



Portfolio Glossary

Please be curious

Cadillac X CMF

Bring 'Icon' back to Cadillac's cmf interior
Summer 2022

pg 02-38



GM X CMF Design

All organic materials to create a fully net-zero seat
Summer 2022

pg 112-128



Hoka X CMF

High performance track cleat completely net-zero
Summer 2022

pg 39-67



Infiniti Q50 X Interior Design

First CMF project that was poster presented
Summer 2021

pg 129-164



Adobe X CMF

Creating a world where reality and meta are one
Summer 2022

pg 68-100



Mercedes-Benz Unimog X Interior Design

What would the most ultimate interior truck be
Fall 2021

pg 165-194



K-Cups X CMF

Developing a new recycling process with K-Cups
Summer 2022

pg 101-111



Lucid Estate Tourwagen X Material-Driven Design

Pushing pass luxury, going further CMF experience
Spring 2023

pg 195-229





Cadillac × CMF

Madison Zuch - Shannon Wibisono - Sophia Yen - Tanner Pelkey



Vanessa enters
her world of inspiration



CERTIFIED ORGANIC BREADS

If thou tastest a crust of bread, thou tastest the stars and the planets."

Look
Example
11"







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



Physical CMF



Exterior color palette 01

Midnight Shadow Red



Paint Application
Waterborne Car Paint



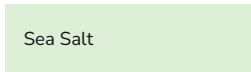
Exterior color palette 01

Midnight Shadow Red



Interior color palette 01

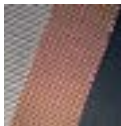
Bay Moonlight



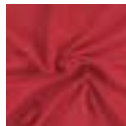
Bay Moonlight

Interior

A1 -
IP TPU



A2 -
Synthetic Suede



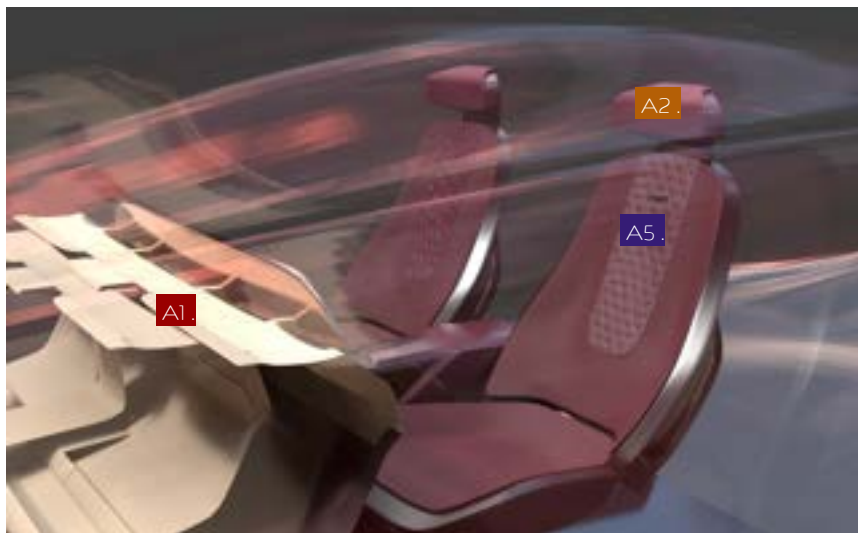
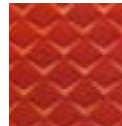
A3 -
Cut & Loop



A4 -
Non-woven



A5 -
Textile



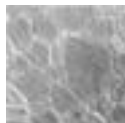
Bay Moonlight

Interior

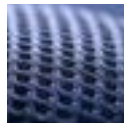
B1 -
TPO



B2 -
Slush Mold



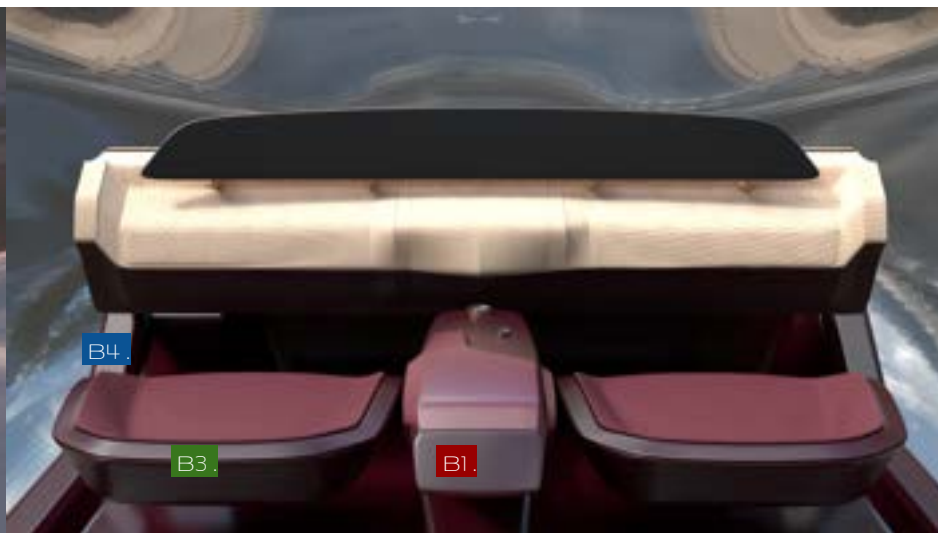
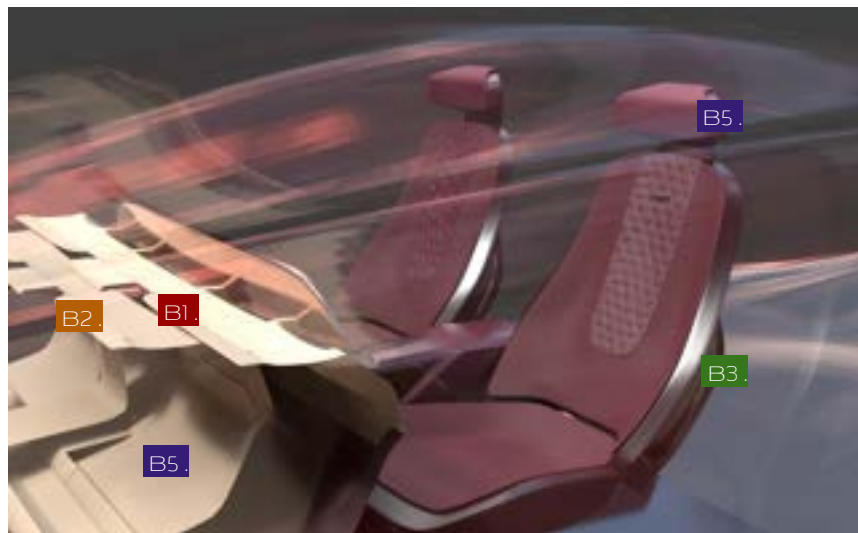
B3 -
MIC



B4 -
Painted



B5 -
Stamped



Bay Moonlight // Midnight Shadow Red

Exterior

C1 -
Snapdragon



C2 -
Night



C3 -
Silver



Interior

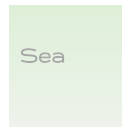
D1 -
Heritage



D2 -
Golden State



D3 -
Salt

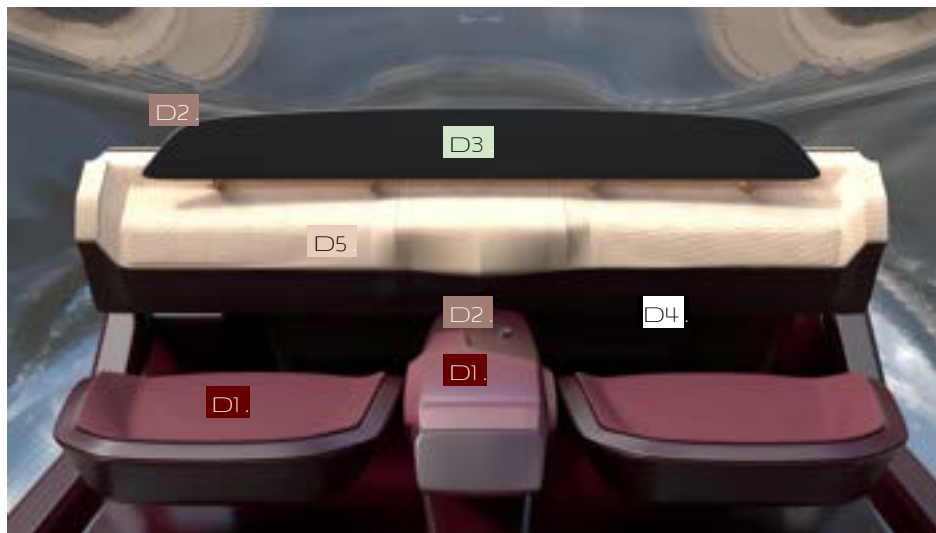


Sea

D4 -
Onyx



D5 -
Khaki





Interior color palette 01

Bay Moonlight



Woven Copper





Khaki Brown

Golden State

Heritage Red

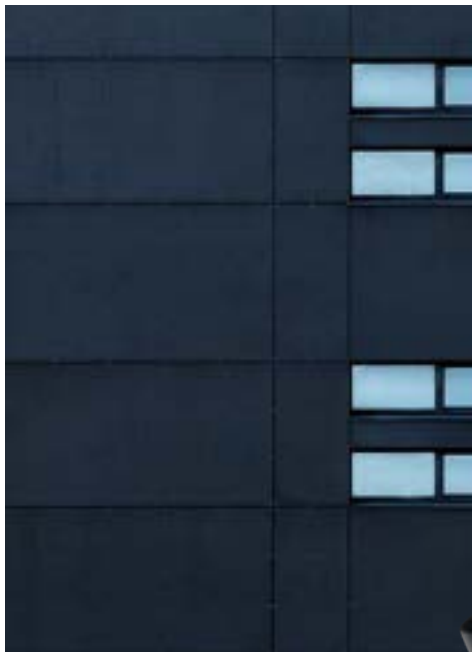
Sea Salt

Metaverse CMF



Exterior color palette 02

Engaging Blue



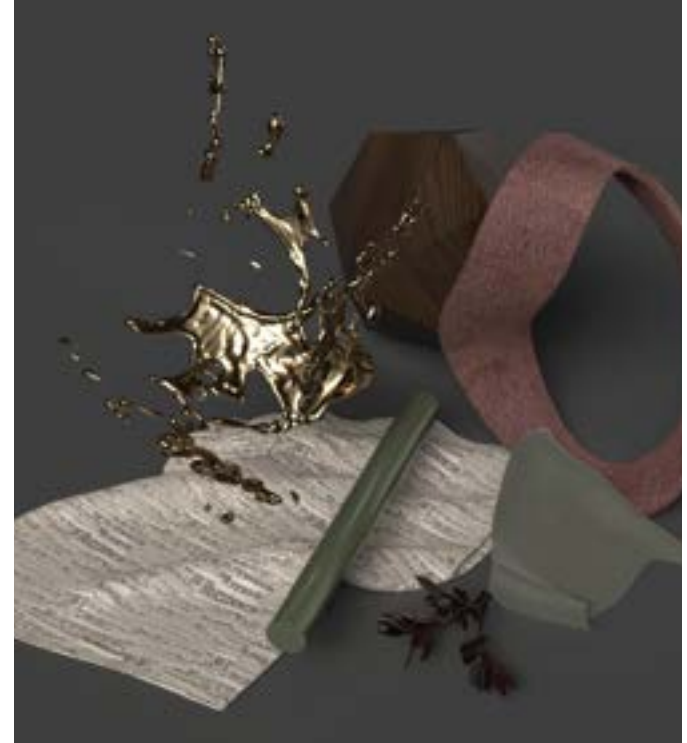
Exterior color palette 02

Engaging Blue



Interior color palette 02

Hamptons Escape



Dark Olive

Palace Grey

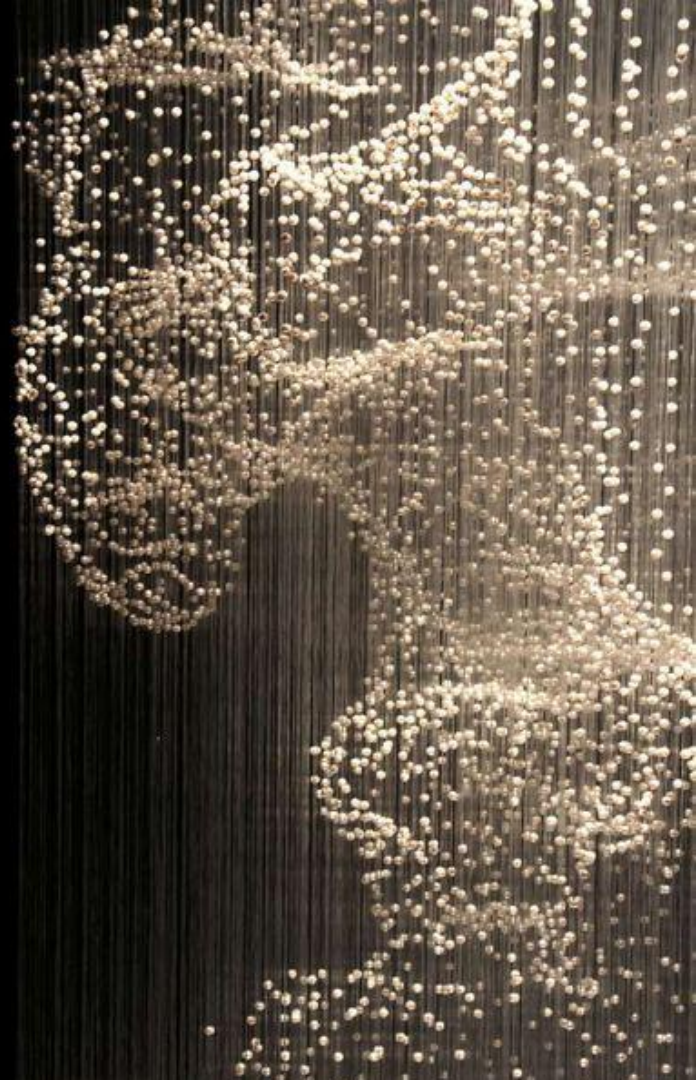
Cocoa Brown

Sand

Hazing
Green

Leather
Brown

Vanessa enters her
world of inspiration.



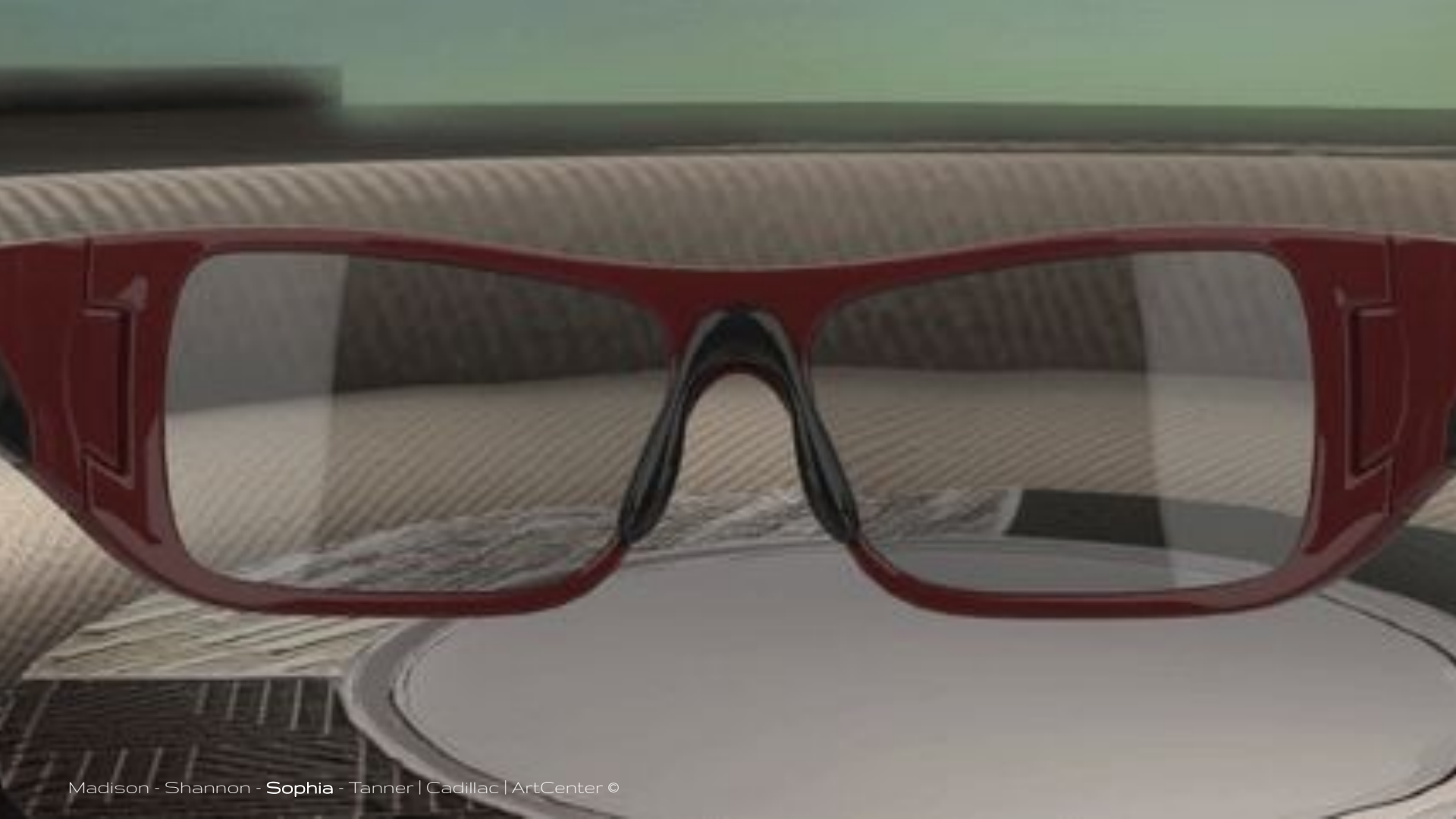


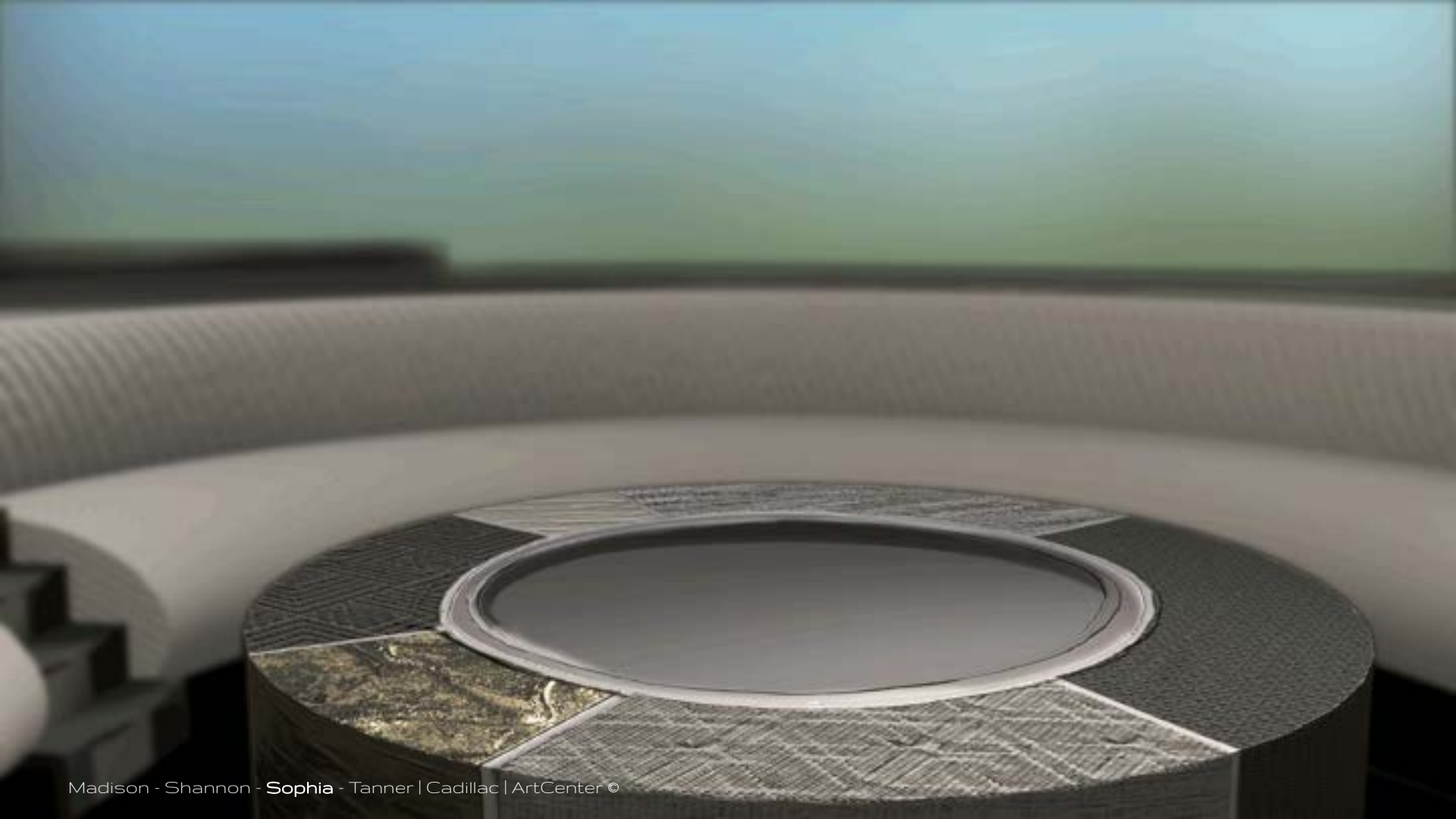






She walks to the lounge area
to sit and am ready to experience





Interior color palette

Selection Explanation



bronze



linear textured fabric



linear textured fabric

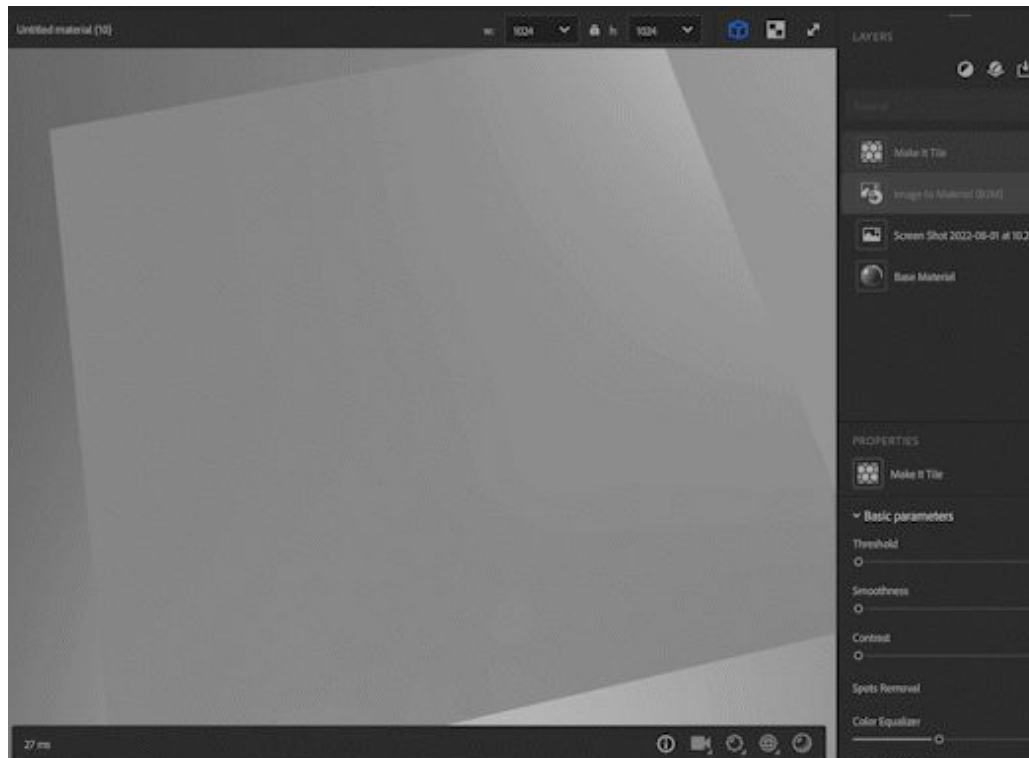
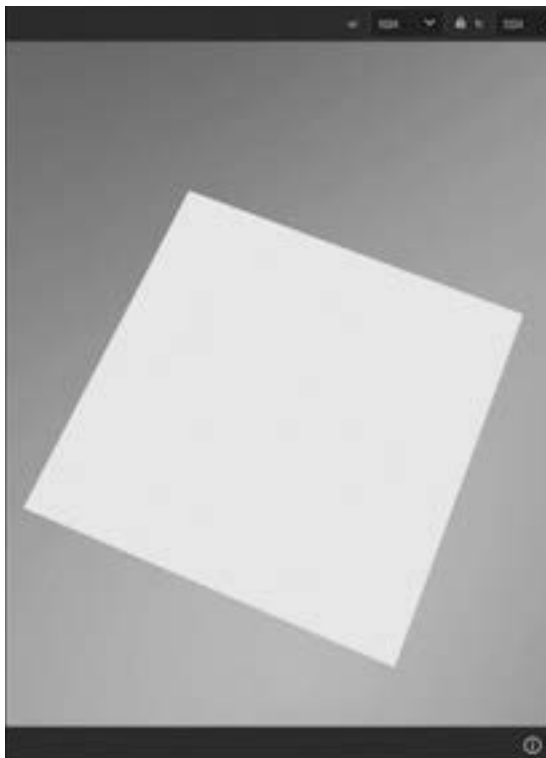


linear textured fabric



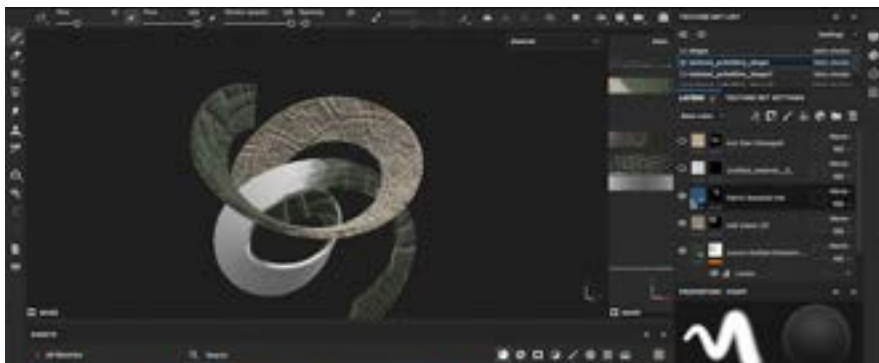
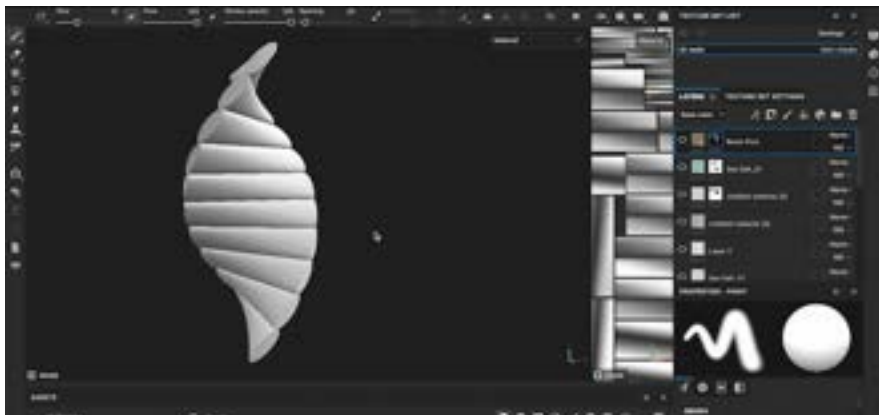
Sampler

