

LO RES CAR PRESS CLIPPINGS



AWARD OF THE CURVE



1. DIGITAL DASHBOARD
The all-new electronics and multimedia system make for a high-tech interior

2. BESPOKE INTERIOR
The DB11 is finished with characteristic finesse, right down to the last stitch

3. ACTIVE AERODYNAMICS
Air is ducted through the bodywork to create an invisible rear spoiler

AS THE FIRST COMPREHENSIVELY new production Aston Martin in over a decade, the DB11 is a critical machine. Not only must it bear comparison with some of the most acclaimed cars of all time, in terms of aesthetics at least, it is also a showcase for the British company's new technology. Under new CEO Andy Palmer, Aston Martin has committed to several years of frantic intensity. A steady flow of concepts and bespoke cars, like the track-only Vulcan, have kept the company in the public eye, while behind the scenes, the focus has been on shaping the cars that will define Aston Martin's second century of production. Most of the world got a first glimpse of the DB11 at the Geneva Motor Show in March, but a select group has been enjoying private previews of the all-new GT for months. *Wallpaper** can count itself among these lucky few, with our big reveal taking place under the guidance of Aston Martin's design director Marek Reichman at the manufacturer's HQ in Gaydon.

Of all the lineages in modern car design, the DB bloodline is one of the most evocative, dating back to David Brown's

acquisition of Aston Martin in 1947. The first car to bear the DB nomenclature was the 1950 DB2. The DB10 (2015) was custom built for a certain fictional secret agent, while the DB9 was a sales success that remained uncompromised and highly desirable right up to the last model to leave the production line.

The DB11 has a lot to live up to. The new car builds on the Aston aesthetic yet still looks defiantly forward. Those all-important proportions are spot-on, yet the detailing is also first-rate, from the anodized aluminum Aston Martin wings set into the bonnet to the strong feature line that runs from the headlights to the tapered rear.

"Every single line has been conceived to be consequent with the next," says Reichman. "Beauty is enabled by technological innovation."

The duck-tailed rear is where the car departs most dramatically from its forebears, thanks to a serofoil system that scoops in air and vents it out to generate a vertical blast of invisible downforce on the back of the car. Aerodynamics also guide the air intake on the flanks via Aston Martin's signature "side strake." Shaped like an unsheathed dagger, the attention to detail is such that the underside of this piece of brightwork is hand-finished with a tactile knurled pattern, invisible to all but those in the know.

Inside, the longer wheelbase means much improved interior accommodation. There's a new multimedia and navigation system (a benefit of Aston Martin's technical partnership with Mercedes-AMG), thin-film transistor dashboard and 5.2-L twin turbocharged V12. Aston Martin's first foray into forced induction. The DB11 has to navigate the strident demands of its clients, for whom a V12 is a signature component, and legislators, for whom a V12 is a thunderous anachronism. "The beauty of a V12 is that it's perfectly balanced," says Ian Minards, Aston Martin's product-development director, who guided the DB11 from sketch to reality. He describes the car as a continuation of the DB lineage, but also "as clean a sheet of paper as you can get at Aston Martin."

Aston Martin DB11, \$220,000, first deliveries due autumn 2016, astonmartin.com



The Lo Res Car's form results from lowering the resolution of a Lamborghini Countach 3-D model. The whole body lifts to give access to the interior inset

REM D. KOOLHAAS HAS PLAYED WITH FORM since the launch of his avant-garde shoe brand, United Nude, in 2003. "We pushed boundaries and broke rules by not knowing them," admits Koollaas (nephew of Rem senior and also an architect). The studio's new venture, into very bespoke transport design, is a similar case. This slimmer-looking four-wheeled wedge began life as a 3-D model of Lamborghini's iconic Countach, gradually reduced in resolution until it was just a low-polygon abstract form. Following a non-

running model built in 2010, Koollaas has now created the first fully functional Lo Res Car. Smoked polycarbonate bodywork sits atop an angular steel frame on the guts of an electric golf cart. "We gave ourselves total freedom—it's an art project," Koollaas says. The entire body lifts to allow access to two inline seats, with minimal instruments and a hexagonal steering wheel. "Doors would ruin the purity," he explains. Look out for the car on the streets of L.A., where the sole example is heading. unitednude.com

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UNITED NUDE: LO RES, AND HI-TECH

As part of the United Nude Lo Res Project —a concept formulated on reconstructing the same object in a series, each time lowering the 3D resolution, which creates an abstract shape and ultimately, design. With the 70s iconic Lamborghini Countach as it's foundation shape, the concept car resulting is quite angular and fragmente, and has an appearance described as "a magical moving sculpture".

