

Public transport design : an image of the city



Beijing - 11 10 2007

Our approach to the project

Understanding the mission statement

Through people living there

Creative

Diversity

Multicultural

Welcoming

Tolerant



Through its history

Patrimony

Rich culture

Landscape

Public Transport Design



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Through their broadmindedness

Open minded

Innovative

International

Public Transport Design



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It links together territories



It is an element of multi mode



It restructures the urban landscape



Reliability and solidity

Efficiency

Identity

Timelessness

Identification of a product and its service

Users' comfort

Easy cleaning service and maintenance

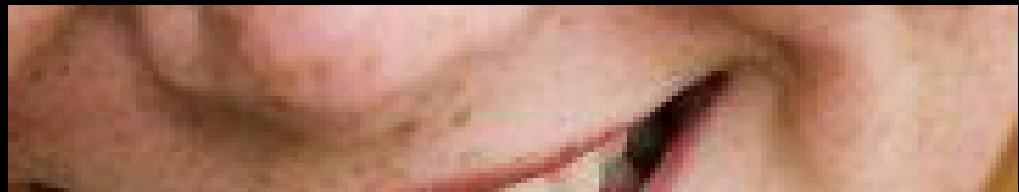
Exterior design

A sublimated function

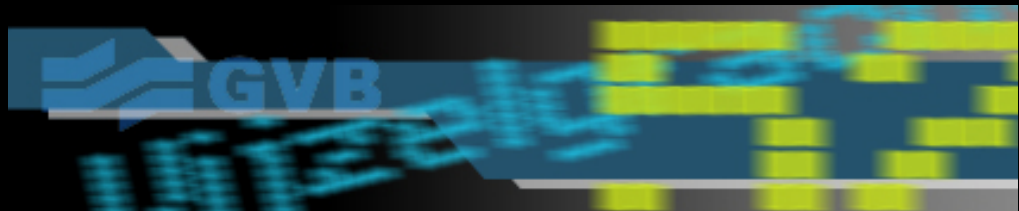
Fluidity



Identity



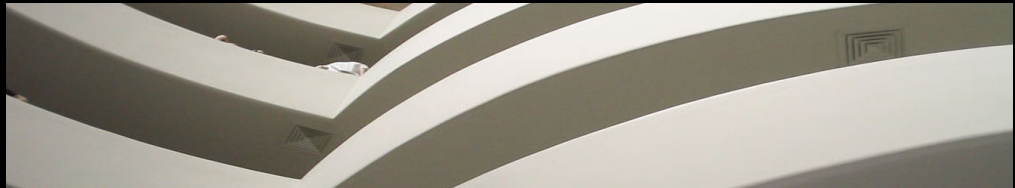
Information



Interior Space

A peaceful atmosphere

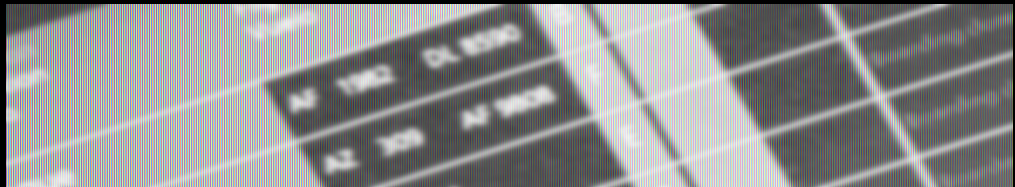
Rhythm



Lights



Information



How can design support the purposes
of a public transport project in the city?

The experience



Shuttle Train station<> Airport

Leslys /Lyon

Reliability and solidity





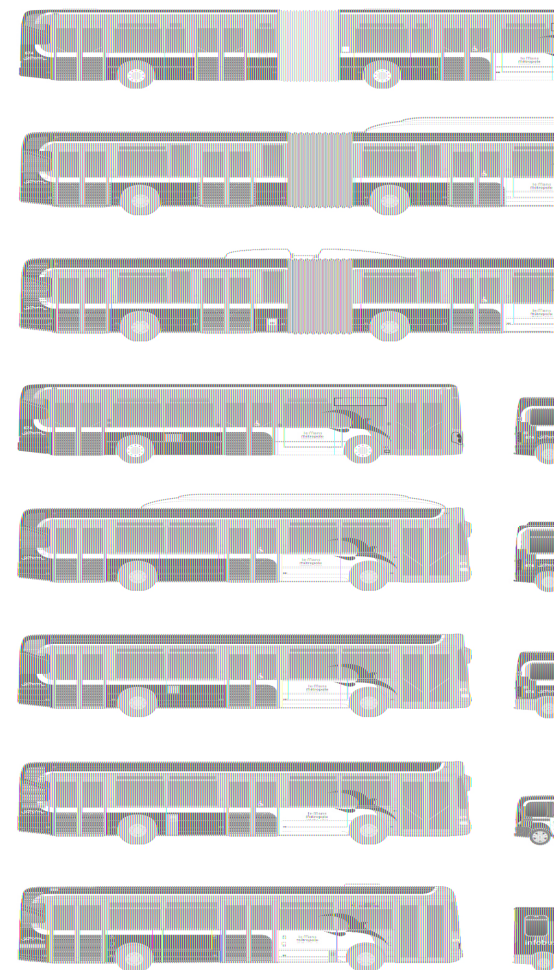
Trains Transilien / Île de France
Identity





