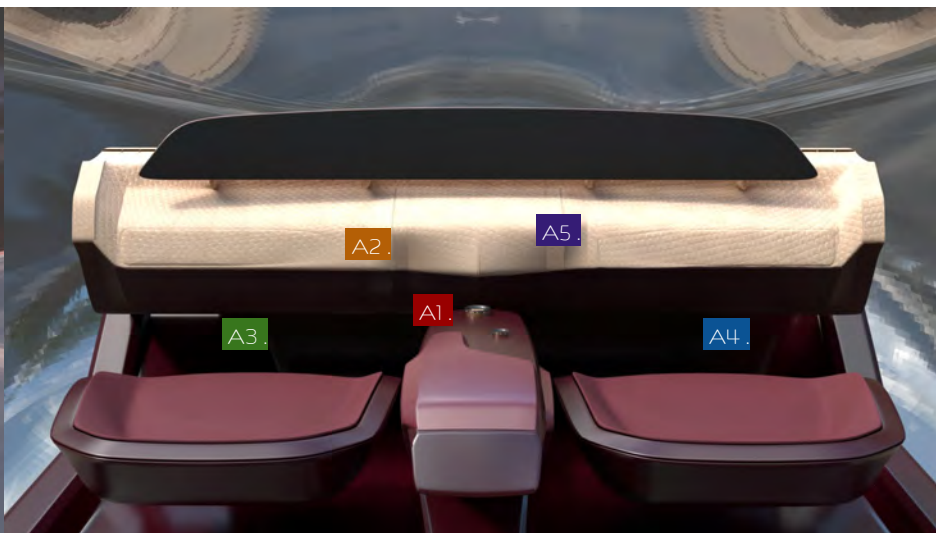
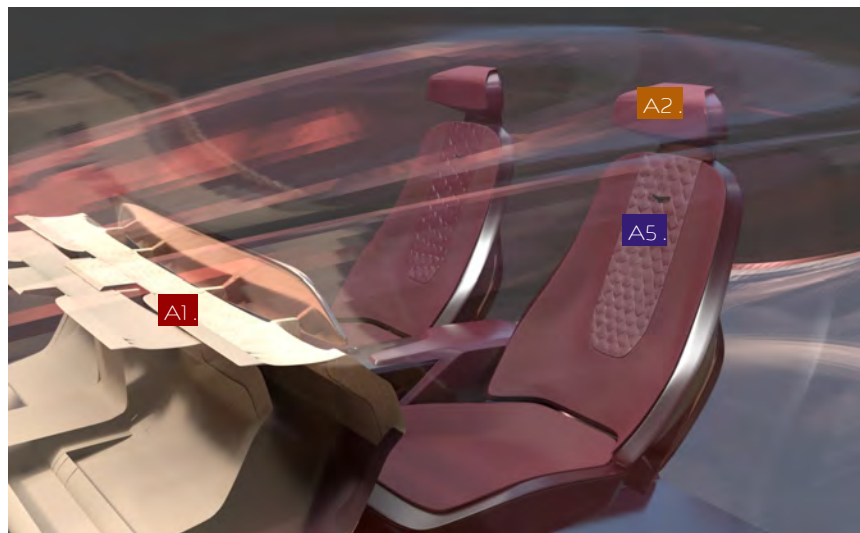
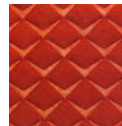
A3 -
Cut & Loop



A4 -
Non-woven



A5 -
Textile



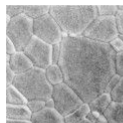
Bay Moonlight

Interior

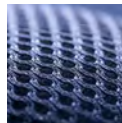
B1 -
TPO



B2 -
Slush Mold



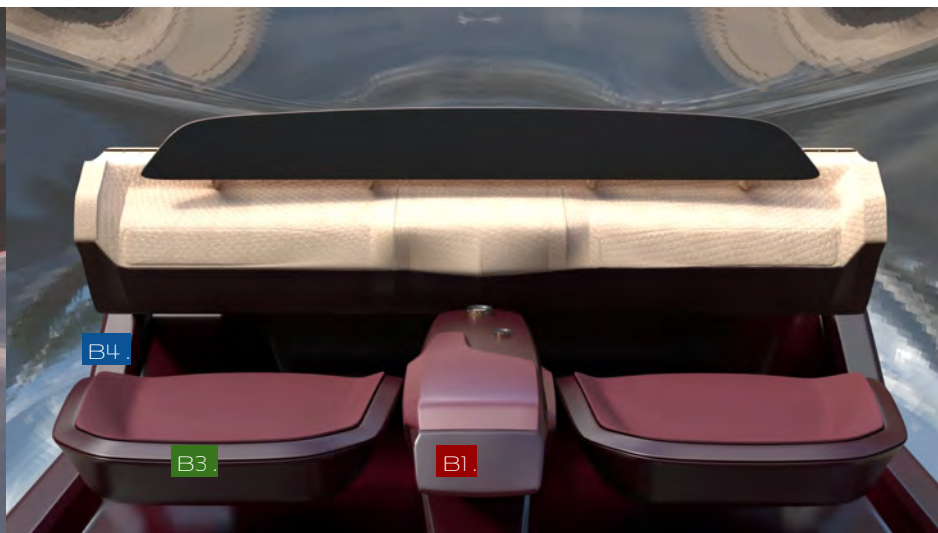
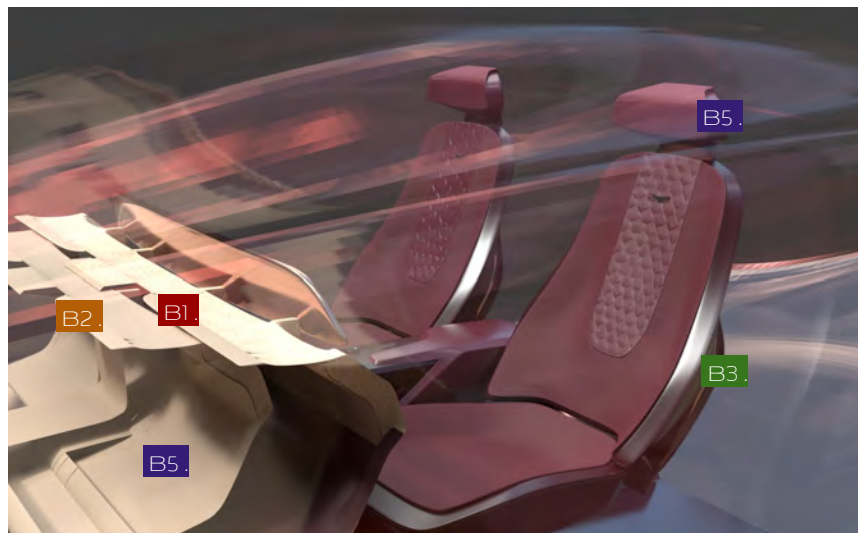
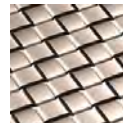
B3 -
MIC



B4 -
Painted



B5-
Stamped



Bay Moonlight // Midnight Shadow Red

Exterior

C1 -
Snapdragon



C2 -
Night



C3 -
Silver



Interior

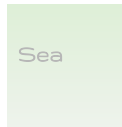
D1 -
Heritage



D2 -
Golden State



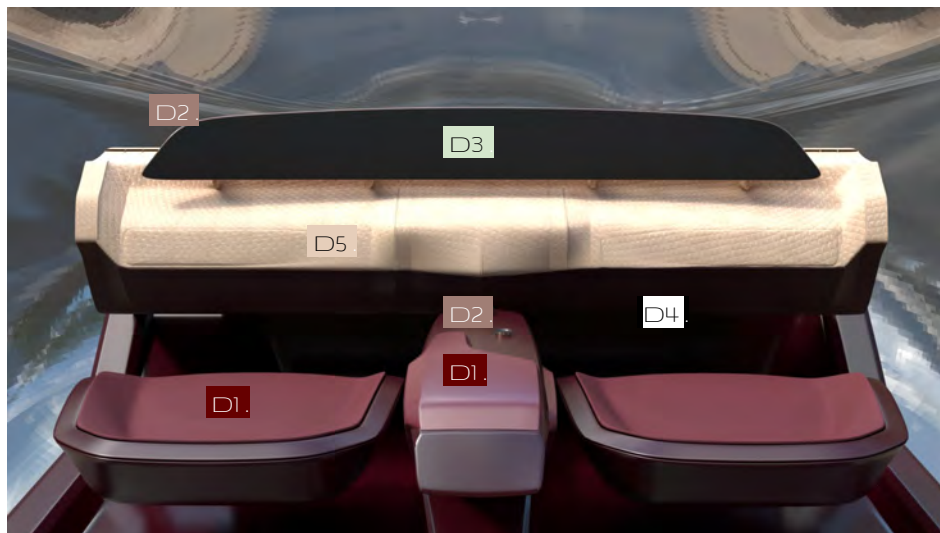
D3 -
Salt



D4 -
Onyx



D5 -
Khaki





Interior color palette 01

Bay Moonlight



Woven Copper





Khaki Brown

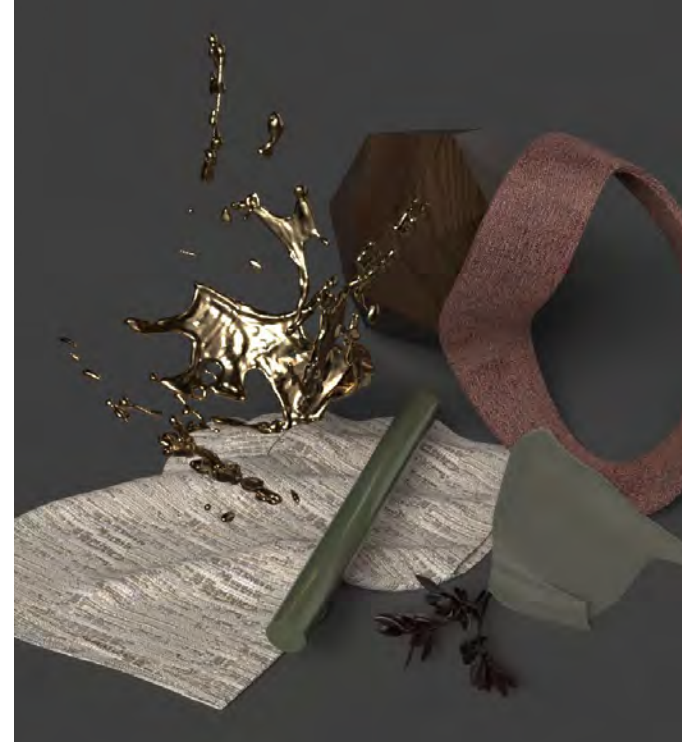
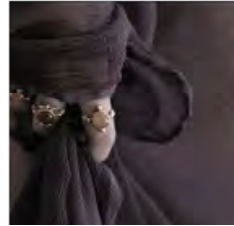
Golden State

Heritage Red

Sea Salt

Interior color palette 02

Hamptons Escape



Dark Olive

Palace Grey

Cocoa Brown

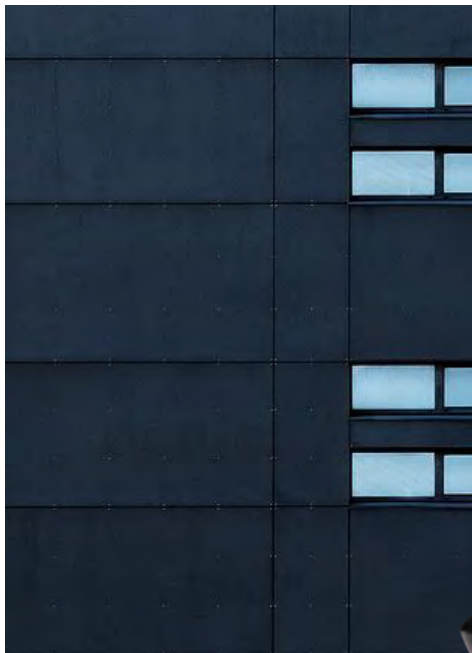
Sand

Hazing
Green

Leather
Brown

Exterior color palette 02

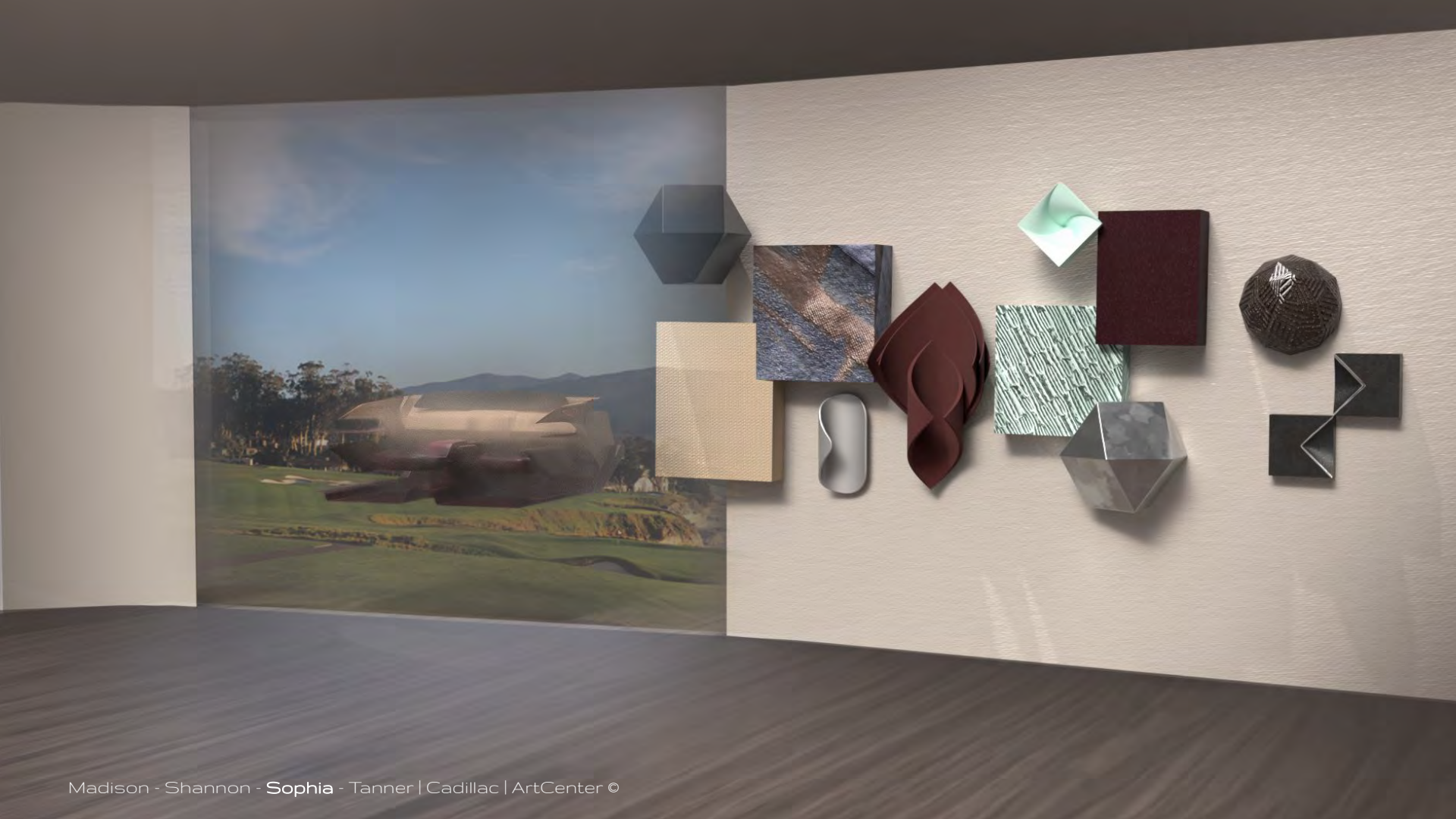
Engaging Blue



Vanessa enters her
world of inspiration.









She walks to the lounge area
to sit and am ready to experience



Ancient Roman Shoe

Madison Zuch



ROMAN SHOE DESIGN RENDER ITERATIONS





Adobe Substance Sprint

IRL: Digital CMF Board

- 1. Weathered Leather
- 2. Dusty Stained Pinewood
- 3. Corroded Brass
- 4. Jersey Knit Yarn
- 5. Silicone Bead

2.

3.

1.

