



# Cadillac × CMF

Madison Zuch - Shannon Wibisono - Sophia Yen - Tanner Pelkey



**Vanessa** enters  
her world of inspiration







# Inspired

Madison - Shannon - Sophia - **Tanner** | Cadillac | ArtCenter ©

# Who is Vanessa?

Madison - Shannon - Sophia - **Tanner** | Cadillac | ArtCenter ©

Vanessa

## Cadillac Persona



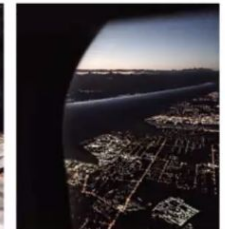
- Single
- Lives in Pacific Height, San Francisco
- Mid 30s,
- Owns a company (gross income: \$150,000)
  
- Metropolitan
- Avant-Garde
- Highly educated

### Behavior

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

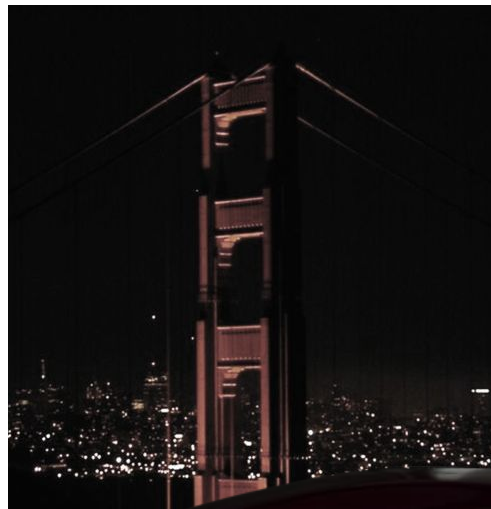
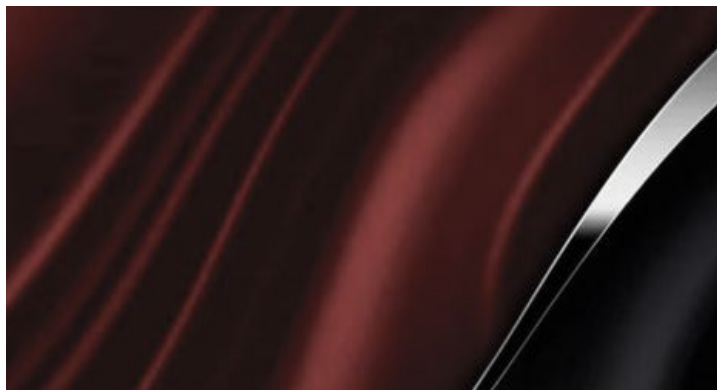
### Lifestyle

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



Exterior color palette 01

## Midnight Shadow Red



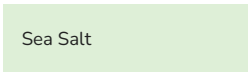
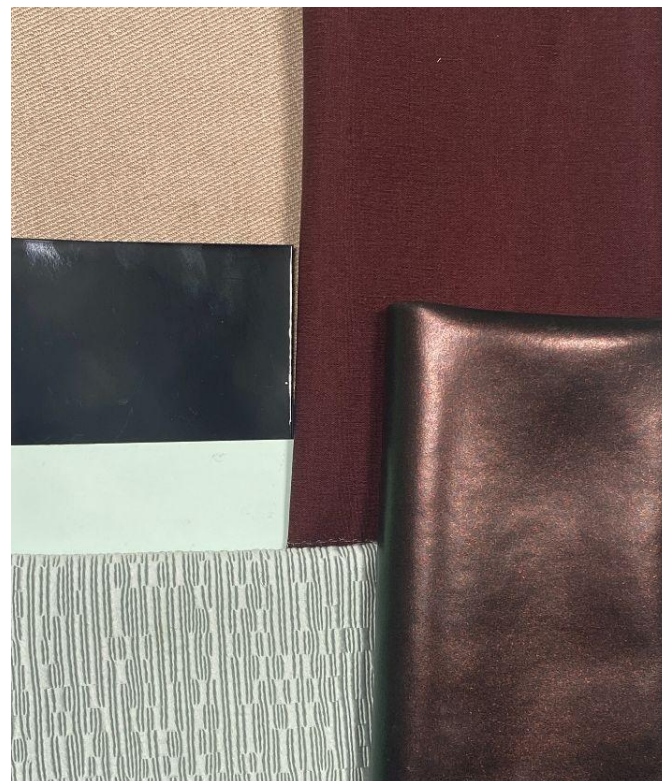


Paint Application  
**Waterborne Car Paint**



Interior color palette 01

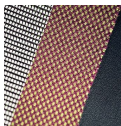
# Bay Moonlight



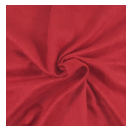
# Bay Moonlight

## Interior

A1 -  
IP TPU



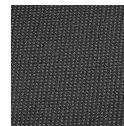
A2 -  
Synthetic Suede



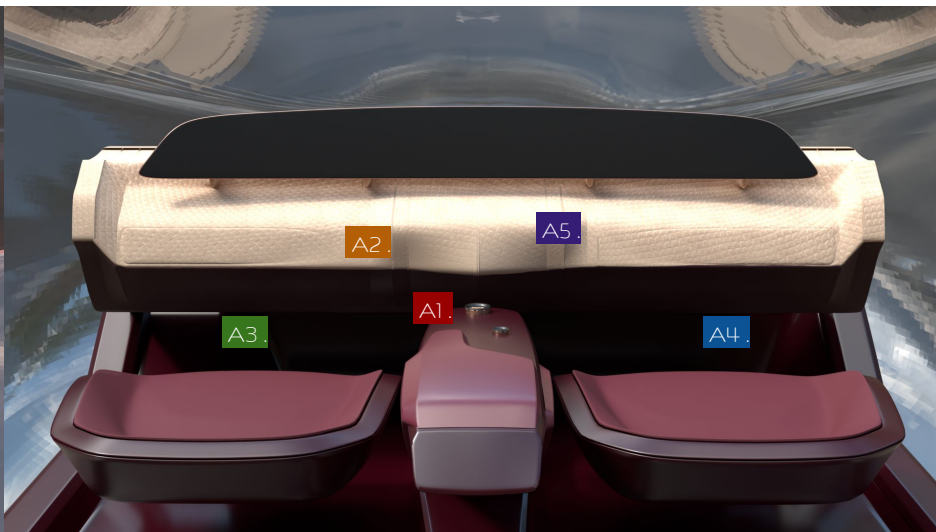
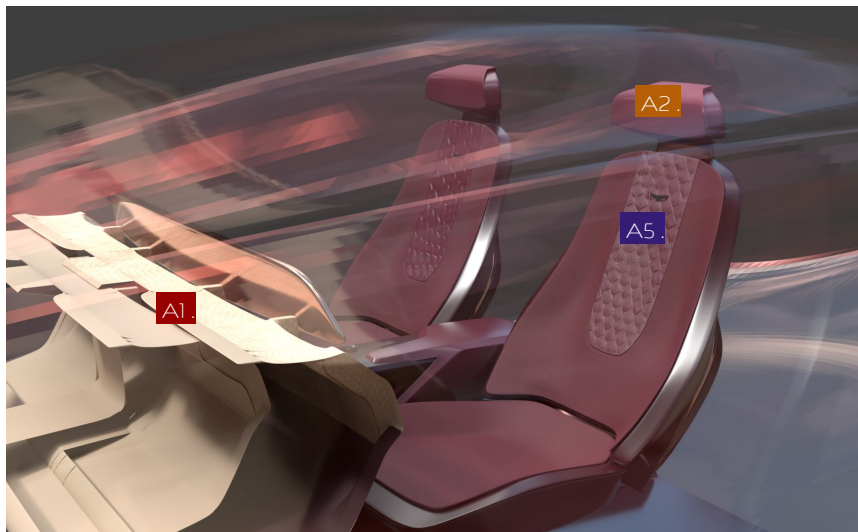
A3 -  
Cut & Loop