Network Tramway and bus /Le Mans Métropole

Identification of a product and its service





SNCF / Refurbishment Z20500

Easy cleaning service and





SNCF / GCO Paris suburban train

Users' comfort





Teams working on the project

Exploitants

Elected members

Users

How to appropriate public transport



An agency

RCP design
agency

L'équipe



The fields



Transport / Public space



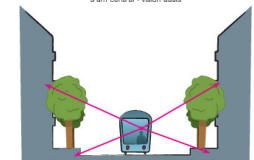
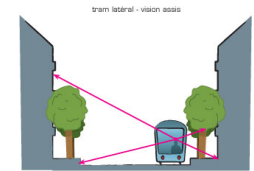
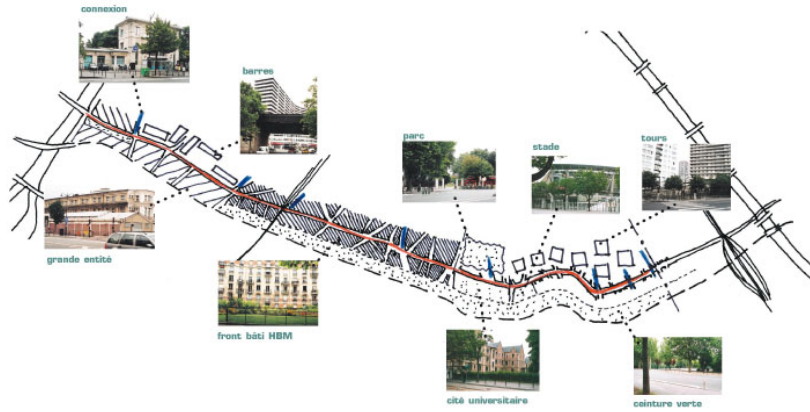
Culture / Patrimony