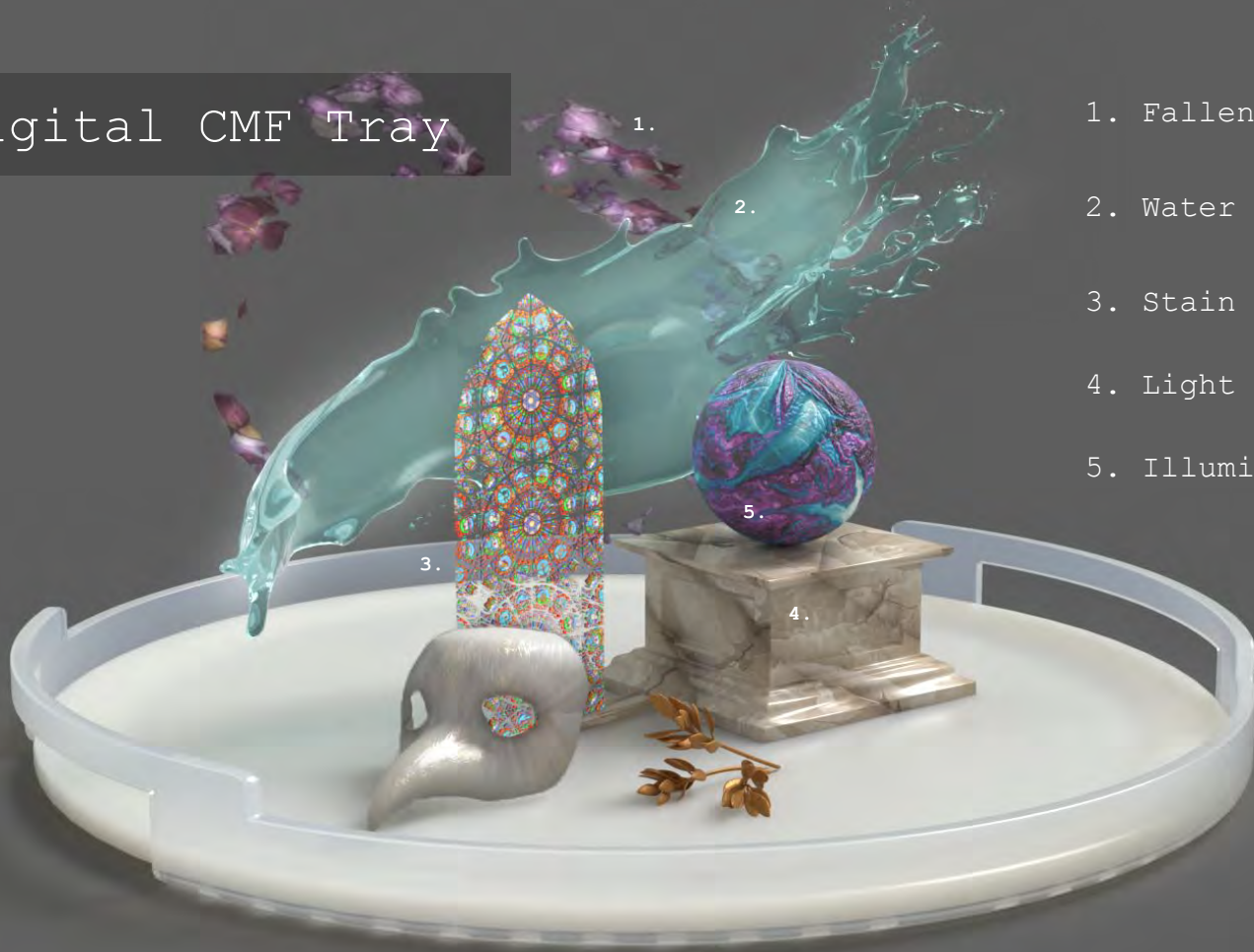
5.

4.





Meta:Digital CMF Tray



1. Fallen Flowers
2. Water
3. Stain Glass
4. Light Marble
5. Illuminating Skin



Madison Zuch & Ruby Park

CMF-X

Summer © 2022





HOKA Fly CMF

S/S 2024 CMF vision for HOKA FLY



S/S 2024 HOKA FLY Moodboard

Trends | Insights | Proposal

Hyper-Reassurance
Ambitious
Experiential

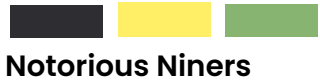
Colorways S/s 2024



Gritty Gauchos



Tenacious Travelers



Notorious Niners



Material Proposal

Lightweight Resistant Regenerative

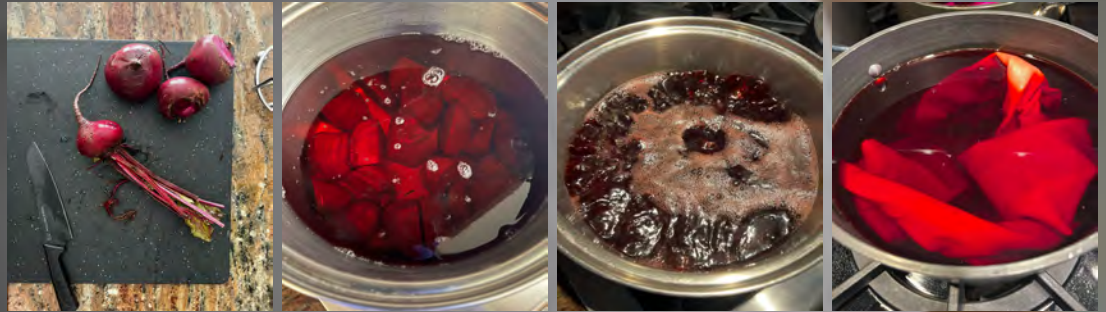
Description:

- A lightweight, naturally dyed engineered jacquard upper made with LENZING™
- Coated with a non-toxic biodegradable abrasion resistant coating

LENZING



Naturally Dyeing Lyocell



Biopolymer Abrasion Resistant Coating



Material Proposal

High-Performance Regenerative Midsole and Outsole

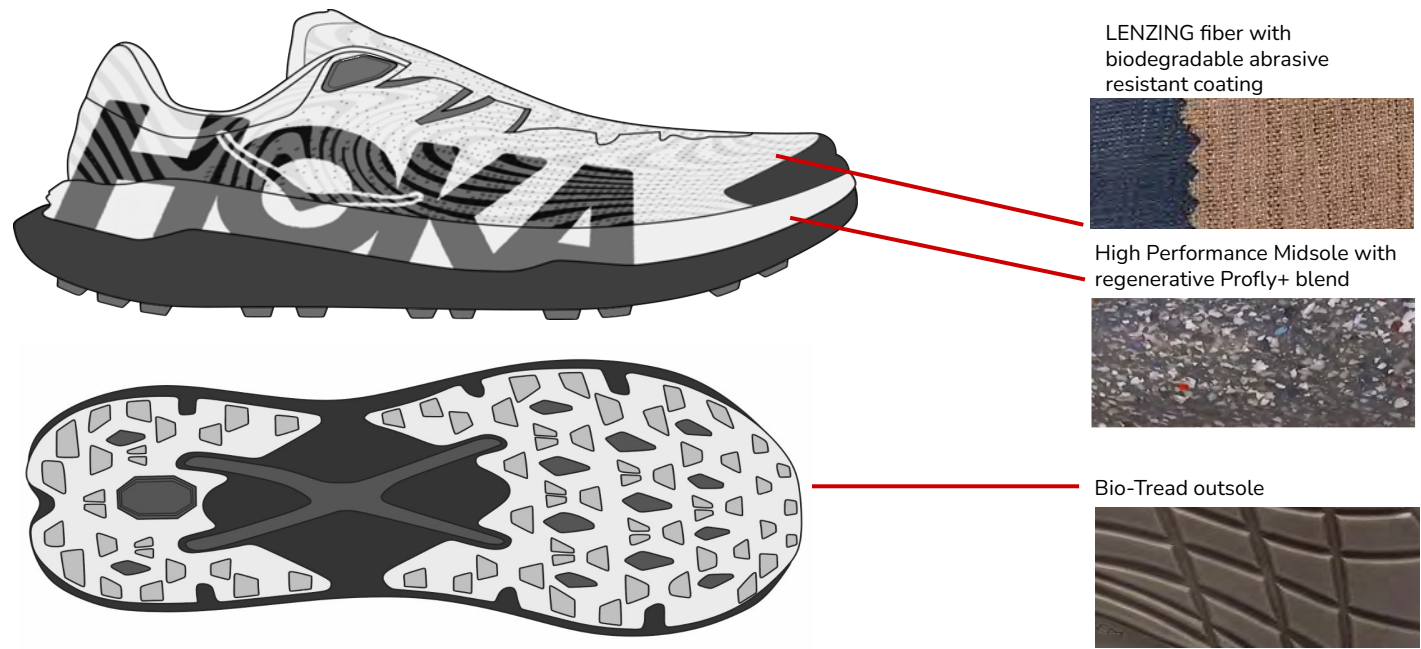
Description:

- **Midsole:** A cushion like PROFLY™+ made out of a regenerative blend
- **Outsole:** plant based Bio-Tread™

BioFly Foam Blend



Material Placement



PROJECT NAME:	Super Human Design Vision 2024	Running + Trail Shoe
BRAND:	HOKA ONE ONE	Hoka Tecton X
SEASON:	Spring/Summer 2024	
DESIGNERS:	Madison Zuch & Valerie Ponce	
DATE:	July 2022	

Upper Flat Layout With Logo

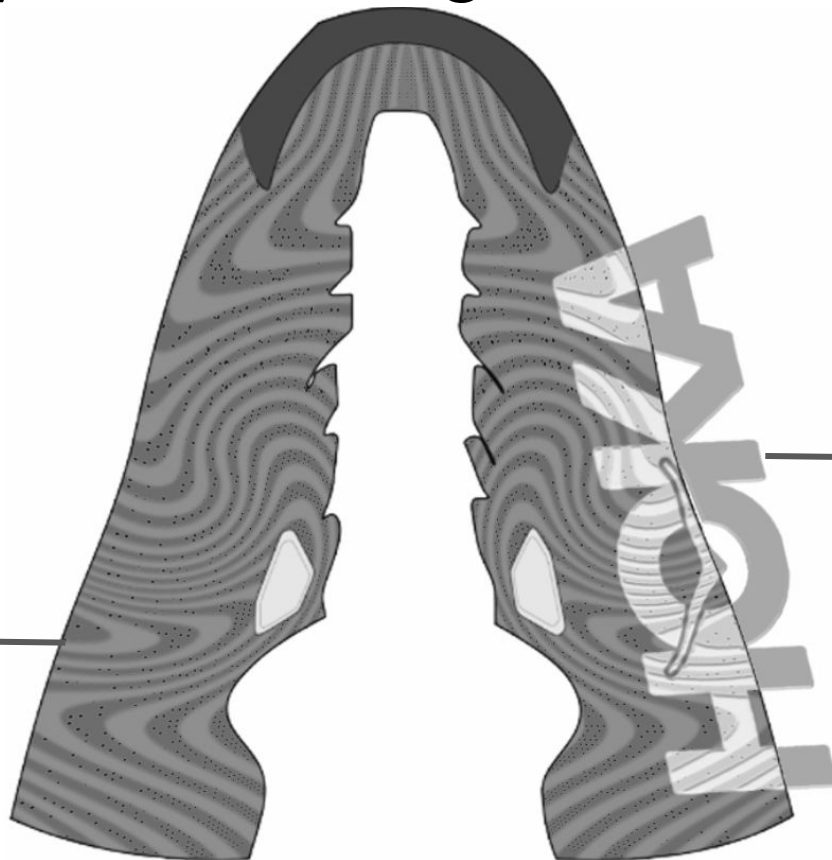
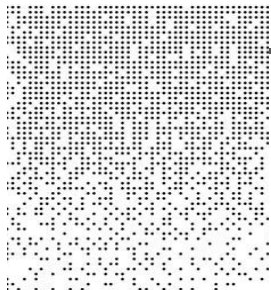
How color is applied:

Naturally dyed LENZING yarn
from plants
+ 3D knit Jacquard

Larger HOKA Logo

- Brand Recognition
- Engineered knit
- Embossed lamination
- Enhance confidence and feelings of ambition

Ventilation Pattern



- lamination applied to debossed midsole

MATERIAL TRAY

Gaucha Blue

Endorphin White

First Place Gold

LENZING Knit Base

BioFly+
EVA+Biopolymer
Foam Blend

Naturally Dyed LENZING

Natural
Fiber with
Biopolymer
Coating

LENZING
Engineered
Jacquard Mesh

Flat Recycled Polyester Lacing

COLOR

Collegiate Spirit



MATERIALS

High Performing + Regenerative



FINISH + GRAPHICS

Distinguishable and Protective



LIVE / WORK / PLAY
PRODUCTIVITY COMMUNITY LIVING

Madison Zuch

*Topic Studio: First Home
Fall 2021*



Overview Plan



42 residential plots
+ 1 building amenities

1.42 acre lot

a townhouse currently
priced at \$799,000

Kitchen



Kitchen



Living Room



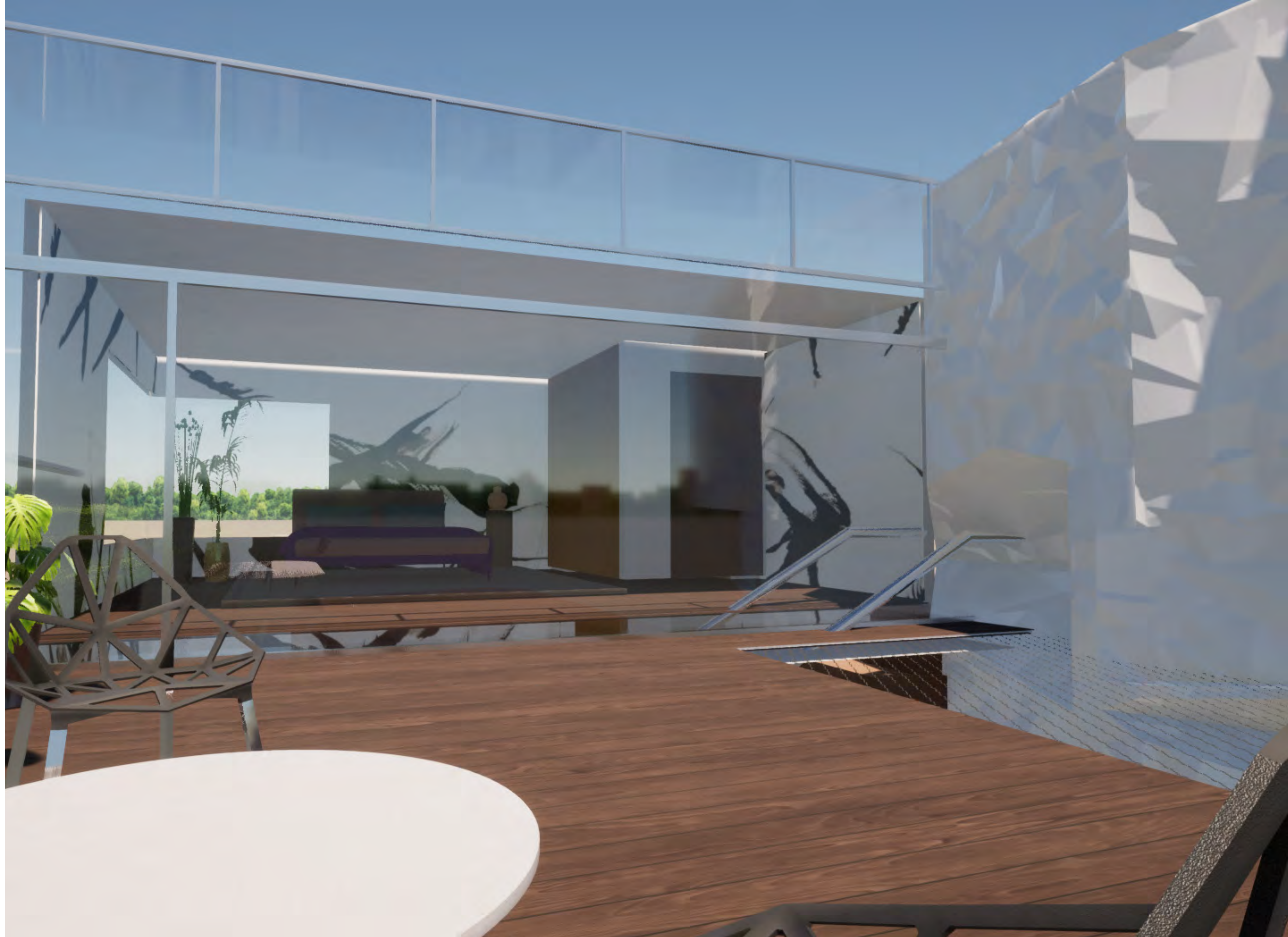
Living Room



Bedroom



Recreational Patio



aurra

Jacuzzi Sponsored Trans-Disciplinary Studio | ArtCenter College of Design | Summer Term, 2021

Students: Andi Li/Product Design | Aayush Singh/ Transportation Design| Madison Zuch/ Environmental Design

Faculties: James Chu, Product Design / Brand Strategy | Michael Neumayr, Environmental Design