A4 -  
Non-woven



A5 -  
Textile



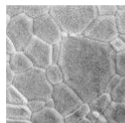
# Bay Moonlight

## Interior

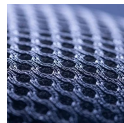
B1 -  
TPO



B2 -  
Slush Mold



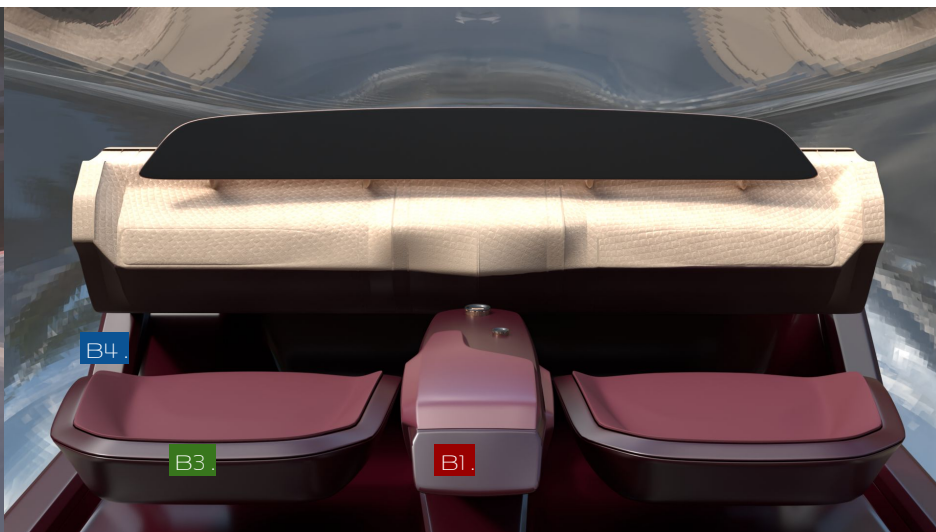
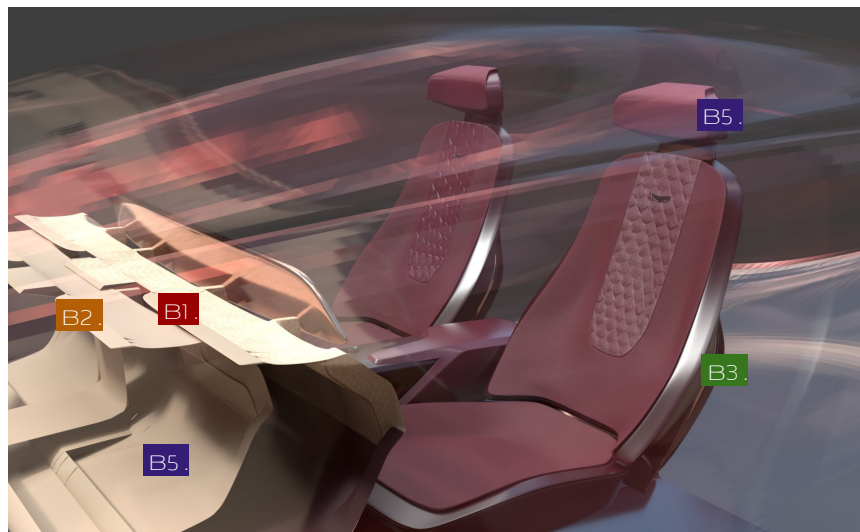
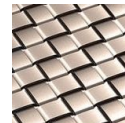
B3 -  
MIC