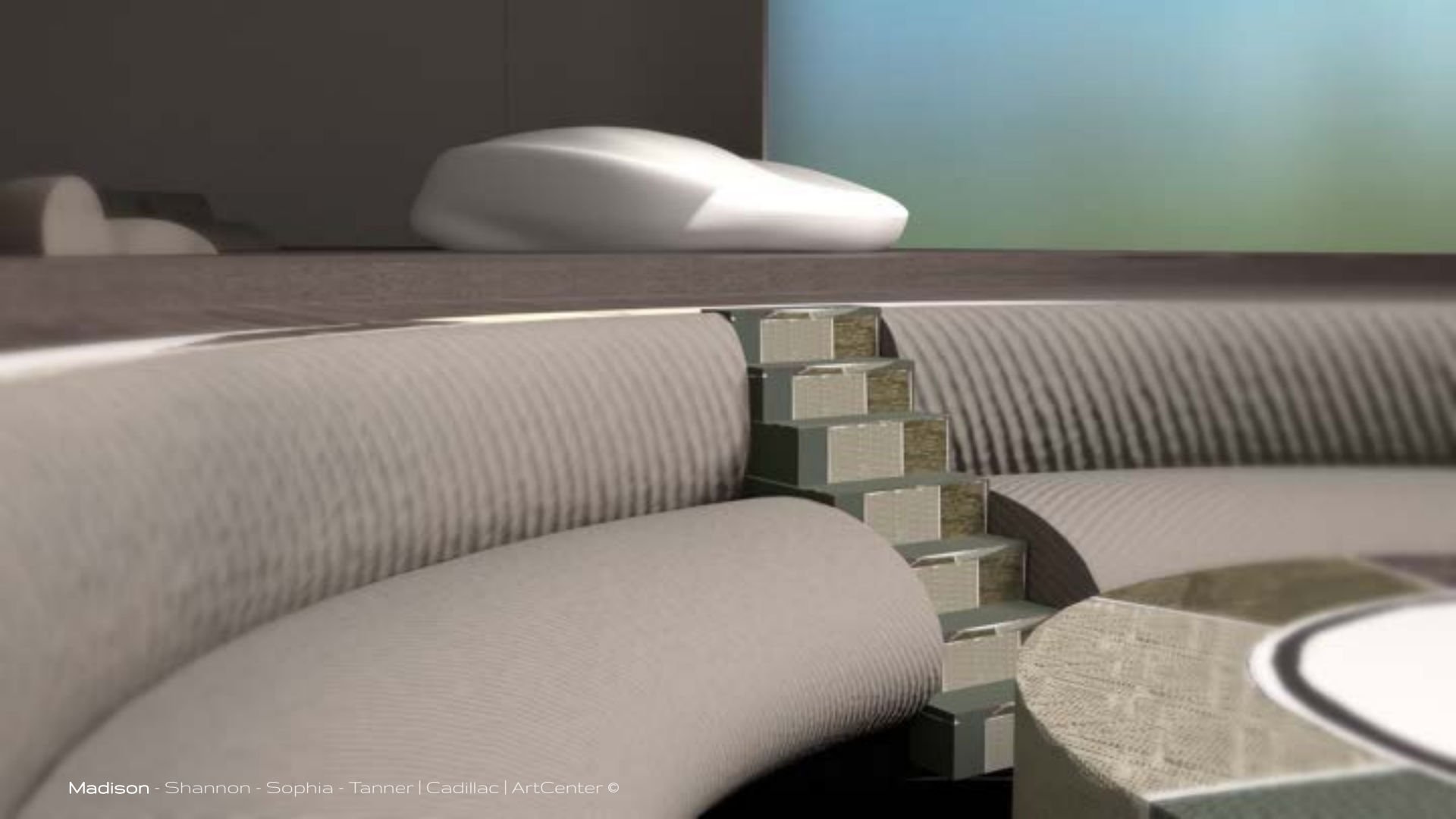
Material Creation



Painter and Aero

Material Creation









F 6



Thank you





2024 NET-ZERO CMF

Ahyoung - Tanner - Ruby | CMF_X | Hoka | Summer 2022 ©



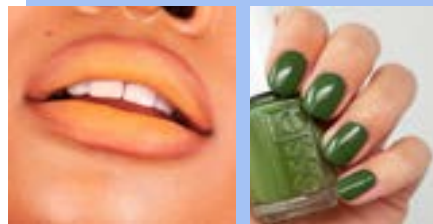
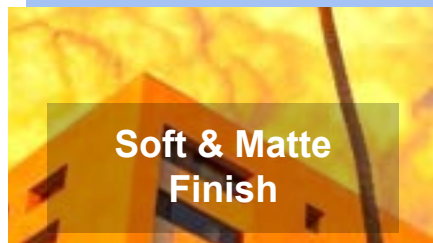
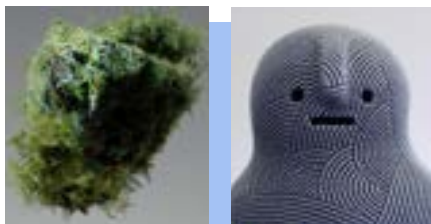
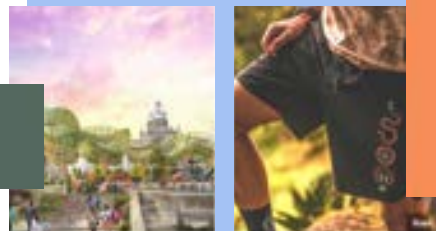
*Ready
Set
Trend*

CMF Trend Material Observation

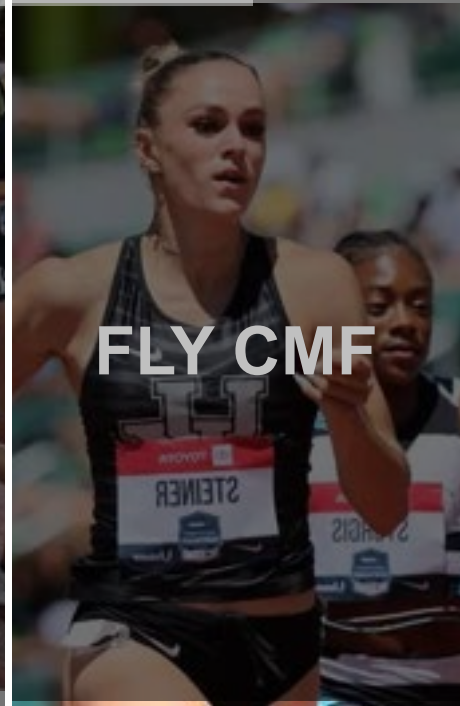
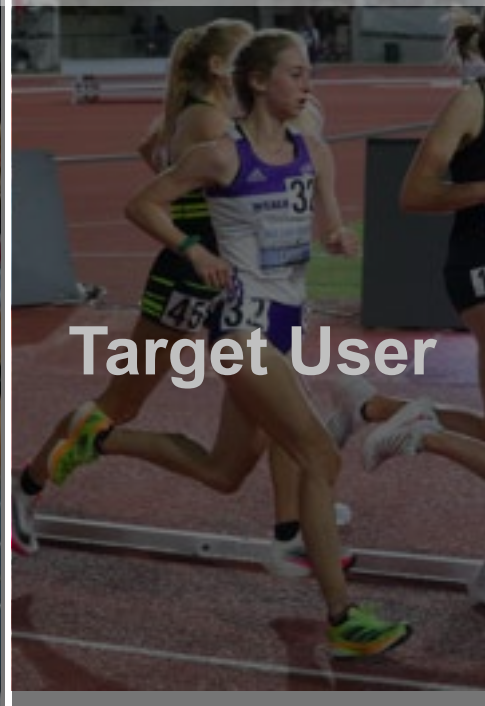
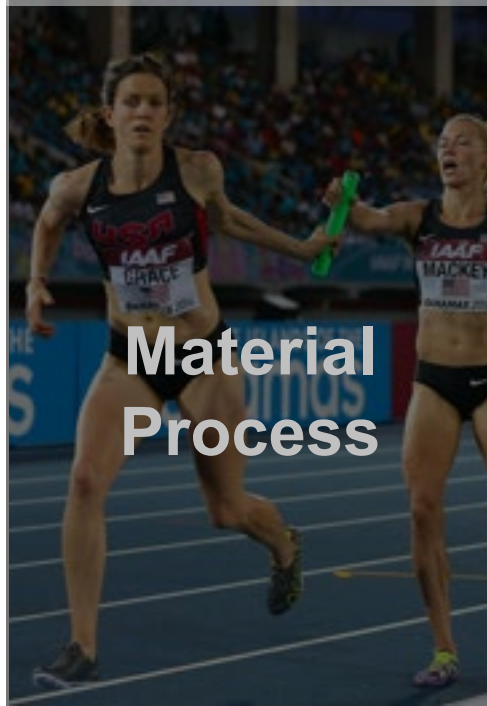
Observations from Santa Barbara



2024 CMF Moodboard

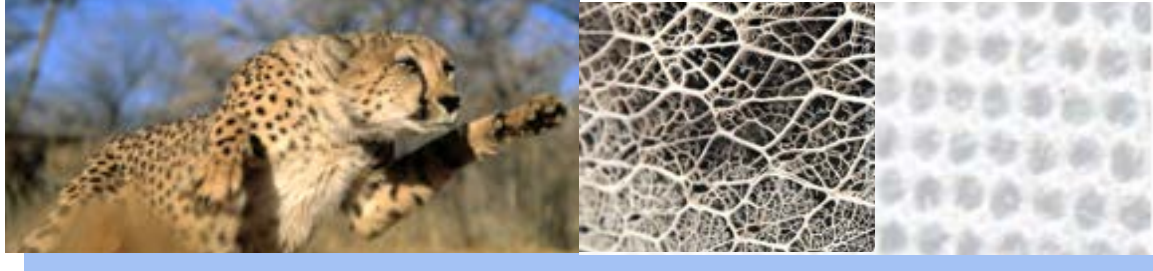


Exchange Zone



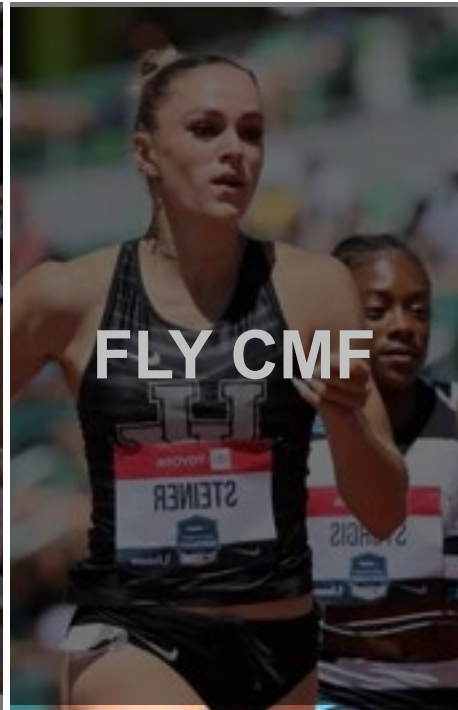
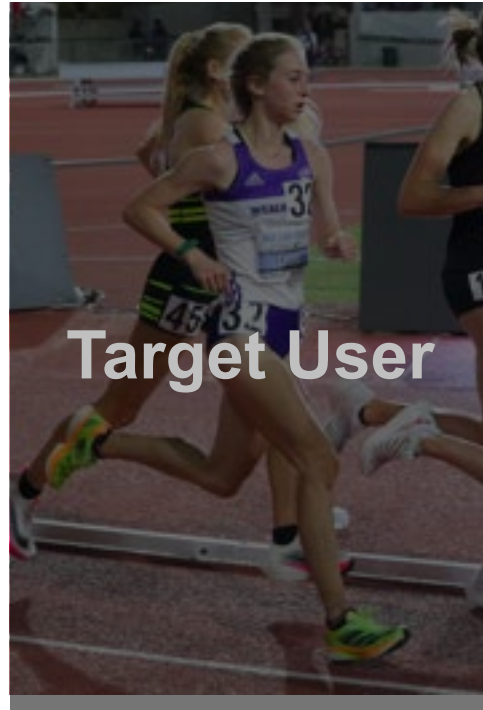
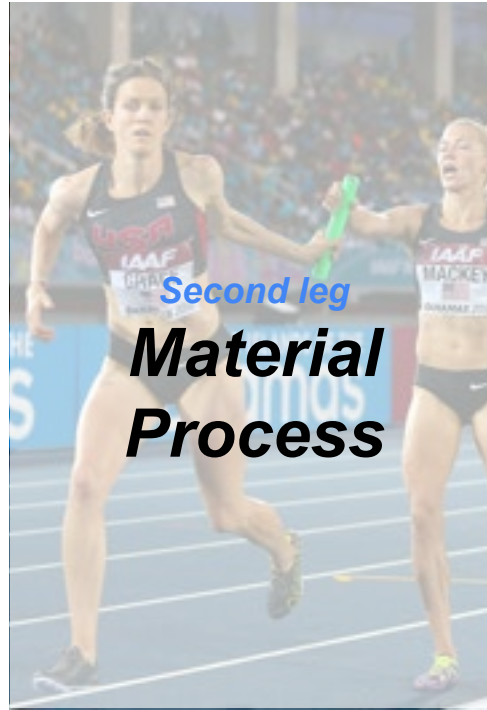
Material Innovations

Flexibility - Honeycomb Structure



Natural Cellulose Fibers





Citrus Cellulose Fiber

Sourcing Local Fibers



Cactus Fiber

Sourcing Local Fibers



Citrus Cellulose Fiber

Sourcing Local Fibers



Cactus Fiber

Sourcing Local Fibers



Citrus Cellulose Fiber

Sourcing Local Fibers



S/S 24 Cielo

Material Innovation Application



Material

- Woven Textile with Orange Cellulose Fiber
- Woven Textile with Cactus Fiber

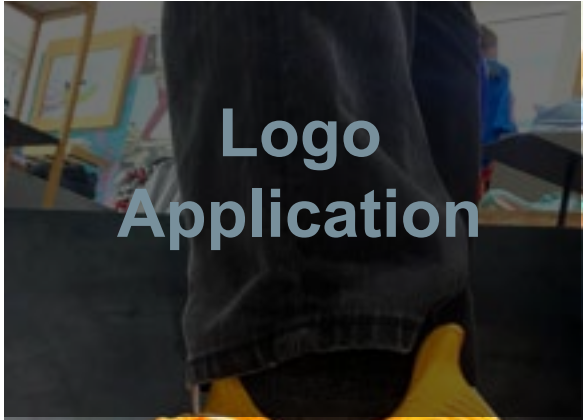




Cellulose Fibers



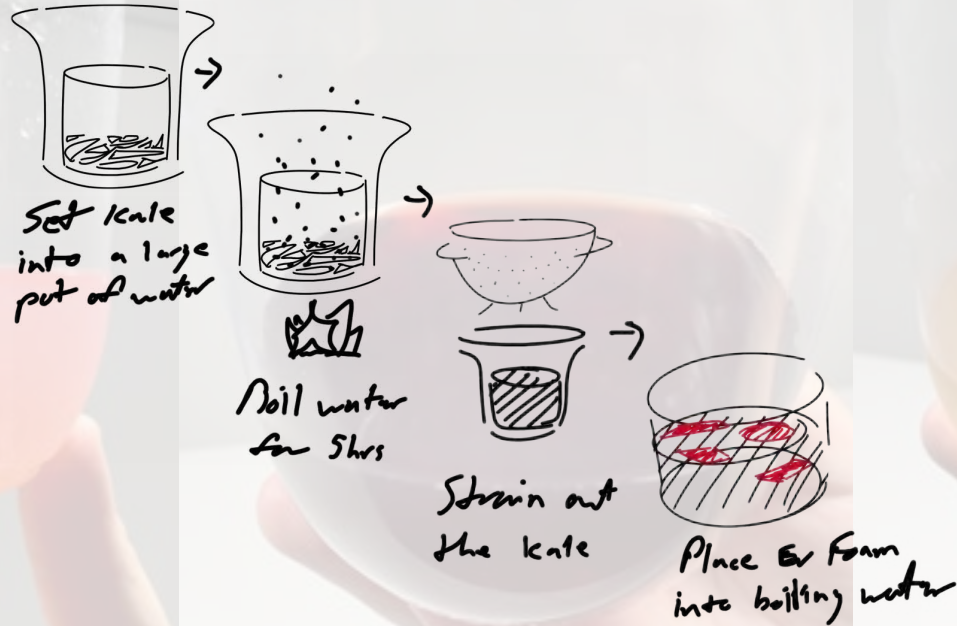
Natural Dyes



Logo Application



Natural Dye Experiments



Natural Dye Experiments



Natural Dye Experiments

Blackberry dye



Blueberry dye



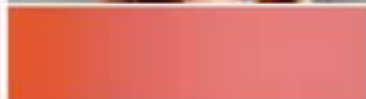
Kale dye



Beet dye



Raspberry dye



Natural Dye Experiments EVA material

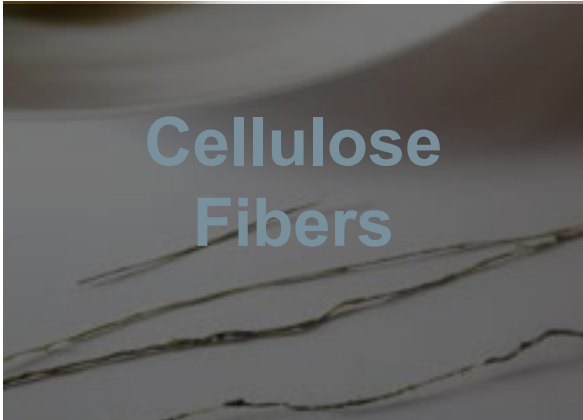


Natural Dye Experiments EVA material



Natural Dye Experiments EVA material

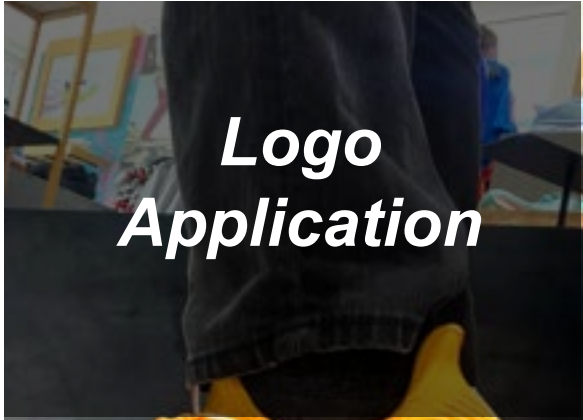
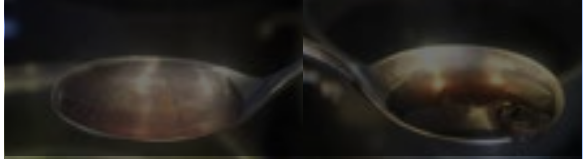




Cellulose Fibers



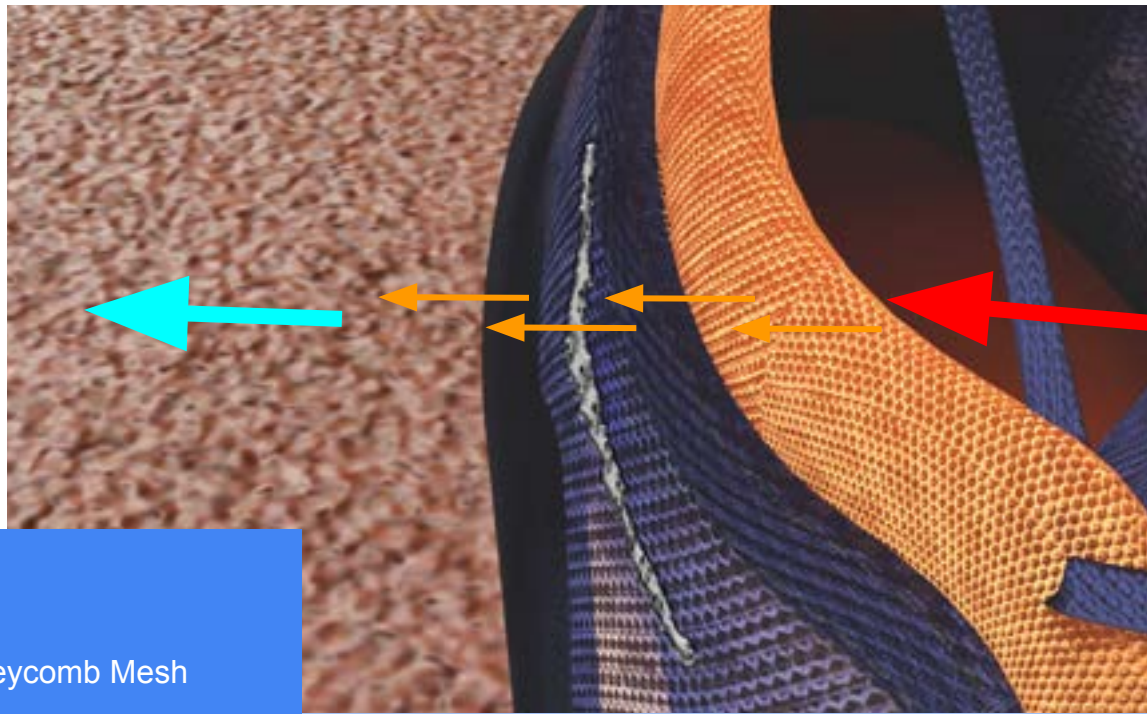
Natural Dyes



Logo Application



S/S 24 Cielo Logo Application



Location

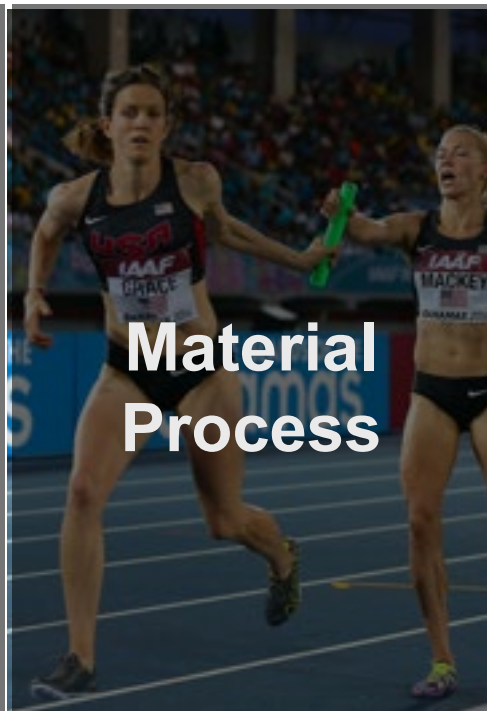
- Upper

Material

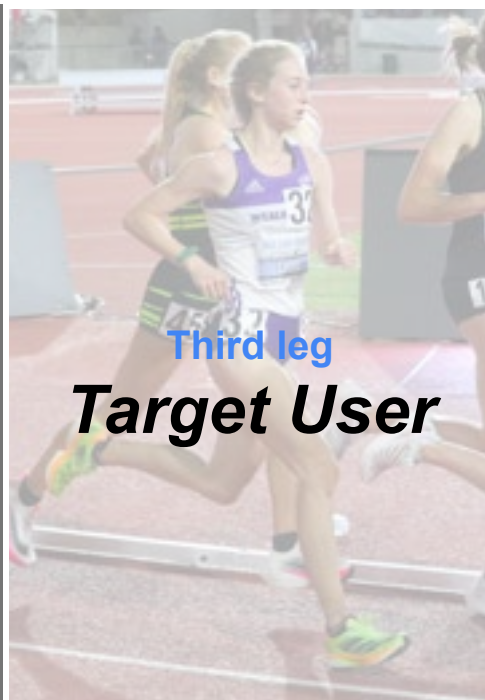
- Honeycomb Mesh



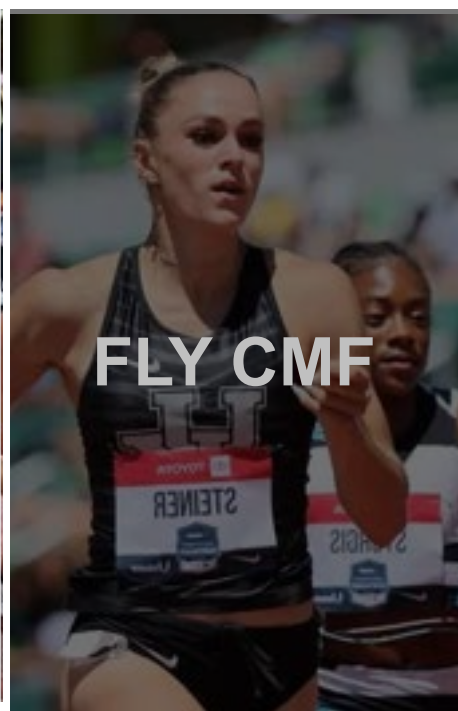
**Material
Innovations**



**Material
Process**

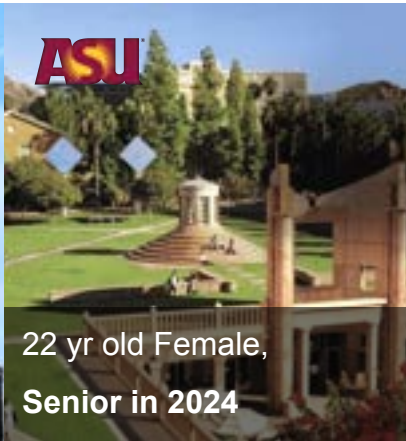


**Third leg
Target User**



FLY CMF

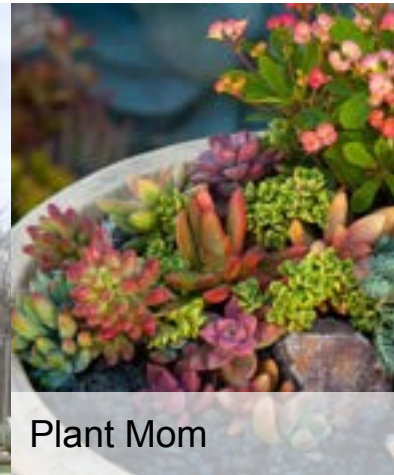
Have you met
Brianna?