Team sana



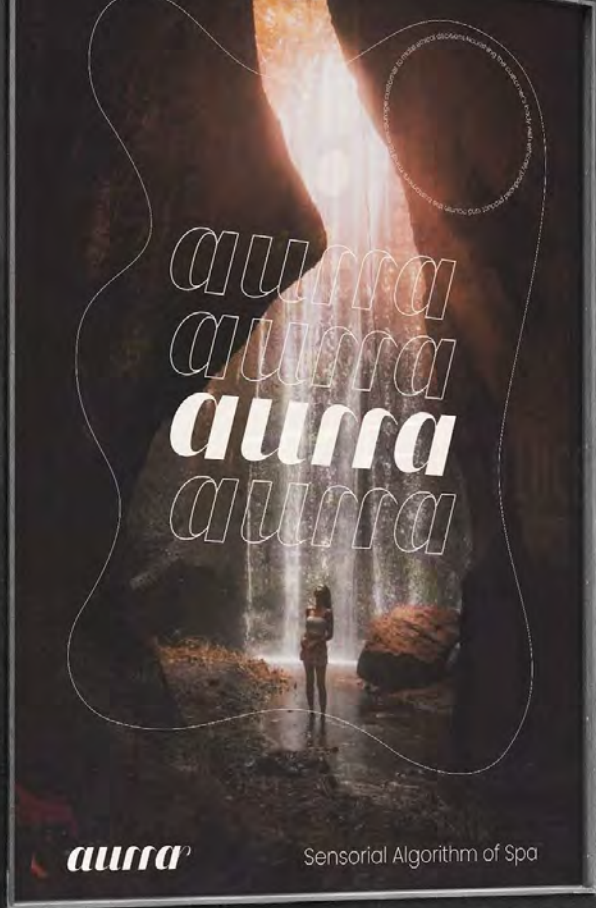
Andi Li
Product Design



Aayush Singh
Transportation Design



Madison Zuch
Environmental Design



aura

Sensorial Algorithm of Spa

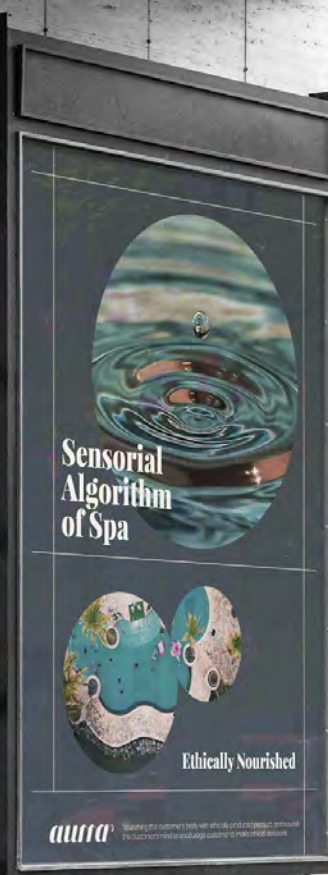


aura

Sensorial Algorithm of Spa

aura

100% natural ingredients and essential oils

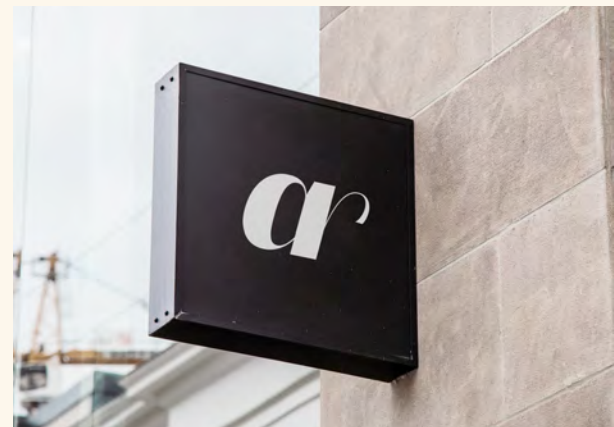


aura

Sensorial Algorithm of Spa

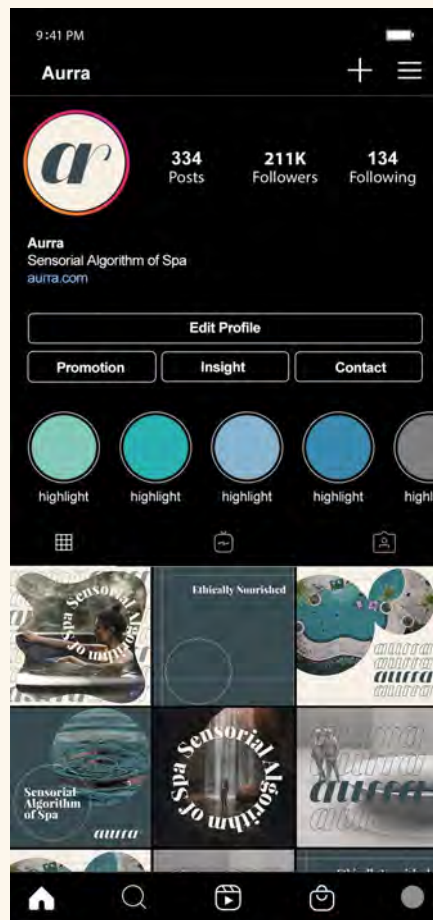
Ethically Nourished

100% natural ingredients and essential oils

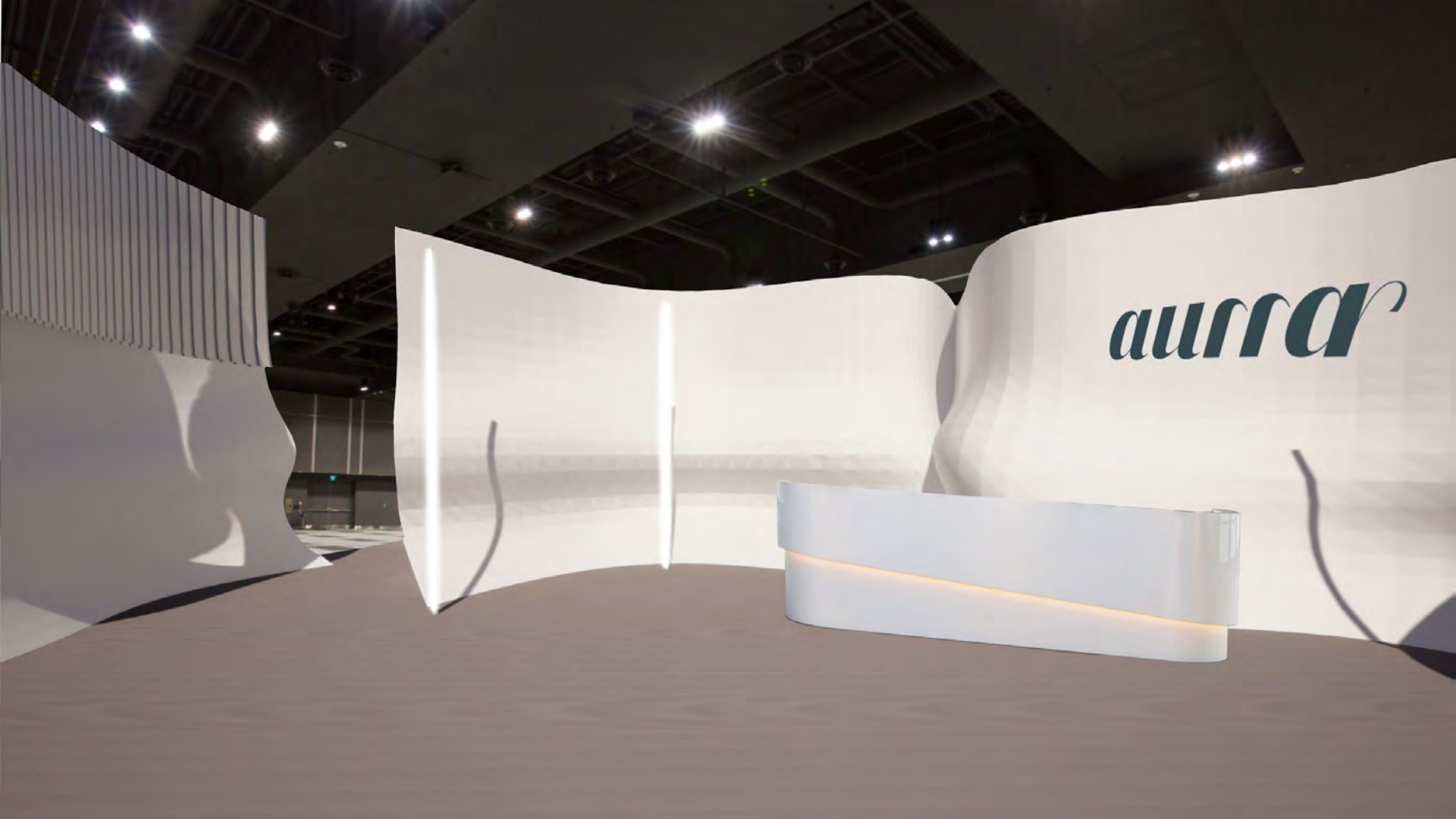




Instagram







aurora



aurra

Concept 1 Short/Mid/Long Term

Suja Relaxation Pod

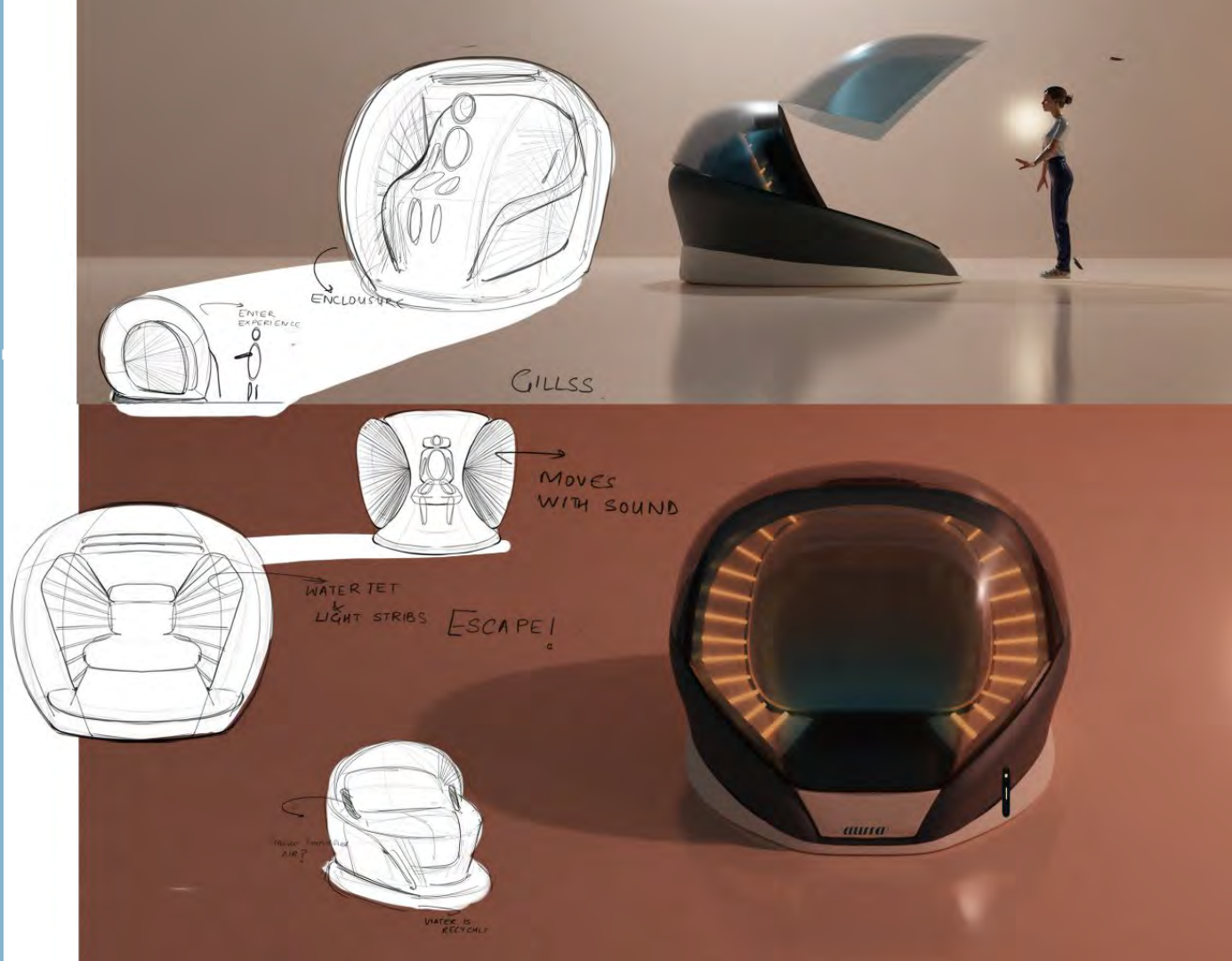
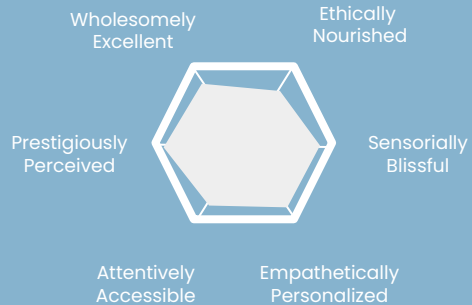
Create a sensorially immersive experience inside the well insulated pod using light, sound, motion and water.

Benefit: Immersive, entertainment

Motivation: Unique experience, Sensory pleasure

Pleasure: **physio/ Psycho/Social/Ideo**

Pain Points: Stress, escape from busy life, less space







Concept 2 Short/Mid/Long Term

Virtual meetup

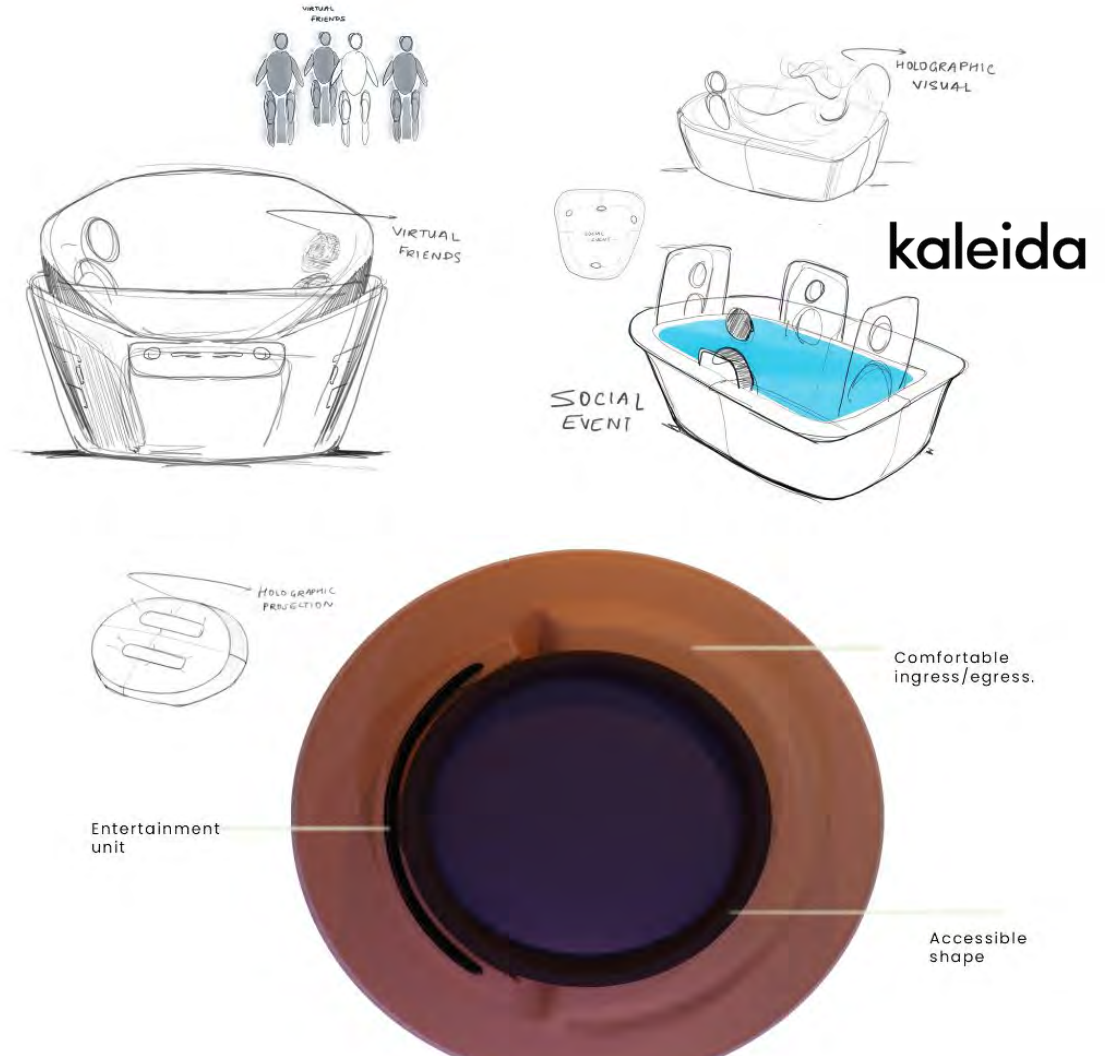
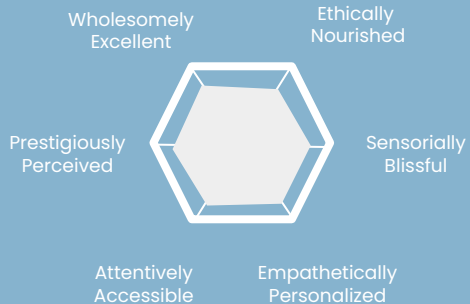
Sharing your hot tub experience virtually can be made possible through holographic projection and VR. Allowing user opportunity for social interaction.

Benefit: connectivity , shared experience

Motivation: Socialisation, entertainment,
connecting to family

Pleasure: physio/ **Psycho/Social/Ideo**

Pain Points: No time to connect, monotonous
experience



Holographic
projection

Black Ying Stone

Seating and
ingress



Concept 3 Short/Mid/Long Term

Workout recovery station

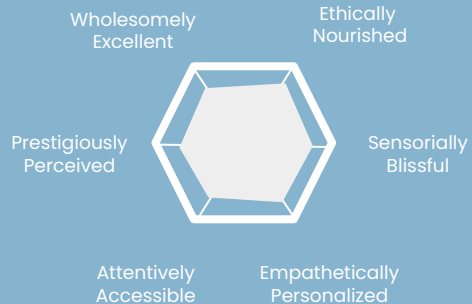
A product that brings exercise and recovery together helping you get the maximum benefit.