B4 -  
Painted



B5 -  
Stamped



# Bay Moonlight // Midnight Shadow Red

## Exterior

C1 -  
Snapdragon



C2 -  
Night



C3 -  
Silver



## Interior

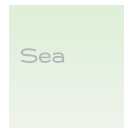
D1 -  
Heritage



D2 -  
Golden State



D3 -  
Salt

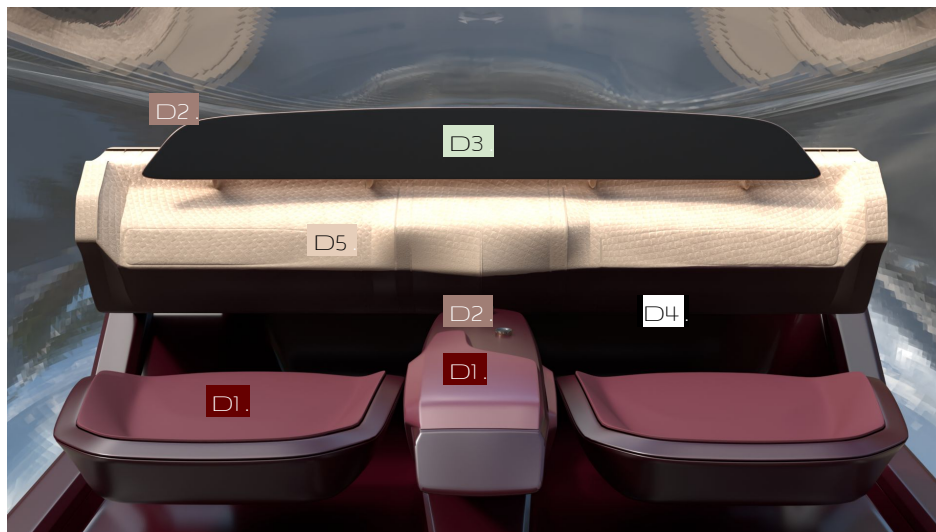


Sea

D4 -  
Onyx



