

July 10 2017

EV Mobility Design Contest for International Students 2017 **Workshop 1 was held**

Nobuhiro Tajima, Chief Commissioner
Association for the Promotion of Electric Vehicles(Japan)

Association for the Promotion of Electric Vehicles (APEV) is now holding 2017 EV Mobility Design Contest for International Students.

We are pleased to inform the workshop 1 (WS1) was held.
We invited the teams which passed the first screening to WS1. We have 23 teams from 16 schools that passed the first screening, and 10 teams from 8 schools of them joined WS1.

- Schools: Advanced Institute of Industrial Technology, Chiba University, Graduate School of Chiba University, Chiba Institute of Technology, Tokyo Communication Art, Nagoya City University, Nihon Kougakuin College, HAL Nagoya
- Date: July 1st (Sat.) 10 A.M.~6 P.M.
- Venue: café 1886 at Bosch, Shibuya, Tokyo
- Lecturers: Toshio Yamashita (Commissioner of APEV, EV Contest Executive Committee Chairman), Takeru Can (Nori, inc. Design Director)
- Contents:

In the morning, the students presented about their design proposal for the first screening in 3 minutes. Lecturers and representatives of the sponsors gave some comments to students. “We expect that students could deeply understand the significance of concepts and designs through this workshop” said Mr. Yamashita, Executive Committee Chairman.

In the afternoon, lectures about how to represent ideas of designs, packages that focused on seating posture of occupant, and ways to draw sketches were delivered.

Time for teams to elaborate designs and concepts was set after the lectures. Lecturers and representatives of the sponsors gave advices and responded to individual consultation.

Mr. Yamashita encouraged everyone in the end, “I expect all teams to raise the level of works, and I am looking forward to seeing you at the workshop 2 after the second screening.”

Organizers took videos of WS1 and will deliver in Japanese and English for students, sponsor companies, supporting groups, and APEV members that couldn't participate in the workshop this time.

We sincerely acknowledge Bosch Co., Ltd., who provided venue and reception party for workshop 1, and representatives of the following sponsor companies: Car Design Academy, TOOLS INT' L, Marubeni Information Systems Co., Ltd, Mitsubishi Chemical Co., Ltd., Yamaha Motor Co., Ltd., Renesas Electronics Co., Ltd.

- Please see photos on next page.

➤ Photos



Entrance to café 1886 at Bosch



Student's Presentation



Mr. Yamashita,
Executive Committee
Chairman.



Mr. Can, Lecturer
of WS1



Mr. Yamashita's demonstration of sketching.



Scenes of discussion.

【Outline of the Contest】

- Host: The Association for the Promotion of Electric Vehicles (APEV)

- Supporters: (in alphabetical order)
 - Graduate School of Interdisciplinary Information Studies, University of Tokyo
 - Japan Automobile Manufacturers Association, Inc. (JAMA)
 - Ministry of Economy, Trade and Industry of Japan
 - Ministry of Land, Infrastructure, Transport and Tourism of Japan
 - Ministry of the Environment of Japan
 - Tokyo Metropolitan Government

- Sponsors:
 - ◆ Companies confirmed for the first round
 - Benesse Holdings, Inc.
 - Honda R&D Co., Ltd.
 - IHI Transport Machinery Co., Ltd.
 - Nissan Motor Co., Ltd.
 - NTN Corporation
 - Renesas Electronics Corporation
 - Yamaha Motor Co., Ltd.

 - ◆ Companies confirmed for the second round
 - Bosch Corporation
 - Car Design Academy
 - Marubeni Information Systems Co., Ltd.
 - Mitsubishi Chemical Corporation
 - Tools International Corporation
 - (Companies for the second round are being wanted.)



➤ Schedule (plan)

1st July 2017: Workshop 1 in Tokyo (This event)

14th August 2017: Deadline for the work for the second screening

1st September 2017: Announcement of the second screening results

End- September 2017: Workshop 2 in Tokyo

End-October to Early-November 2017: Final screening and award ceremony in Tokyo

February to March 2018: Final report meeting

(The schedule is subject to change)

➤ Awards

◆ Grand Pix(1 team), with 200 thousand yen as a supplementary prize

◆ METI (Ministry of Economy, Trade and Industry) Minister Award(1 team), with 100 thousand yen as a supplementary prize

◆ MLIT (Ministry of Land, Infrastructure, Transport and Tourism) Minister Award(1 team), with 100 thousand yen as a supplementary prize

◆ Company Award(several teams), official names and supplementary prizes will be decided by supporting companies.

➤ Screening Committee

◆ Head: Shiro Nakamura(Ex-Senior Vice President, CCO, Nissan Motor Co., Ltd.)

◆ Members:

▪Tadao Ando (Architect & Professor Emeritus, University of Tokyo)

▪Akihiro Nagaya (Executive Officer, Chief General Manager, Design Center, Yamaha Motor Co., Ltd.)

▪Ken Okuyama (Industrial Designer & CEO, Ken Okuyama Design)

▪Patrick le Quément (Industrial designer & Ex-Senior Vice President of Corporate design, Renault)

▪Zhang, Fan (Vice President, Head of Design Guangzhou Automobile Group Co., Ltd.)

▪Noriyuki Mita (Deputy Director-General, Manufacturing Industries Bureau Ministry of Economy, Trade and Industry)

▪Masayuki Shima (Senior Deputy Director-General, Road Transport Bureau Ministry of Land, Infrastructure, Transport and Tourism)

▪Nobuhiro Tajima (Chief Commissioner, Association for the Promotion of Electric Vehicles)

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