Benefit: Use less space, multifunctional

Motivation: Utility, daily usage

Pleasure: **physio/ Psycho**/Social/Ideo

Pain Points: Injury, recovery





Concept 4 Short/Mid/Long Term

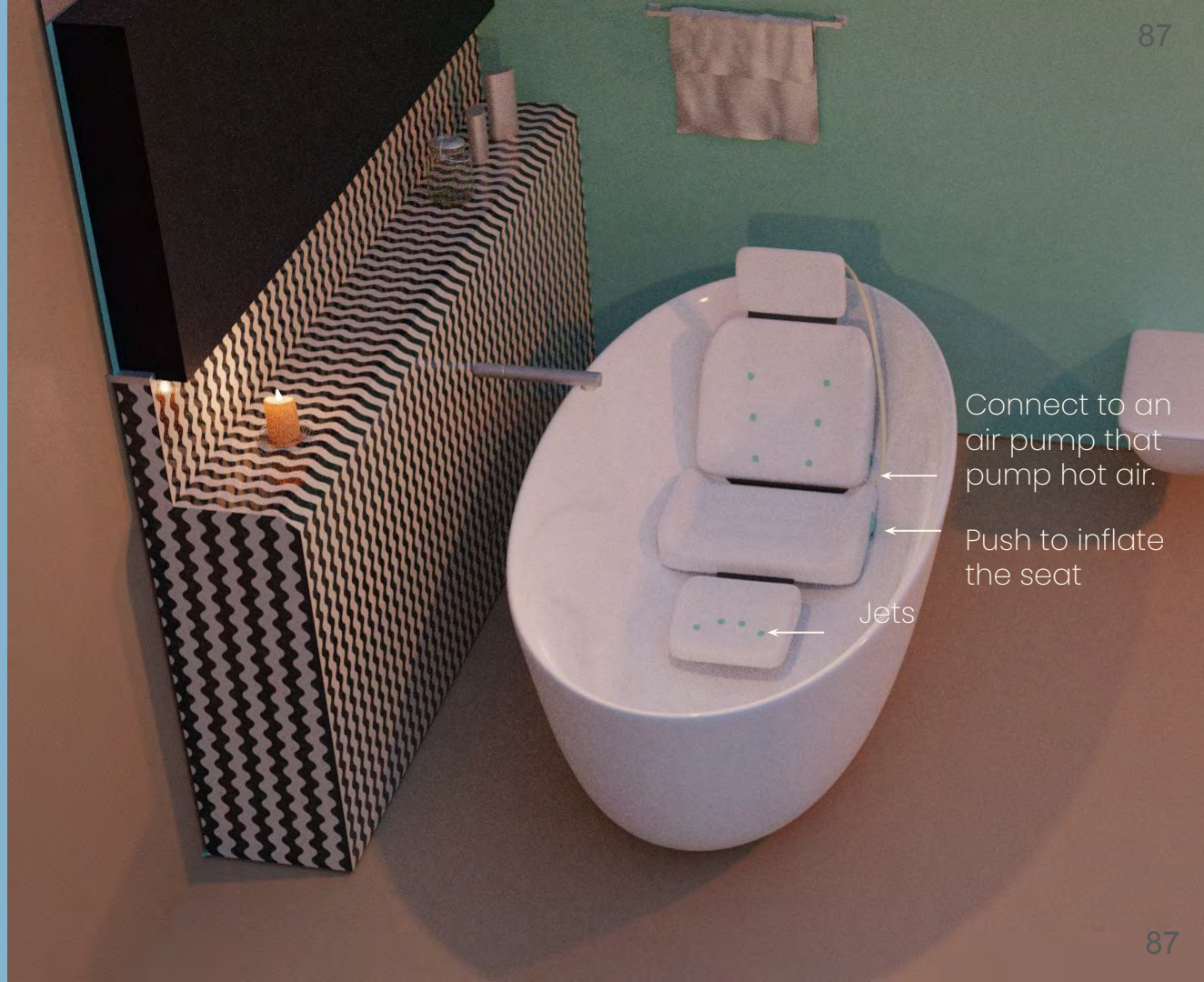
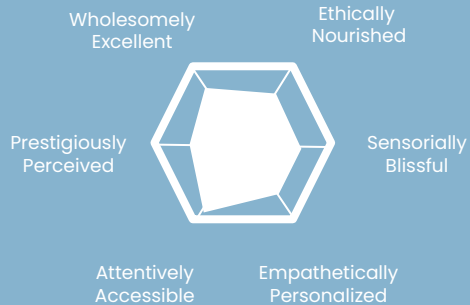
Aurra Lite

Additive portable feature to bath tubs that allow user to experience hot tub massage in a normal bathtub.. Different sizes available.

Benefit: Relaxation, Mobility, accessibility

Motivation: Need relax and get away from busy life

Pleasure: **physio/ Psycho/Social/Ideo**



Concept 5 Short/Mid/Long Term

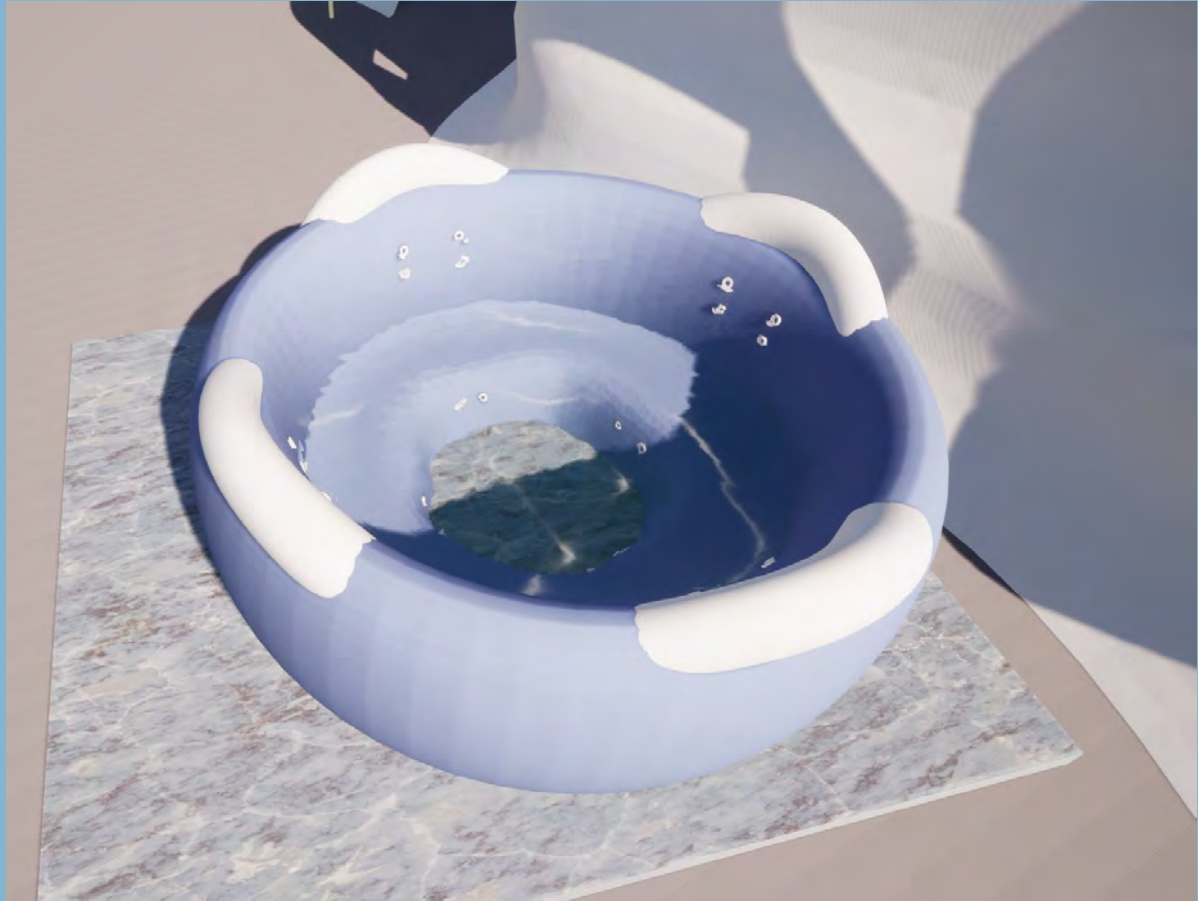
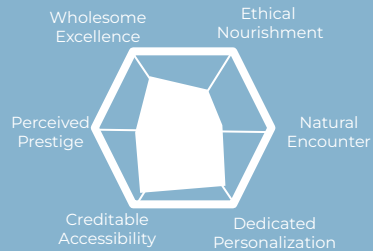
Aurra Air

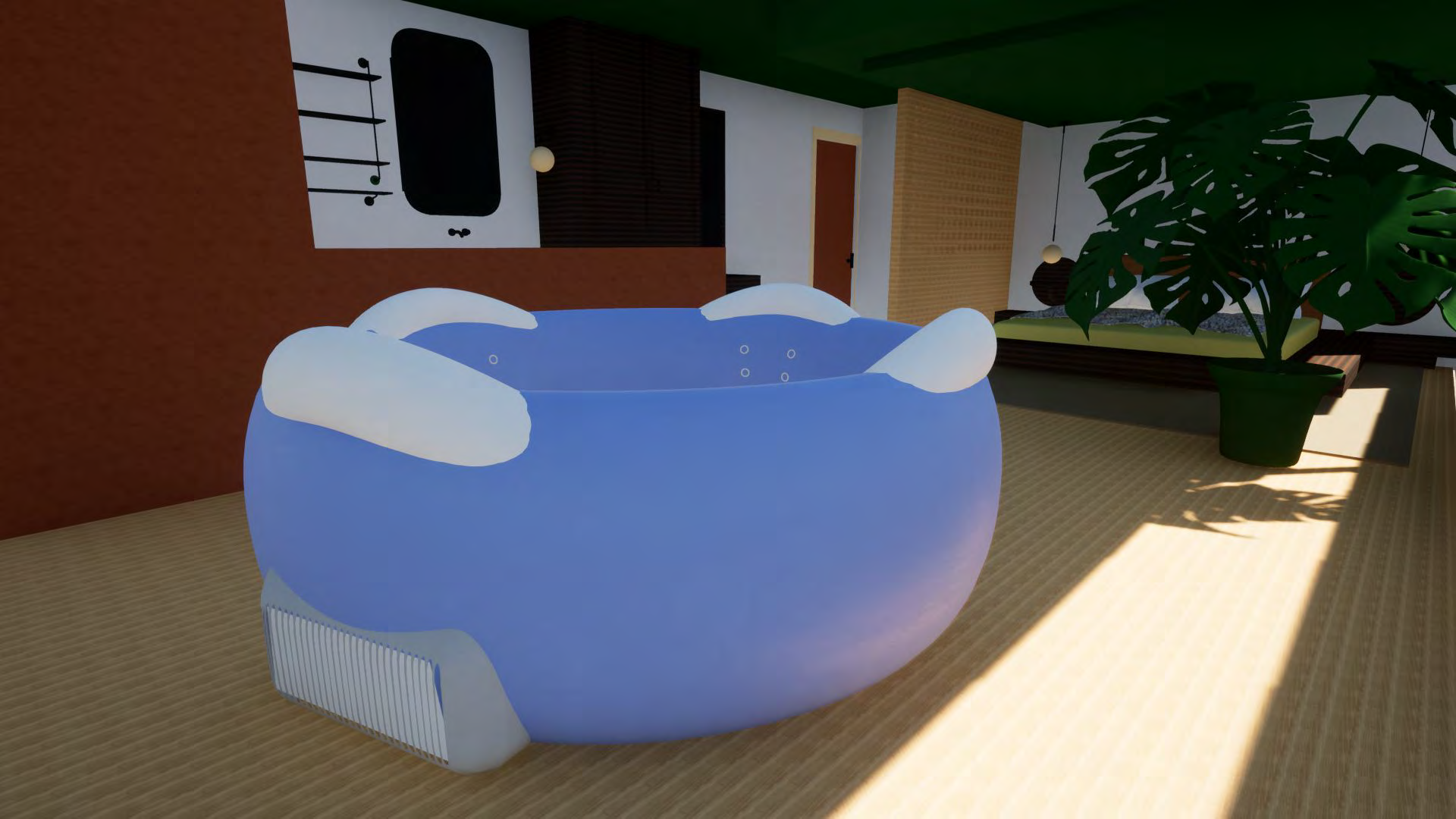
The hot tub can collapse into a structure to be brought to go. Can be ideal for renters or apartment owners.

Benefit: Convenience, Mobility, Accessibility

Motivation: Ideal Customer Usage

Pleasure: **physio/psycho**/social/ideo





Concept 6 Short/Mid/Long Term

Aurra Wellness Product line

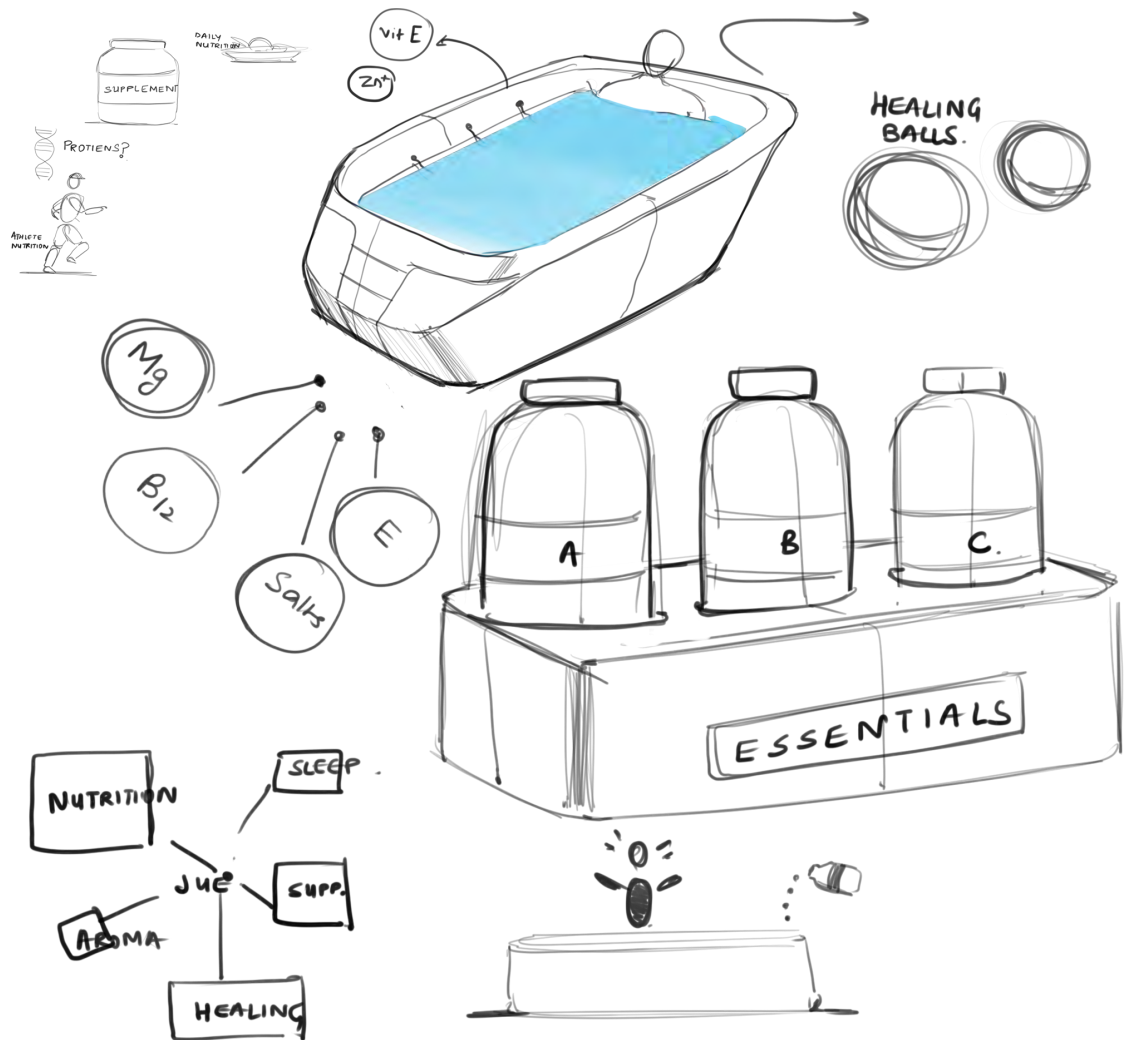
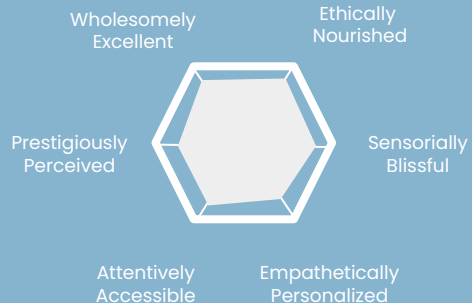
A line of products that brings in new ways to take supplements and nutrition.

Benefit: Manage nutrition

Motivation: No extra time for supplementation, nutrition and wellness

Pleasure: **physio/ Psycho**/Social/Ideo

Pain Points: Improper food, less time to manage nutrition



Absorbable vitamins.

A line of bath salts infused with vitamins, that are water soluble. It gives you your daily supplements through skin absorption.



Essential Oils.

aromatheraphy and auyrveda mixed to completely relax you.





Aurra Bath Essential vitamins and essential oils are designed to provide supplement nutrition through a fresh and easy process of taking a dip in the tub. The essential oils combines the science from ayurveda and aromatherapy to provide complete relaxation.