D5 -  
Khaki





Interior color palette 01

Bay Moonlight



Woven Copper





Khaki Brown

Golden State

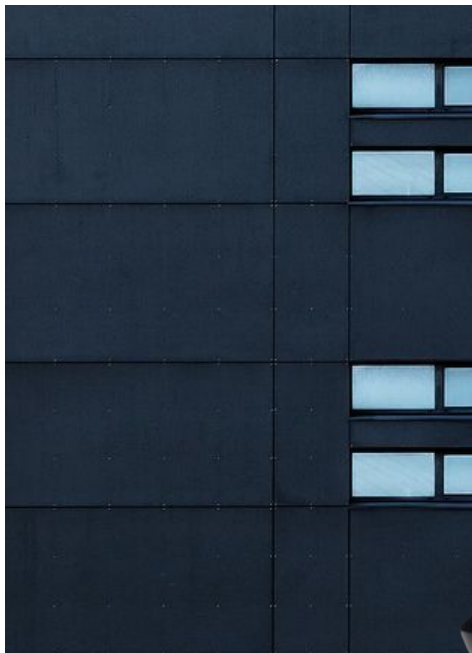
Heritage Red

Sea Salt



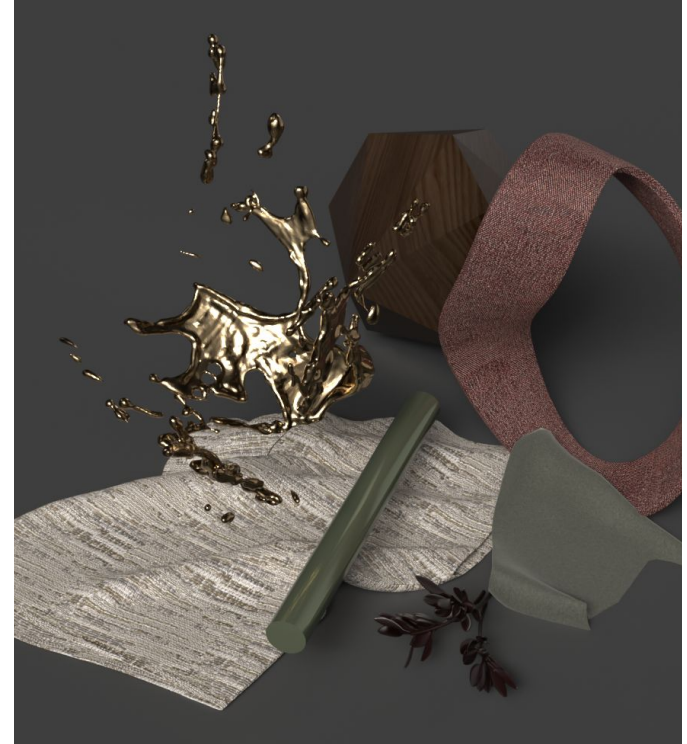
Exterior color palette 02

## Engaging Blue



Interior color palette 02

# Hamptons Escape



Dark Olive