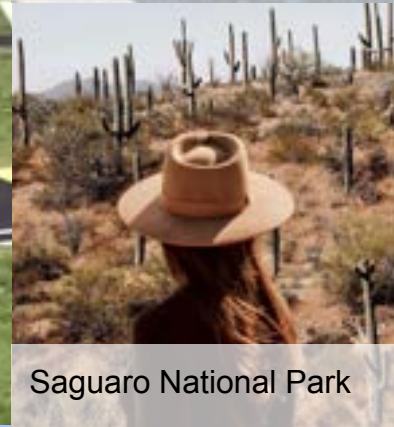
22 yr old Female,
Senior in 2024



Will Start as a PTA



Plant Mom



Saguaro National Park

Her Insights



Participates in both 100 Meter & Long Jump Events; requires an explosive start.

Customized Foot Fit



EVA Wears Down On Hot Days

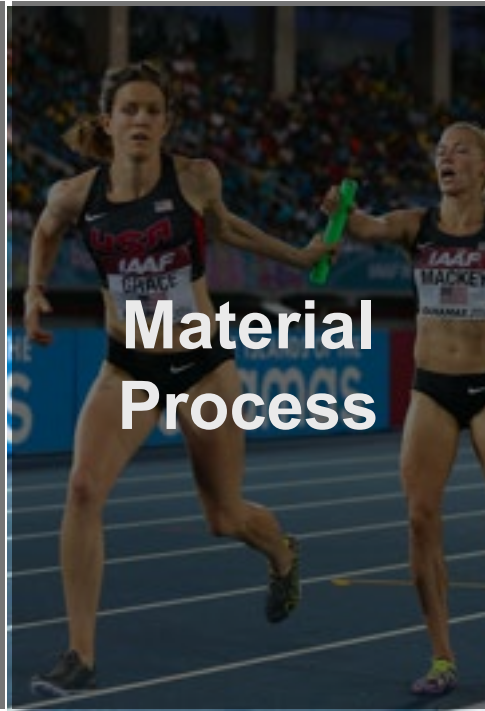


Goes Through Many Shoes!

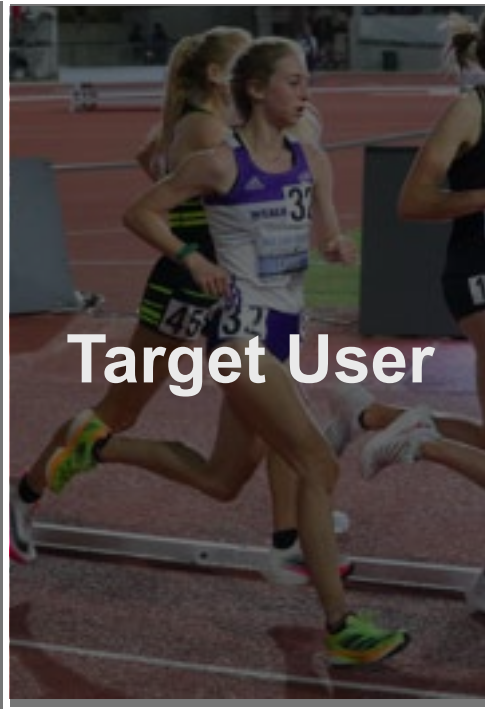




**Material
Innovations**



**Material
Process**



Target User



**Anchor leg
FLY CMF**

Escapism S/S 24 Fly

Heroic
Purple

Blitz
Pink

Pre-
Stretch

Sunburst
Orange

Victory
Yellow

Ocean
Cobalt

Timeless
Blue



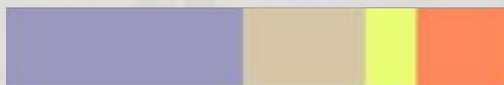
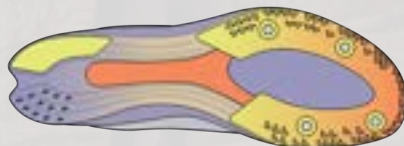
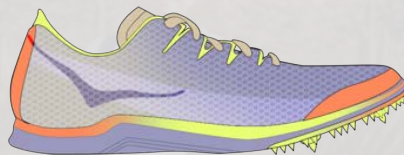
S/S 24 Cielo - **Stealth Launch**

Ocean Cobalt / Sunburst Orange



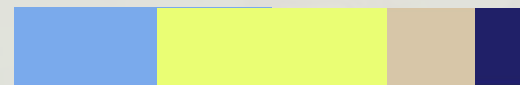
S/S 24 Cielo - **Super Sonic**

Heroic Purple / Pre-Stretch



S/S 24 Cielo - **Nuclear Power**

Victory Yellow / Timeless Blue



Material Tray

Citrus Cellulose
Fiber

Cactus Woven
Textile



Beet Blackberry Blueberry



Original EVA

Cape Jasmine Kale Raspberry





Stealth Launch

S/S 24 Cielo - Ocean Cobalt / Sunburst Orange



Stealth Launch

S/S 24 Cielo - Ocean Cobalt / Sunburst Orange



Chaotic to Sanctuary

Meta

Reality

Tanner Pelkey | Sophia Yen | CMF x Adobe









Sanctuary

Reality Cafe

Story | Tanner & Sophia | Adobe Sprint ©







Place your ad by phone: 770-382-
By Fax: 770-382-



A nighttime photograph of a city skyline, likely New York City, featuring a suspension bridge in the foreground and several illuminated skyscrapers in the background under a dark, cloudy sky. The bridge's cables and structure are visible, and the city lights create a warm glow against the dark sky.

Chaotic to Sanctuary

Meta

Reality

Tanner Pelkey Sophia Yen | CMF x Adobe

Chaotic

Moodboard

Material and Palette

Field Study

Creation Process

Final Rendering

Sanctuary

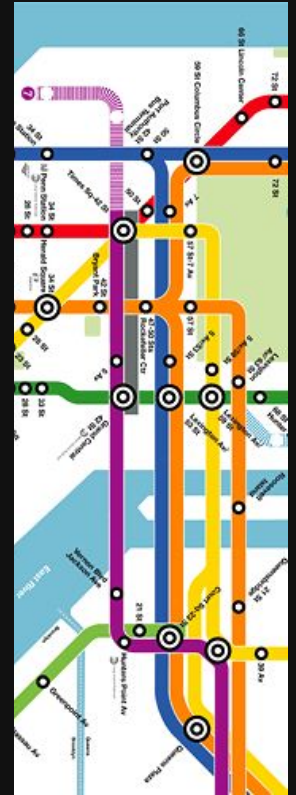
Moodboard

Material and Palette

Creation Process

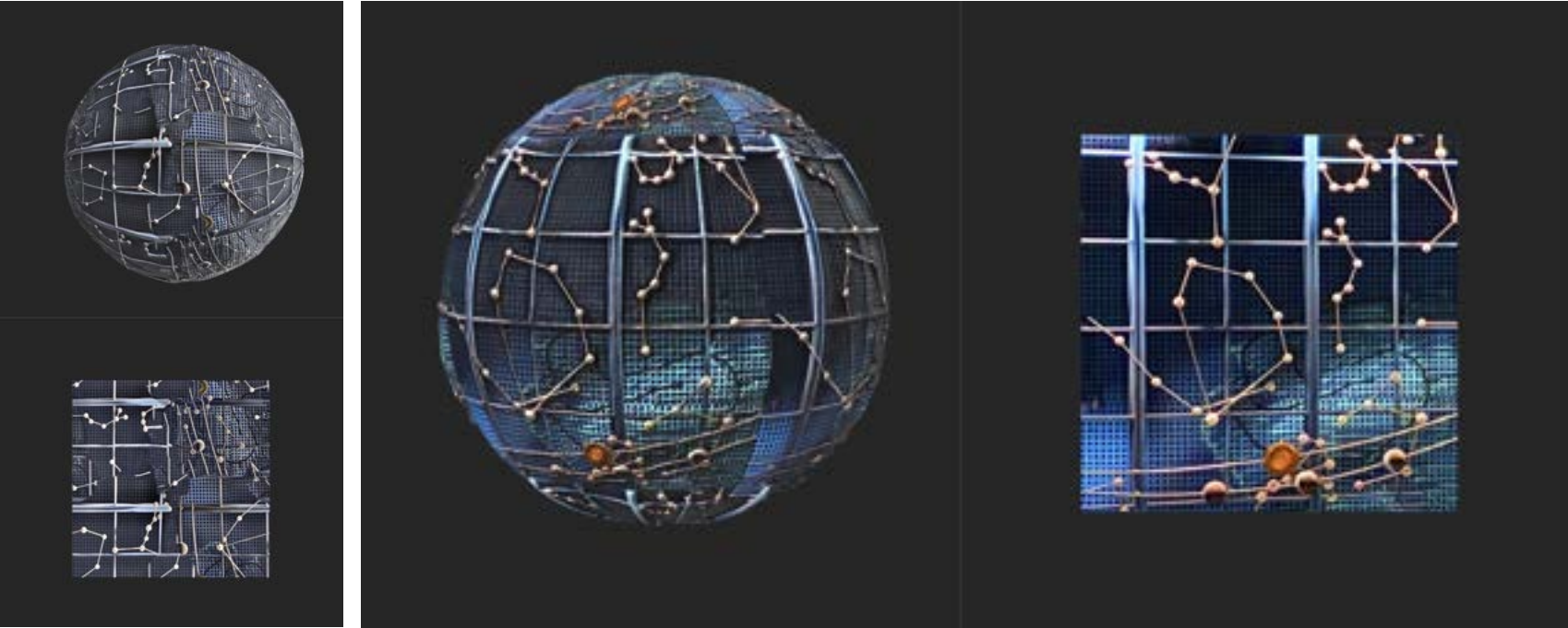
Hero Object

Final Rendering

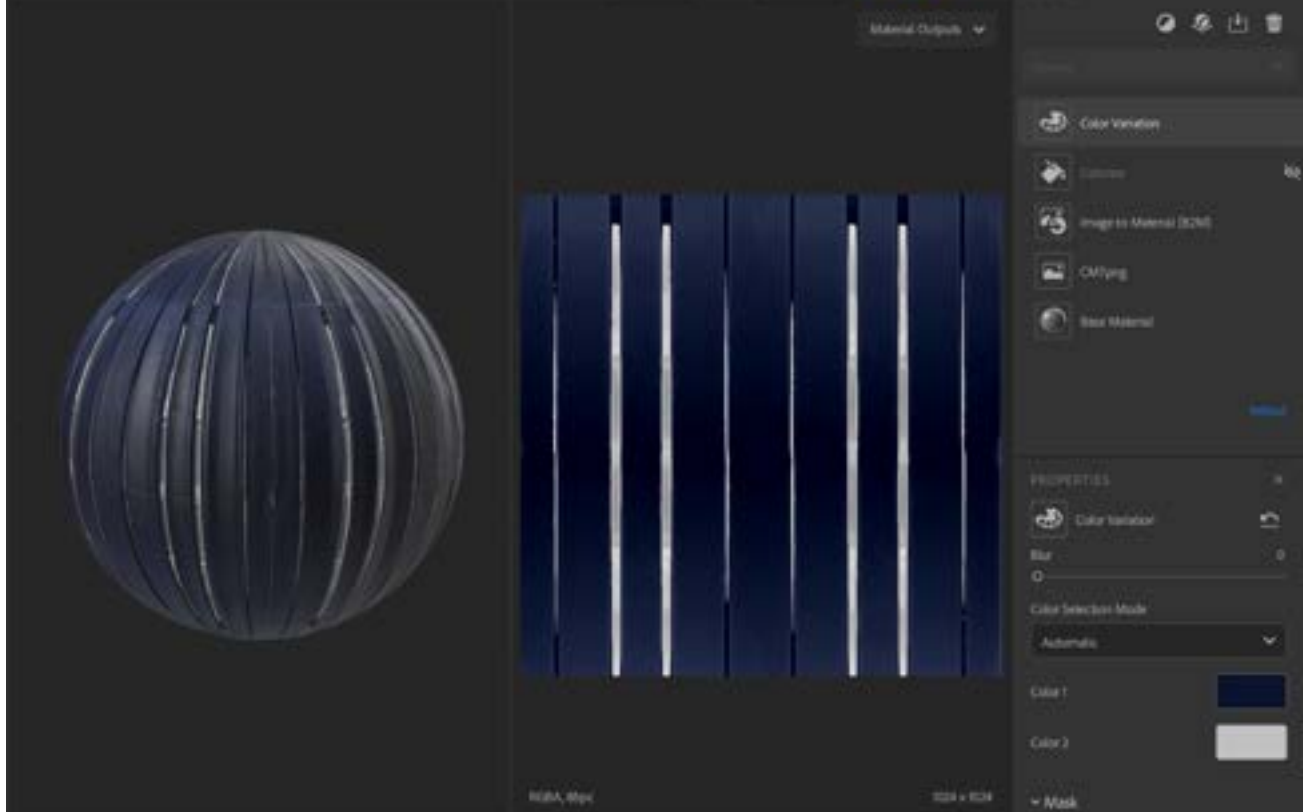
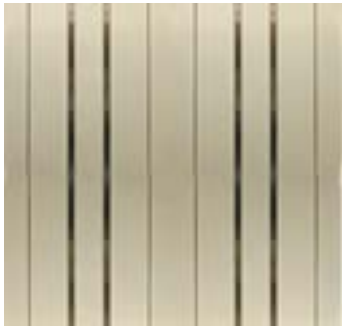
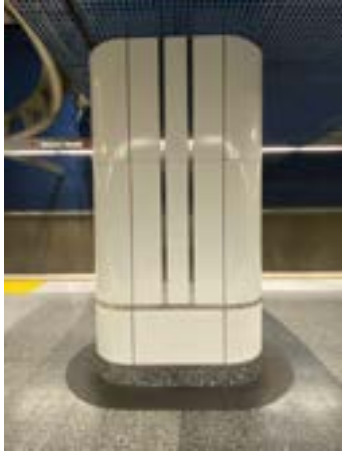








Tanner Pelkey Sophia Yen | CMF x Adobe



Tanner Pelkey Sophia Yen | CMF x Adobe

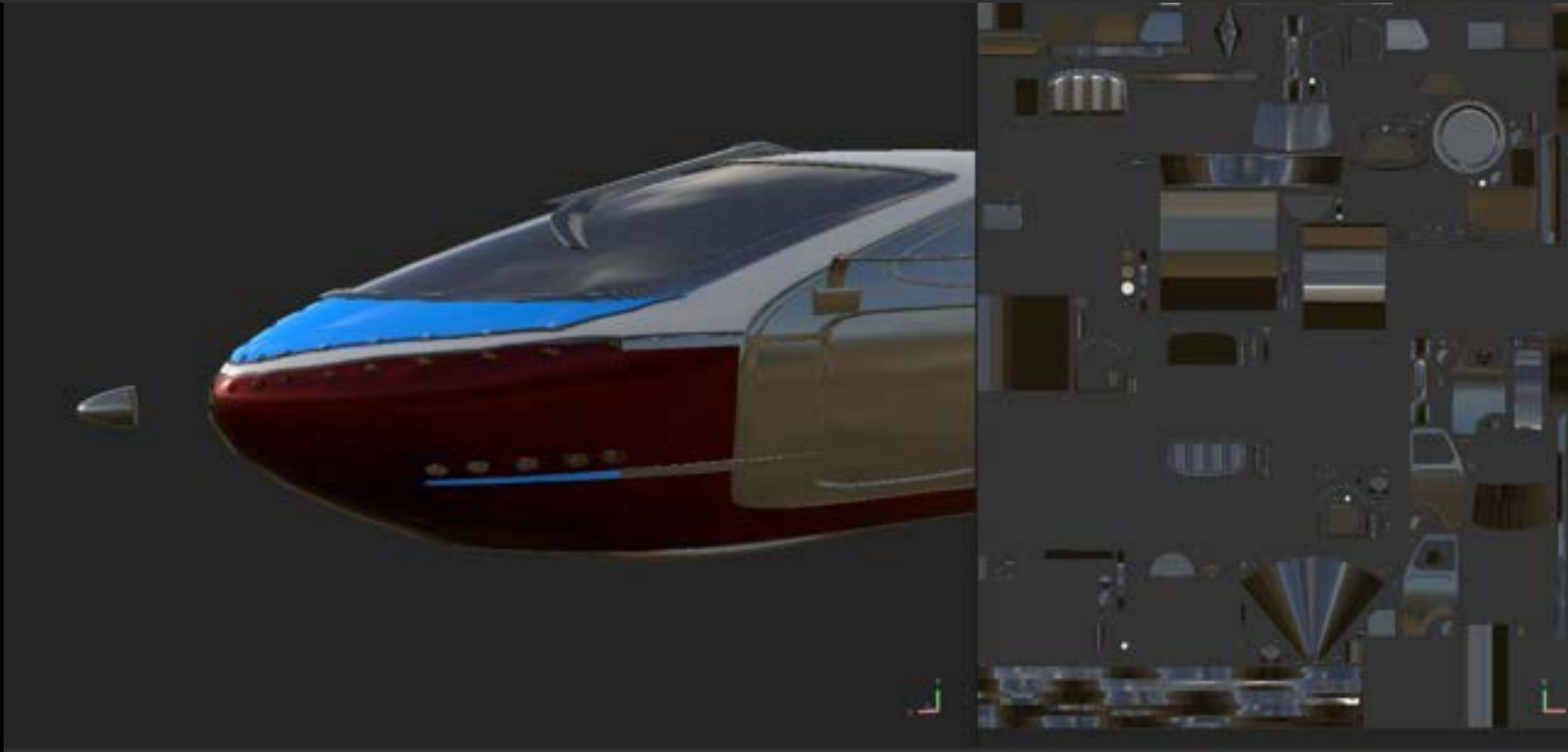


Digital CMF | Meta

Rich tones

Misdirection

Exploration emotions



ASSETS

All libraries

Search

A row of 20 material spheres, each with a unique color and texture, used for selecting materials in a 3D software interface. The spheres are arranged horizontally and include various colors like gold, silver, black, white, and blue, with different surface finishes such as metallic, matte, and reflective.

Final Rendering



Chaotic

Moodboard

Material and Palette

Field Study

Adobe Substance
Creation Process

Final Rendering

Sanctuary

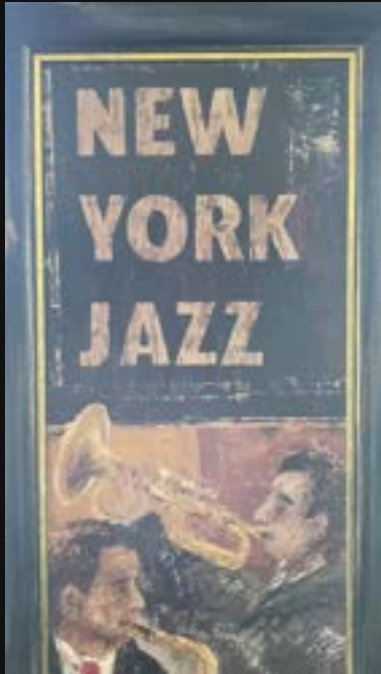
Moodboard

Material and Palette

Adobe Substance
Creation

Hero Object

Final Rendering



Sanctuary

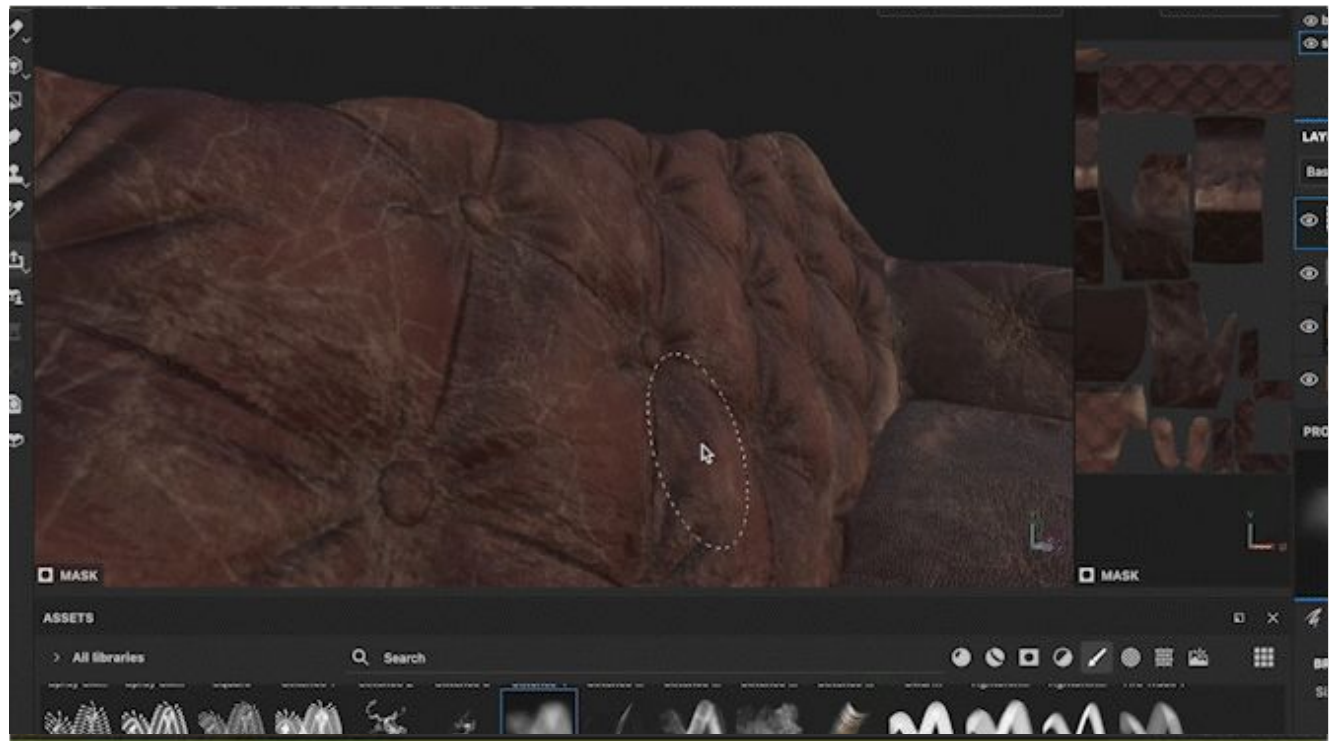
- Burnt wood
- Rich warm tone
- Aged textured leather