Logo Development

aurra ar

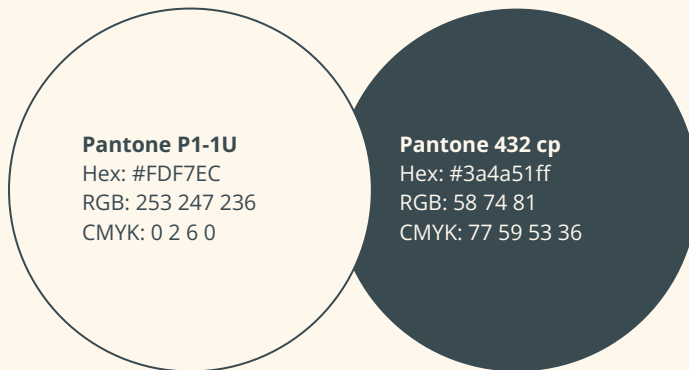
Graphic Pattern

aurra
aurra
aurra
aurra

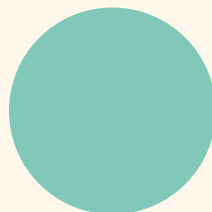


Color Palette

Primary Color

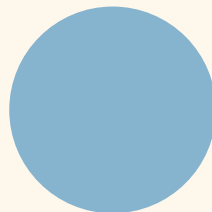


Secondary Color



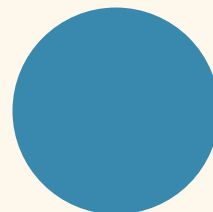
Pantone 564c

Hex: #81c8b8
RGB: 130 200 184
CMYK: 49 2 33 0



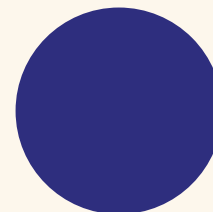
Pantone 2169c

Hex: #86b3ce
RGB: 135 179 207
CMYK: 47 18 10 0



Pantone 2221c

Hex: #3889ad
RGB: 57 137 172
CMYK: 77 35 20 1



Pantone 2118c

Hex: #2e2e7e
RGB: 47 46 126
CMYK: 100 100 14 5

Product Photography Style

The product photograph would be taken while being used. The goal of the photograph is to show how the products interacts with user's environment, and how the products interact with people. The ultimate goal of the product photography is to intrigue users' imagination of being in the situation or own the environments.



OUTDOOR VOICES

A COMMUNITY BASED FITNESS CENTER

Outdoor Voices is a multicultural and inclusive group that encourages people to move. In this project, we encourage the community to feel confident and safe to achieve any goal they put their mind to through fun fitness movement classes, such as flying yoga, dance, and barre, hosting community gatherings, and aiding them to discover their personal wellness routine.

OUTDOOR VOICES

RESEARCH



Outdoor Voices is an inclusive woman-owned active wear company. You can be confident and enjoy your activities with their technology based clothing. They believe in embracing all bodies and genders and

2820 Newell Street
Frogtown LA

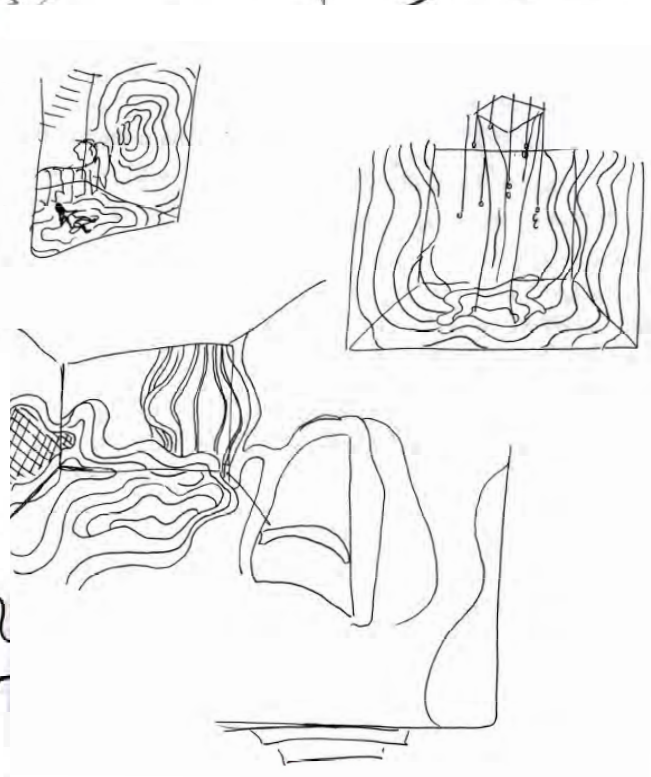
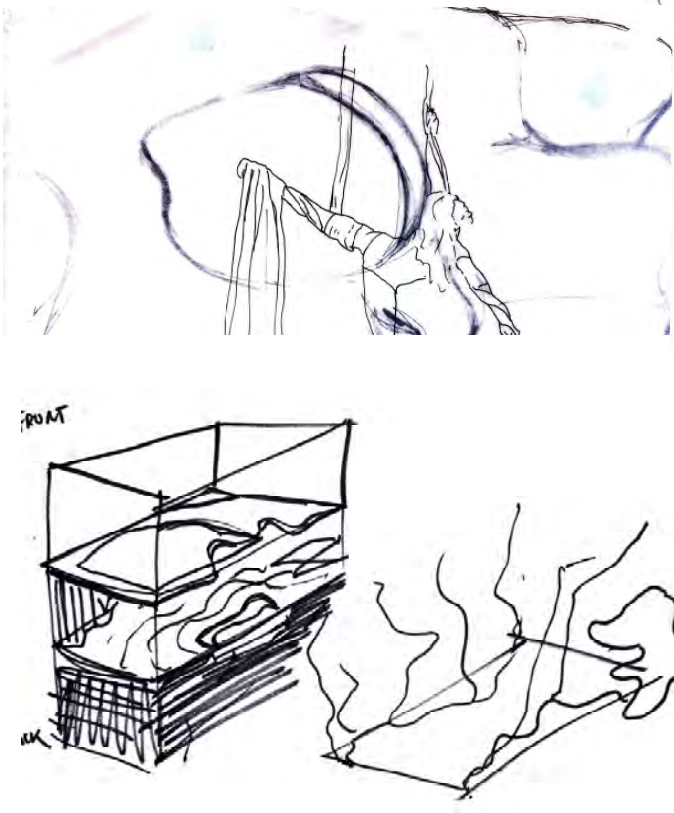
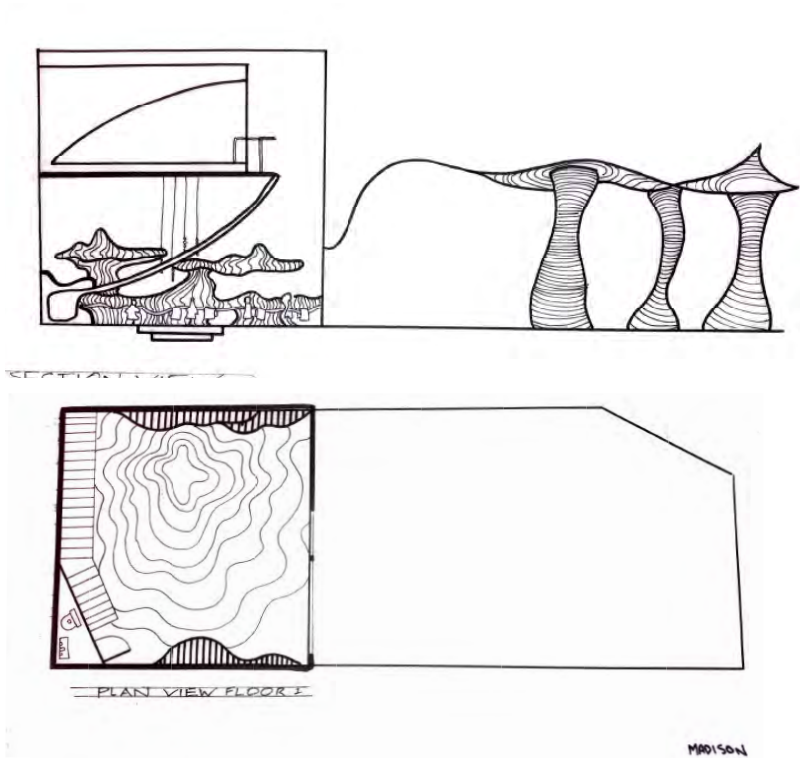
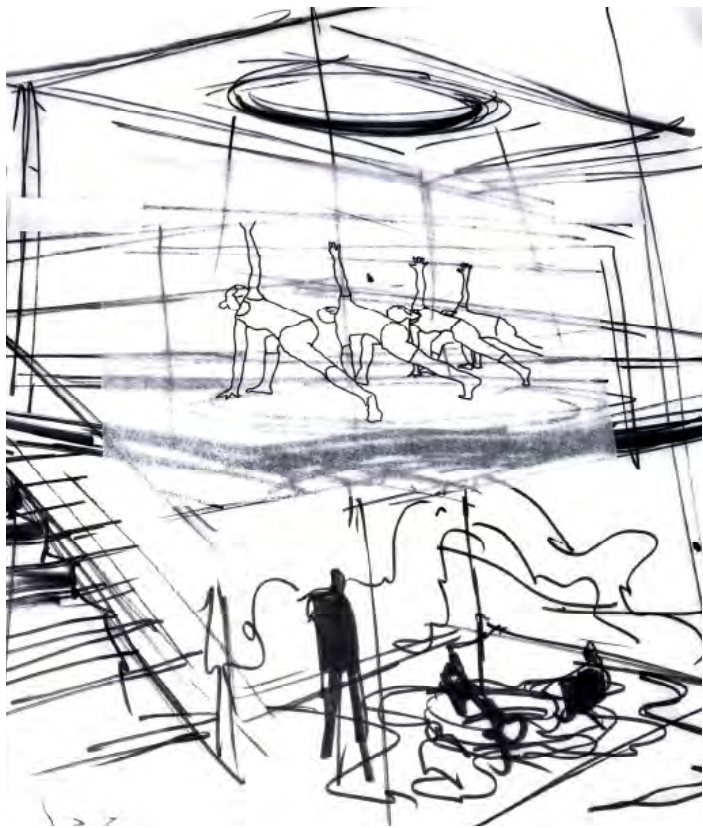


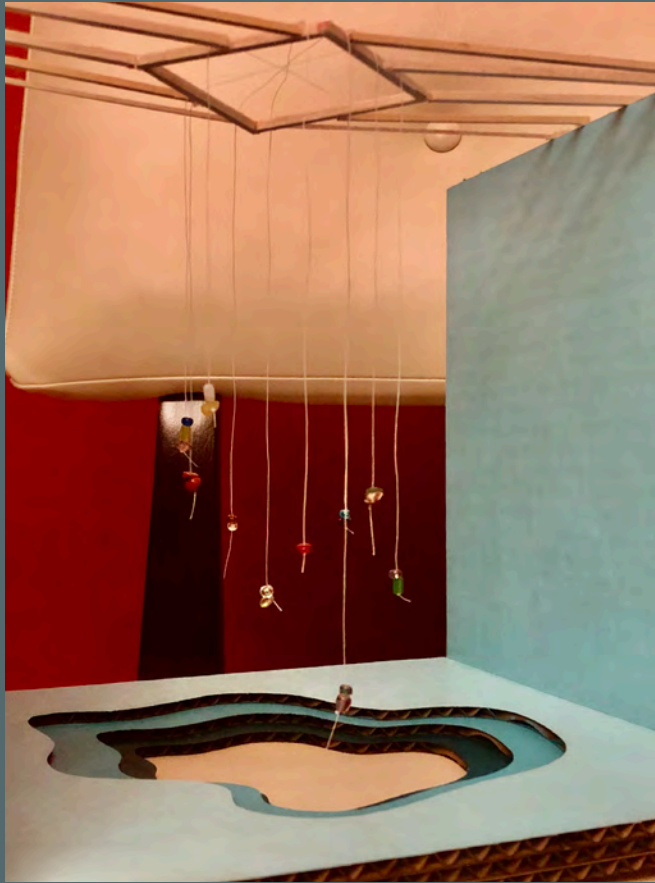


talisman : two pound weight, mixed beads, acrylic paint

OUTDOOR VOICES

DESIGN DEVELOPMENT



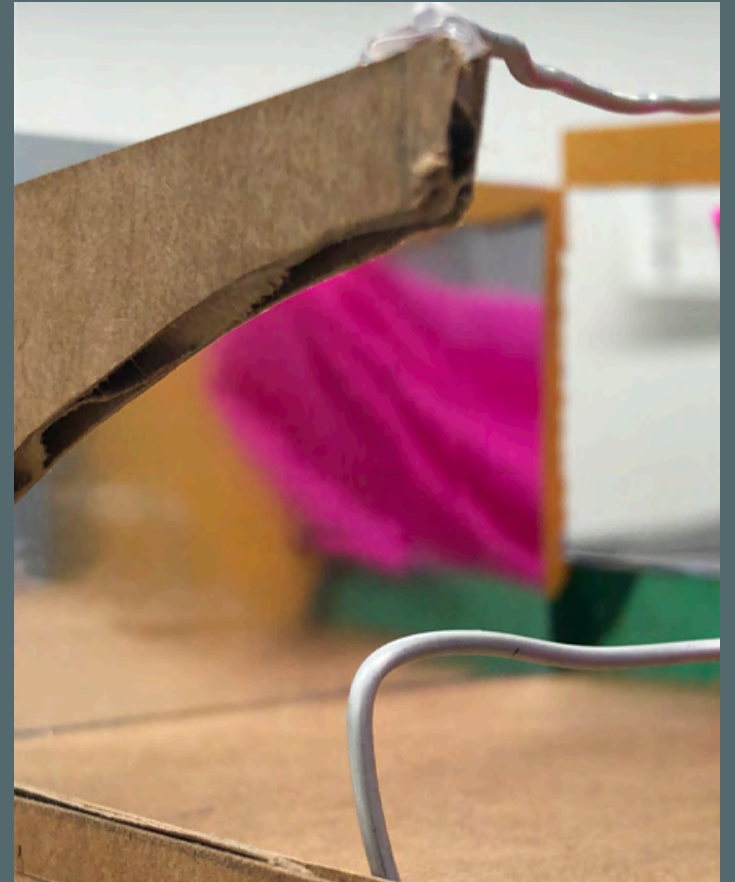


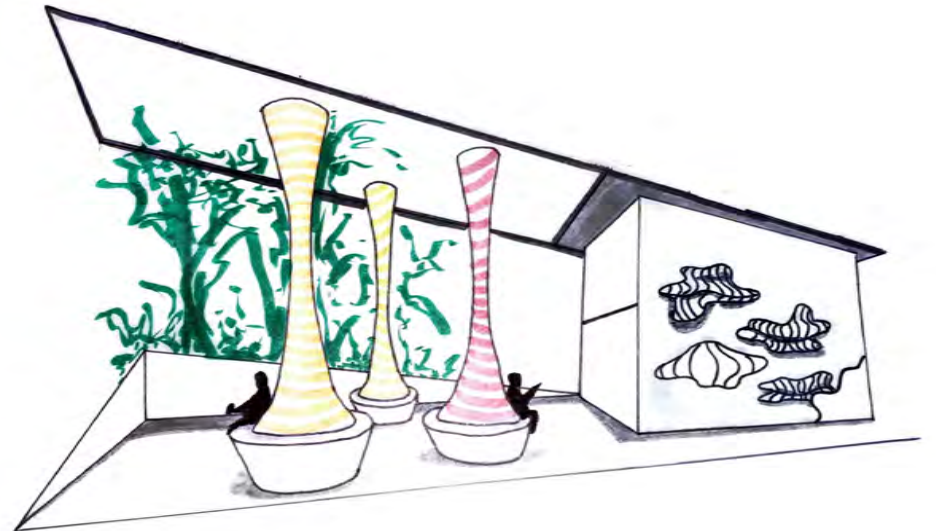
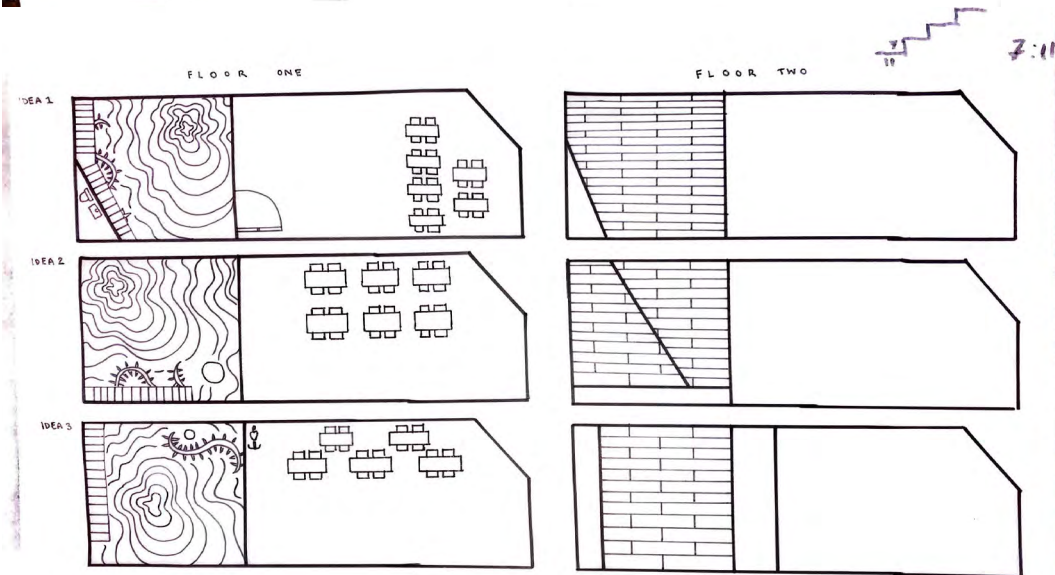
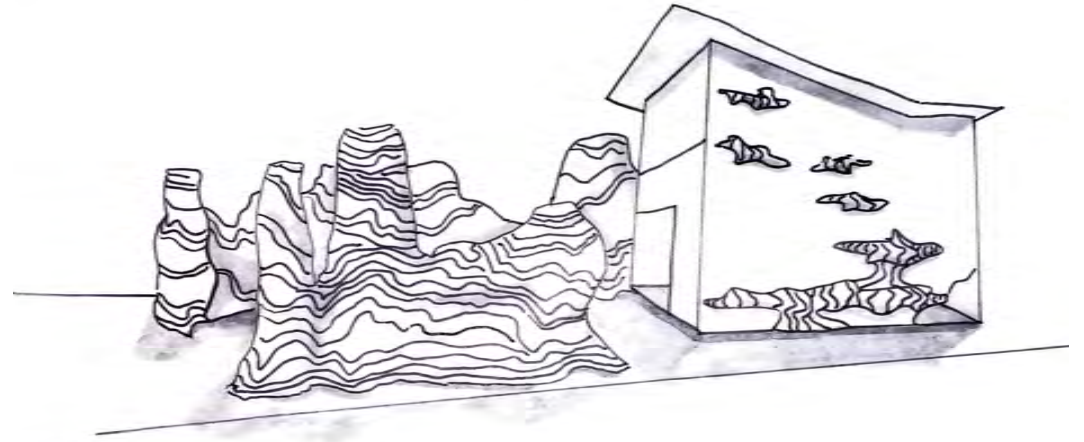
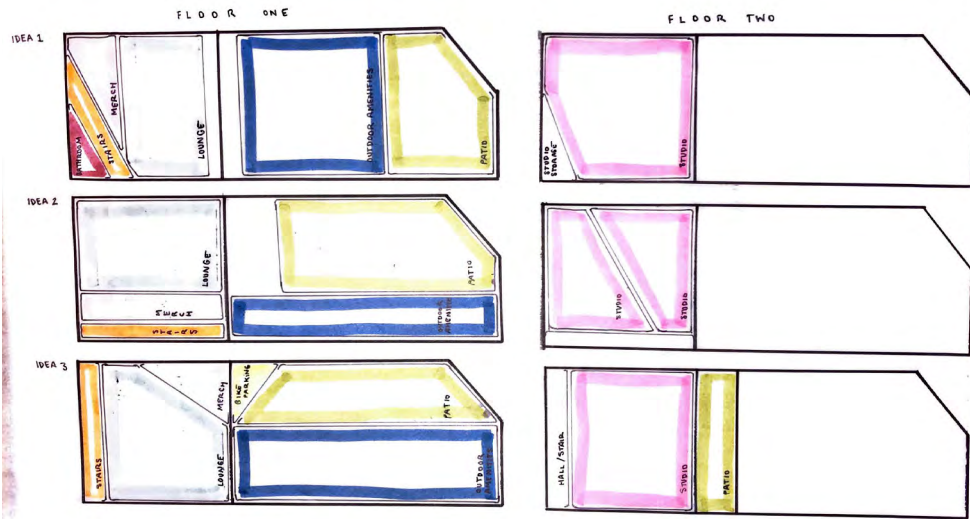
first key moment model