Palace Grey

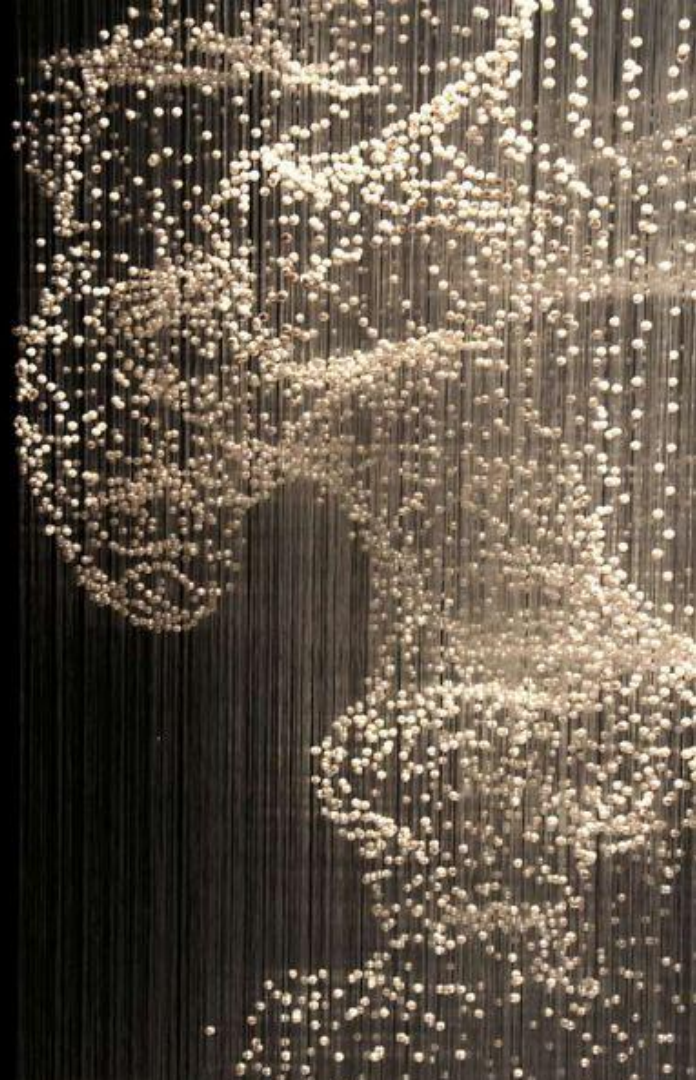
Cocoa Brown

Sand

Hazing  
Green

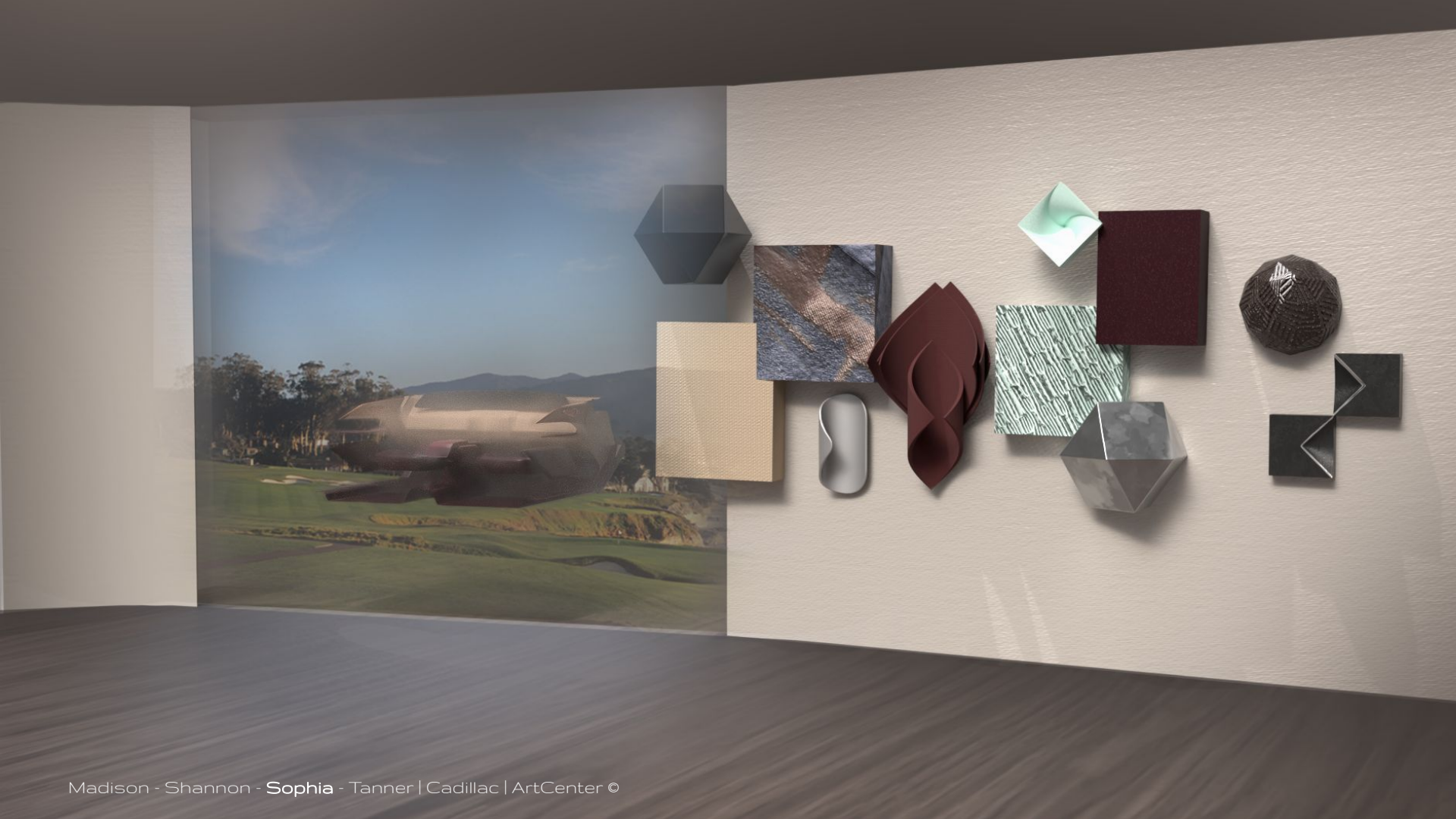
Leather  
Brown

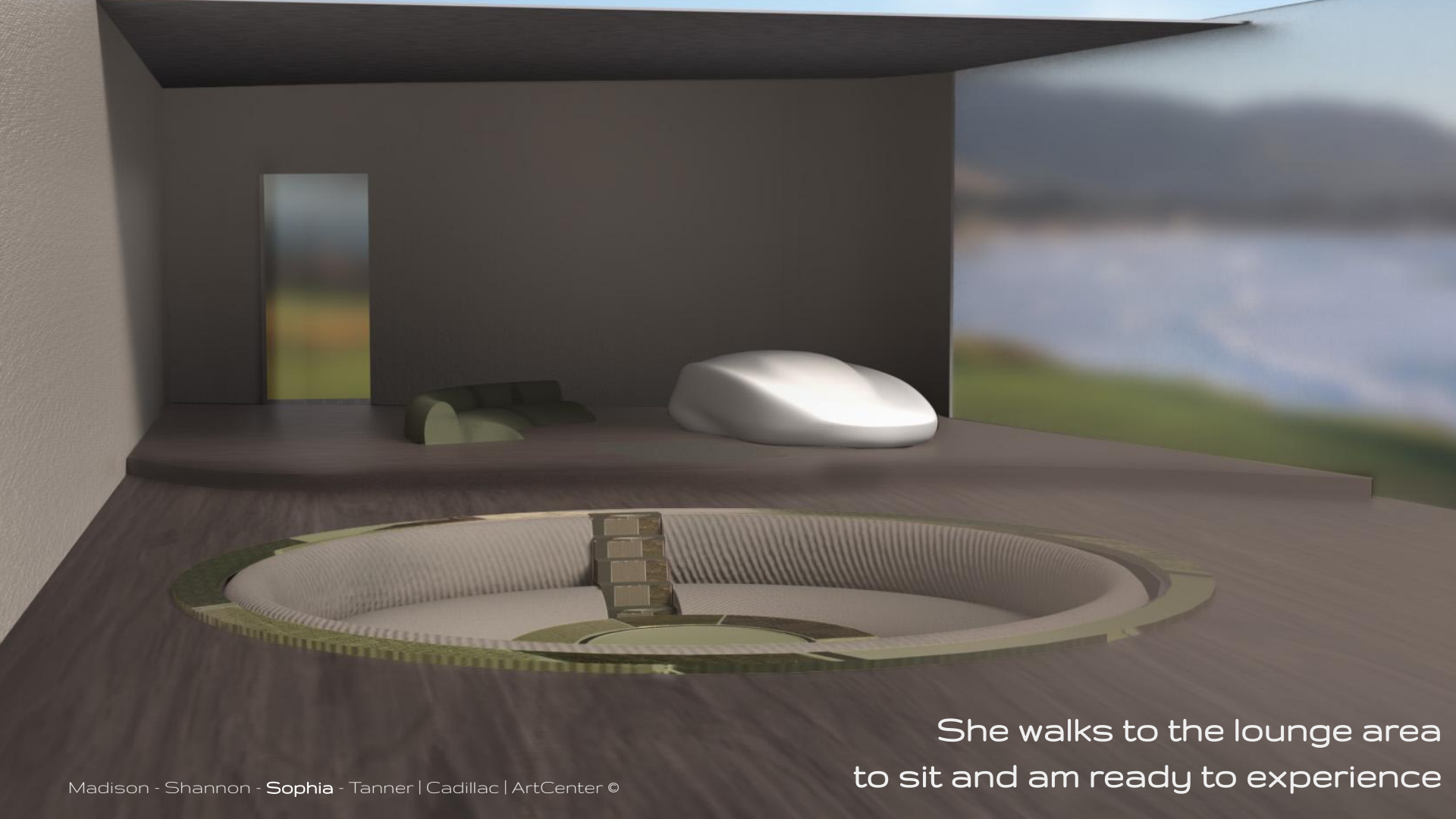
**Vanessa** enters her  
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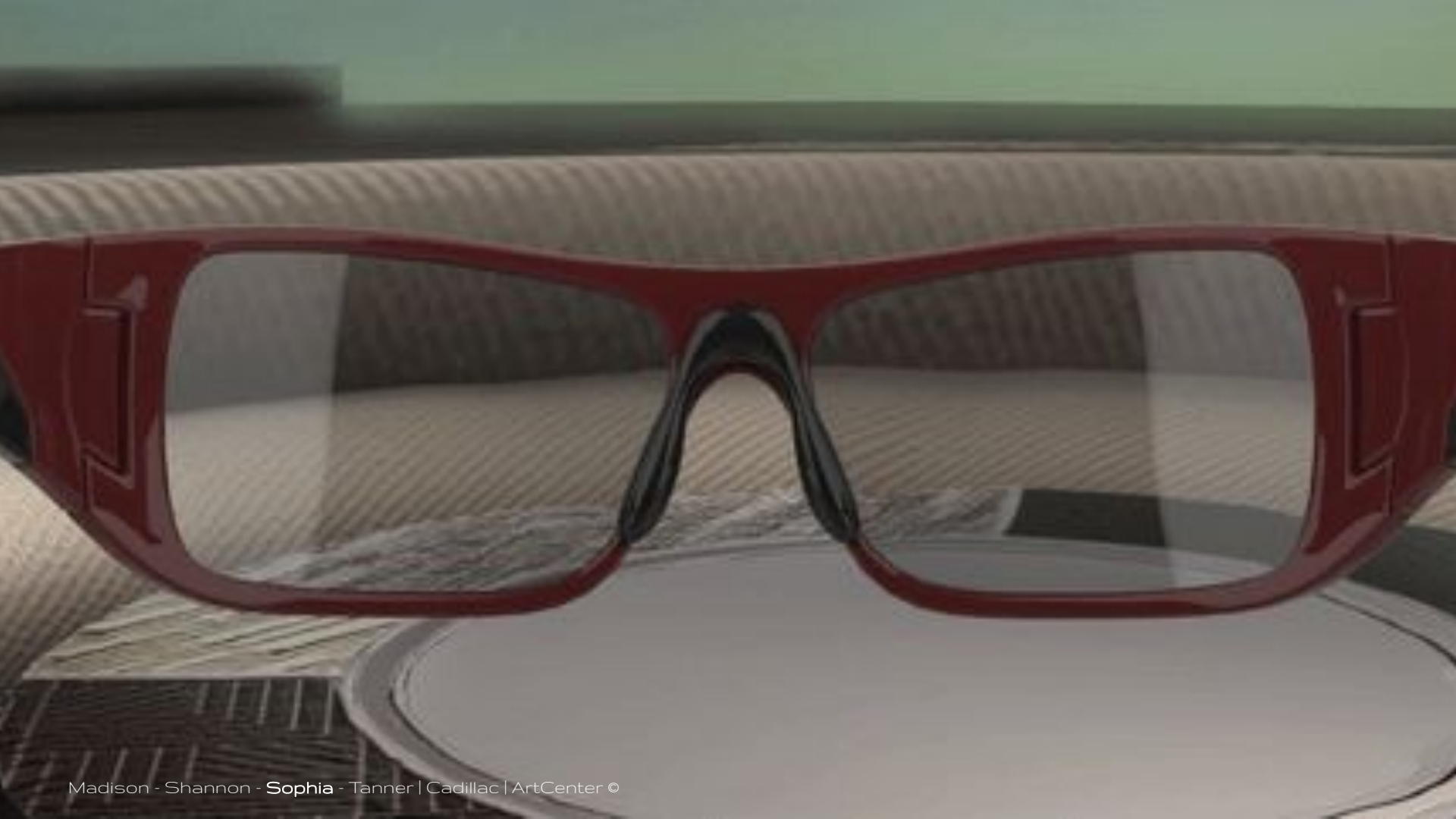