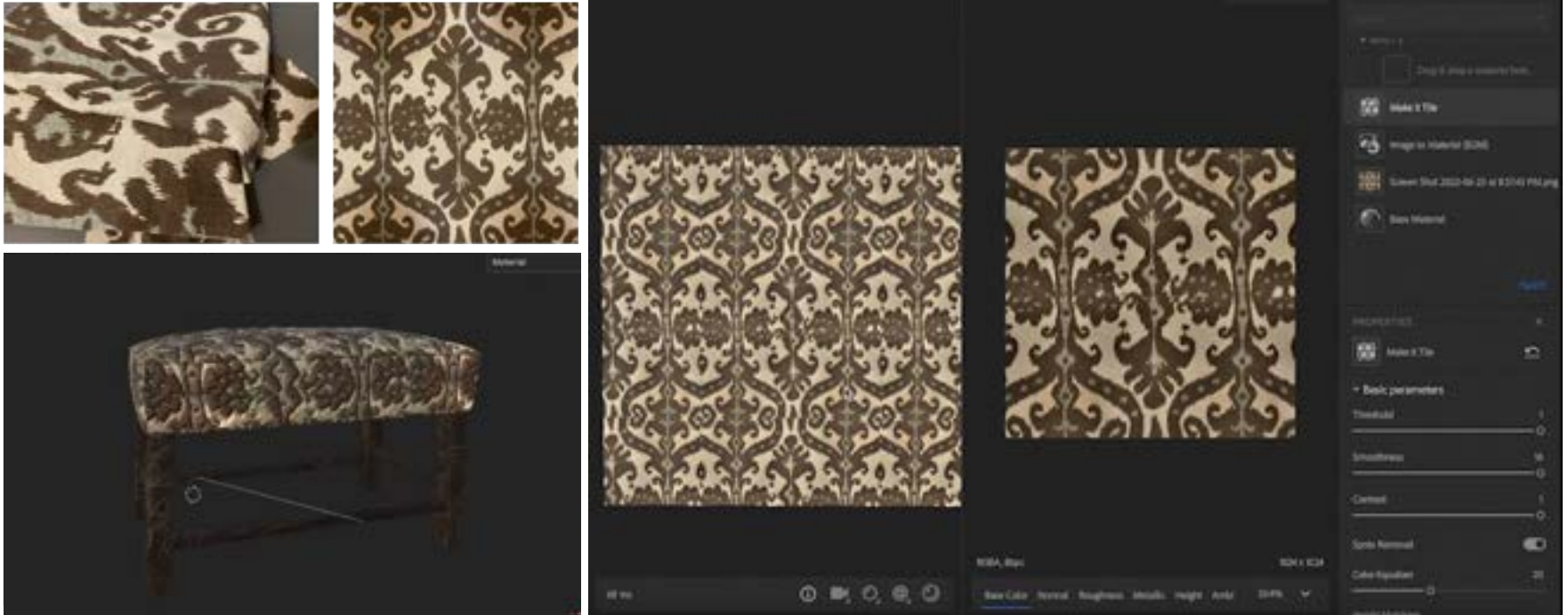
Tanner Pelkey Sophia Yen | CMF x Adobe



Chesterfield Leather- Sofa



Embroidery Fabric - Stool

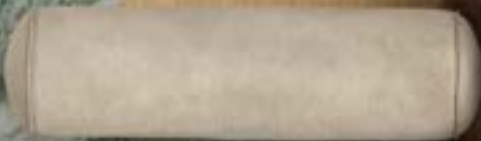








Digital CMF |
Reality



**Digital CMF |
Reality**

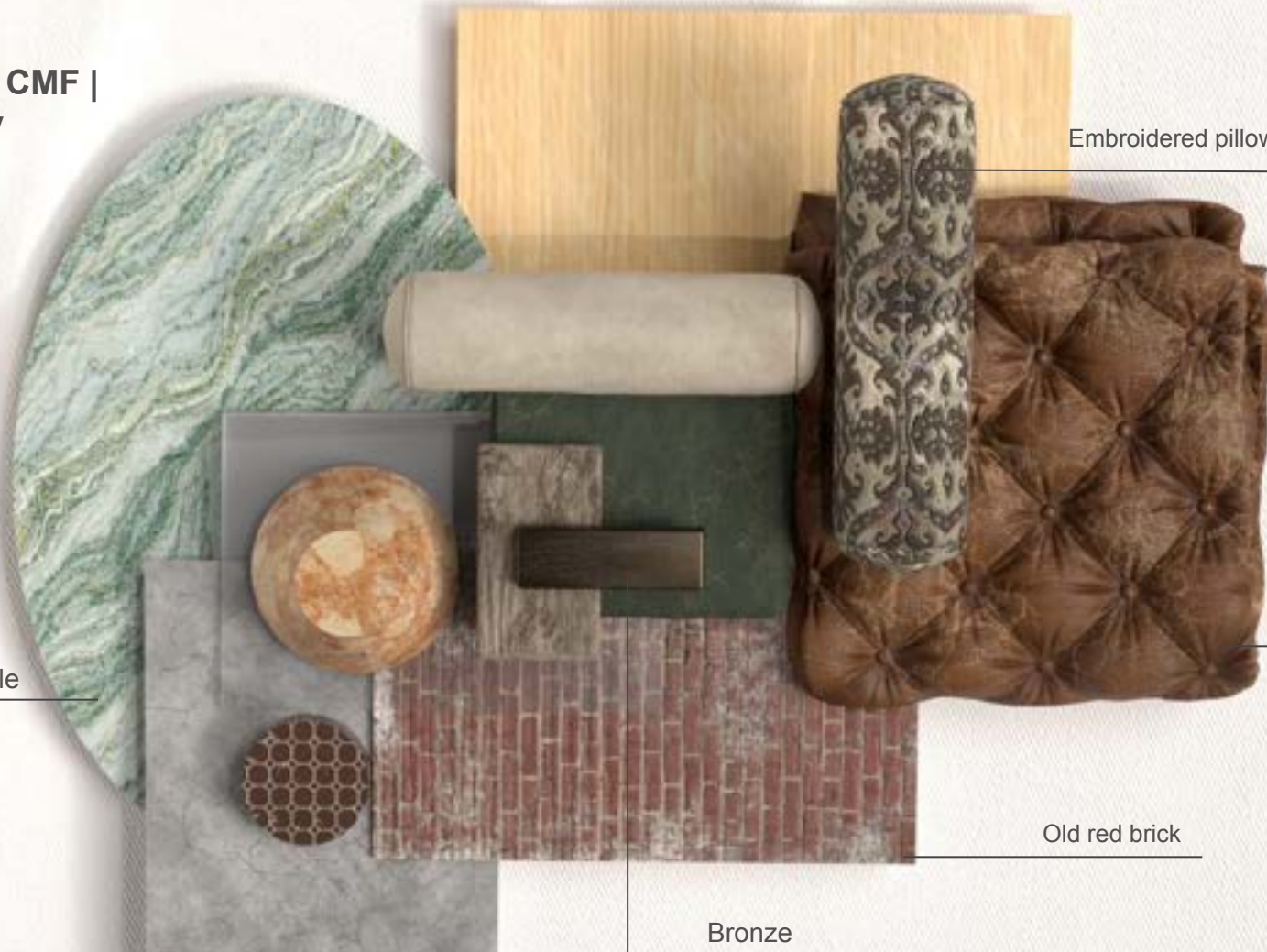
Green marble

Embroidered pillow

Worn chesterfield
leather

Old red brick

Bronze



Final Rendering





Problems with Current Product

“The amount of K-Cups trashed into landfills as of today could wrap around the planet more than 10 times!”

Keurig has aims to make all K-Cups recyclable

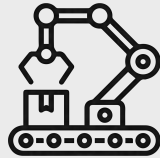
Legislation



Current Product Lifecycle



Plastic(virgin)
Filter(paper)
Foil



China
Malaysia



Air(international)
Land(US shipping
lines)



In store
Delivery services

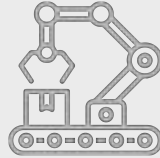


Landfill

Current Product Lifecycle



Plastic(virgin)
Filter(paper)
Foil



China
Malaysia



Air(international)
Land(US shipping
lines)



In store
Delivery services



Landfill

Product Focus for Keurig

The K-Cup



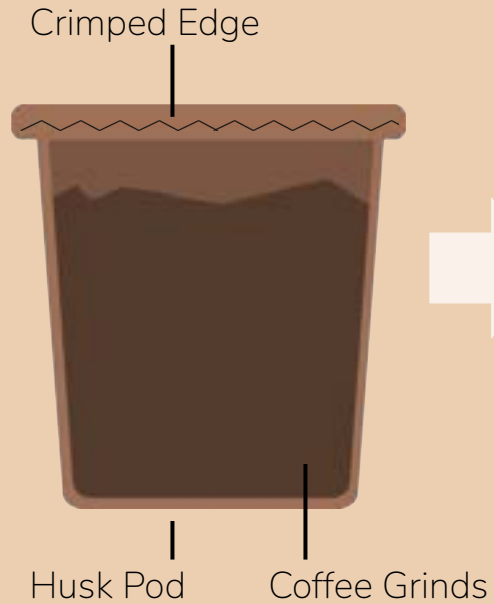
Research Behind the Idea



Coffee Bean Husk Pods



100% Compostable



New circular product life cycle



Coffee Bean Husk
Packaging



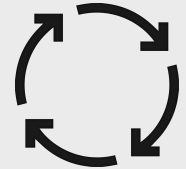
China
Malaysia



Air(international)
Land(US shipping
lines)



In store
Delivery services

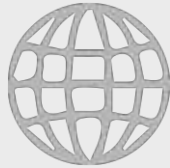


Composting

New Circular Product Life Cycle



**Coffee Bean Husk
Packaging**



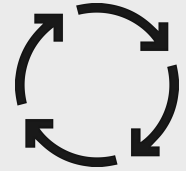
China
Malaysia



Air(international)
Land(US shipping
lines)



In store
Delivery services



Composting

Sustainable Redesign



Hiking Indoors



Tanner Pelkey & Ruby Park
Material Science Sprint
Summer CMF_X 2022



Project Direction 01.

Tanner Pelkey & Ruby Park
Material and Science Sprint
Summer CMF_X 2022





General Motors

2035

Bio-degradable interior materials

Have level five autonomous technology

100 percent renewable energy manufacturing





About Claire Menard

Recently moved from Colorado to Los Angeles for her career

Hobbies: Hiking, kayaking, reading by a fire, bird watching, taking her grandchildren on adventures

Communes about an hour to work

Enjoys the digital disconnect that nature provides

Proto Persona





Serene Nest

Mist Blue

Cool Pine Green

Turtle Shell Green

Red Wood

Salmon Pink

Material Exploration 02.

Tanner Pelkey & Ruby Park
Material Science Sprint
Summer CMF_X 2022





Wood Base Fiber Tencel



Cut the tree into logs

Break them down into
small wood bits

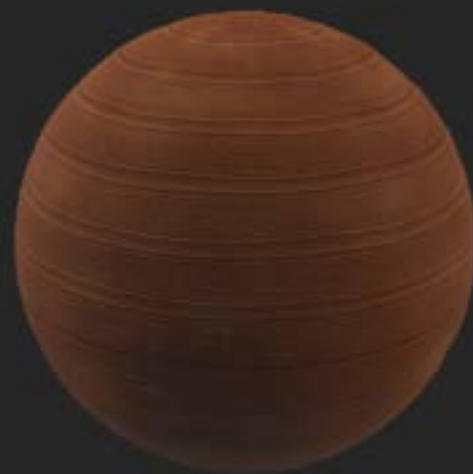
Dissolve into wood pulp

Spin the wood fibers



Adobe Sampler

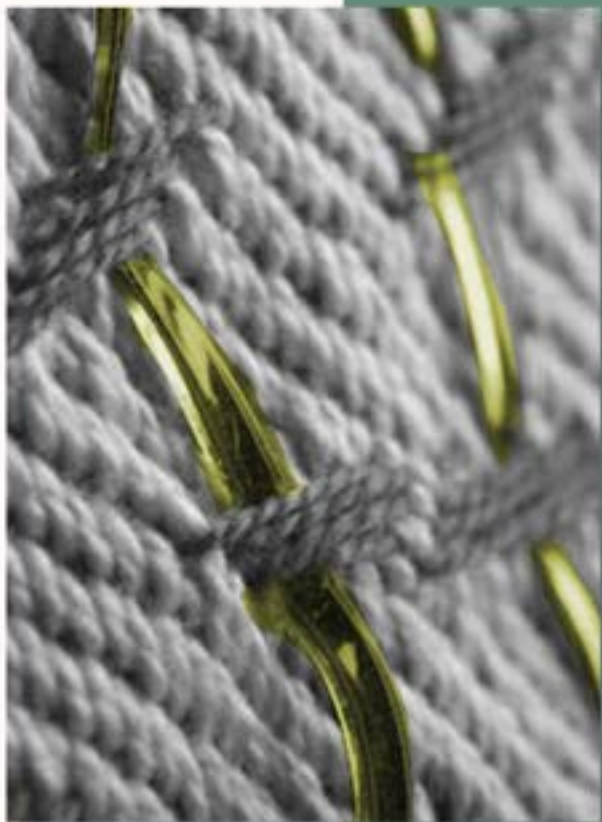
- Tencel fabric textile
- Weaved to Mimic Wood Grain
- Dense Weave- easy to clean





Piezoelectric Fabric

- Non-Centrosymmetric Crystal Structure
- Piezoelectric Fibers are Weaved into Fabric
- Able to Generate Electrical Charge
- Senses Conductivity & Harvests Energy
- Displays a holographic control panel



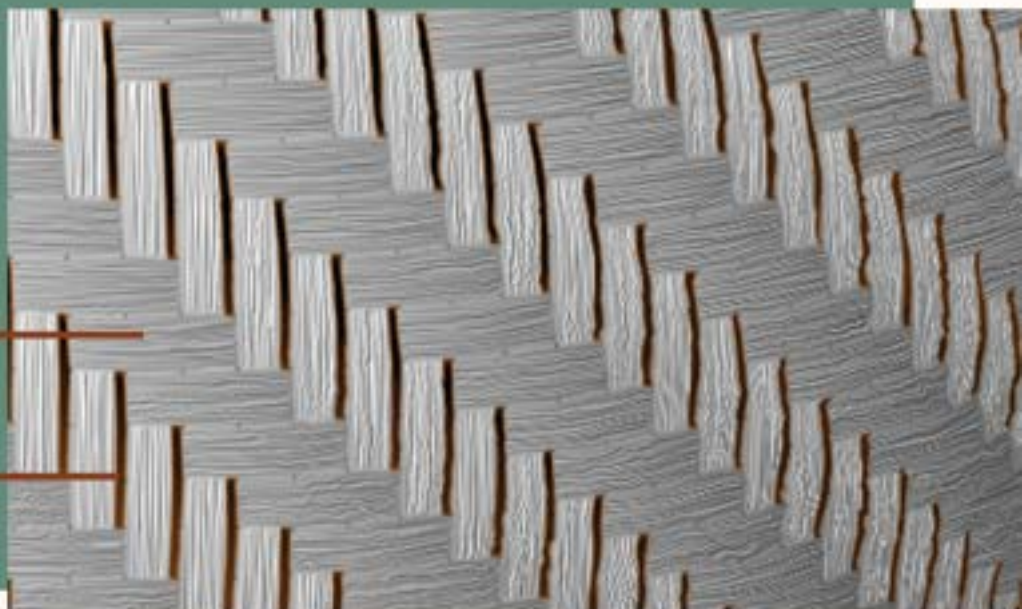


Adobe Sampler

Piezoelectric Fabric

Tencel Weave

Piezoelectric Fiber





Apple Base Fiber Frumat



Peel skin

Cut skin into shreds

Dissolve into apple pulp

Spin apple fibers



Adobe Sampler

Frumat dye fabric

- Still Mixed with PU

- Targeting Purely Organic by 2035



Adobe Substance Stager 03.

Tanner Pelkey & Ruby Park
Material Science Sprint
Summer CMF_X 2022





Piezoelectric Fabric,
holographic display



Apple Base Fiber Frumat
Debossed Textile

Tencel Textile Cover,
Emulates Wood Grain





*Serene Nest
Activated*



TANNER
PELKEY

Interiors 4B

Spring 2017



HISTORY



RESEARCH



BUYER



INSPIRATION



DESIGN ID



FINAL MODEL





HISTORY



^ José Luis Valls is executive vice president, Nissan Motor Co., Ltd., a position to which he was appointed in November 2019. As president and chairman, Nissan North America, Inc., a role he was appointed to in April 2019, Valls oversees Nissan's operations in the U.S., Canada and Mexico.

^ José's scope includes responsibility for Sales and Marketing; Manufacturing; Purchasing; Supply Chain Management; Research and Development; and, Administration and Finance functions within the region. ^

<https://www.nissannews.com/en-US/releases/2019-luis-valls-2>





RESEARCH



The visually striking Infiniti QX30 fits right in with other compact-luxury crossovers, but it also has a one-of-a-kind engine under the hood. However, in our testing, the extraordinary turbocharged four-cylinder produced mostly ordinary fuel economy. Still, the QX30 interior is one of the most comfortable around; its cargo space is practical, too. While only the fanciest model offers the grandest interior and most coveted features, every QX30 delivers a quiet ride and relaxed driving demeanor. In short, this Infiniti is a largely conventional luxury crossover with an unconventional twist.⁷

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REASERCH



REASERCH



BUYER



Target Buyer:

- Sandee Tisdal
- Married with two kids
- Professor at Boston University
- Graduated from BU
- Income \$180,000/yearly

Things she's looking for:

- Cargo space
- High gas mileage
- Functionality
- Professional
- Comfortable



With two little boys, Sandee's hands can be pretty full so the QX50 should have things to help her out.

BUYER



Sandee does a great job balancing her family life with her work life. The QX50 is appropriate enough to address this.