key moment within broader space

sketch model second floor study

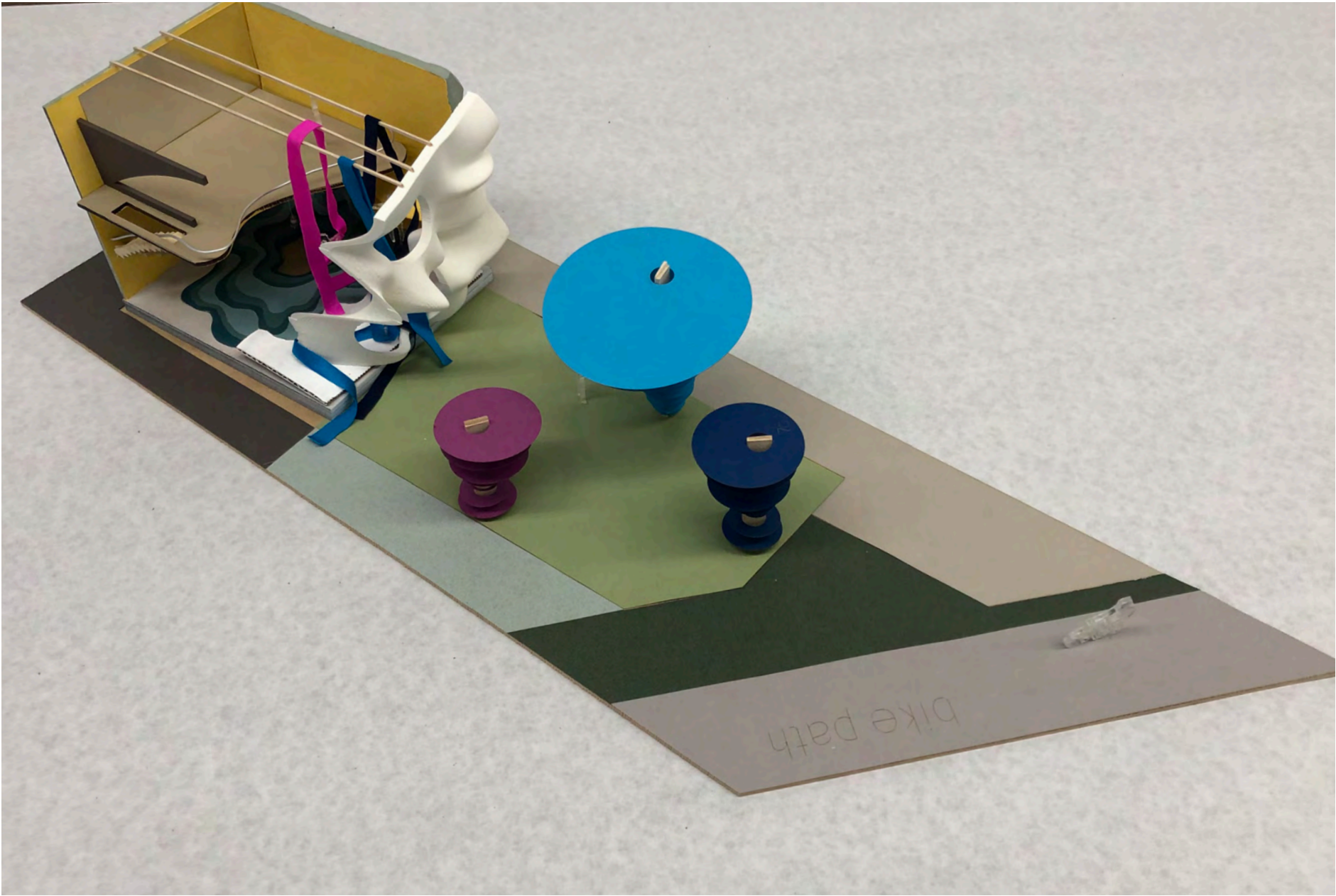






OUTDOOR VOICES

DESIGN DEVELOPMENT



OUTDOOR VOICES

FINAL DESIGN



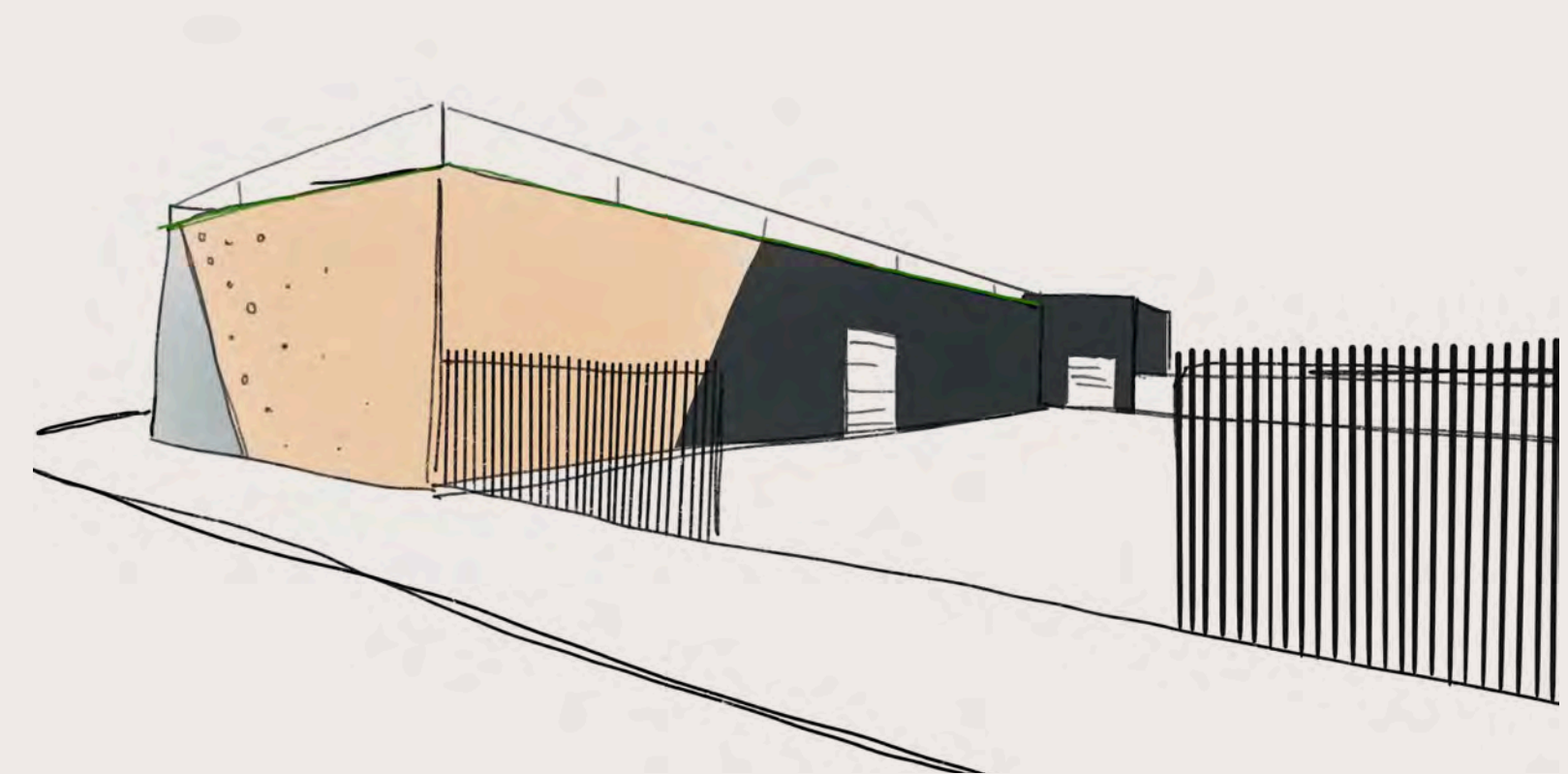
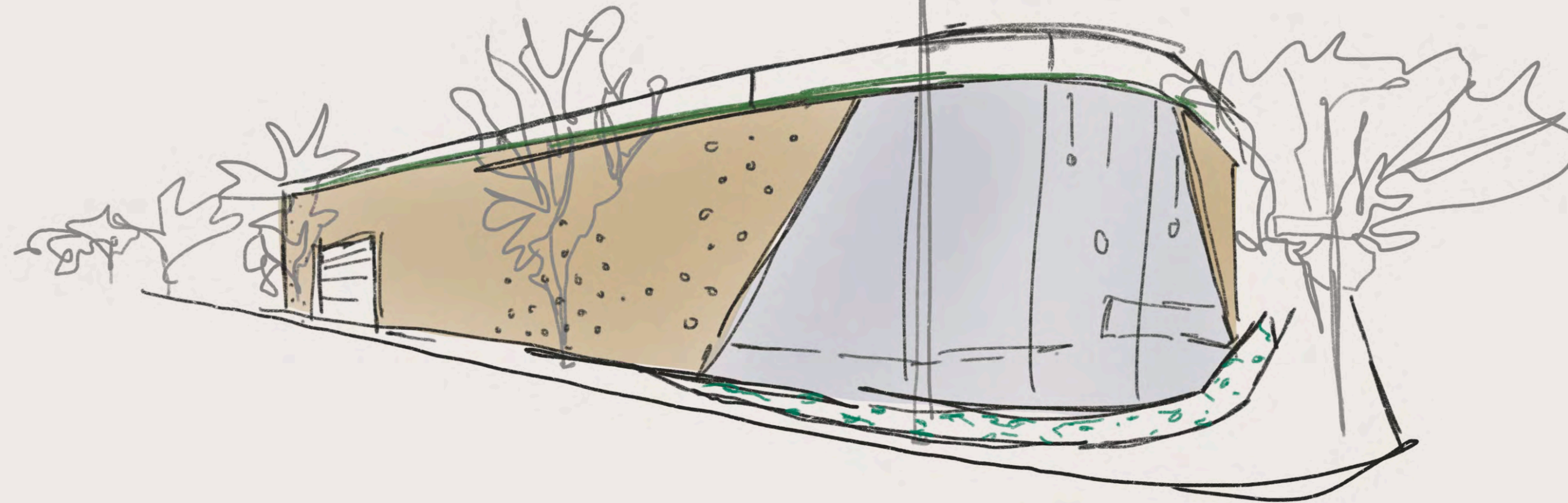
HUDDLE FOOTBALL CENTER x UNIQLO

SOCIAL FITNESS COMMUNITY CENTER

A social football center that promotes training, wellness, and community. In this project, we encourage the athletes to grow within their abilities and passion, and build a community of like-minded people so that they may be able to build confidence in their football journey.

FACADE

I found that within designing for the form language there seemed to be a cemetery in football. I enjoyed how they use symbols and movements based on specific motives and targets, so I designed my space based on my inspiration of those lines and curves.



Material Strategy

Huddle Fitness Center honors these three attributes: Ambitious, Thoughtful and Innovative. The ambition within our athletes equal and replicate the space around them. The thoughtfulness and experimental nature of our community has also inspired the material creativity, thus the material application must center around the values of building a community of like-minded people, offering high quality training, and nurturing their well-being physically and mentally. Huddle helps athletes to build confidence in their football journey. The materials used, such as self-healing concrete or carbon fiber strands, emphasize the hardwork and passion within the facility.



AMBITIOUS



Vegetation on Roof



PVB Interlayer Curved Glass



Photocatalytic Ceramic Tiles



Concrete on Brick



Carbon Fiber Strands

Huddle hosts athletes that have a strong desire and determination to succeed. The materials included will excentuate complex designs and host an intricate application, such as providing safety or self-cleaning properties.

THOUGHTFUL



Recycled Plastic



Hempcrete



Locally Recycled Rubber Crumbs



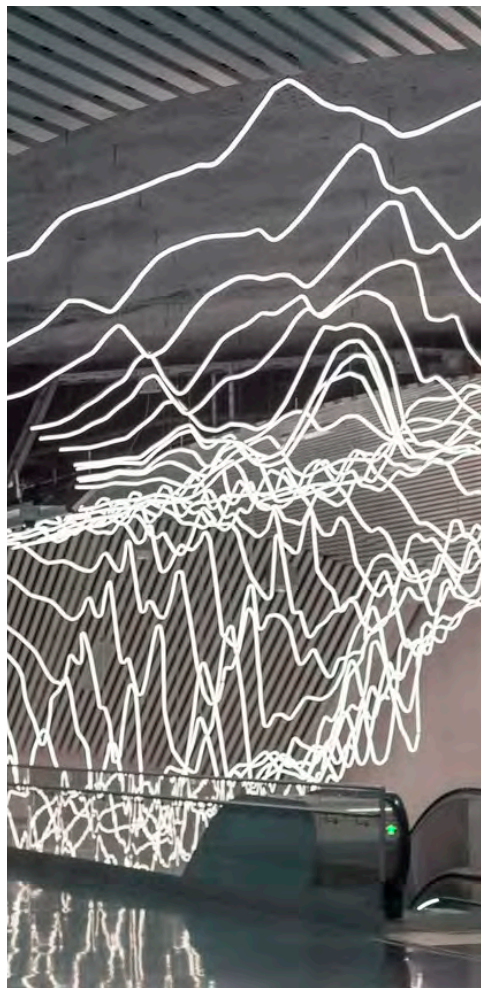
Colored Rope



Mushroom Mycelium Instalation

At Huddle, we value the consideration for the needs of other people. The materials will be thoughtful for our environment such as repurposing salvaged products. The usage of our sustainable materials will also provide durability.