Far from your typical two-seater the layout seats the passenger behind the driver, with a polycarbonate body surrounding both. A polished stainless steel finish, with matte black coating accents,

ZINK

gives the car a very clear aesthetic. In true Lamborghini-esque fashion, electric lifts raise the entire body of the car —which serves as the door. Yep. The entire body fo the car opens, upward.

With top speeds currently limited to 50 km/h, for safety, this electric car will satisfy collectors more-so than thrill-seeking road racers.

Collectors rejoice —depending on demand you may have access to a limited edition ride. UnitedNude.com **LEILA E. COLE / @Leila_Cole**



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UNITED NUDE AND THE LO-RES CAR

Yes, somewhere in there is a car.

By Matthew Priest



You would think that when designing a car, the rules of what to do (and what not to do) when designing said car are rather important. It seems that that is not the case for lifestyle brand United Nude, and its dubbed '[Lo-Res Car](#)'.

Windows? Na. Doors? No thanks. Visible wheels? Who needs 'em!? This is as abstract as car design gets. At this point,

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HOW TO BULK UP LIKE A RUGBY PLAYER

Check out United Nude's Polygonal Car Based on the Lamborghini Countach

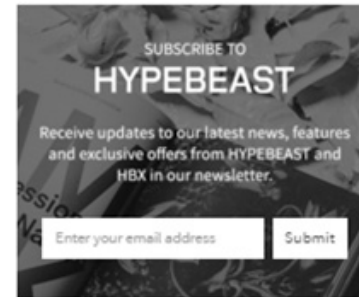
The latest in the Dutch brand's Lo Res series.

By Ben Roazen · 3 days ago in Automotive · 24 Comments

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Dutch footwear brand and design studio United Nude's latest installment in its Lo Res series is an abstract concept car based on the Lamborghini Countach. The vehicle's polygonal silhouette came from lowering the 3D resolution of Marcello Gandini's original design. The two-seater, with the passenger sitting directly behind the driver, has no doors; the entire matte black poly-carbonate chassis serves as both door and window that raises and lowers on electric lifts, giving the car's minimal interior a capsule-like feel. The vehicle has a hexagonal steering wheel and an electric engine, with a top speed of 50 km/h, for safety reasons. The car is being shipped to Los Angeles soon for exhibition, so if you live on the West Coast you should keep an eye out for a polygon marked on Rodeo Drive.



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By [Chris Ziegler](#) on February 3, 2016 05:41 pm [Email](#) [@zpower](#)



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United Nude abstracts a Lamborghini to create faceted Lo Res sports car

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15 January 2016 | 8 comments

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CARS / CONCEPT

UNITED NUDE LO RES CONCEPT CAR

Most concept vehicles resemble something that could be on the road in the future. The United Nude Lo Res Concept Car however, looks like it could be on loan from another planet. The design is achieved using a method that takes an object and lowers the 3D resolution several times. The more the resolution is lowered, the more abstract the concept car becomes. The designers began with the resolution of the Lamborghini Countach, and ended up with this amazing polygonal shaped work of art. The polycarbonate body also doubles as the only door, operated by an electric lift. It opens up to reveal a raw interior with stainless steel features and matte black coating.



AETHER



CONCEPT UNITED NUDE LO RES CAR

Keile Karre

Nein, das ist keine Ufostudie aus den 70er-Jahren. Das Schuhlabel United Nude hat einen Lamborghini Countach umdesignt. Das Ergebnis: das minimalistische „Lo Res Car“

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© United Nude

- 01 Sieht aus wie eine Ufo-Vision aus den 70er-Jahren. Das "Lo Res Car" von United
- 03 Nude war einmal ein Lamborghini Countach.