Commute time from home to work ~ 39mins

The Commute to Pre-school ~ 37mins


Going on adventures/ Beach trips ~ 52mins

Work

Pre-School

Beach



INSPIRATION 

RHYTHMIC



FLUIDITY



CONTEMPORARY



DESIGN ID



DESIGN ID



DESIGN ID



DESIGN ID



DESIGN ID



DESIGN ID



DESIGN ID





FINAL MODEL ✓





FINAL MODEL ✓





FINAL MODEL ✓



Tanner Pelkey Recovered

Infiniti CMF Project



Midterm Directions





Midterm check-in

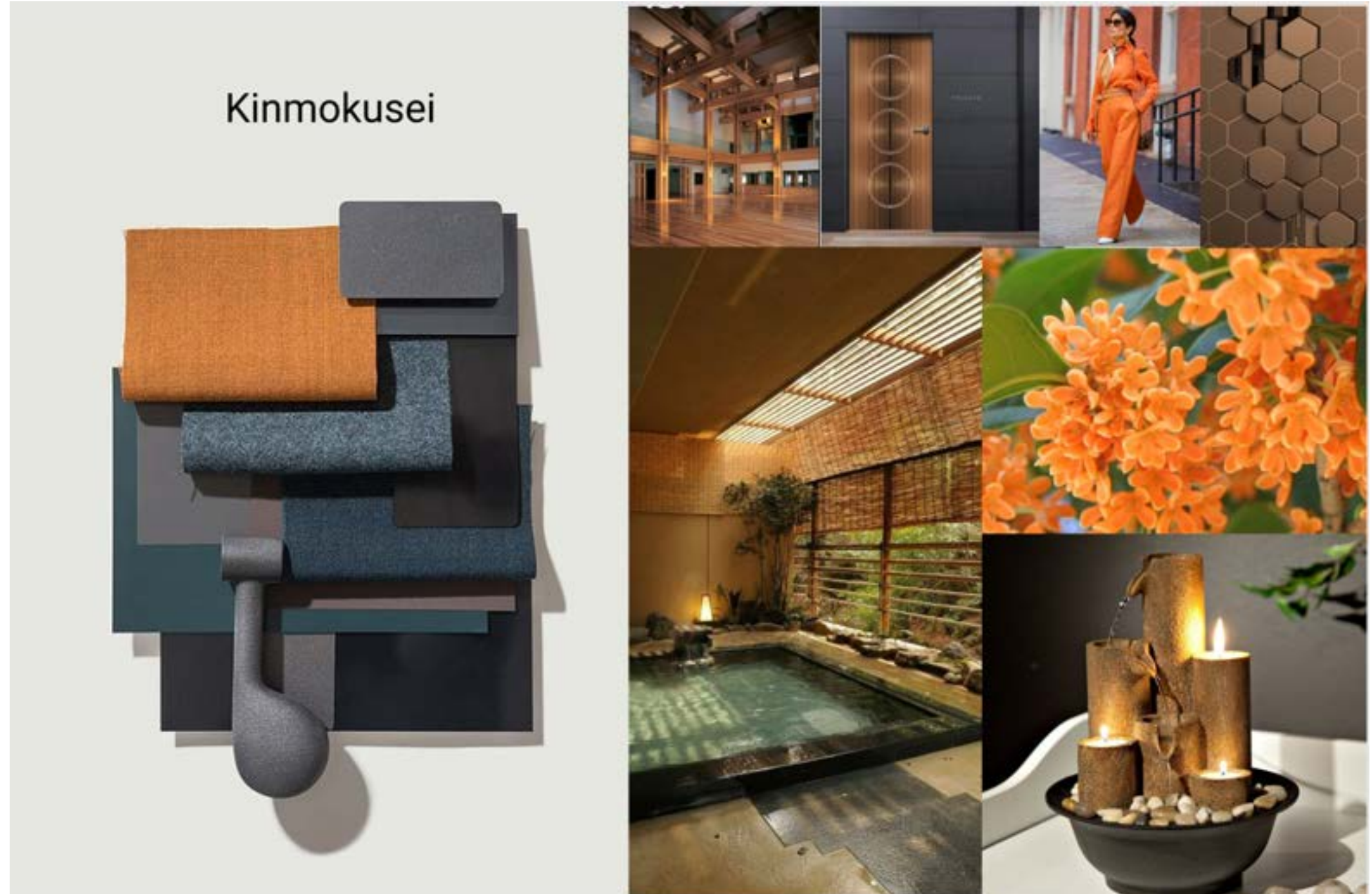
Final Direction



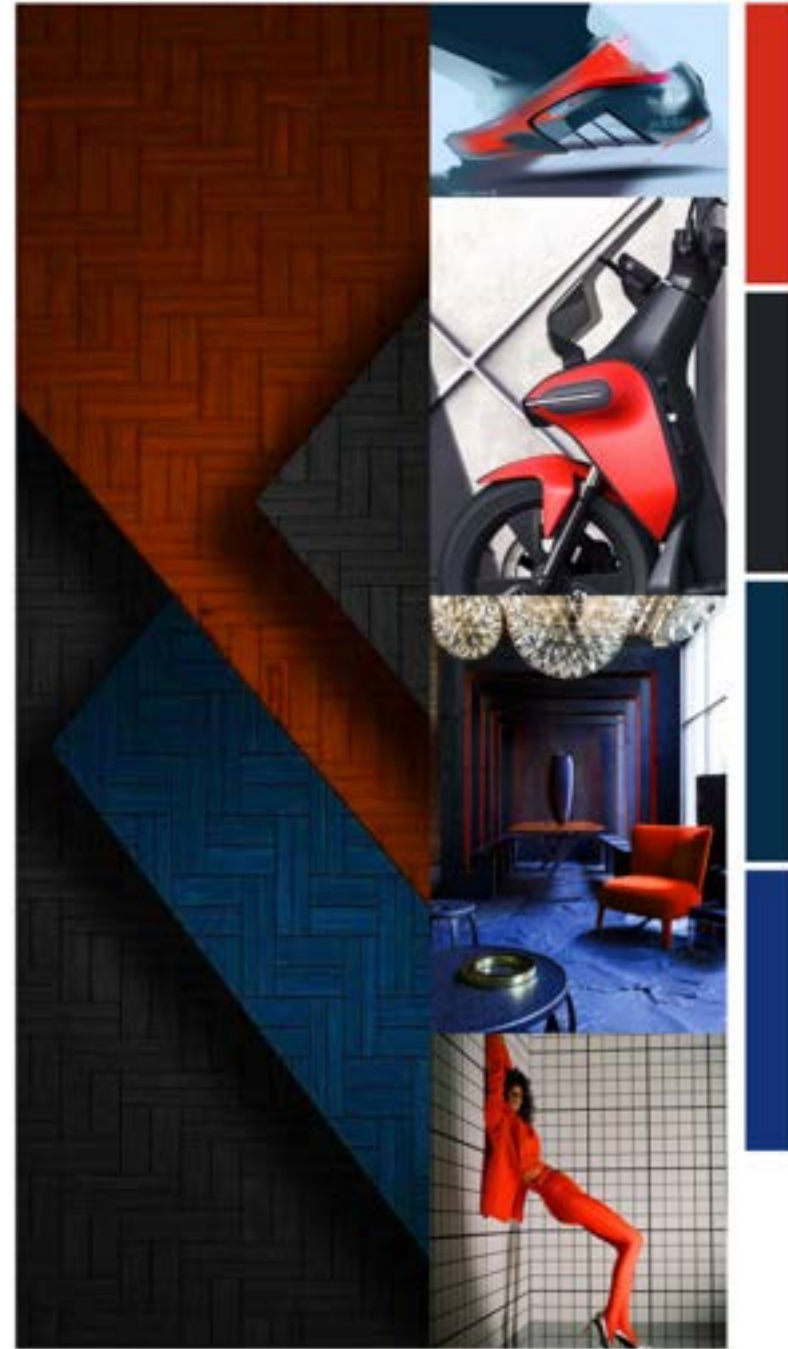
Final Direction



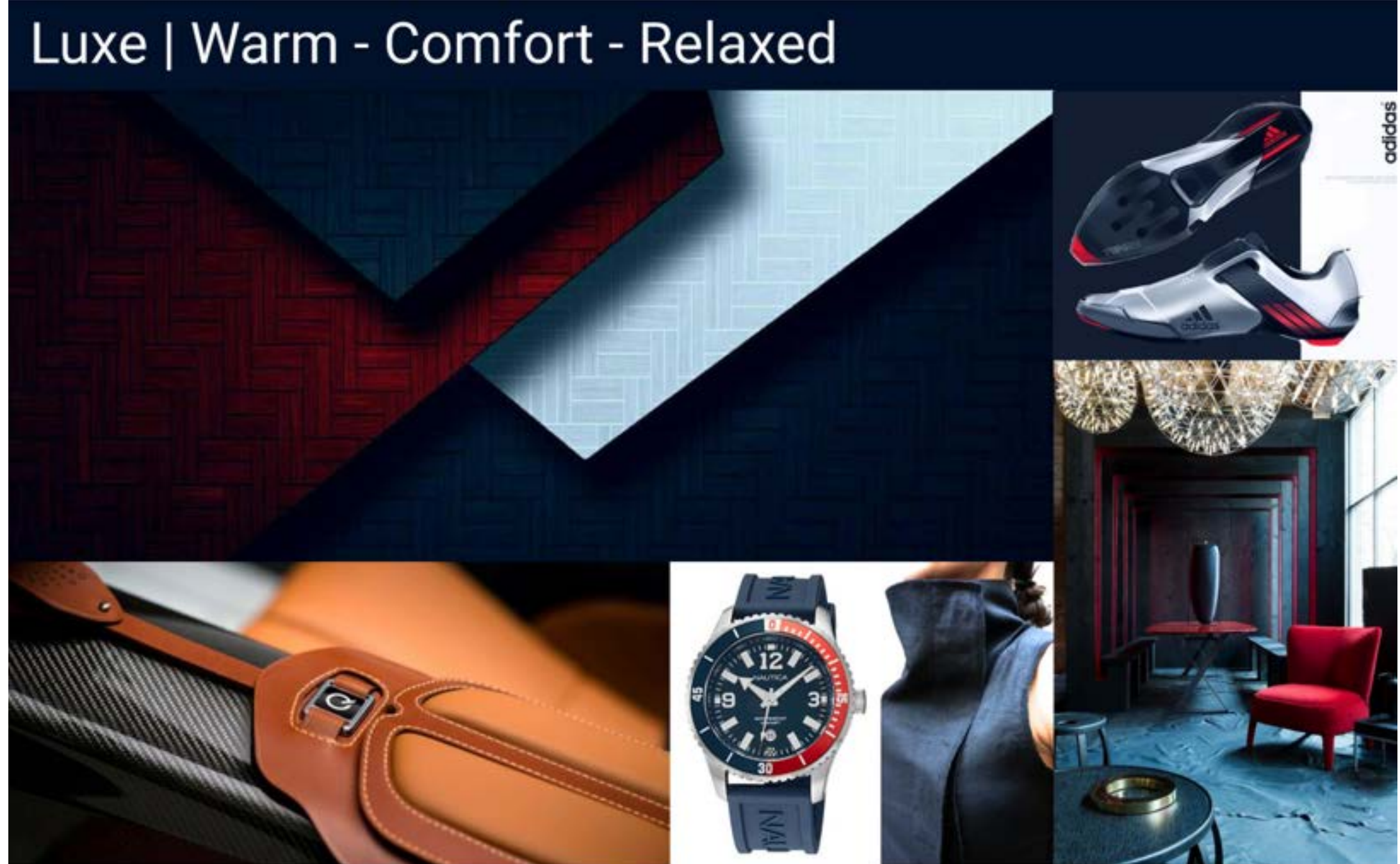
Midterm check-in



Final Direction



Luxe | Warm - Comfort - Relaxed



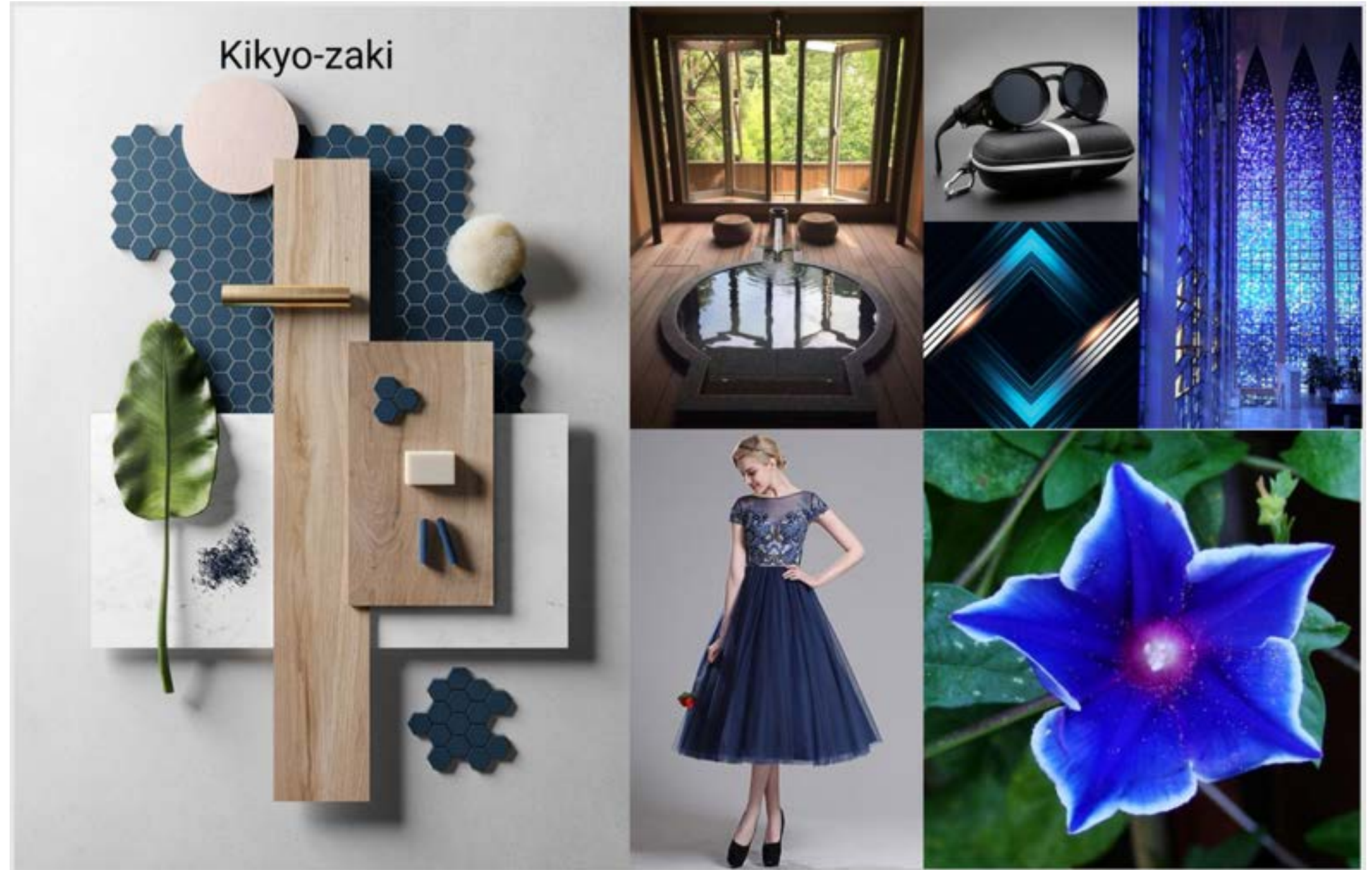


Midterm check-in

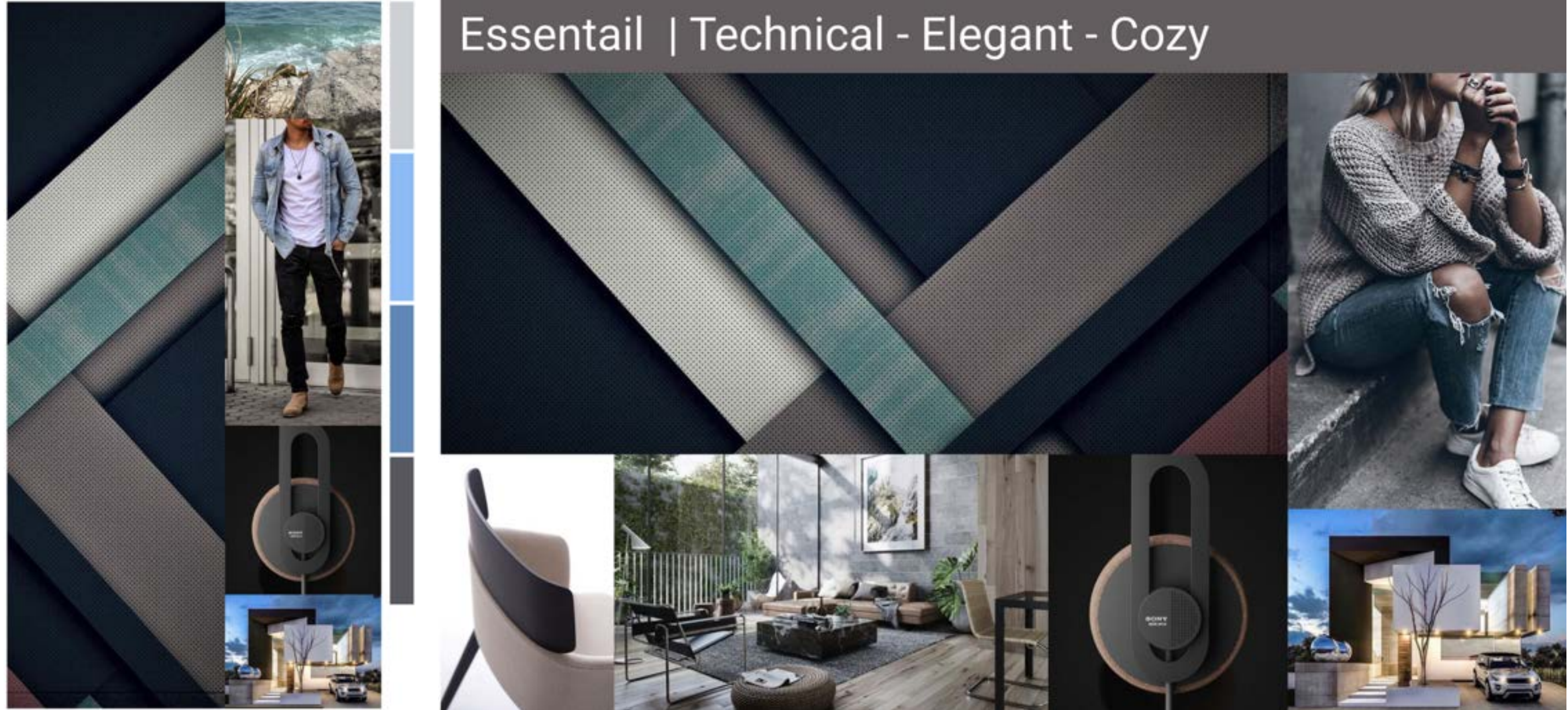
Final Direction



Midterm check-in



Final Direction



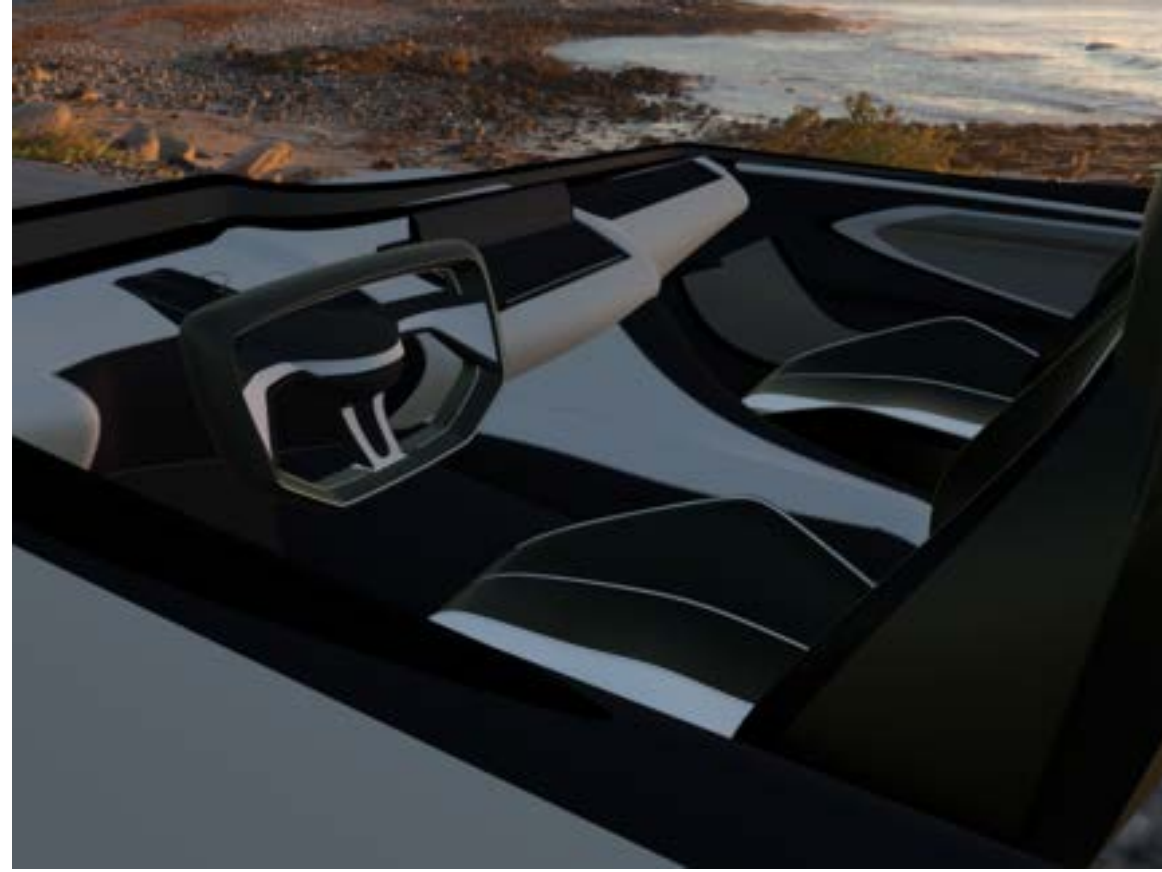


Midterm check-in

Final Direction















QX50

TRIM PACKAGES

Tanner Pelkey

CMF Infronti

Fall 2021



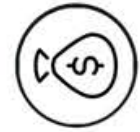
Shinhamachō,
Shiogama, Miyagi
985-0001, Japan



They both work
at a hospital



Asahi: 28yrd
Kaito: 30yrd



House income ~
\$150,000+ yrly

Target User



Asahi &
Kaito Yahami

Gen Z



Pure

Luxe

Essential



TRIM

Pure

MSRP: \$38k



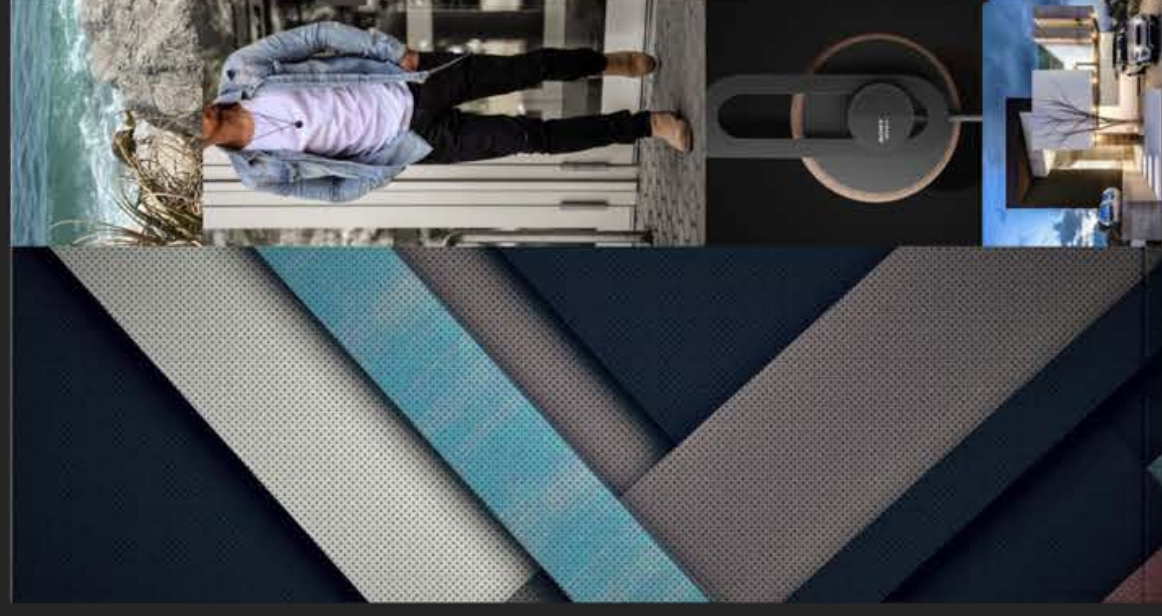
Luxe

MSRP: \$40k



Essential

MSRP: \$50k



A black and white photograph of a Mercedes-Benz Unimog truck, viewed from a front-quarter perspective. The truck is white with a dark grille and bumper. The license plate reads "GER U 5023". The Mercedes-Benz logo is visible on the front grille. The background is a dark, overcast sky. A diagonal white line cuts across the right side of the image, separating the dark background from a white area.

Mercedes-Benz Unimog

Tanner Pelkey - Omar Adel - Gabreil Shyu

Research Project 01

What is an Unimog

01

"**Unimog** production started in 1948 at Boehringer [de] in Göppingen. Daimler-Benz took over manufacture of the Unimog in 1951, and first produced it in their Gaggenau plant." -Wiki

02

"**The** first model was designed by Albert Friedrich and Heinrich Rößler shortly after World War II to be used in agriculture as a self-propelled machine providing a power take-off to operate saws in forests or harvesting machines on fields." -Wiki

03

Due to their off-road capabilities, Unimogs can be found in jungles, mountains and deserts as military vehicles, fire fighters, expedition campers.

04

The Unimog's characteristic design element is its chassis a flexible ladder frame with short overhangs, and coil sprung beam portal axles with a central torque tube and transverse links.z

History of the Unimog

DIE-HARD TRUCKS MERCEDES BENZ UNIMOG



UNIMOG | 1947



UNIMOG | 1961



UNIMOG 404 | 1955



UNIMOG 406 | 1963



MB TRAC / MF TRAC | 1972



UNIMOG 425 | 1974



UNIMOG 407 | 1985



UNIMOG 408 | 1992



UNIMOG 409 / SX100 | 1996



UNIMOG G400 | 2000



UNIMOG US024 | 2011



UNIMOG US000 | 2020

Competitors



R B2

Cost \$125k

614 hp

668 ft-lb Torque

Towing Capacity 7,500 lb

Mile range epa 200

Frunk 8.6 cu ft



Tacoma TRD

Cost \$44k

278 hp

Towing Capacity 6,400 lbs

18 City / 22 Highway

Storage 60 cu ft

Tires P265/70R16



CyberTruck

Cost \$40k-\$90k

0-60 MPH <6.5 sec

Towing Capacity 7,500+ lbs

Adaptive Air Suspension

Storage 100 cu ft

Cold-Rolled Stainless Steel



Crawl Control - Automatically modulates throttle and brakes on low speed settings. UNIMOG concept will scan terrain, calculate the most efficient route out of impingements and around obstacles. UNIMOG concept will auto-pilot the vehicle out of these situations.



Digital suspension controls - LIDAR/Radar scans terrain and calculates optimal suspension settings.

Air up/Air down tire pressure monitors and controls. UNIMOG will increase or decrease tire pressure to best navigate terrain.



Electronically locking rear differential

Front, rear, side cameras. 360-degree overhead cameras.

120V outlet with in-use cover

Power take off

5G Wifi

UNIMOG vs. Toyota Tacoma TRD Pro



Level 4 Autonomy - Fully autonomous driving

LiDAR vehicle detection

LiDAR cruise control

Radar pre collision brake over ride

Augmented Reality Head-Up Displays projected on glass surfaces

MGU-K

MGU-H

Color/Texture Adaptive embedded solar cell

Technology Supporting Unimog

Three concept ideas in our interior Unimog design



Infintie Conforgration

The interior of our design will have the capaeility of changing within moments for any environment.



Comfortable Seating Arrangements

Having the ablitiy to change the interior from a two seater to a sixteen seating arrangement.



Cabin Sizes / Formats

Customer's can choose what size Unimog model that cabin/ bed size can be customizable because of its skateboard chassis.

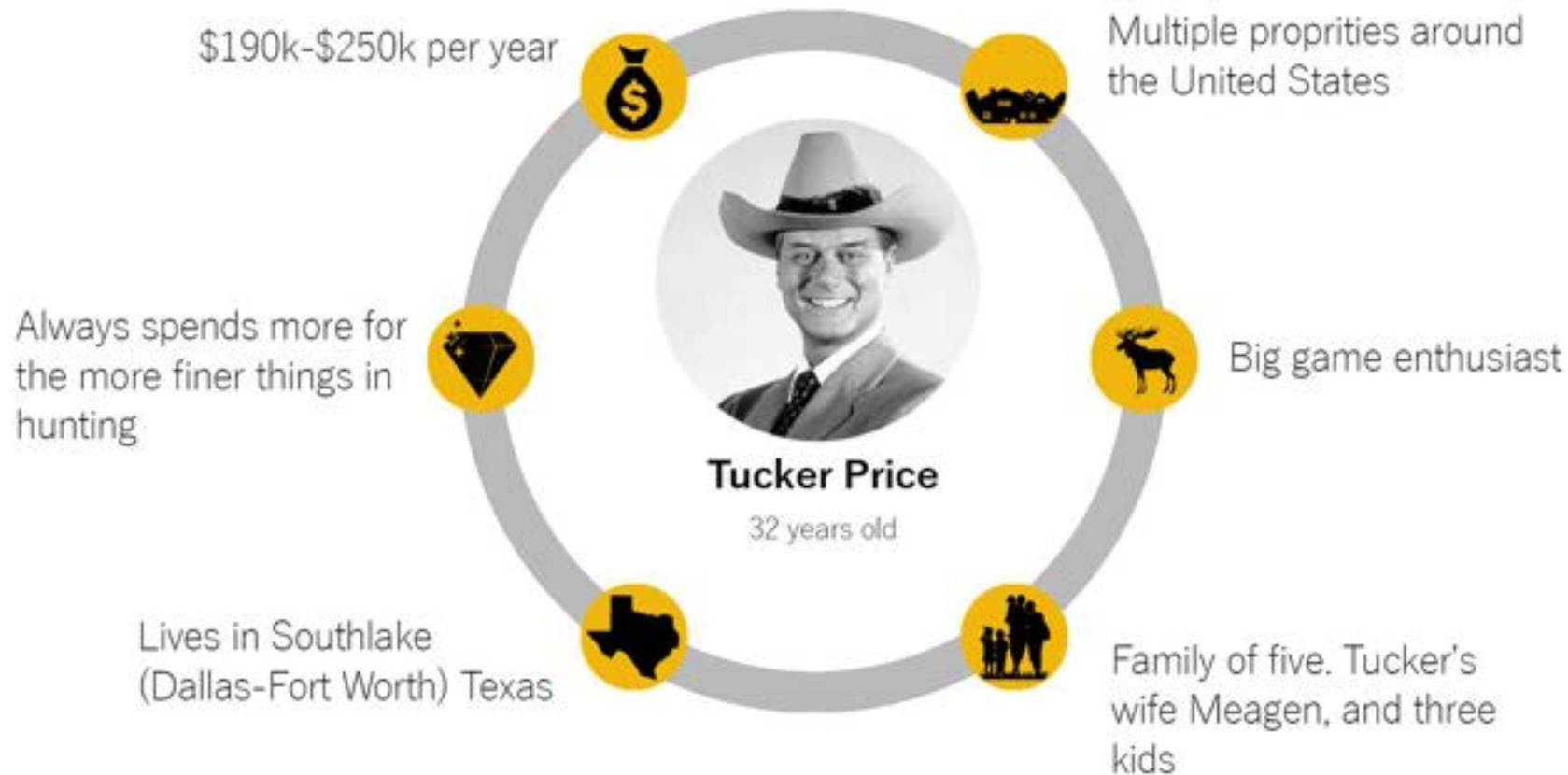
New Technology that Changing Interior Design

● Having the Unimog self determine terrain by adjusting its tires/ suspension and other setting automatically

● These are features that will need to be controlled via driver input.