INNOVATIVE



LED Light Tubes



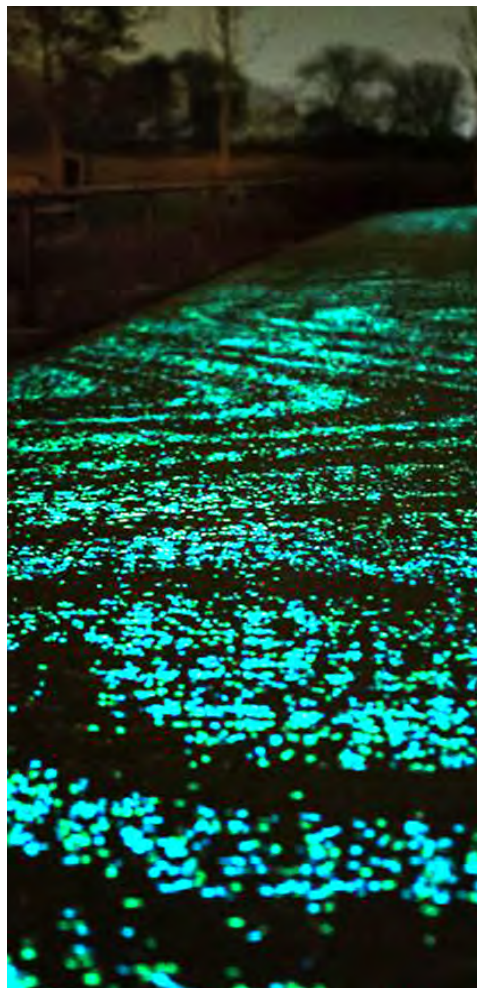
Hydro Ceramic



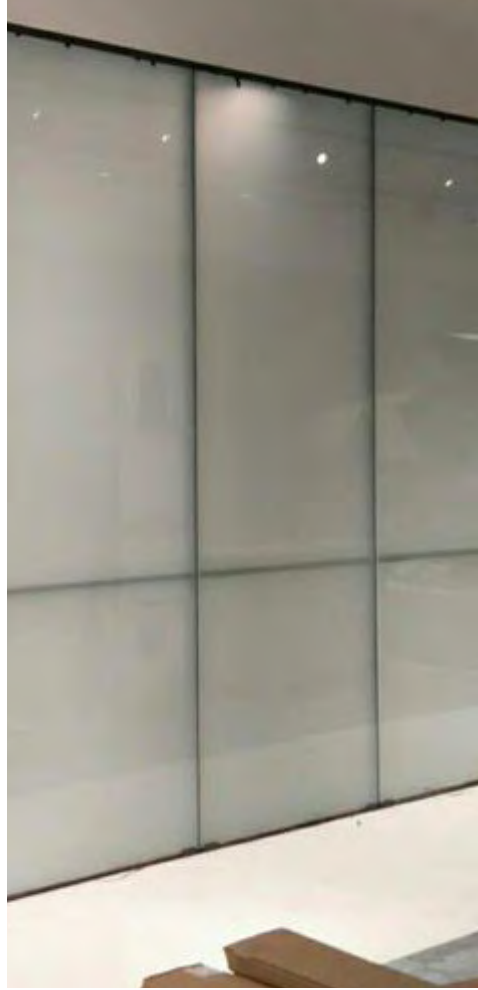
Invisible Solar Cells



Self Healing Concrete



Illuminating Concrete



Smart Glass Technology

Huddle provides the most efficient and modern technology to aid its community to achieve the best of their abilities. Our materials in of itself provide new technologies, such as self-healing properties and energy efficiency.

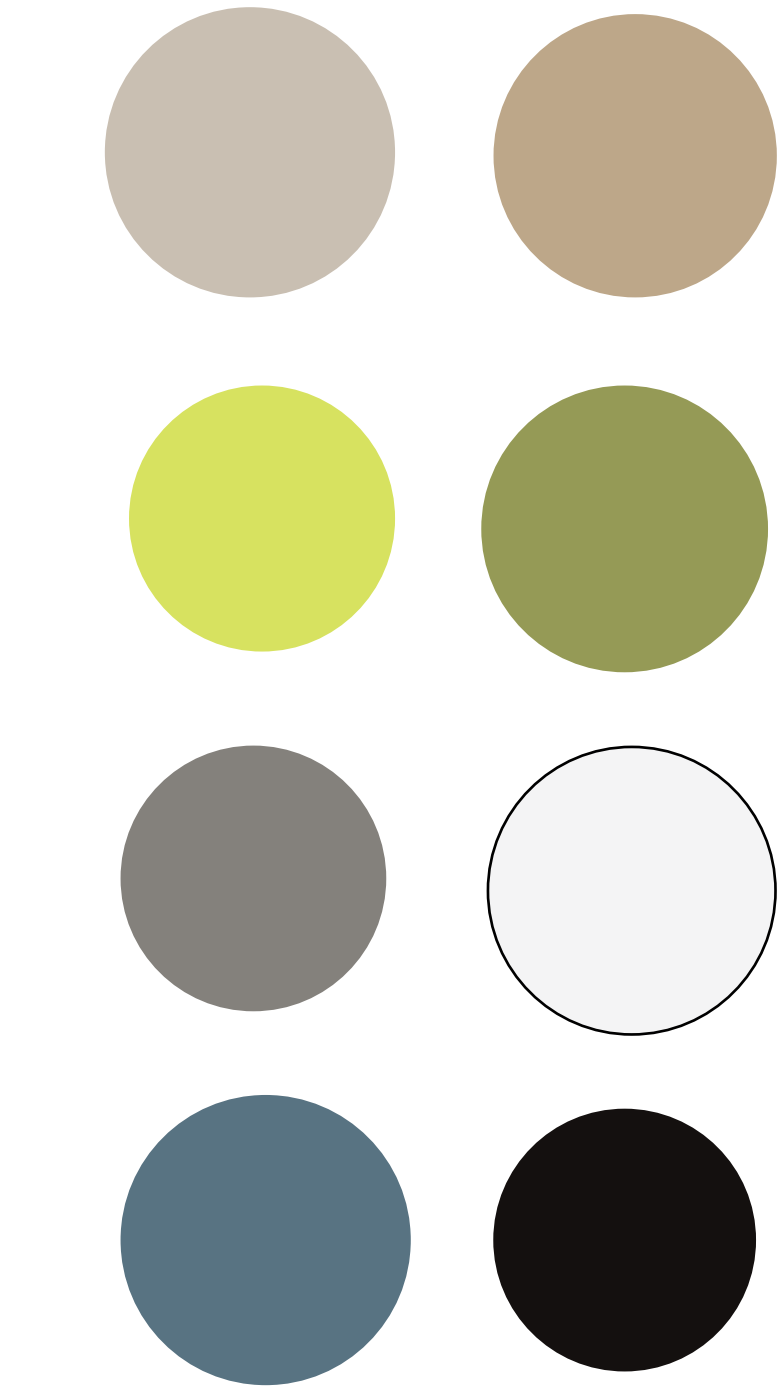
Materials Palette

- 1. Hydro Ceramic
- 2. Self Healing Concrete
- 3. Curved Glass
- 4. Photocatalytic Porcelain Tile
- 5. Vegetation
- 6. Colored Rope
- 7. Locally Recycled Rubber Crumbs
- 8. Hempcrete
- 9. Mushroom Mycelium

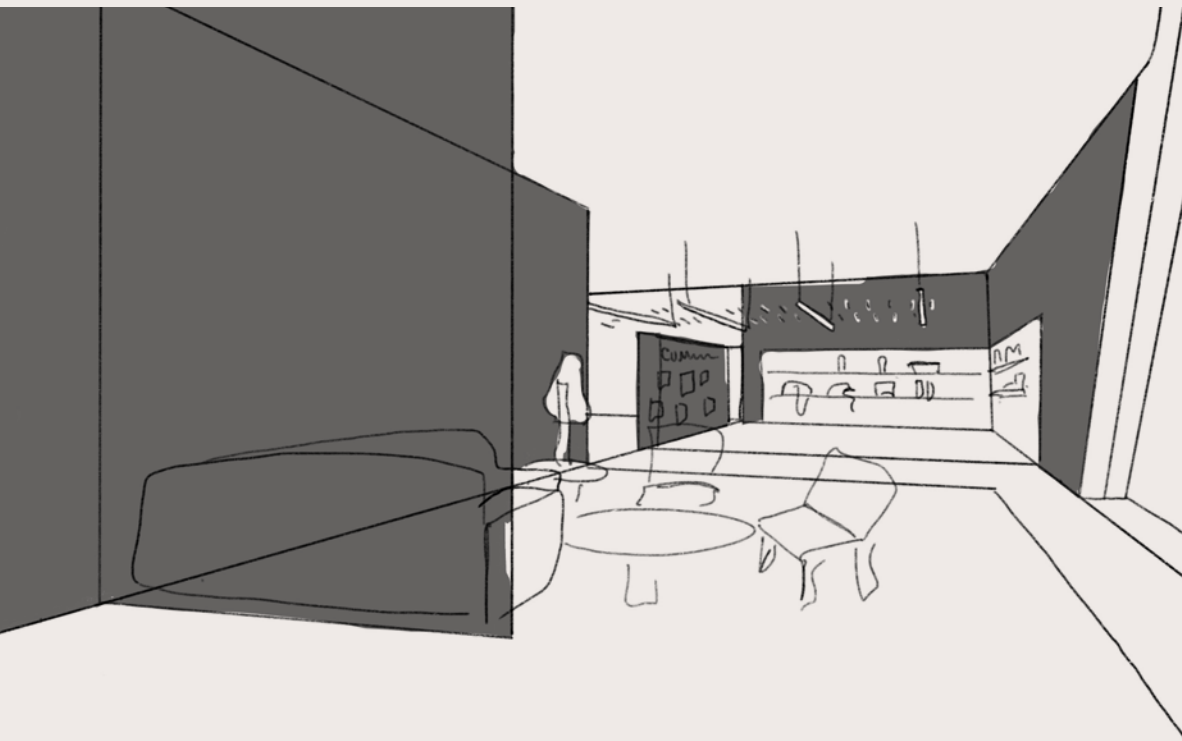
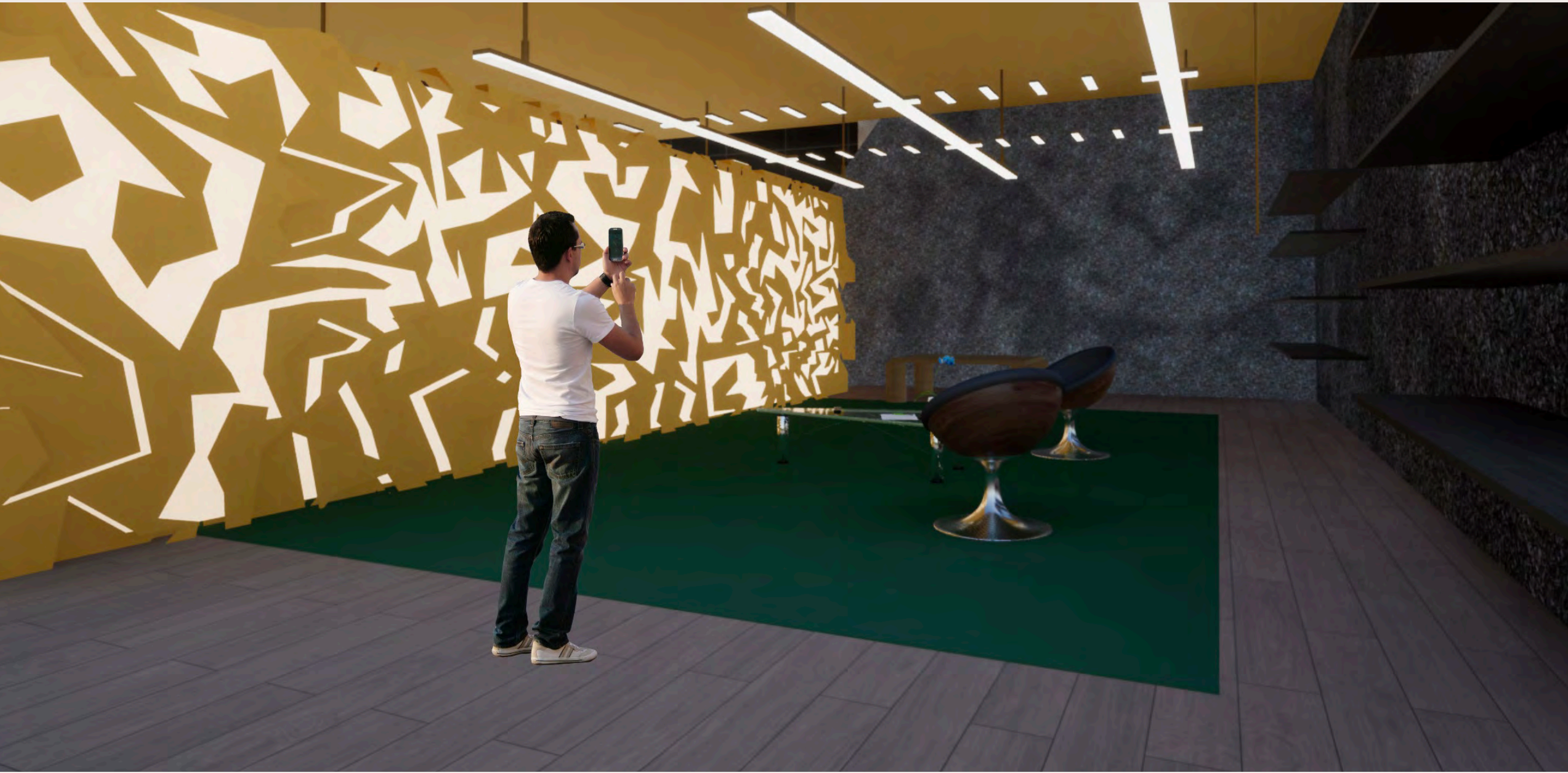
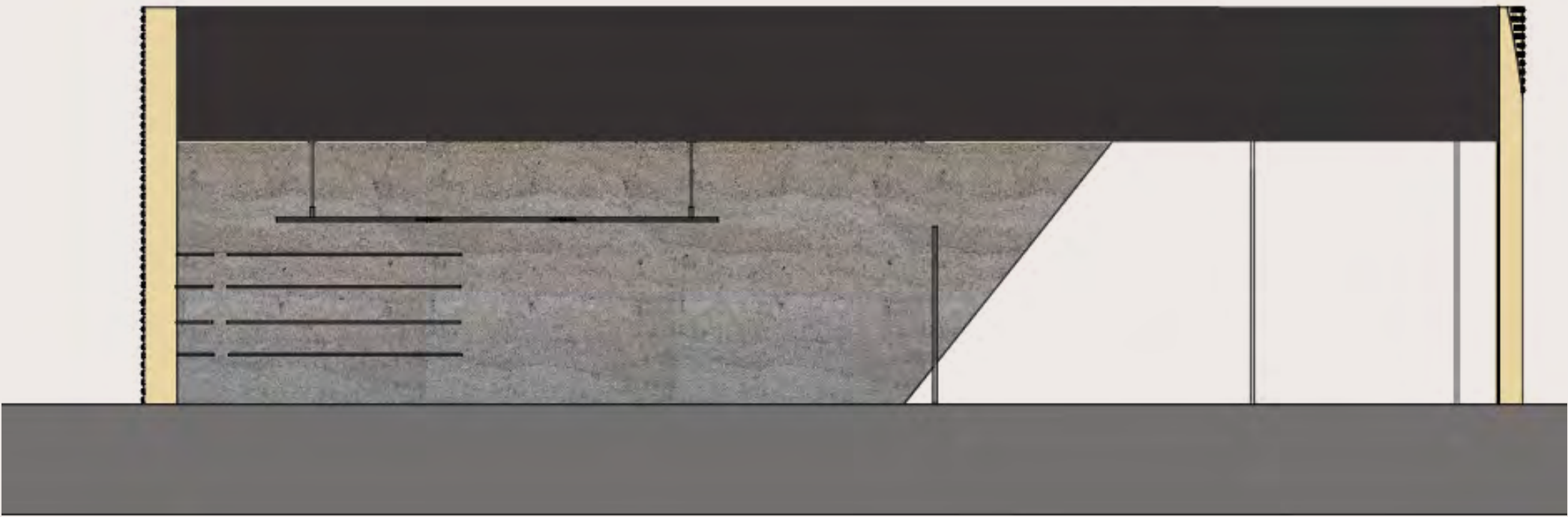
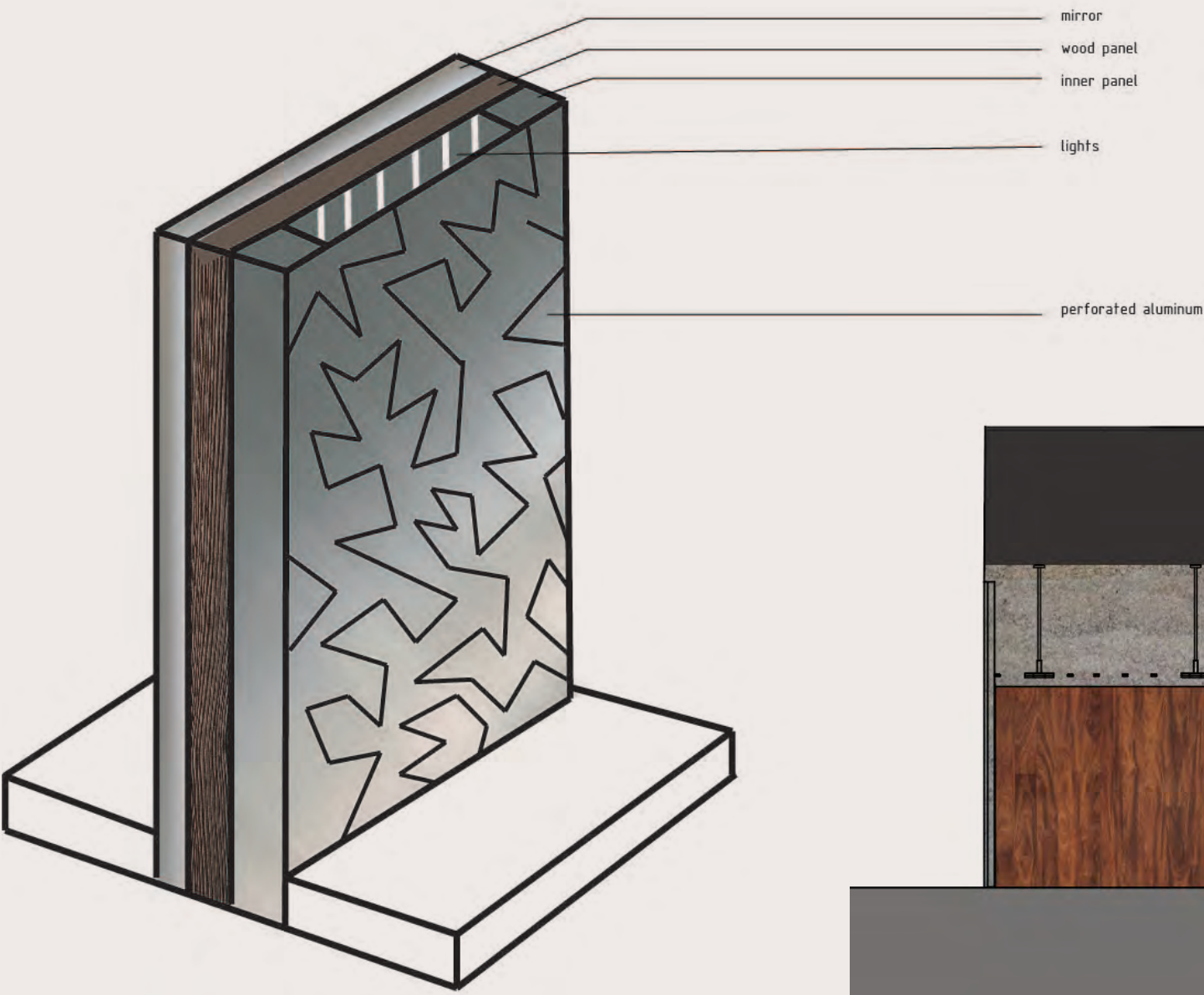


Color Strategy

Huddle is a social fitness center catered towards the needs for football players. As we found inspiration for our color palette, we wanted to bring back the colors of what you may typically find on the football field. We also leaned toward finding colors that represented the natural earth- blues, greens, browns, and black and white. We want to incorporate nature into the sport to provide a clean slate atomsphere.