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GTI COUTURE:

FASHION ZUM VIERZIGSTEN

Leder, Alcantara und immer wieder die berühmten Karos: Zum 40-jährigen Geburtstag des Golf GTI haben knapp einhundert Mode-Studenten aus Berlin und Hannover aus typischen GTI-Materialien Kleidung entworfen. Als 1976 der erste Golf GTI das Licht der Welt erblickte, war der Hot Hatch mit 110 Pferdestärken und einer Höchstgeschwindigkeit von 180 Stundenkilometern nicht nur flott an der Ampel unterwegs, sondern mit mattschwarzer Gummispoilerlippe und roten Zierstreifen auch ein echtes Style-Statement. Mit ihrem Gewinnerentwurf wollte FAH-MODA-Studentin Anika Dierker (29) nach eigener Aussage „beweisen, dass Anschlappen auch cool sein kann.“ Das passt dann jedenfalls nicht nur zum Geburtstag des GTI, sondern auch zu einem anderen 40-jährigen Jubiläum: der Gurtpflicht.



Fotos Volkswagen



UNITED NUDE LO RES CAR:

WENN SCHUHDESIGNER AUTOS ENTWERFEN

Der von Marcello Gandini gezeichnete Lamborghini Countach ist mit Sicherheit einer der radikalsten, geometrischsten Automobilentwürfe überhaupt. Doch das niederländische Schuhlabel/Designstudio United Nude geht viel weiter. Das Lo Res Car ist entstanden, indem die Designer die 3D-Auflösung des ikonischen Countach in mehreren aufeinander folgenden Schritten immer reduziert haben und den Entwurf so immer abstrakter werden ließen. Am Ende war die komplexe Ausgangsform soweit vereinfacht, dass nur noch dreizehn schräge Flächen übrigblieben.



Fotos United Nude

BEHIND THE SCENES:

HOLLYWOOD-GLAMOUR FÜR DEN NEUEN LEXUS

Was wäre wenn? Lexus hat den üblichen britischen Gentleman-Schauspieler Jude Law als Gesicht für die neue RX-Werbekampagne gewonnen. Unter dem Motto „The Life RX“ wird der Zuschauer in dem mit einer speziellen Kamera aus der Ich-Perspektive gefilmten Spot in das das aufregende Leben eines Hollywood-Stars katapultiert. Wasserki, Fashionshows und Filmpremieren in Monaco – der an der italienischen Riviera und in der Bergwelt um die italienische St. Franziskus-Werbellin zusammengefasste Werbeclip zeigt die neue RX-Modelle als Charaktere in der Welt der Stars und Reichen.



Foto Lexus



United Nude Lo Res Car

Designer reduzieren einen Lamborghini Countach

01.02.2018, 14:42 Uhr | t-online.de, Patrick Schäfer



United Nude Lo Res Car - Supersportwagen mit reduziertem Design. (Quelle: United Nude)



Was passiert, wenn man ein 3D-Design-Programm immer wieder und wieder mit einem Lamborghini füttert und dabei die Auflösung jedes Mal reduziert? Diese Frage stellten sich die Macher von United Nude. Das Ergebnis ist ein absolut auf das Design-Minimum beschränktes Fahrzeug.

MEHR ZUM THEMA

- Foto-Show: United Nude Lo Res Car

Oder ist es das Maximum? Der Lamborghini Countach - eine Ikone des Designers Marcello Gandini - sieht nach zigfachen Samplen aus wie ein Edelstein.

Lamborghini Countach kaum wiederzuerkennen

Die extreme Keilform des Design-Renners besteht nun aus (von innen) durchsichtigem Polycarbonat. Die Scherentüren fallen weg, stattdessen klappt einfach die komplette Karosserie wie eine Haube nach hinten.

FOTO-SHOW



United Nude Lo Res Car

Lenkrad aus poliertem Edelstahl

Auch innen hat sich der Supersportwagen der 70er Jahre stark verändert. Die Sicht aus einem Countach ist mit "bescheiden" noch nett formuliert. Nun gibt es eine fast perfekte Rundumsicht.

Nach wie vor passen zwei Passagiere hinein, jetzt aber hintereinander. Und anstelle des schwarzen Kunststoffes glänzt nun polierter Edelstahl - das Lenkrad ist hexagonal geformt und nicht rund.