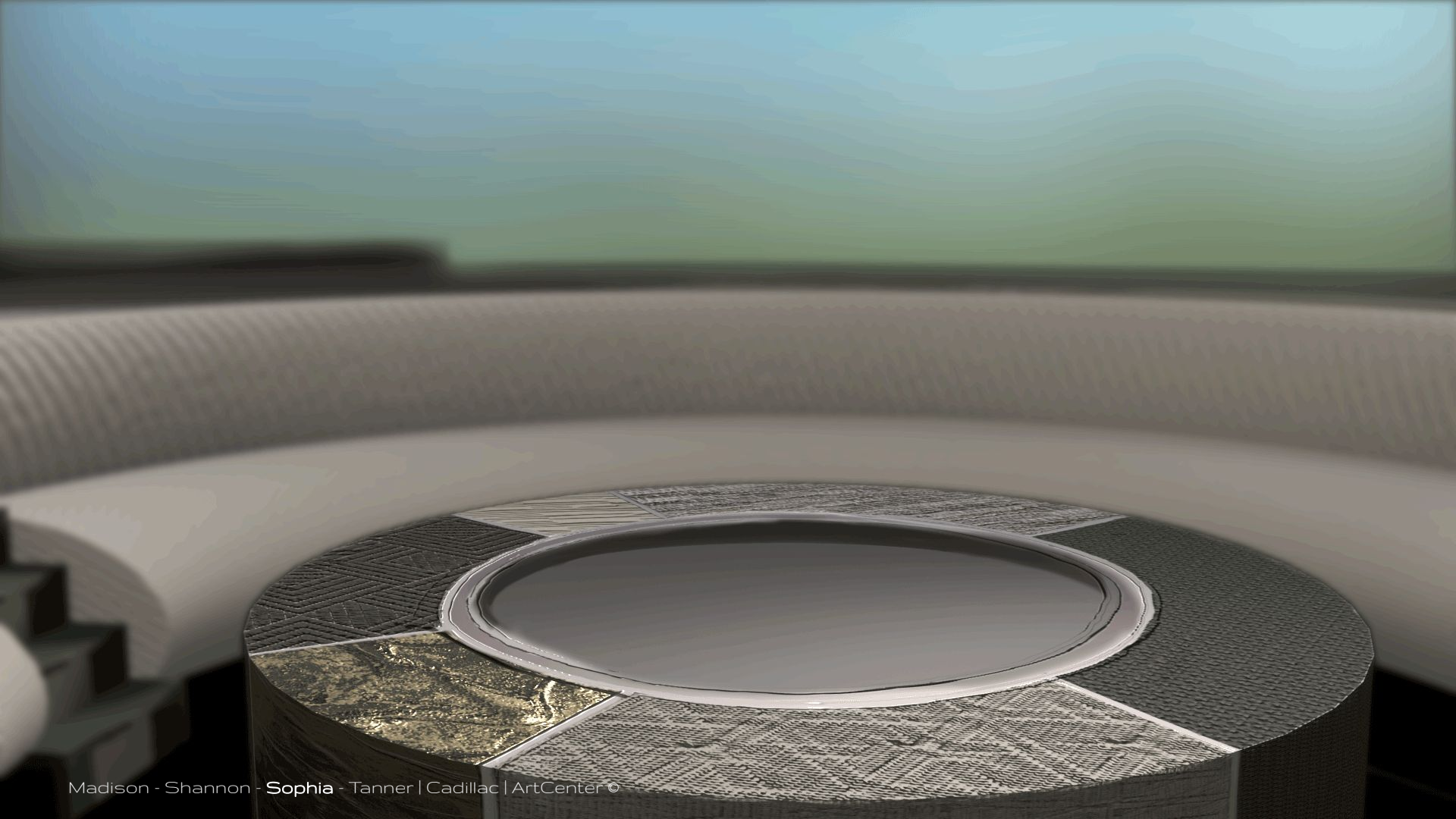


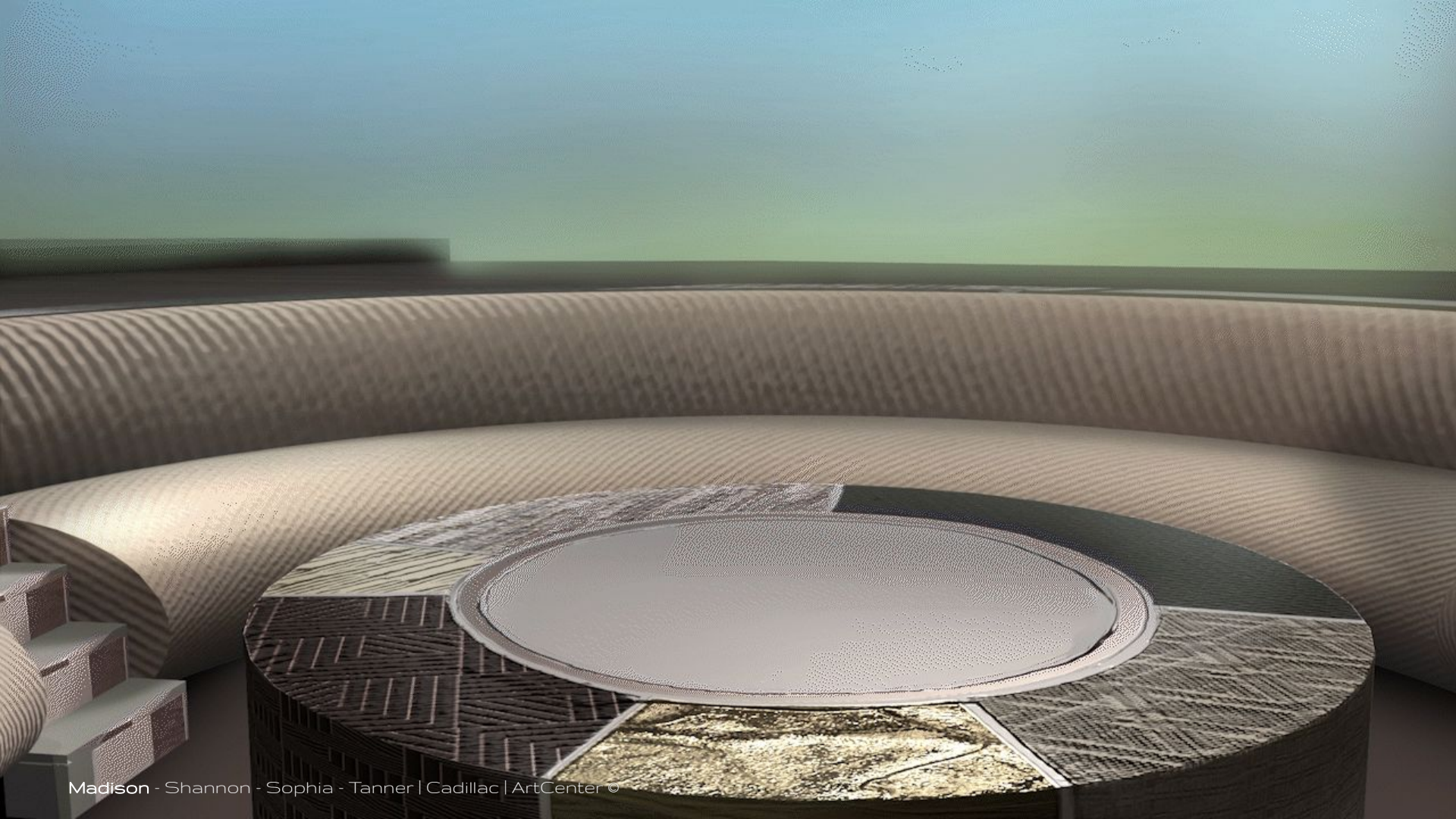


She walks to the lounge area  
to sit and am ready to experience









Interior color palette

## Selection Explanation



bronze



linear textured fabric



linear textured fabric

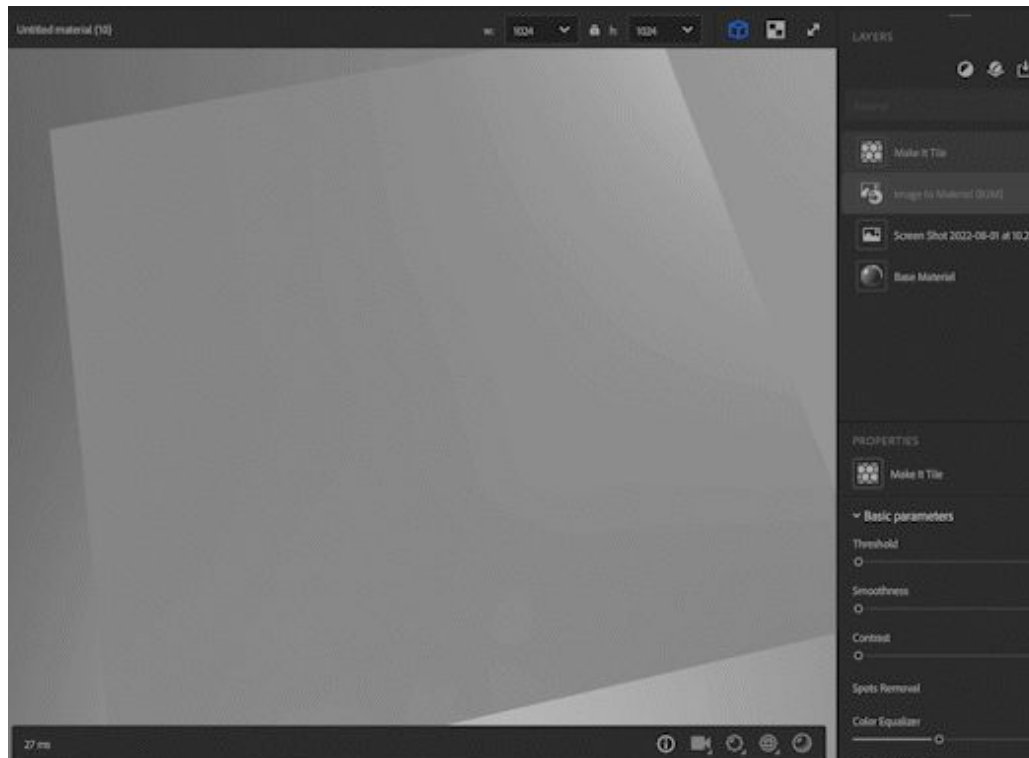
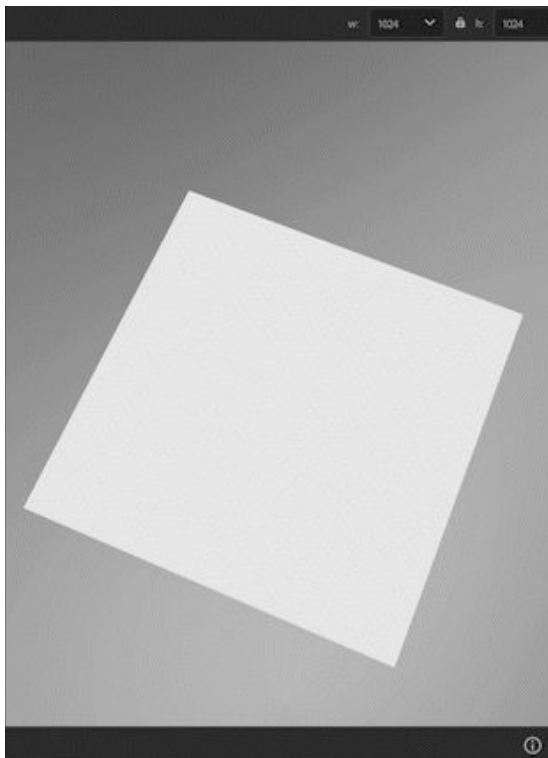