Target Buyer





Colours & Materials



Anburn

Dark Slate Gray

Camouflage Green

White Smoke

Gamboge



Stainless Steel

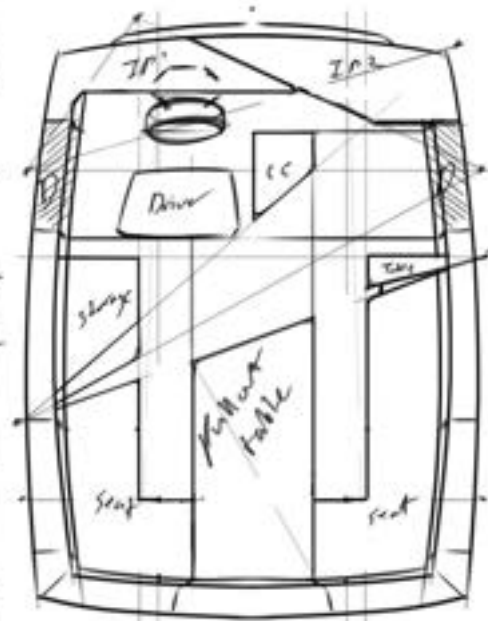
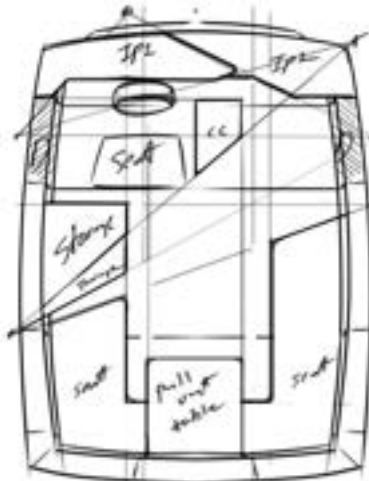
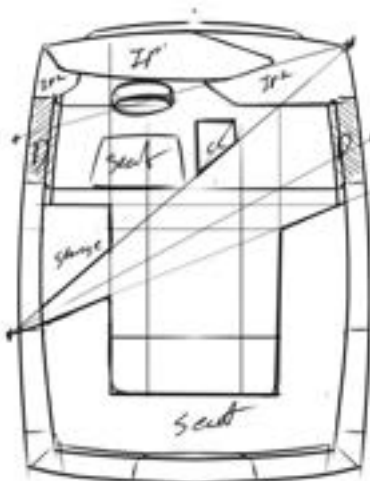
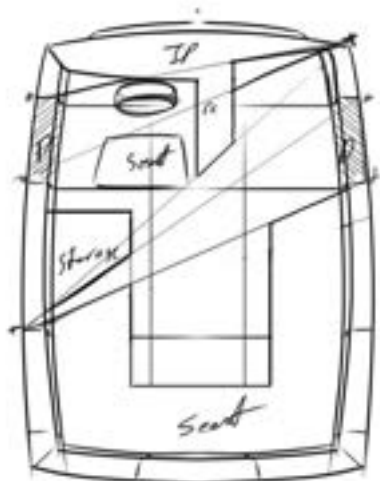
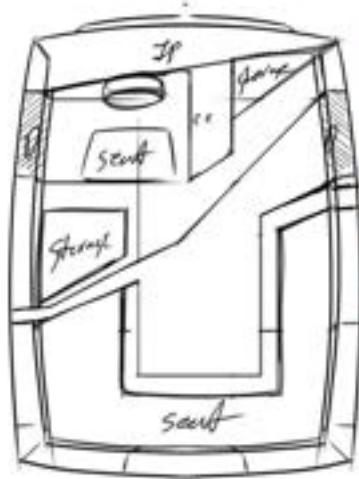
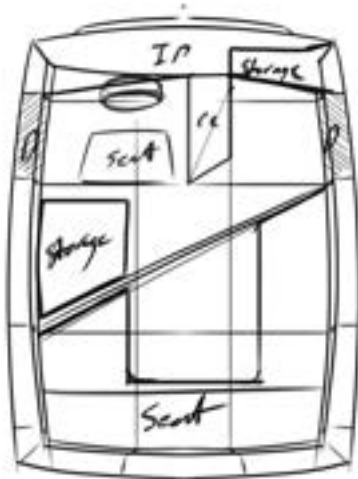
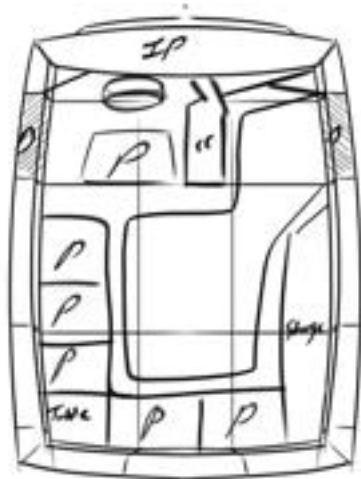


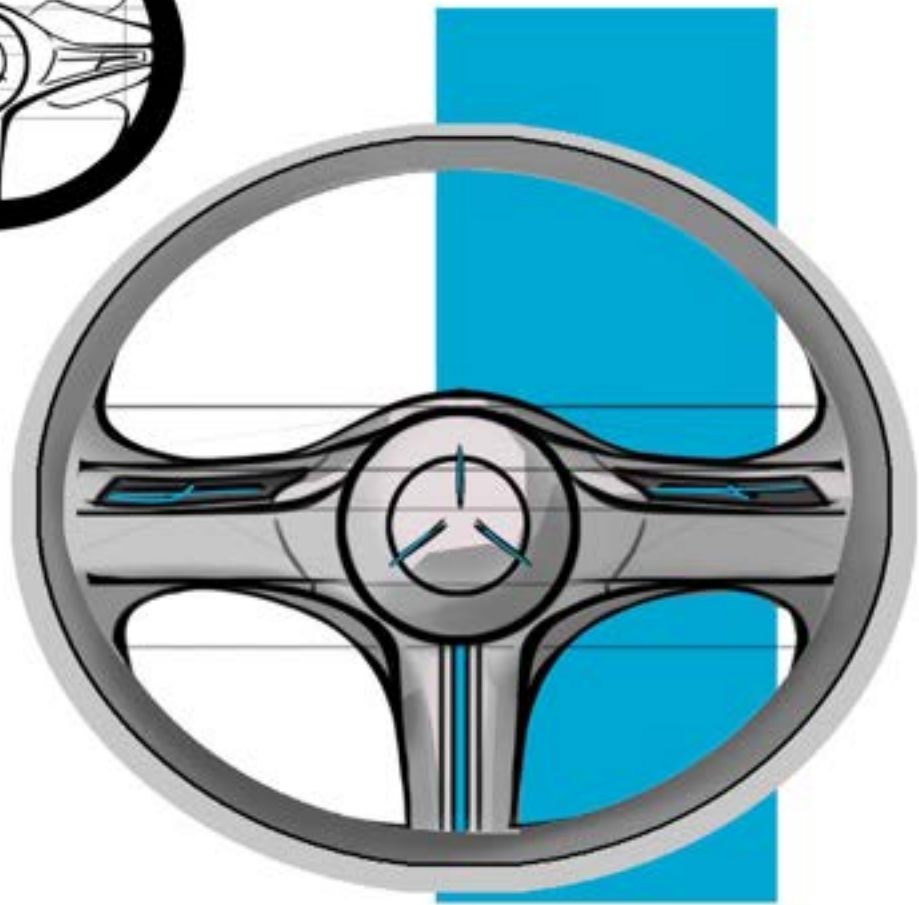
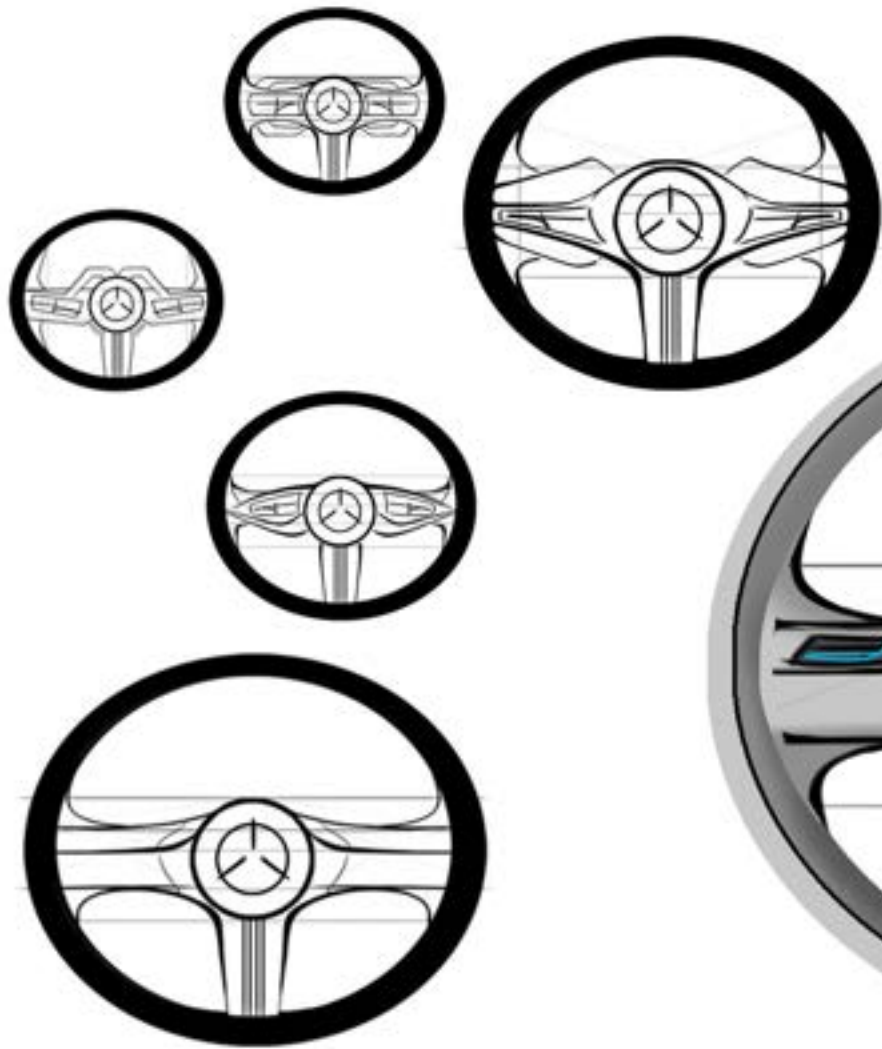
Dark Walnut

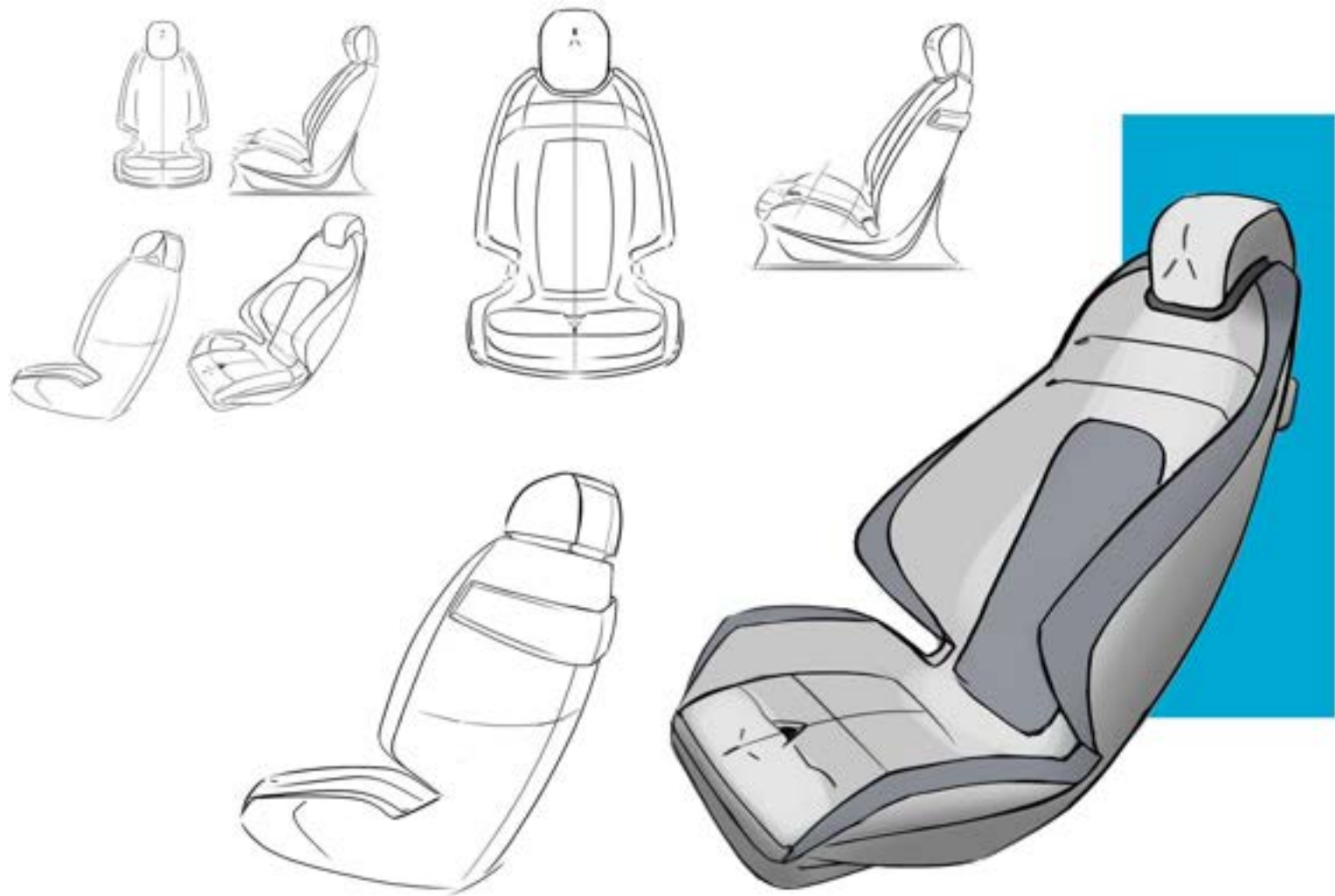


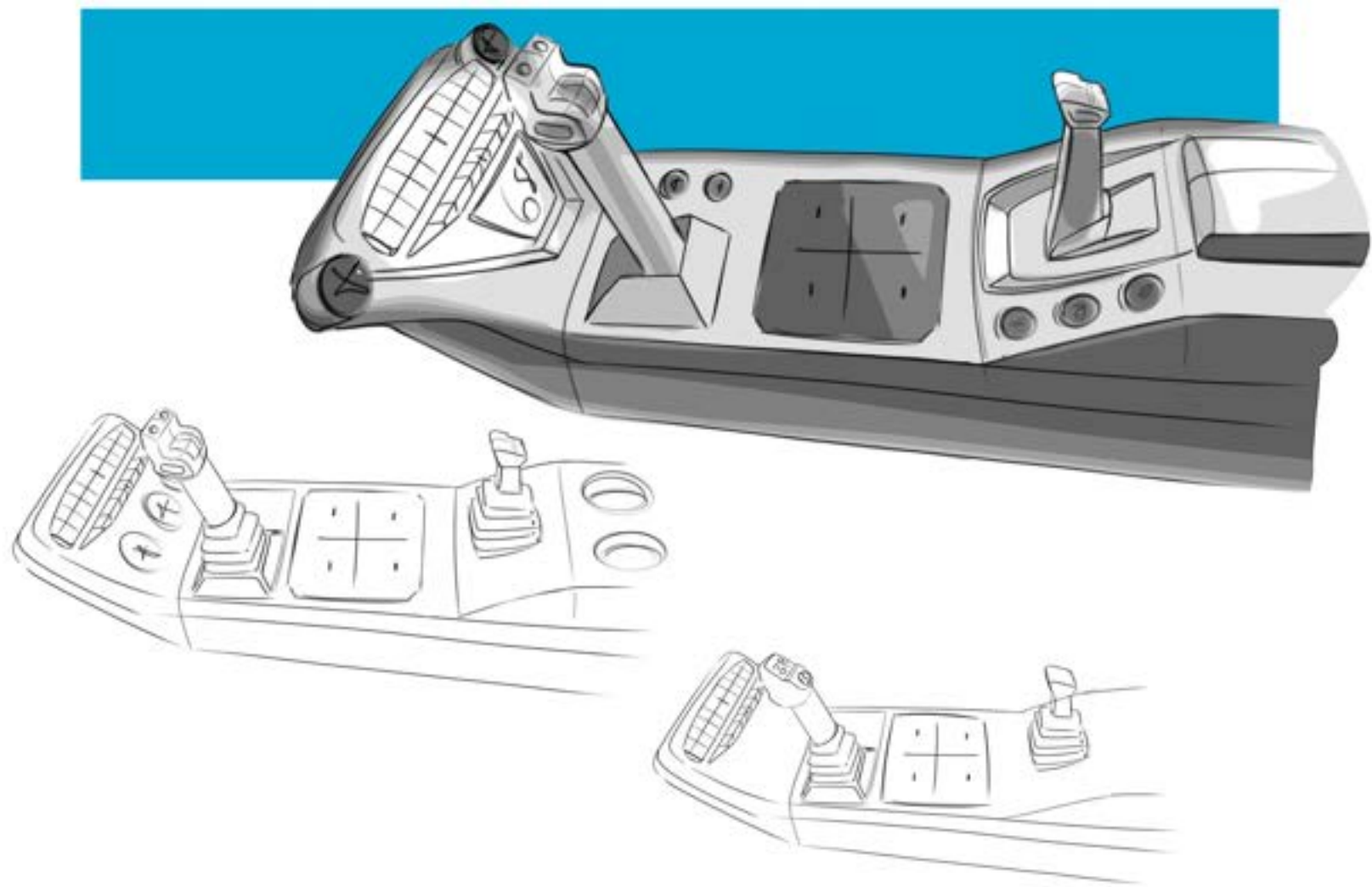
Golden Fleece

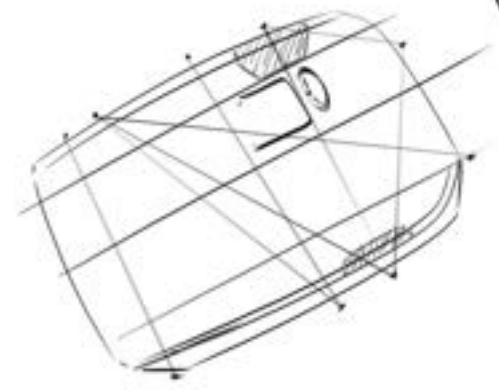
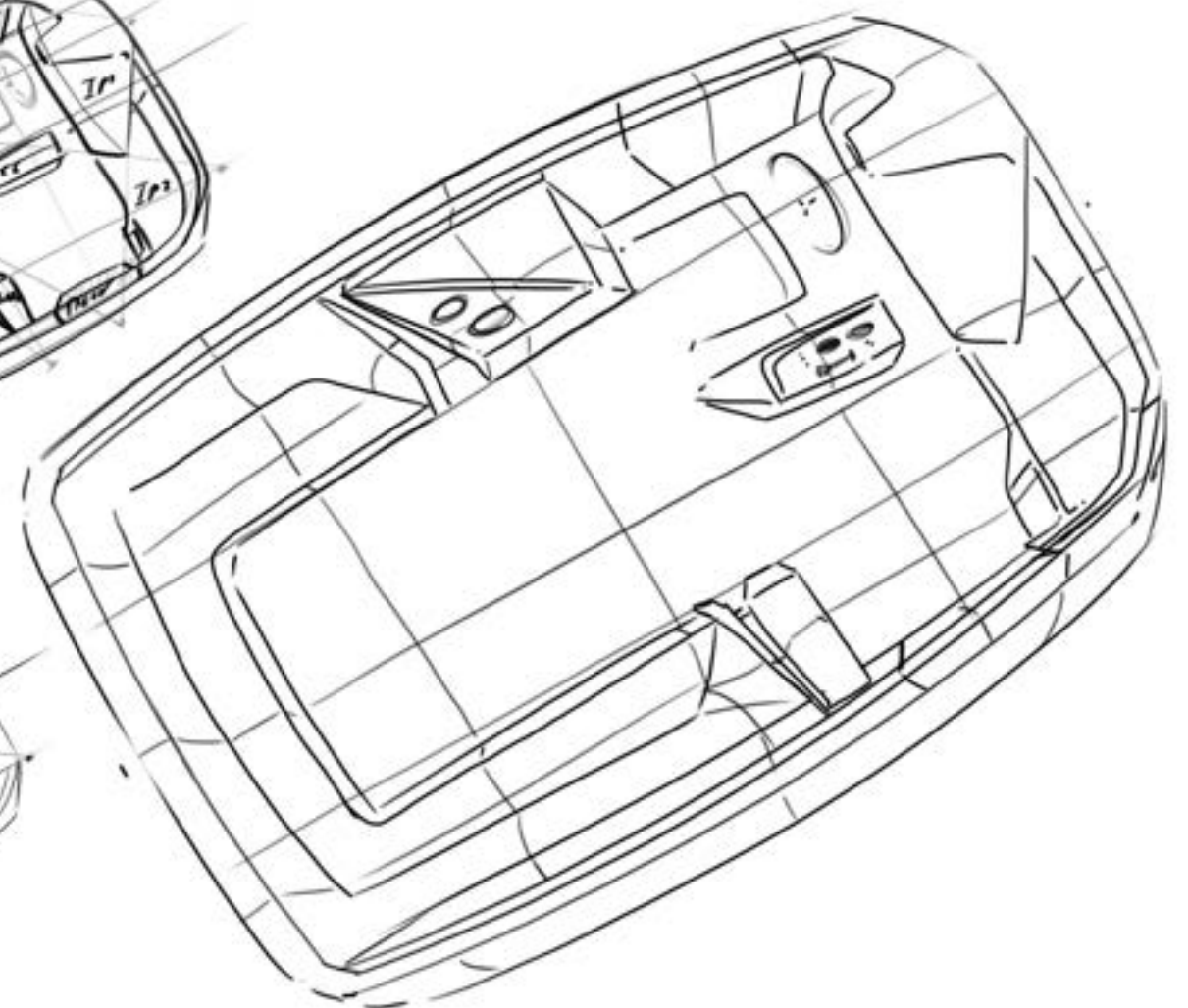
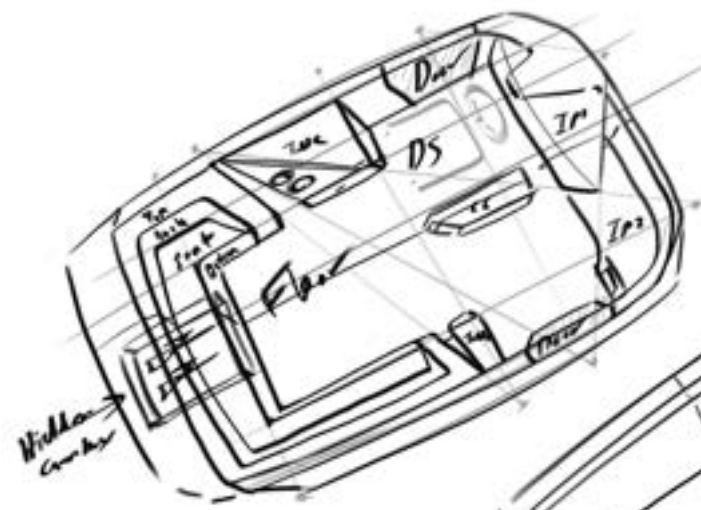


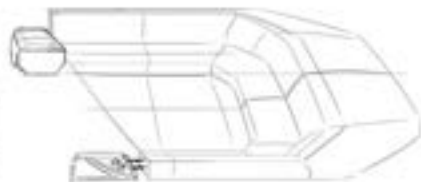
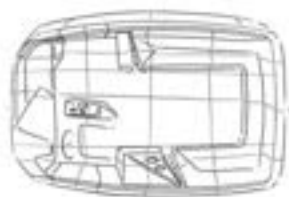
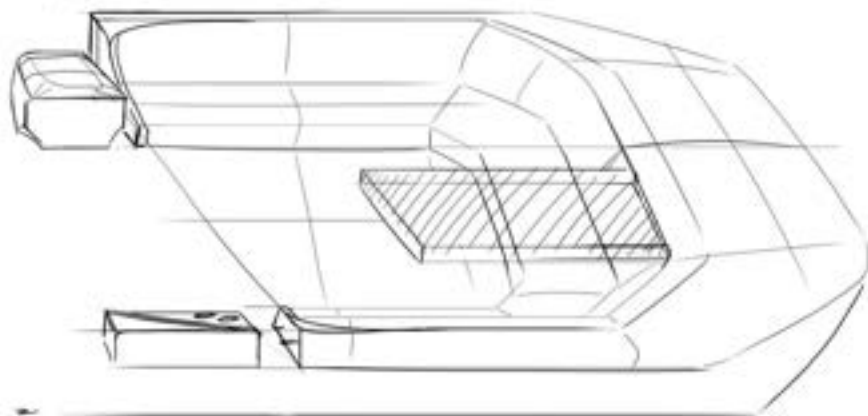
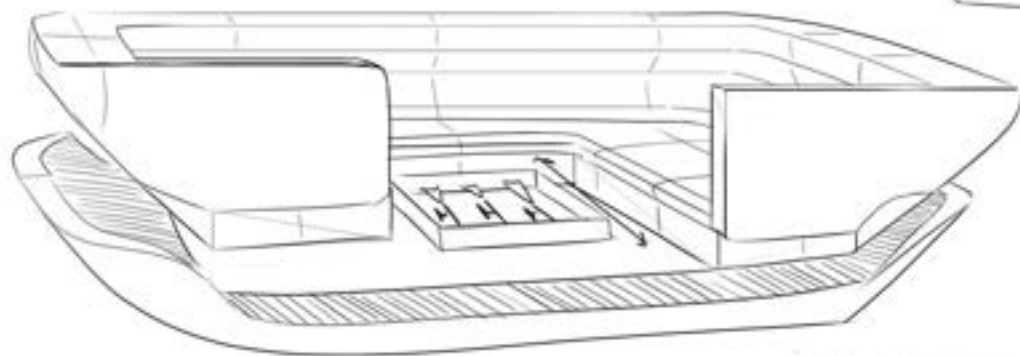
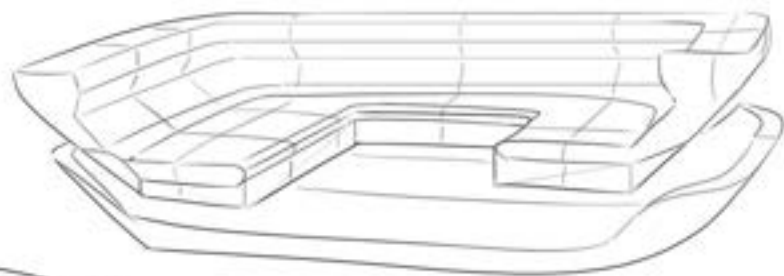