Extreme Gegensätze

united nude challenges conventional vehicle forms with lo res car

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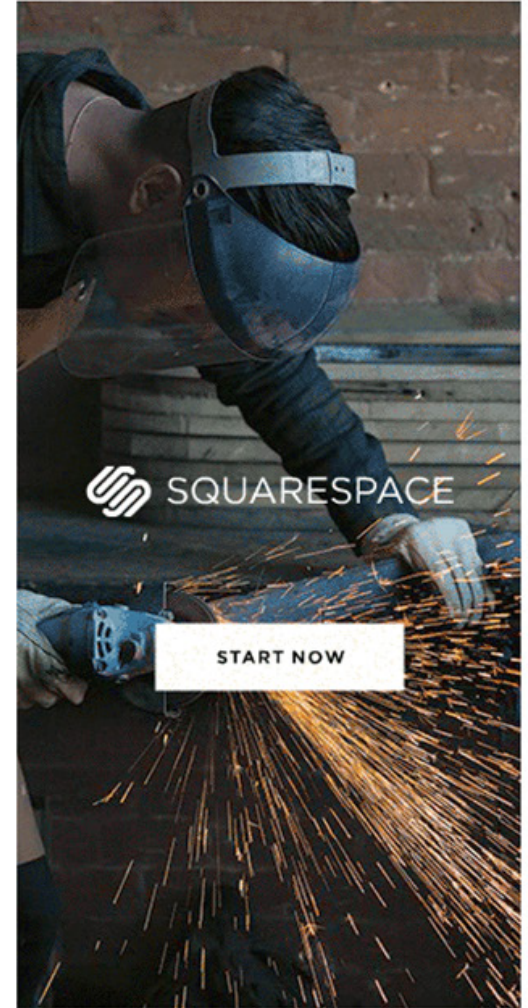
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newsletter (423,519)

original

jan 14, 2016



The image is a screenshot of a GQ Italy website article. At the top, the GQ logo is on the left, and navigation links for SPORT, LIFESTYLE, RAGAZZE, MODA, GADGET, and (ETC...) are in the center. A search bar and the name ALFREDO are on the right. Below the navigation, a list of 'Osessioni' includes Kanye West, Batman vs Superman, X-Files, Leonardo DiCaprio, Fashion Week, David Bowie, Kim Kardashian, and Oroscopo... The main visual is a large image of a sleek, dark, aerodynamic concept car on a road, with a semi-transparent 'APRI GALLERY' button overlaid. Below the image, there are navigation arrows (PREV, NEXT), a date (22.1.16), the author's name (di Alberto Capra), and social media icons for Facebook, Twitter, and Google+ with zero counts. The article title is 'United Nude Lo Res: concept car o astronave?'. The introductory text reads: 'Un brand d'abbigliamento si è cimentato nella progettazione di un prototipo ultra futuristico. Il risultato è un enorme soprammobile a forma di astronave. Interessante, però'. On the left, a sidebar lists categories: GADGET, Auto & moto, Hi Tech, Fitness, and Beauty. On the right, there are two promotional banners: one for 'Le stampanti portatili A4 più piccole al mondo.' and another for 'MadeForIphone' showing a printer and a smartphone.



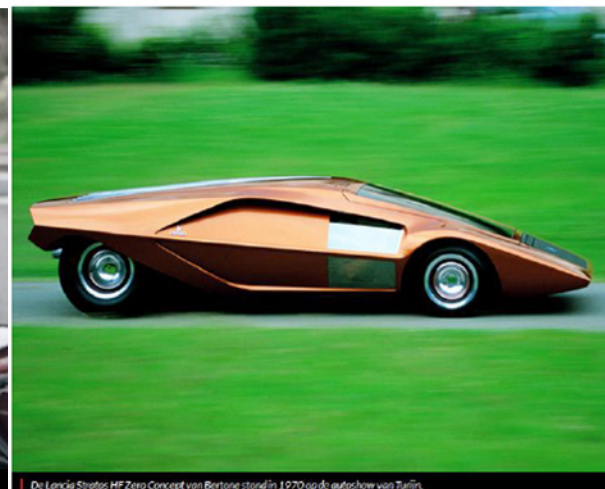
Een strakke lijn over de flank, een subtiele spoiler, wielkasten en zelfs portieren, deze auto heeft het allemaal niet. De United Nude Lo Res Car moet zo minimalistisch mogelijk zijn en juist daarom heeft hij nu een prijs gewonnen.