Education

An example : the tram in Paris

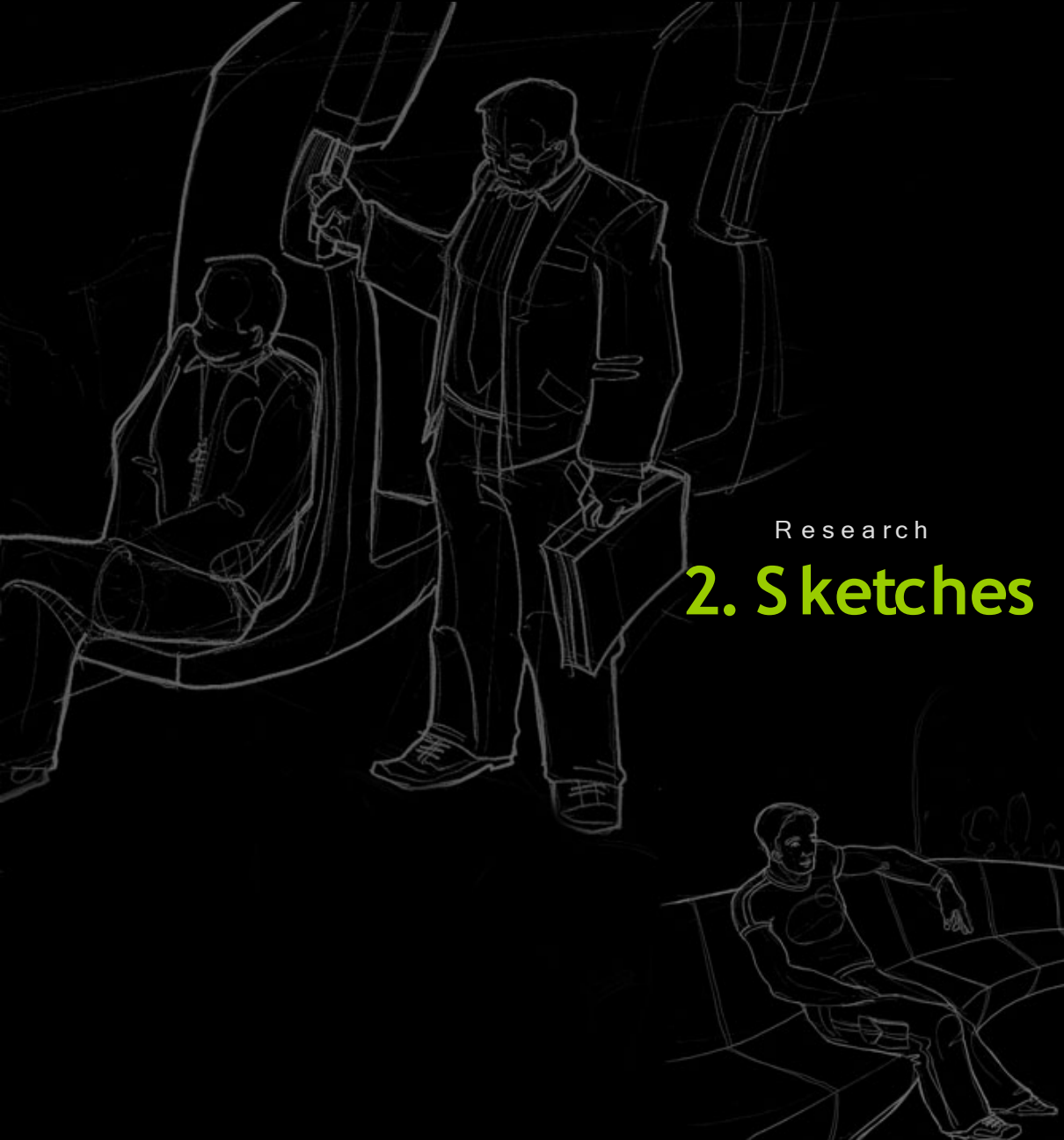
Our methodology



Photographic view of the route – Documentation – Concept sheet

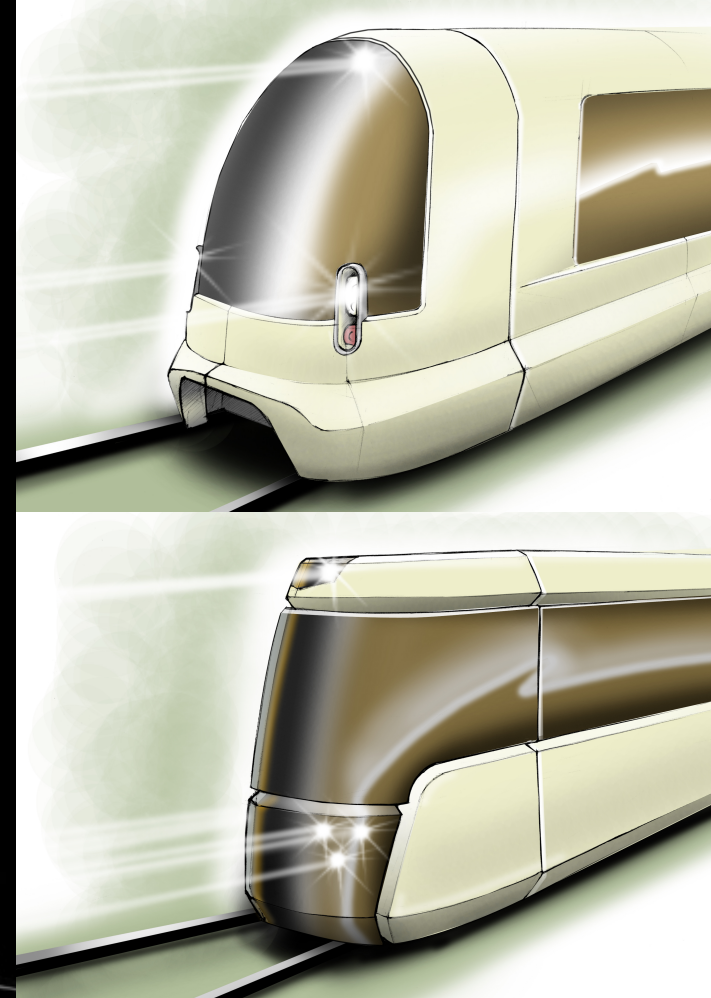
1. Analysis





Research

2. Sketches

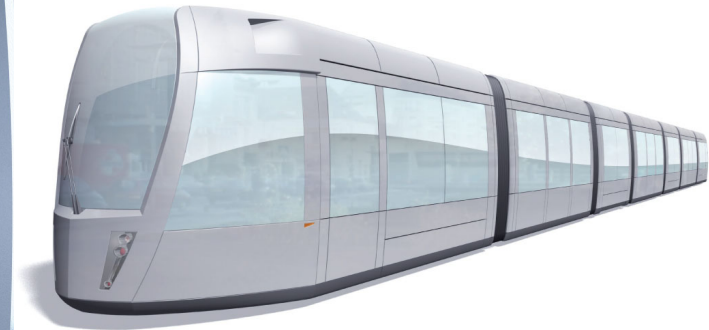
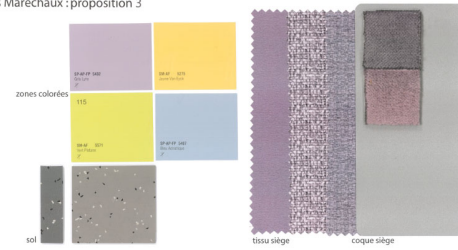