ENTRY OF LOUNGE



WALL



FLOOR



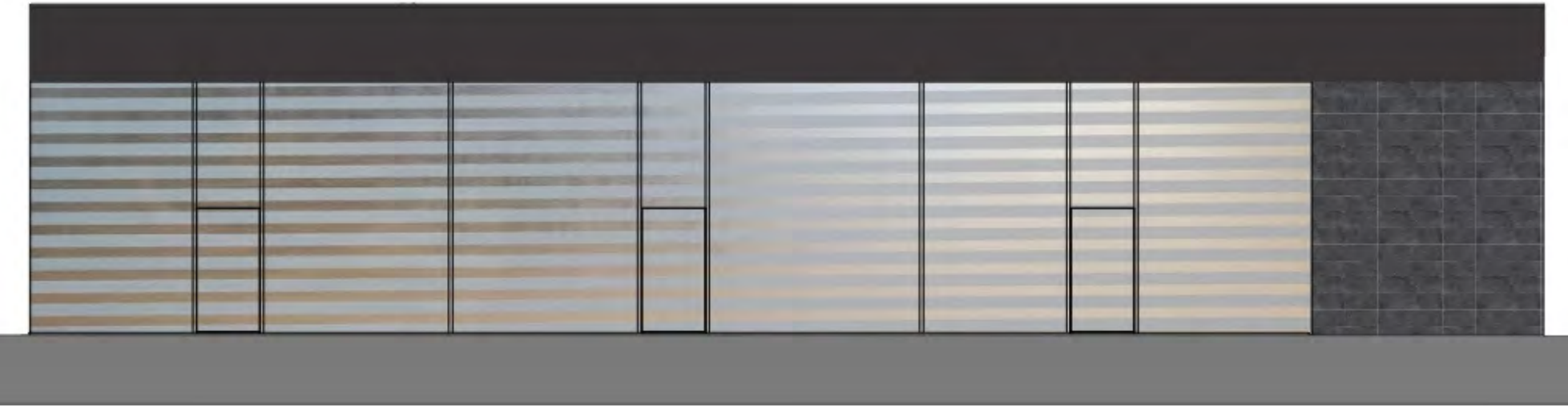
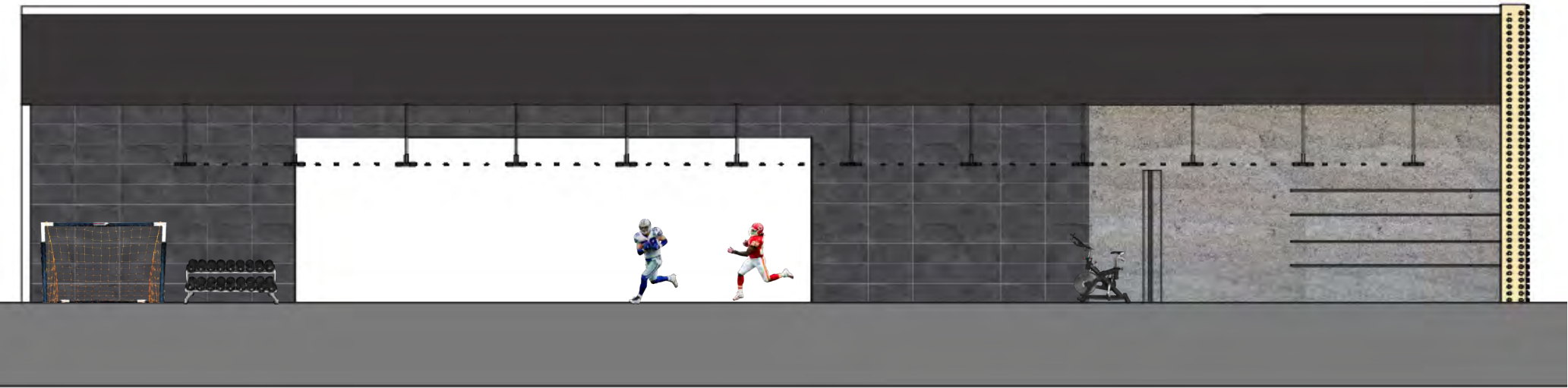
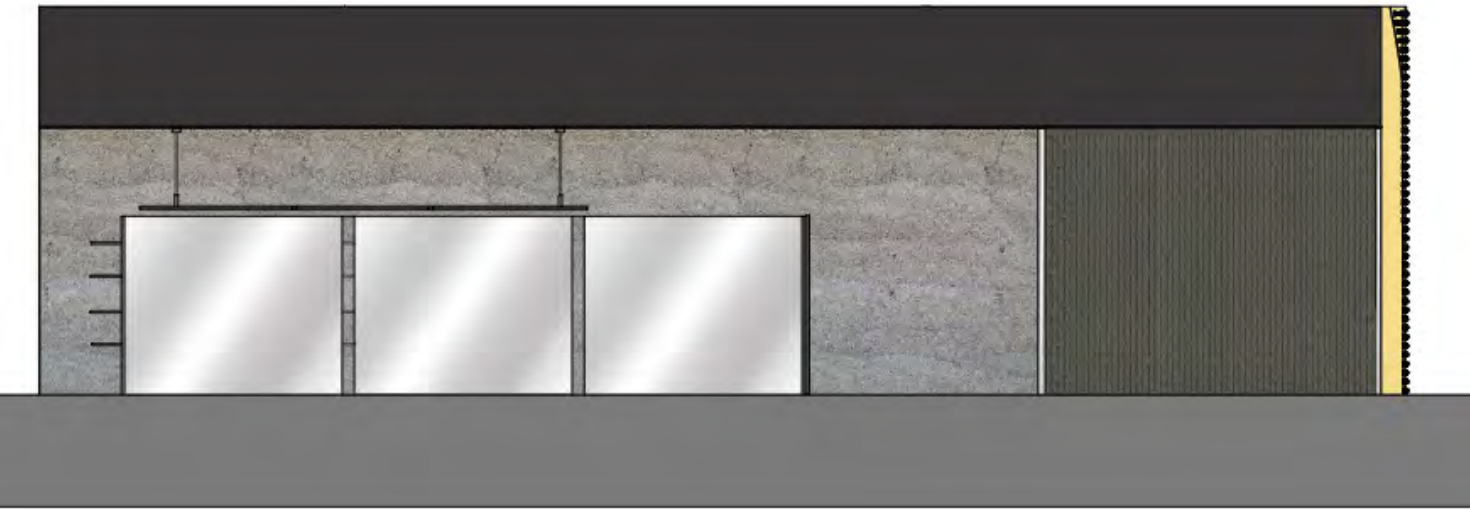
CEILING



FIXTURE



COMMUNITY FITNESS

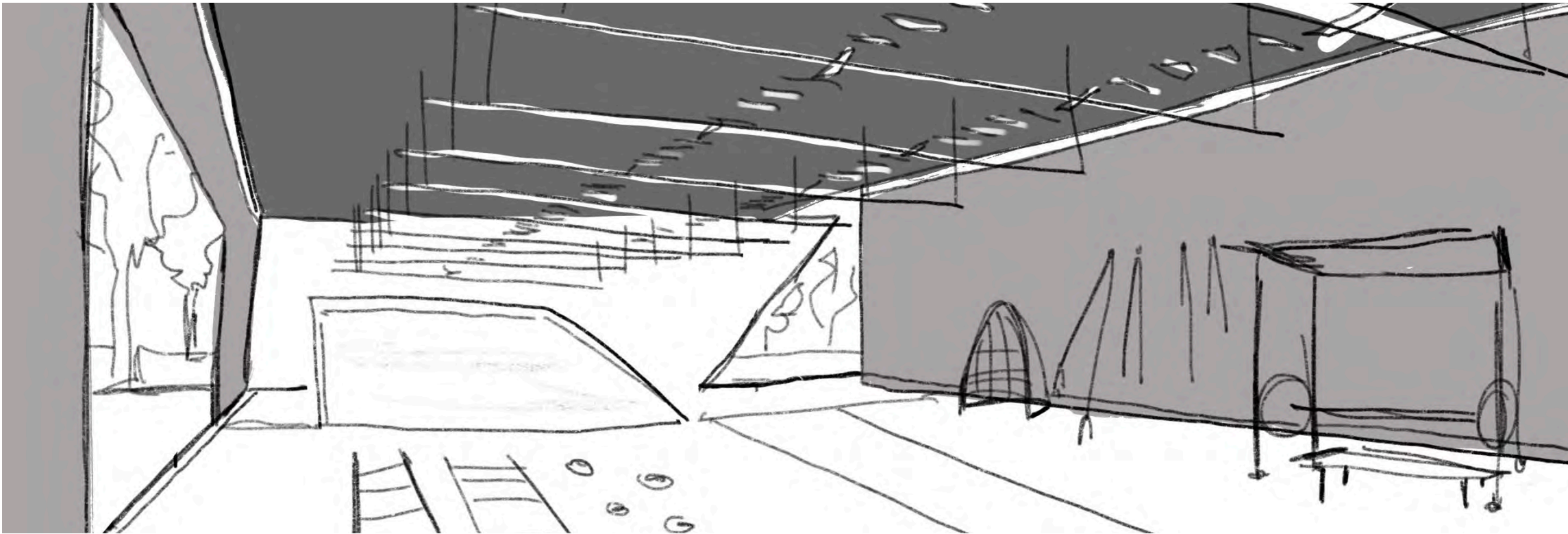
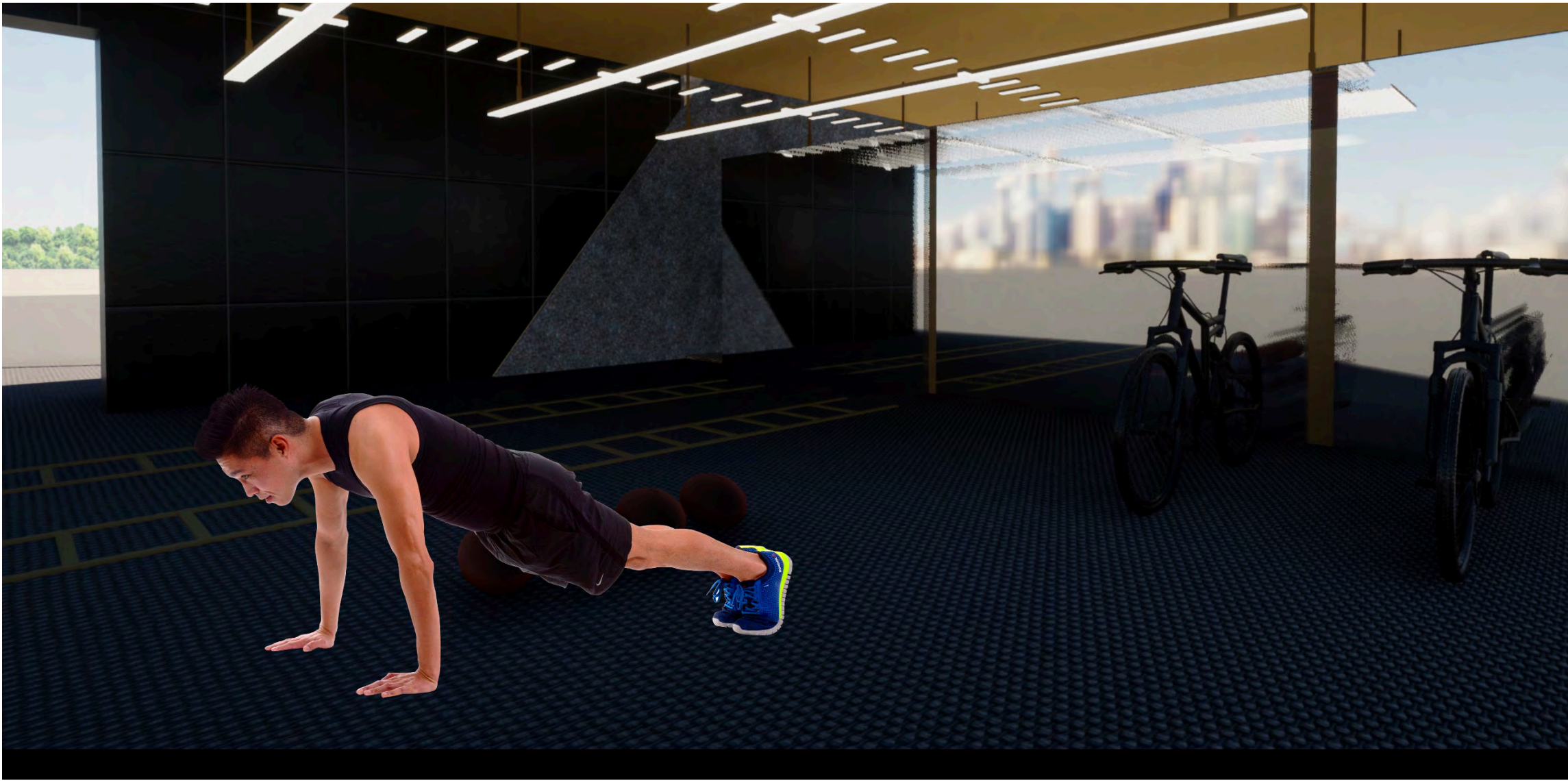
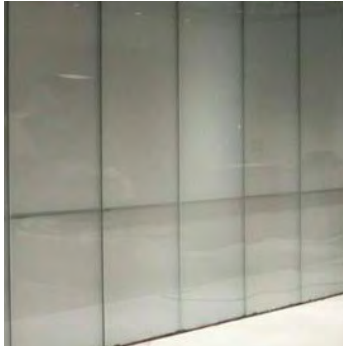


WALL

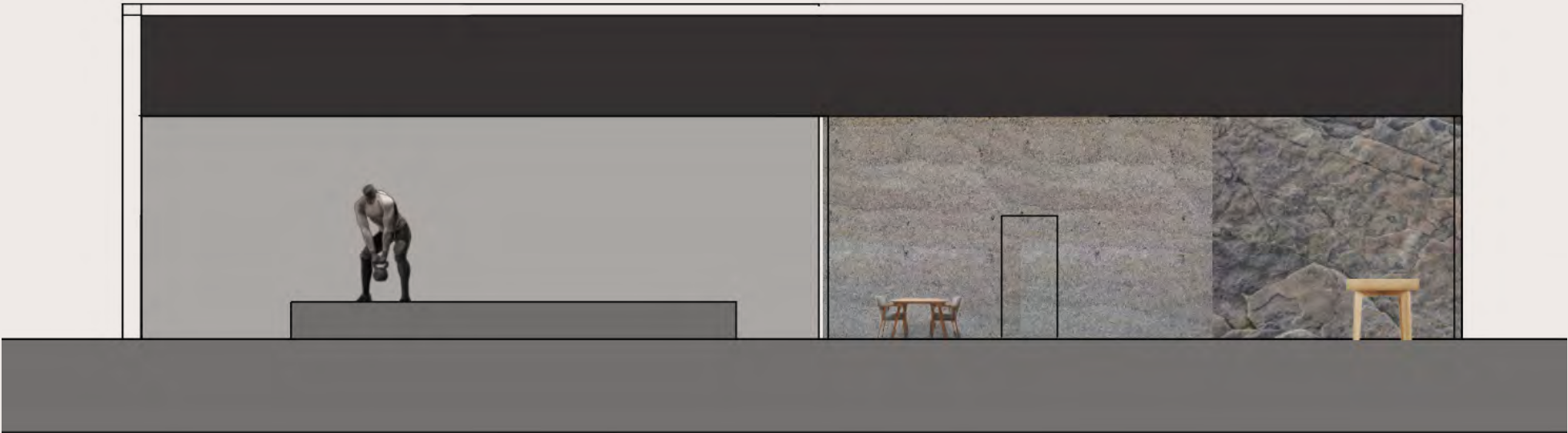
FLOOR

CEILING

FIXTURE



NUTRITION AND RETAIL



WORKS



WORKS