Jaren geleden begon United Nude al met de bouw van een auto. Een Lamborghini Countach werd als uitgangspunt genomen en stukje bij beetje werd het beroemde design van Bertone uitgekleeft. De grote luchtinlaten, de buitenspiegels en zelfs de wielen verdwenen allemaal totdat alleen de hoofdlijnen over waren. Wat overbleef doet nog het meeste denken aan de Lancia Stratos HF Zero Concept van Bertone uit 1970, maar waar die auto zichtbaar wielen heeft, zijn ze bij de Lo Res Car verstopt achter de body.

In de periode erna was het stil rondom de Lo Res Car, totdat hij afgelopen weekend weer opdook als prijswinnaar in een competitie voor wallpapers. Inmiddels is de auto voorzien van een elektromotor en de nodige accu's. Aan de vorm veranderde echter niets. De auto is rijdbaar tot een snelheid van 50 km/h en biedt plaats aan twee personen die achter elkaar kunnen zitten en die in kunnen stappen door de complete body elektrisch omhoog te klappen. Productieplannen zijn er niet, maar gelukkig zijn er wel deze foto's.



Het stuurwiel van de Lo Res Car is ook minimalistisch, maar niet per se lekker om vast te houden.



De Lancia Stratos HF Zero Concept van Bertone stond in 1970 op de autoshow van Turijn.

BLVD.

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Nederlandse designstudio ontwerpt United Nude Lo Res Car

Het Nederlandse footwear label en design studio United Nude heeft een wel heel bijzonder ontwerp geproduceerd. In de Lo Res series hebben zij een abstracte concept car -gebaseerd op een Lamborghini Countach- gebouwd. Het polygone ontwerp zal -in combinatie met **die rare geluiden** van tegenwoordig- veel mensen doen geloven in het bestaan van buitenaardse wezentjes.

De twee-zitter met de passagier direct achter de bestuurder heeft geen deuren. Hoe kom je erin? Push the button en het hele chassis zal fungeren als instap-opening. Hoe vet is dat? In deze auto kruijen moet haast wel aanvoelen als een ruimtevaart op vastgrond. Het voertuig wordt bestuurd met een hexagonaal stuurwiel en een elektrische motor én heeft een topsnelheid van 50 km/u. Het ontwerp zal binnenkort naar Los Angeles verscheept worden voor een tentoonstelling in The States.



www.blvd.nl
bit.ly/1IapCqW

MADPAC..

UNITED NUDE – LO RES CONCEPT CAR

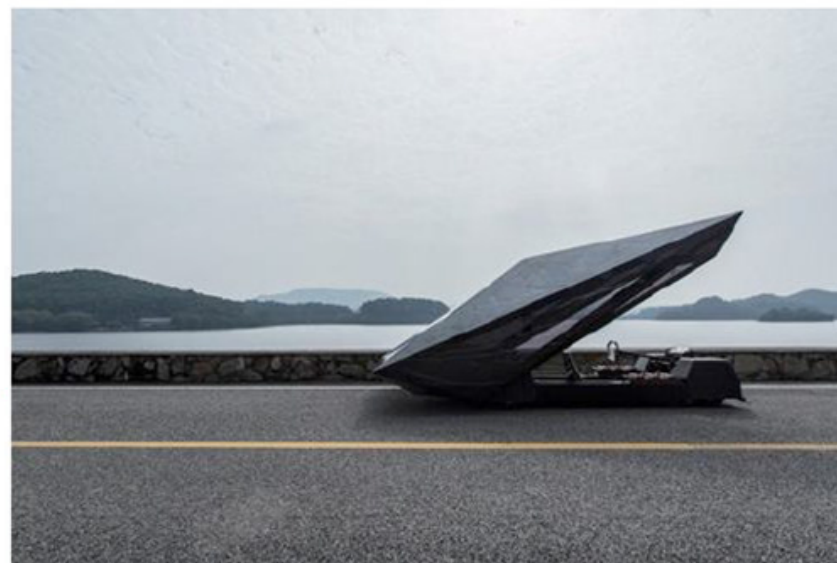
januari 19, 2016 · Redactie

Een schoenenmerk dat nu een concept car presenteert? Misschien niet de meest voor de hand liggende combinatie. Toch doet United Nude precies dat. De regels van het auto-ontwerp loslaten is voor dit sculpturale Nederlandse schoenenmerk in ieder geval geen hinderpaal. Maak kennis met de Lo Res Concept Car.