Tramway des Maréchaux : proposition 1



Tramway des Maréchaux : proposition 3



Definitions of colours and forms

3. The pilot study





4. The project



5. The final product

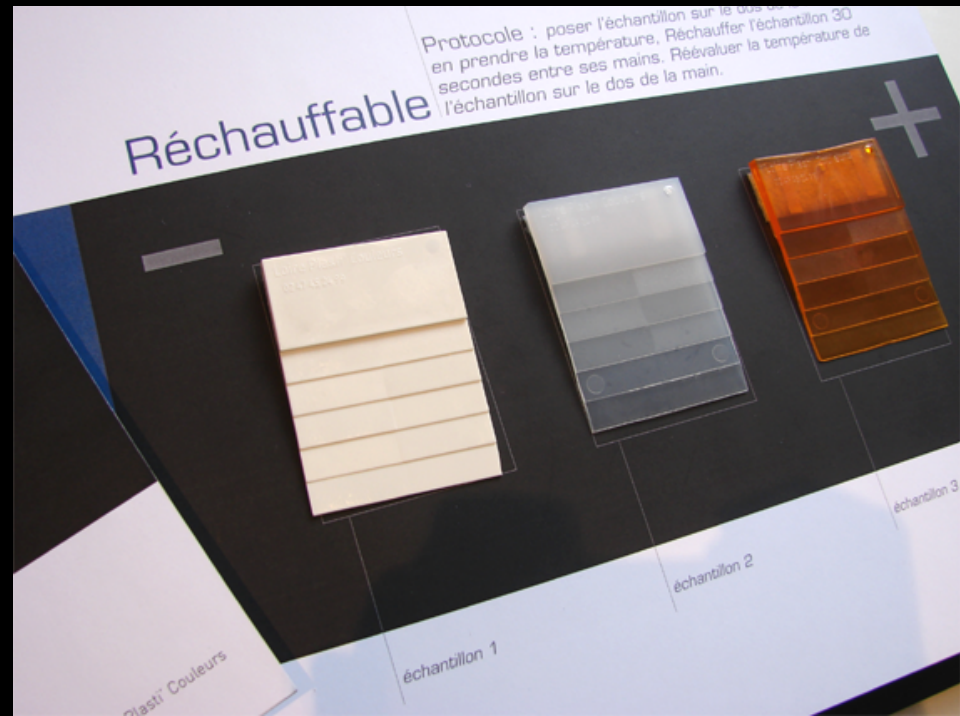


Research – Sensory design – Sustainable design

Our plus value

Sensory chart - PLASTIVALOIRE

1. Sensory design



Research on sound design - ALSTOM

2. Sensory design



Existant Ouverture de porte

Design Ouverture de porte

Existant fermeture de porte

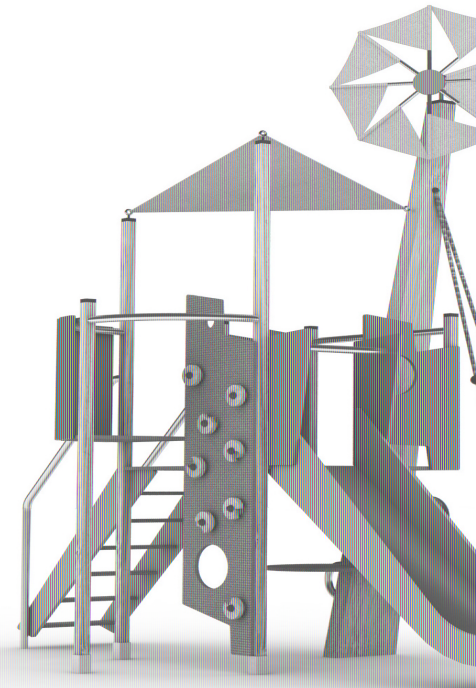
Design fermeture de porte

Annonce sonore exemple - 1

Annonce sonore exemple - 2

Playground for children - WIKICAT

3. Sustainable design



The ACONIT Project - SNCF
4. Research