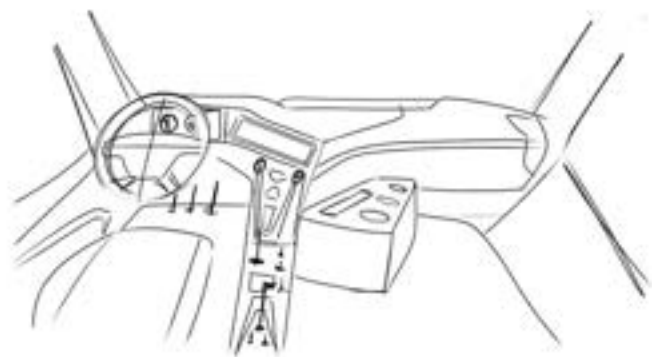


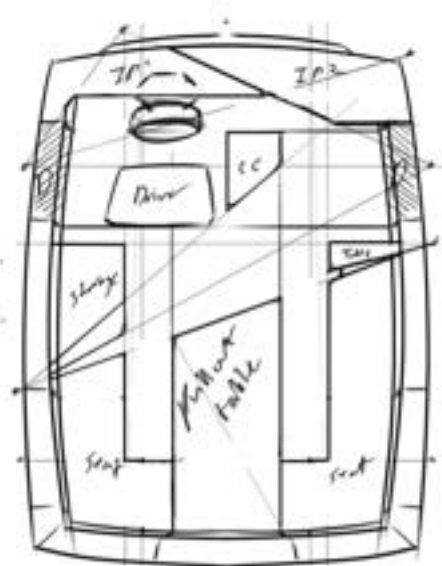
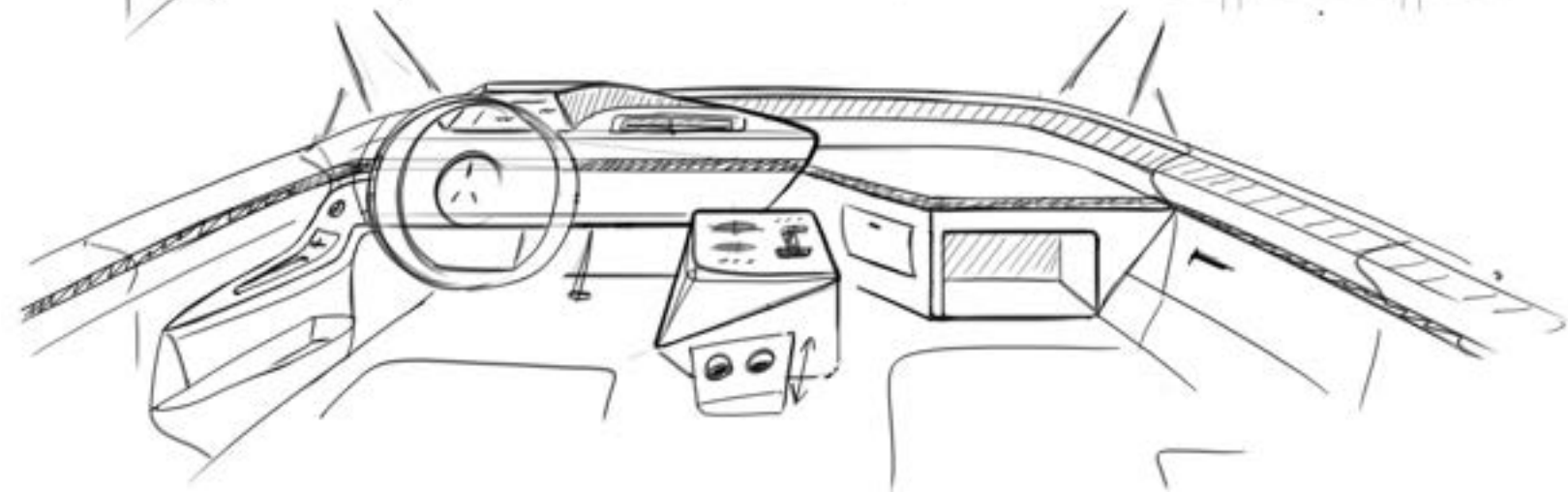
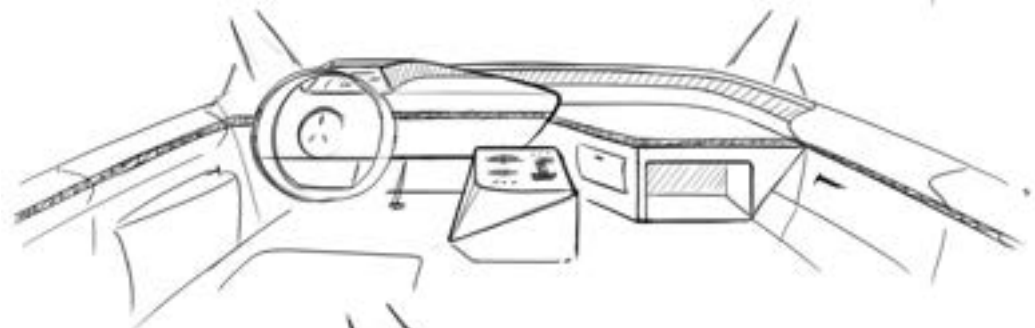
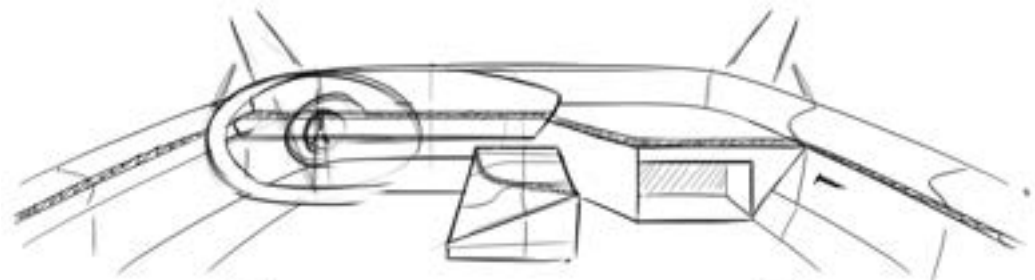


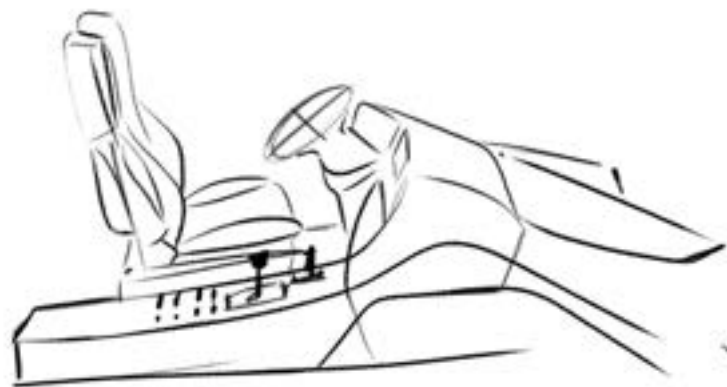


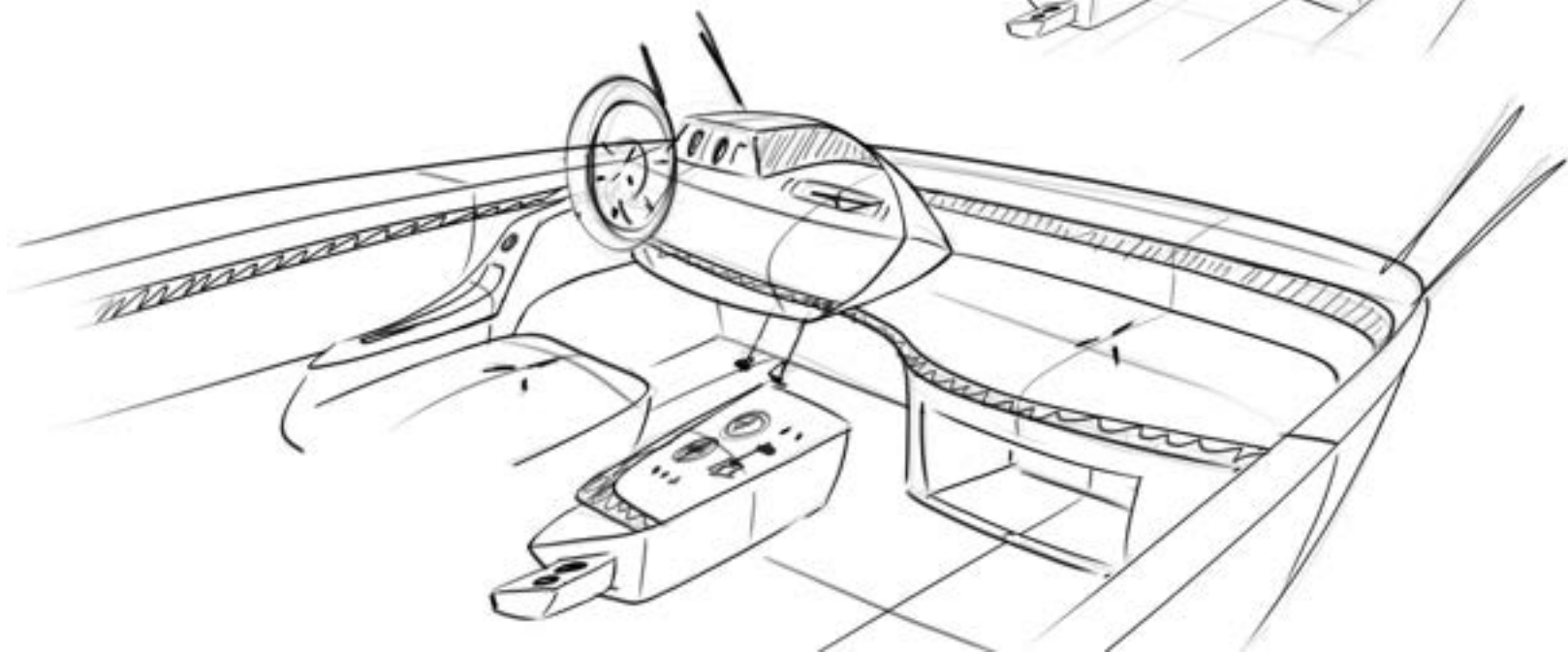
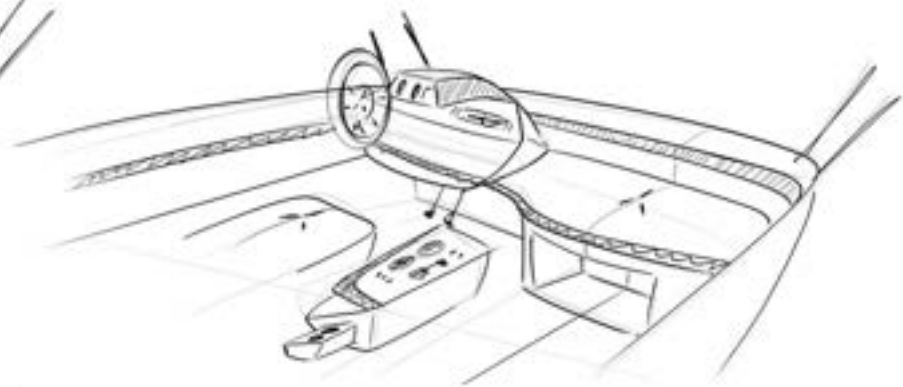
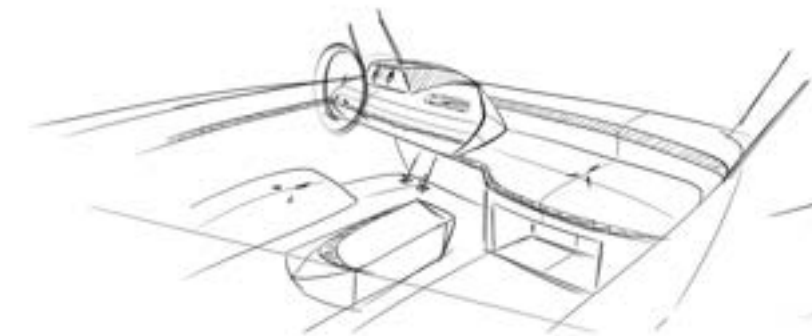


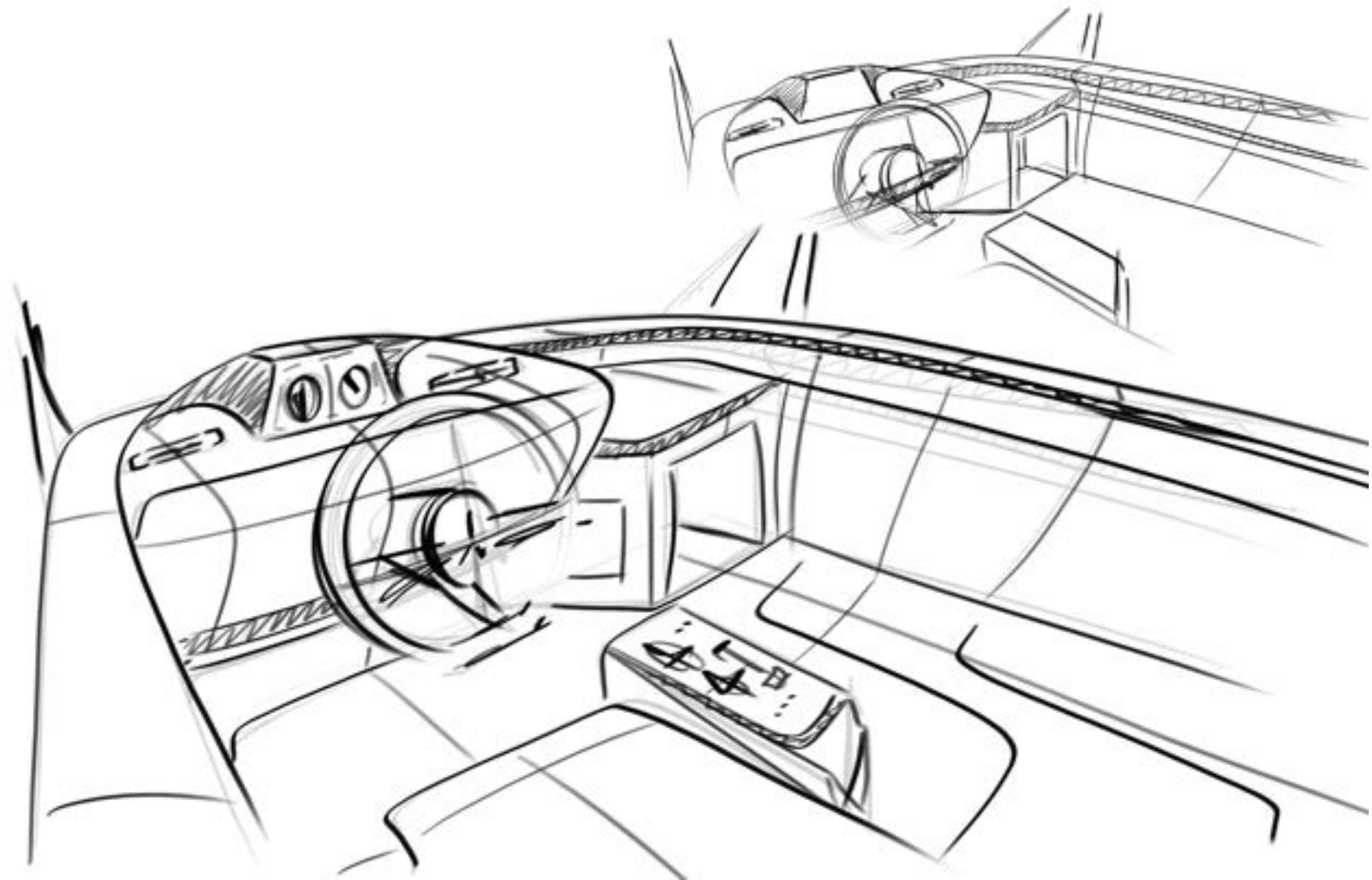


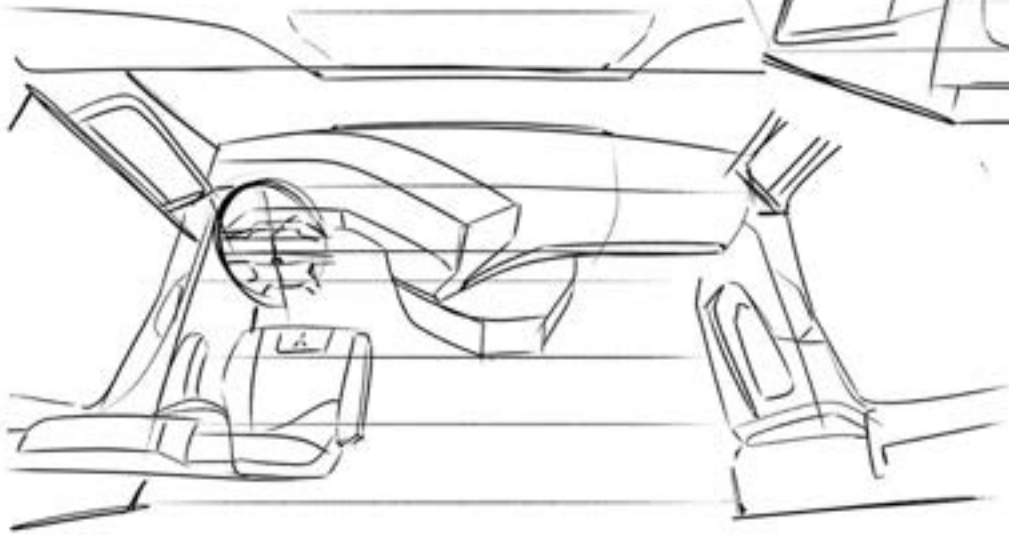
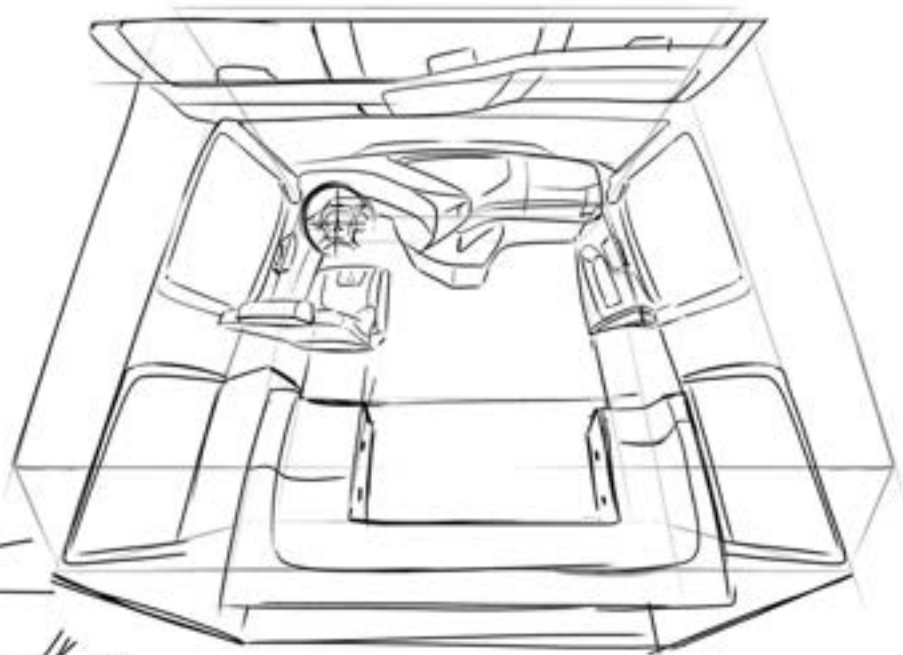
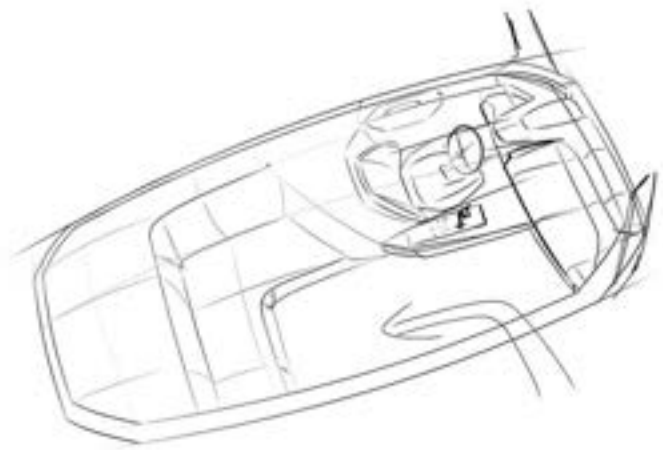


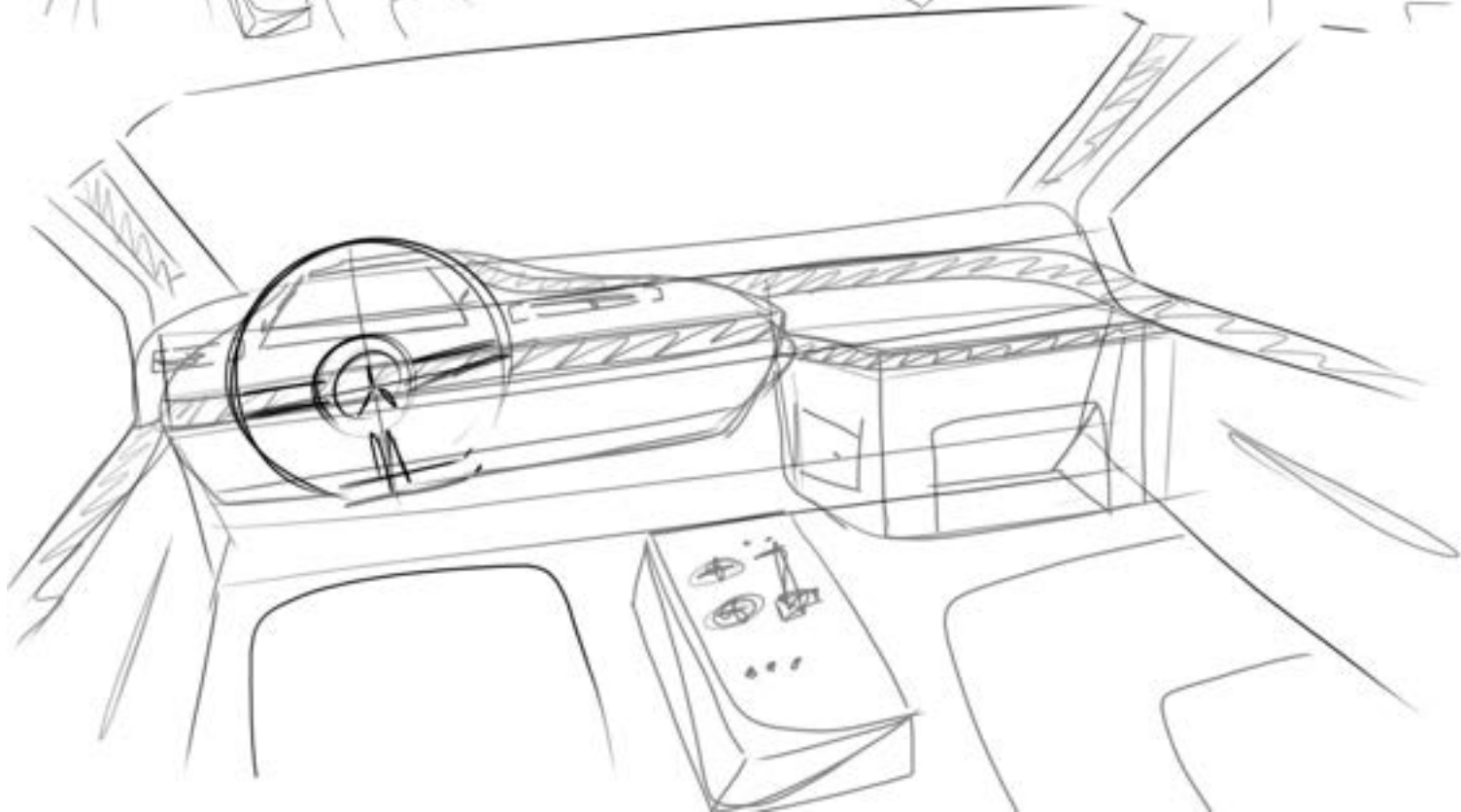
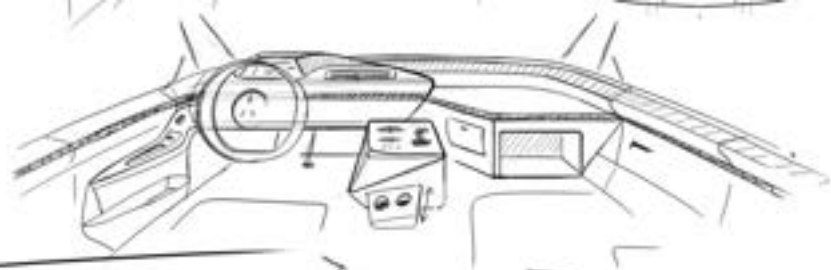