Met hun autoconcept heeft het merk al de Wallpaper Design Award gewonnen, maar of het ook functioneel is moet nog blijken. Een snelheidsduivel is het in ieder geval niet. Met zijn elektrische motor bereikt de wagen een maximumsnelheid van 50 km/u.

In het design zelf is de inspiratie van de 70's Lamborghini Countach duidelijk te bespeuren. Deze tweezitter ziet er echter nog net wat strakker en moderner uit, mede dankzij het gebruik van mat zwart polycarbonaat. De wagen heeft een transparante look en is volledig deurloos. Je kunt namelijk het hele dak liften om de auto te betreden.

De auto wordt binnenkort tentoongesteld in Los Angeles. Voor degene die dit hebbeding op hun oprijlaan willen zien is er ook goed nieuws. Er worden een gelimiteerd aantal Lo Res-en geproduceerd voor de liefhebbers. De prijs is nog niet bekend



www.madpac.nl
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ABSTRACCIÓN SOBRE RUEDAS



Crear un coche sin saber nada de coches es todo un reto. En semejante jaleo se ha metido la marca de moda aplicada al calzado United Nude y el resultado a la vista está. «Lo Res Car» podría pasar por una escultura, un zapato gigante o alguno de sus accesorios, pero no. Es un bizarro bólido que supone un paso más allá en la labor de diseño de la firma y que ha recibido uno de los prestigiosos «Design Awards» que concede cada año la reputada

revista «Wallpaper». No es de extrañar. Este polígono andante ofrece espacio para piloto y copiloto (sentados uno detrás de otro) bajo una cápsula transparente de policarbonato que consigue que la experiencia de conducción sea única. Al abrirse, se desvela un interior minimalista en acero, en bruto, como si aún faltaran por pulir los últimos detalles, la pintura, la tapicería. De manera deliberada, este automóvil se presenta puro, desnudo.

Carece de puertas, aunque la carcasa ejerce como una, retirándose y protegiéndolo según conveniencia. El motor es eléctrico y alcanza los 50 kilómetros por hora. Sí, no es una máquina para amantes de la velocidad sobre el asfalto, pero sí una obra de arte rodante para coleccionistas excéntricos y amantes del último grito en arquitectura y diseño. Se prevé que salga al mercado, dependiendo de la demanda, de forma muy limitada.

EXPERIMENTO CONCEPTUAL

La forma del «Lo Res Car» se inspira en el icónico Lamborghini Countach diseñado por Marcello Gandini en los años 70. La tecnología 3D ha permitido construir un vehículo que puede describirse como un experimento de diseño conceptual más que como un automóvil convencional, desde luego. Aun así, funciona, es real y se venderán algunos ejemplares del mismo para unos pocos afortunados.



BILLAR TECNOLÓGICO

Y con un toque español. La empresa de ingeniería DXO, con sede en Vigo, dedicada a la fabricación de piezas con un especial tratamiento de la fibra de carbono, ha presentado «Elysium» como el summum de una mesa de juego. Los más altos estándares electrónicos y de elegancia se dan cita en ella. La forman más de 900 piezas, un sistema de iluminación inteligente que indica la situación de los elementos de la partida y hasta una cámara de grabación en alta definición para registrar cada movimiento.



ACUÁTICO FERRARI

Esta pequeña lancha es una joya motora. La ha diseñado Frank Stephenson, el hombre que ha estado detrás de coches tan míticos como el McLaren P1, el Mini Cooper, el BMW X5 o el Ferrari 430. En esta ocasión ha cambiado la carretera por el agua fabricando una estilizada y lujosa embarcación en cuero y maderas nobles, como palo de rosa y caoba, para surcar las olas con velocidad y, sobre todo, mucha elegancia.