linear textured fabric



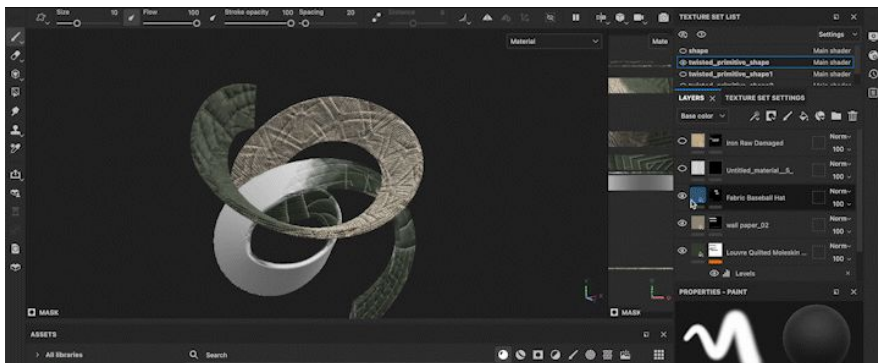
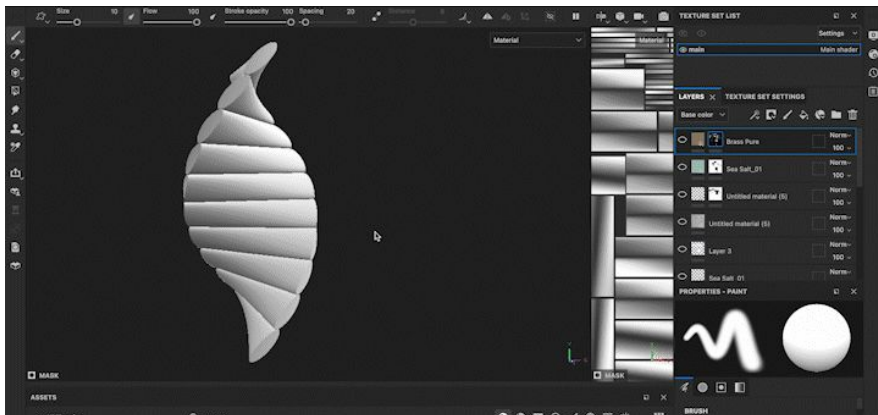
Sampler

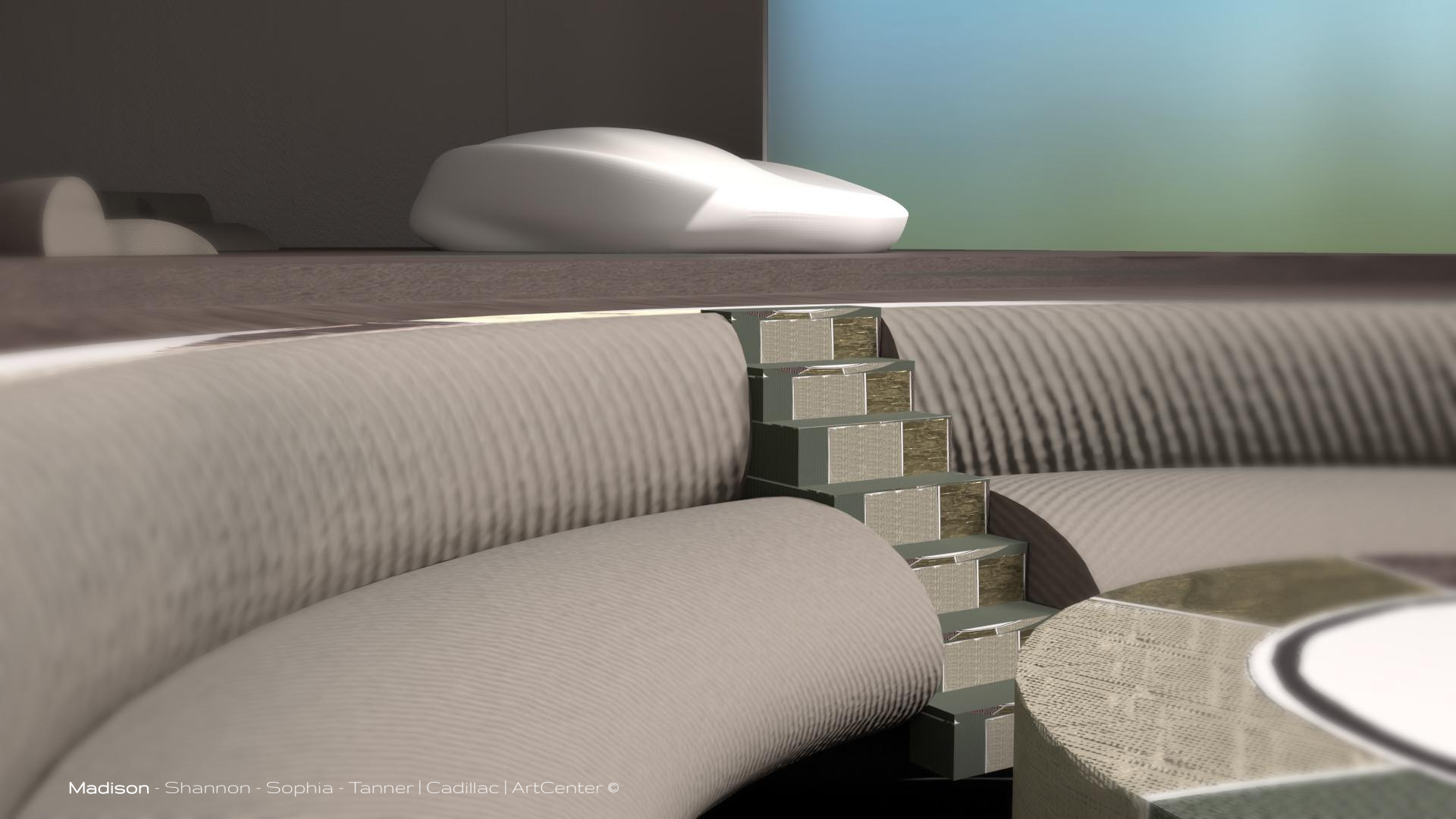
# Material Creation

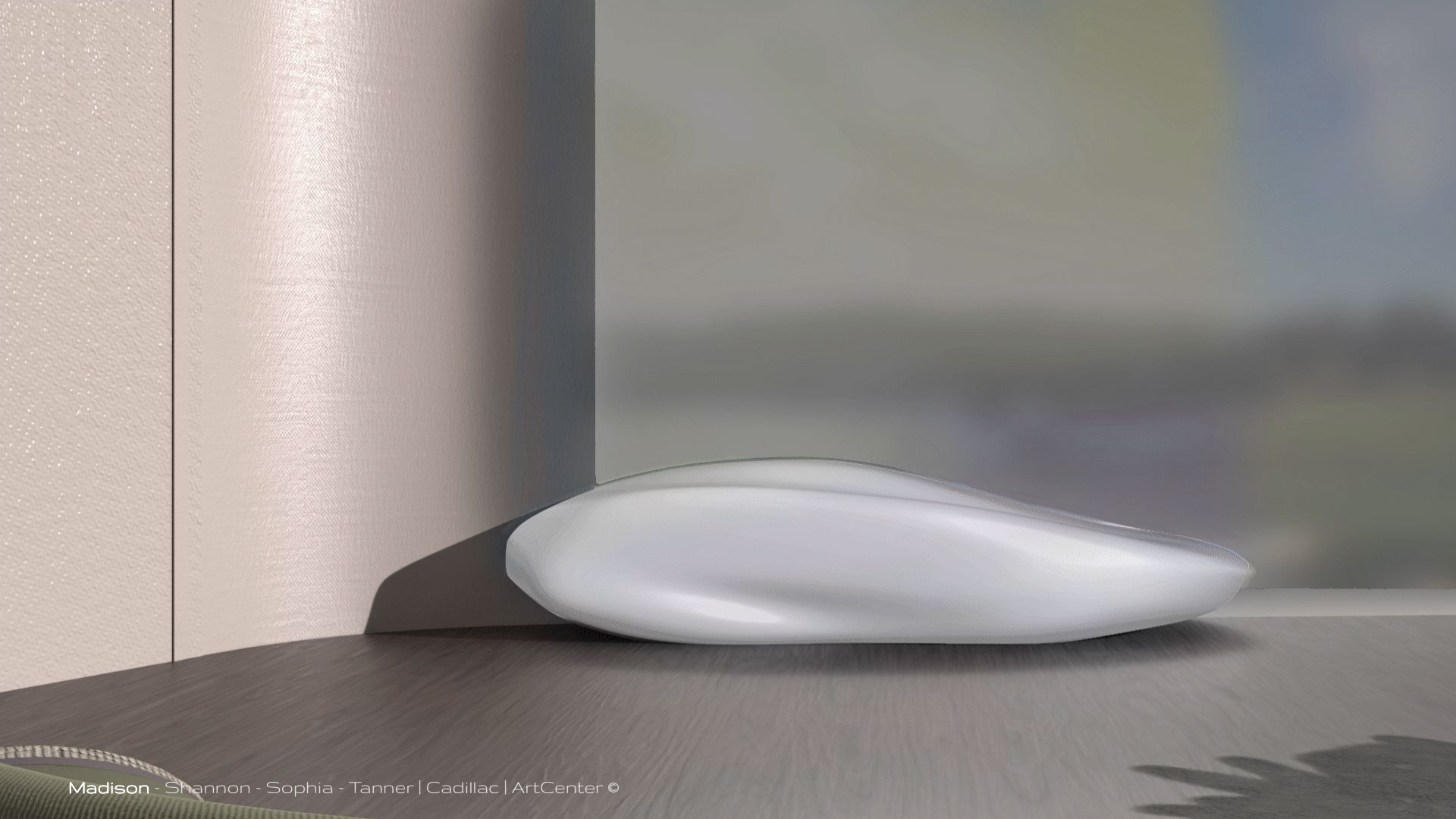


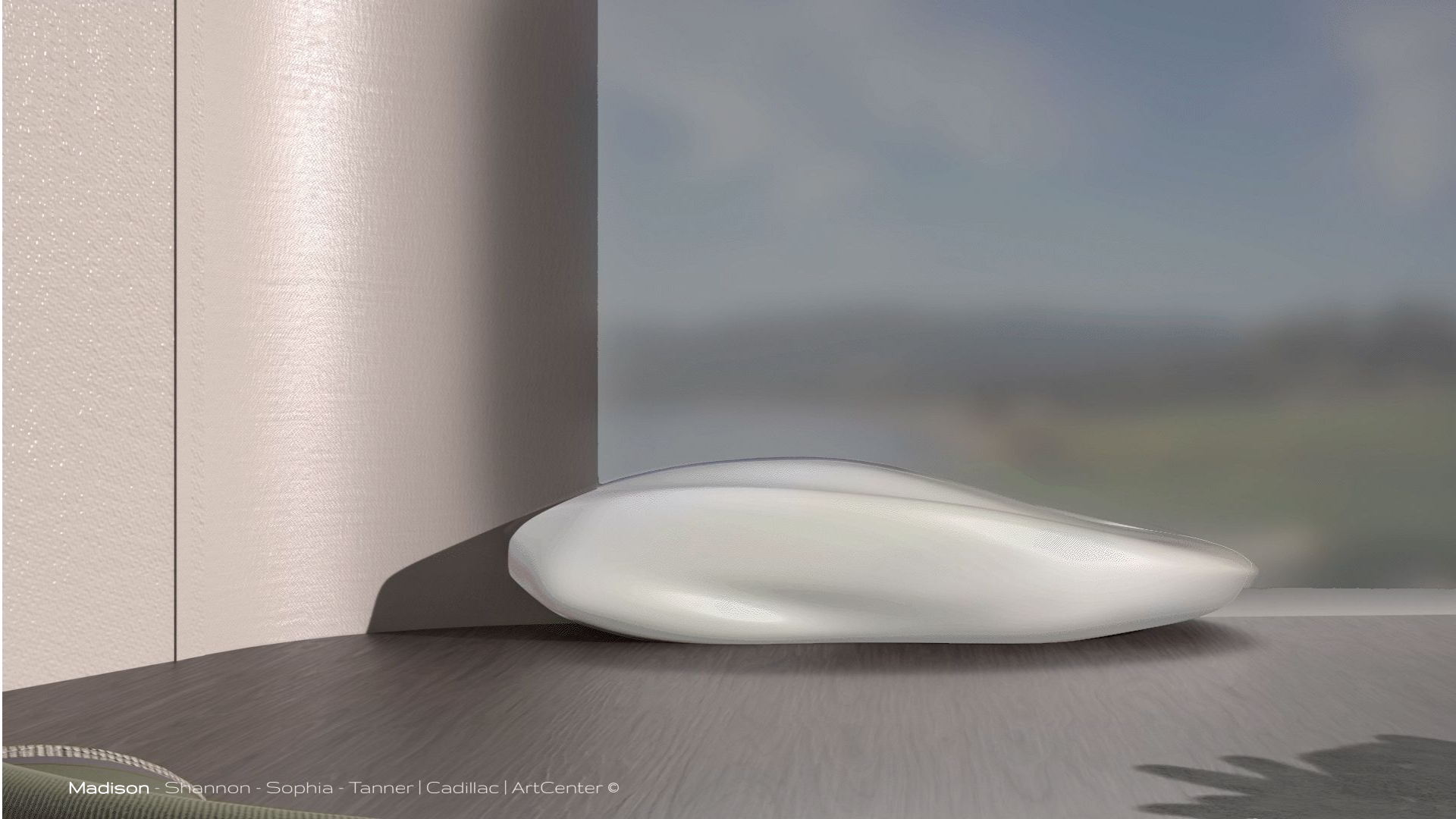
Painter and Aero

# Material Creation















Thank you