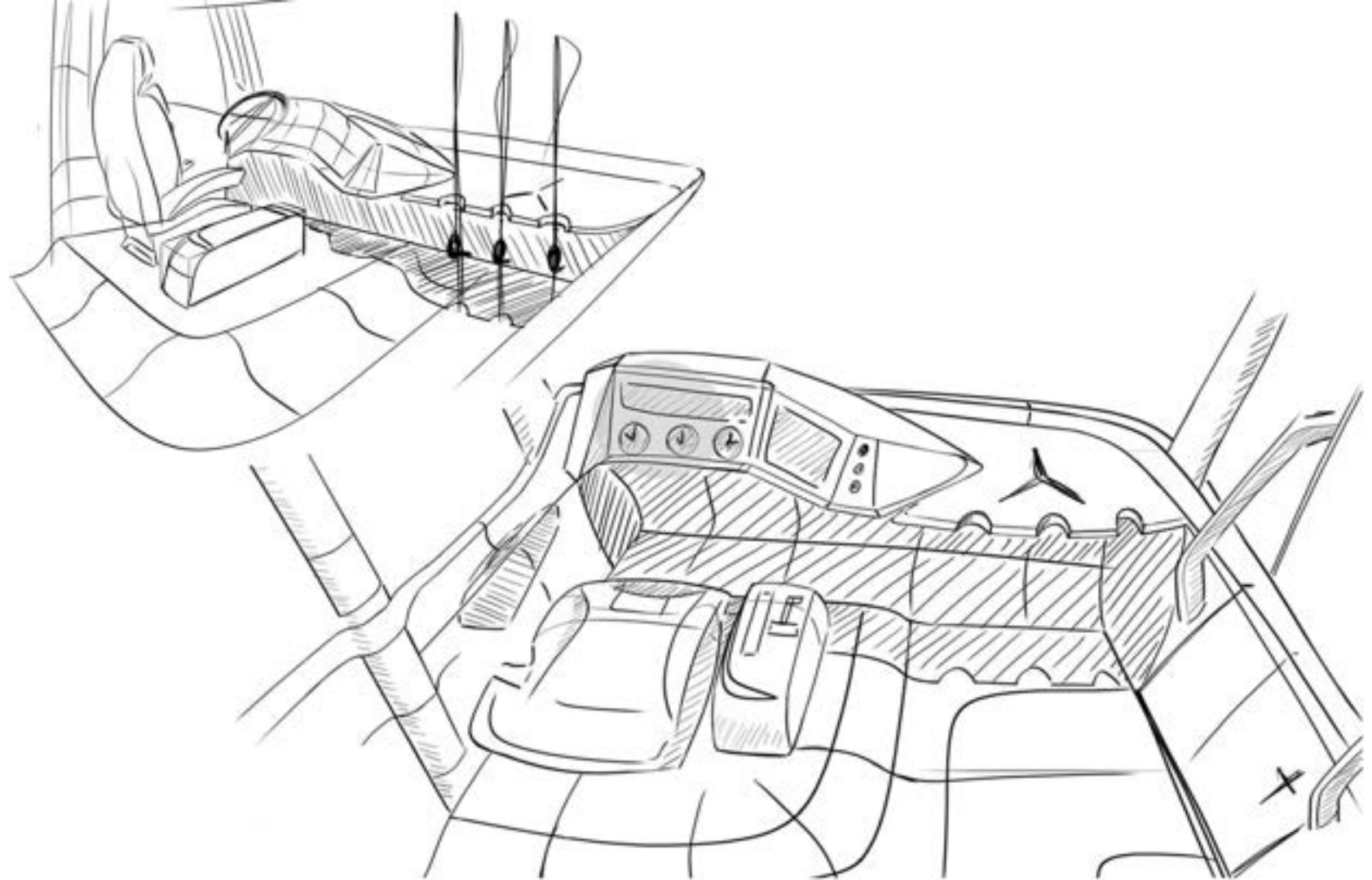






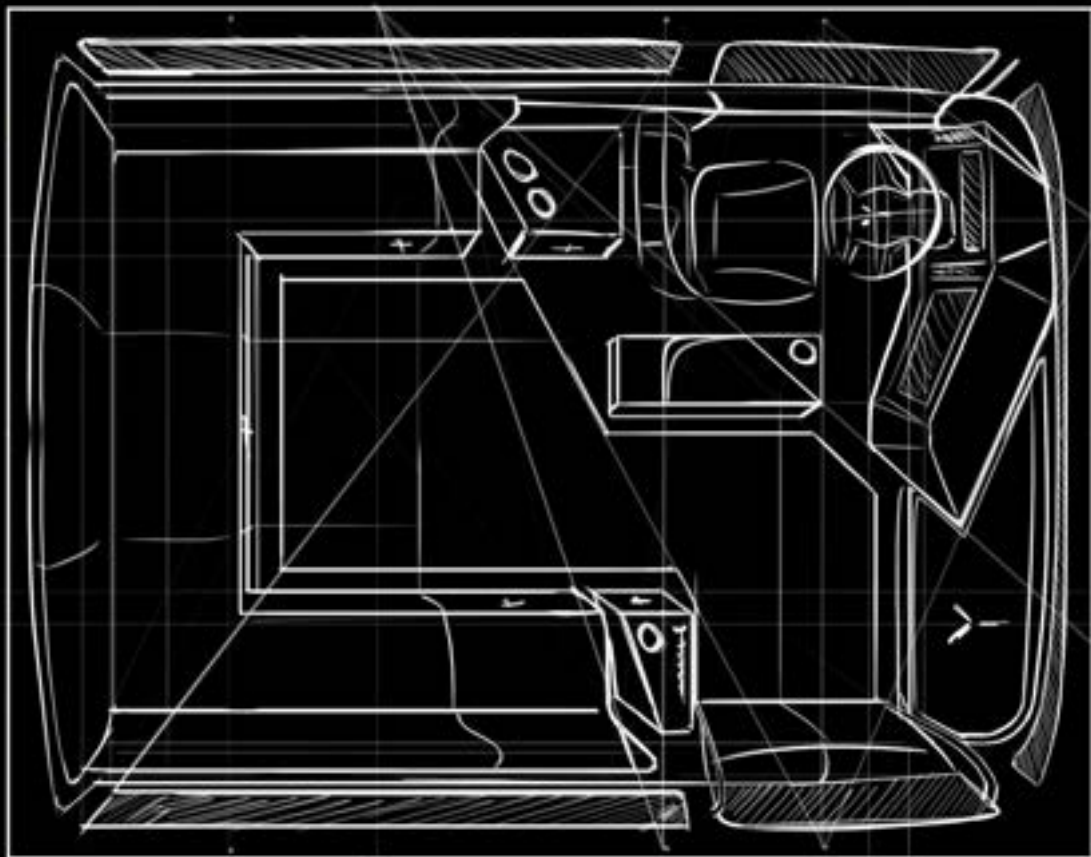
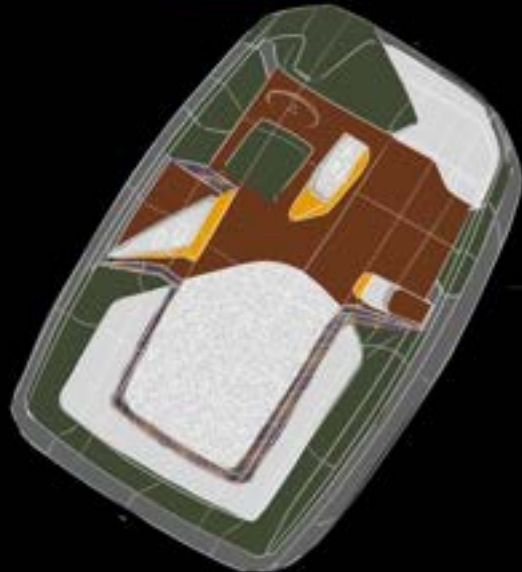


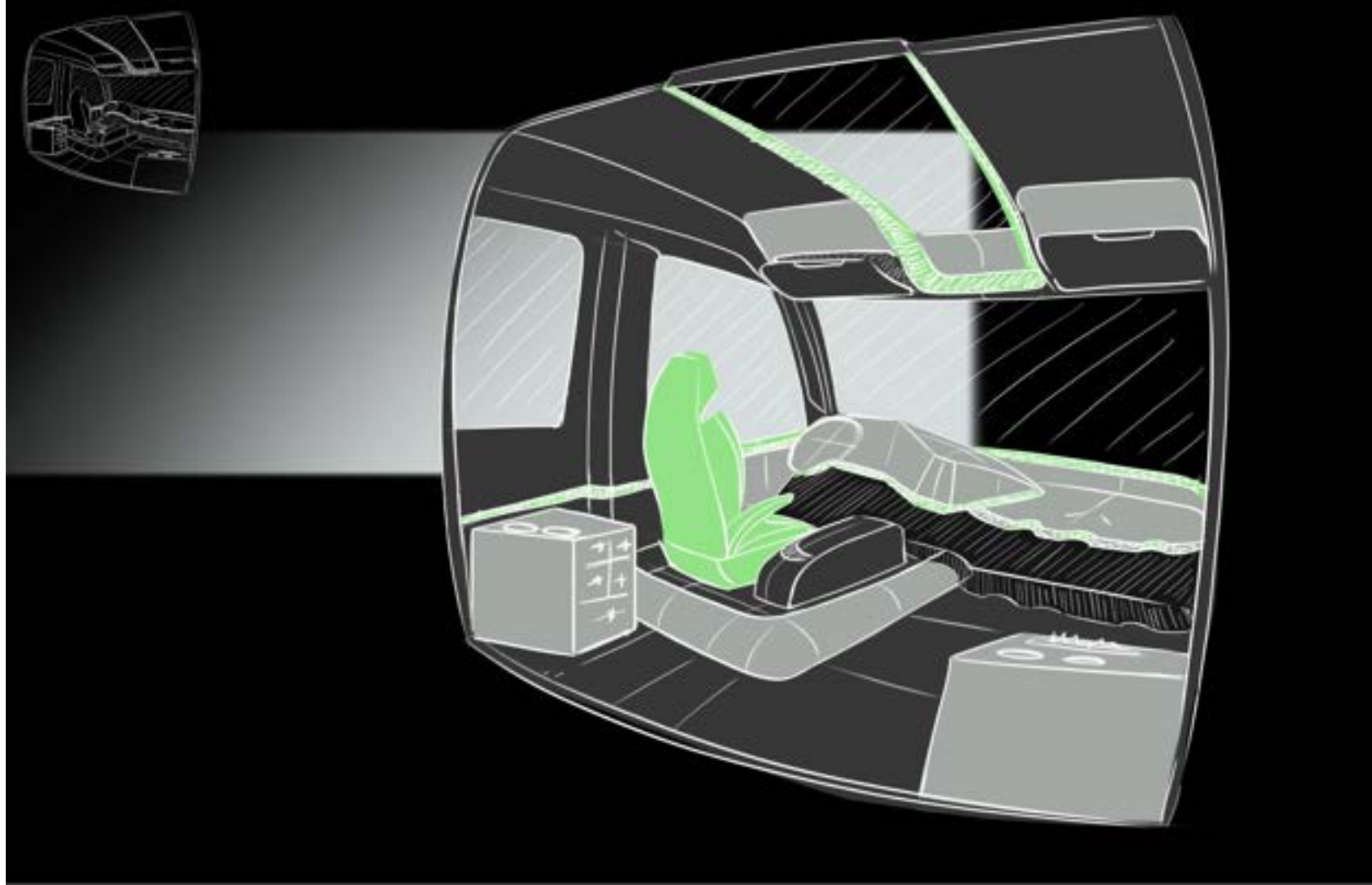


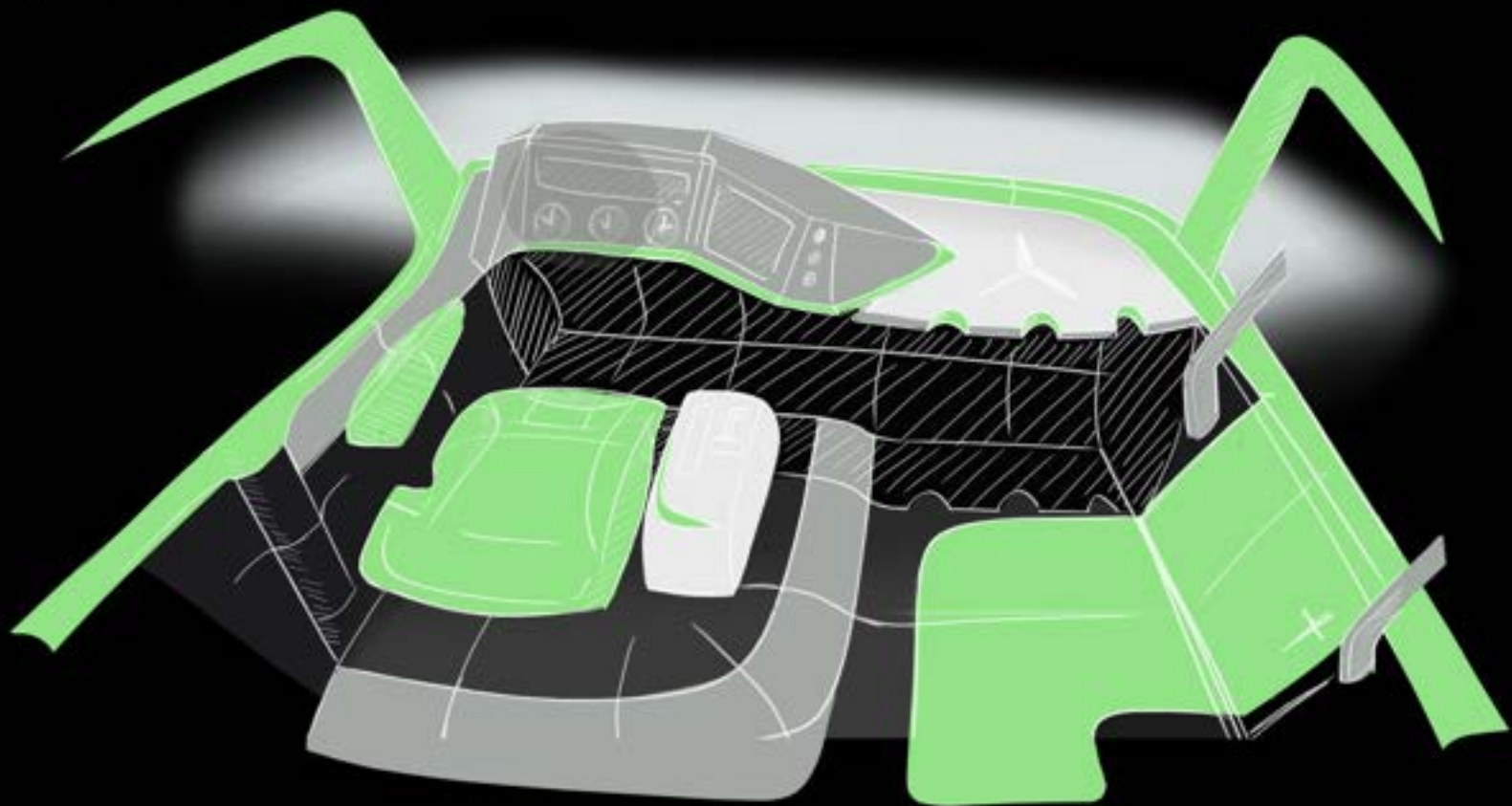


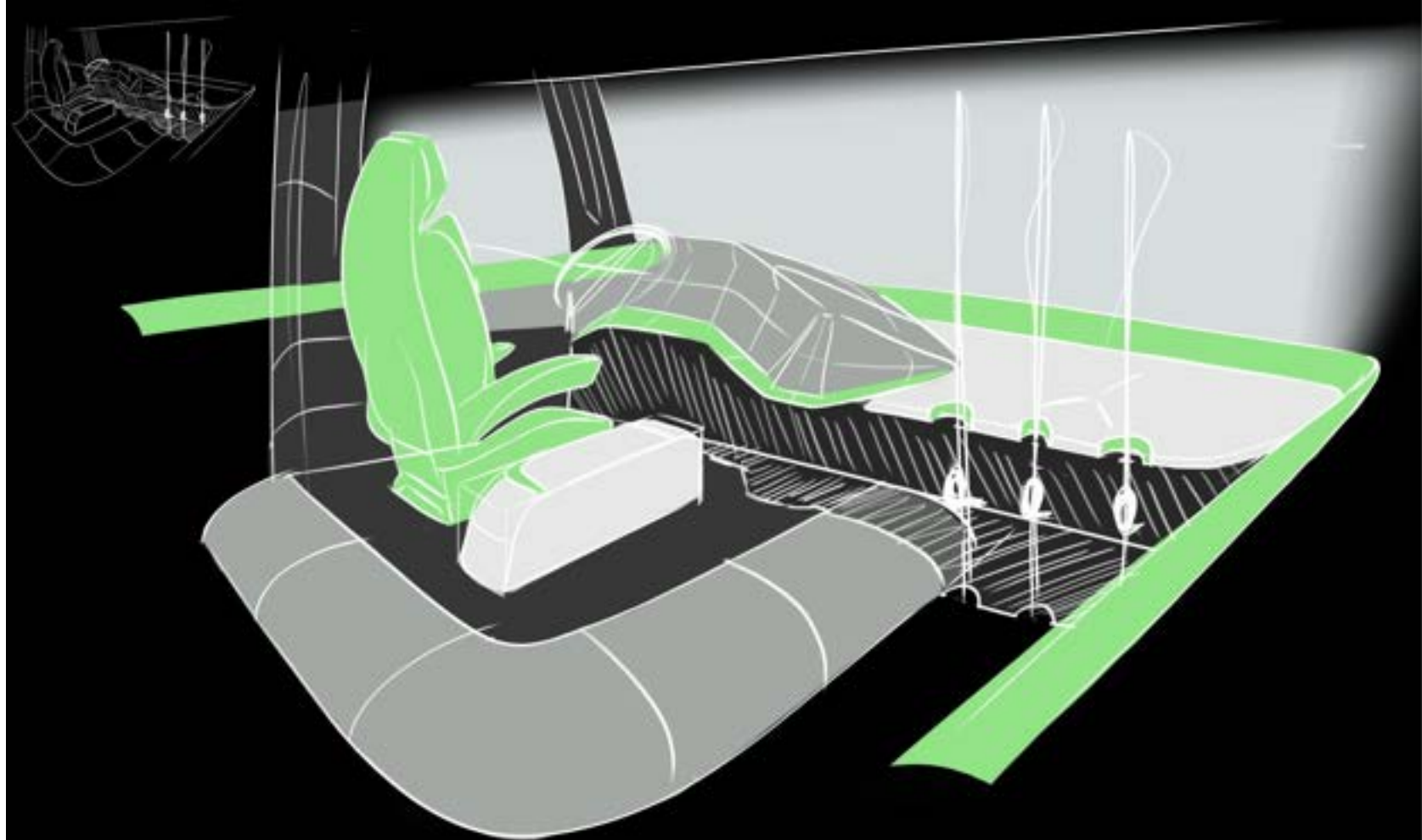
wood fabric stone SP rock

steel wood SP













Thanks

Tanner Pelkey - Omar Adel - Gabriel Shyu

Research Project 01

A photograph of an outdoor courtyard. On the left, a wall made of large, light-colored stone panels features a waterfall. In the center, there are two blue lounge chairs on a wooden deck. To the right, there are two closed red patio umbrellas. The background shows a wooden fence and some trees. The overall scene is peaceful and well-maintained.

UUCID

TANNER PELKEY

ARTCENTER GRADUATION
THESIS

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Project intro

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CMF buildbook

15-28

Material-driven design

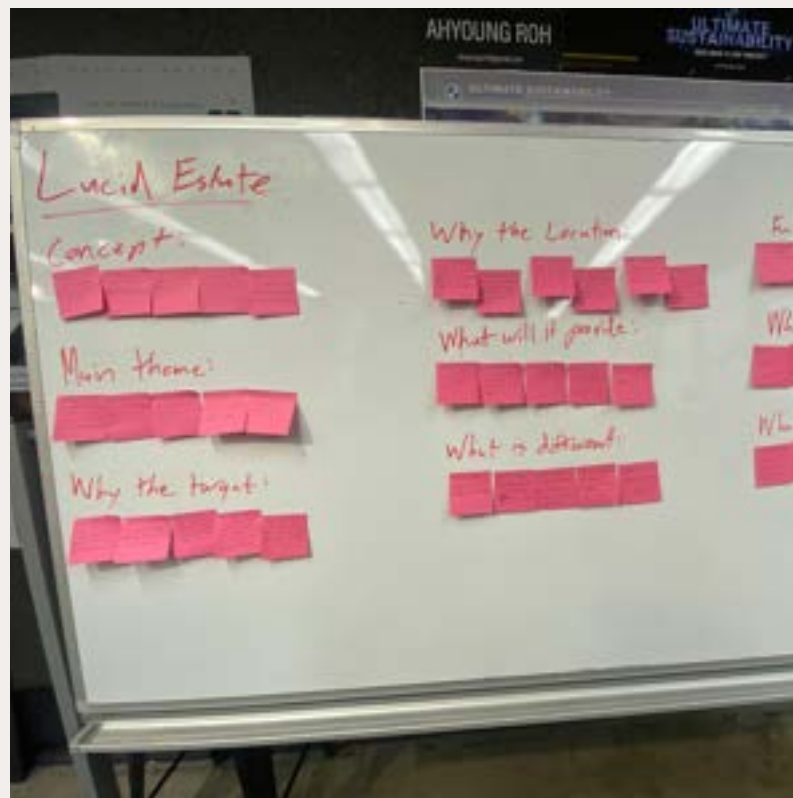
29-31

Grad poster

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Contacts

MISSION / SUSTAINABILITY



Mission / sustainability

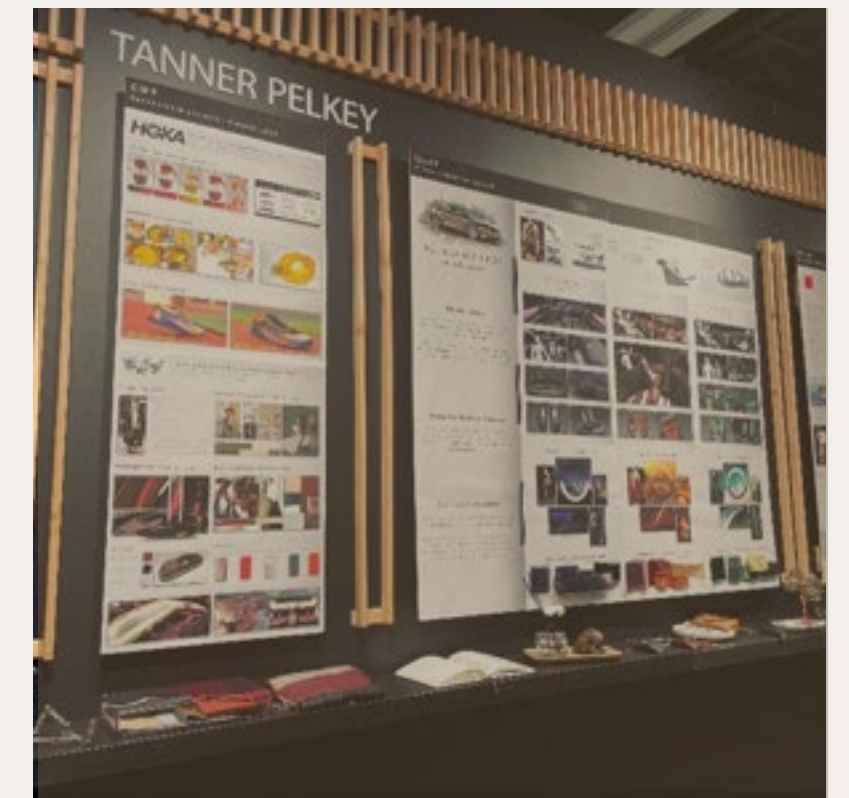
Create luxurious experience while giving the users personal connection to the environment



CMF trim development



Material-driven design



ACCD Spring 2023 grad show

PROJECT MISSION



The opulent future of sustainable automotive design entails a **reimagined** and reigned realm complete with **top-tier materials**

the utmost attention is given to **minimizing our ecological footprint** while offering an **unparalleled level of elegance** within the interior environment.



THE CALI LIFESTYLE

California has a unique vibrant lifestyle emphasizing on **self-exploration, culture, and mental wellness.**

Families can enjoy outdoor activities as **Joshua tree at night**, wineries tours in **Napa**, and tranquil beaches in **Emerald bay**. Such environments are the inspiration for the color pallet for the Estates trim packages.



LUXURY SUSTAINABILITY

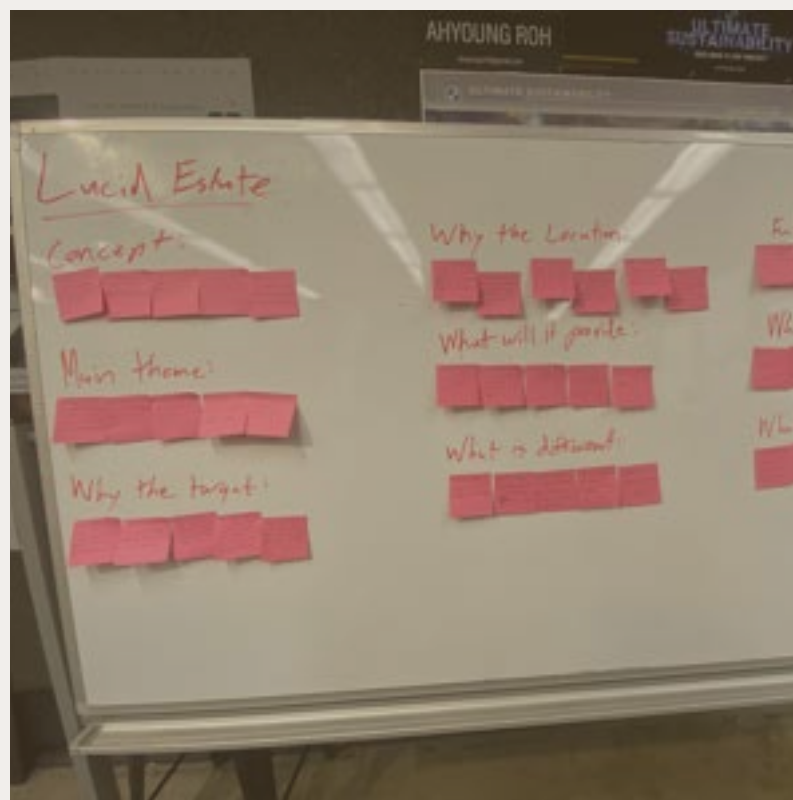


01 Luxury material call out for Estates quality level concept

02 How will the Estate materials be recycled into a new assets inside the car to improve its carbon foot print



CMF TRIM DEVELOPMENT



Mission / sustainability

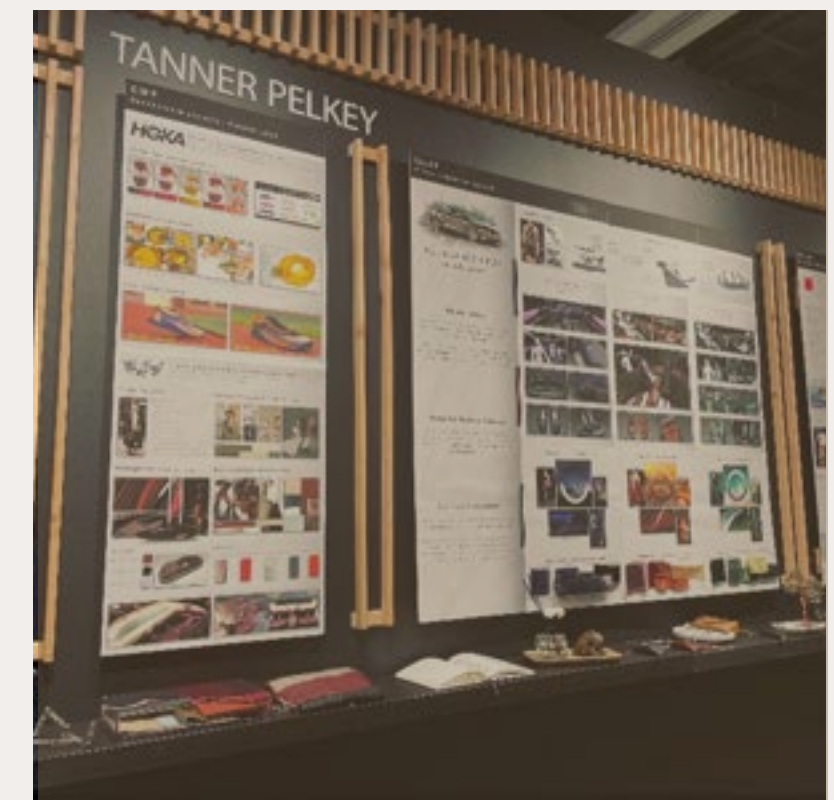


CMF trim development

*Fashion, drapery, avant garde,
layers, environments,
movement through space*



Material-driven design



ACCD Spring 2023 grad show

JOSHUA TREE AT NIGHT

Brave



Volume



Magnificent



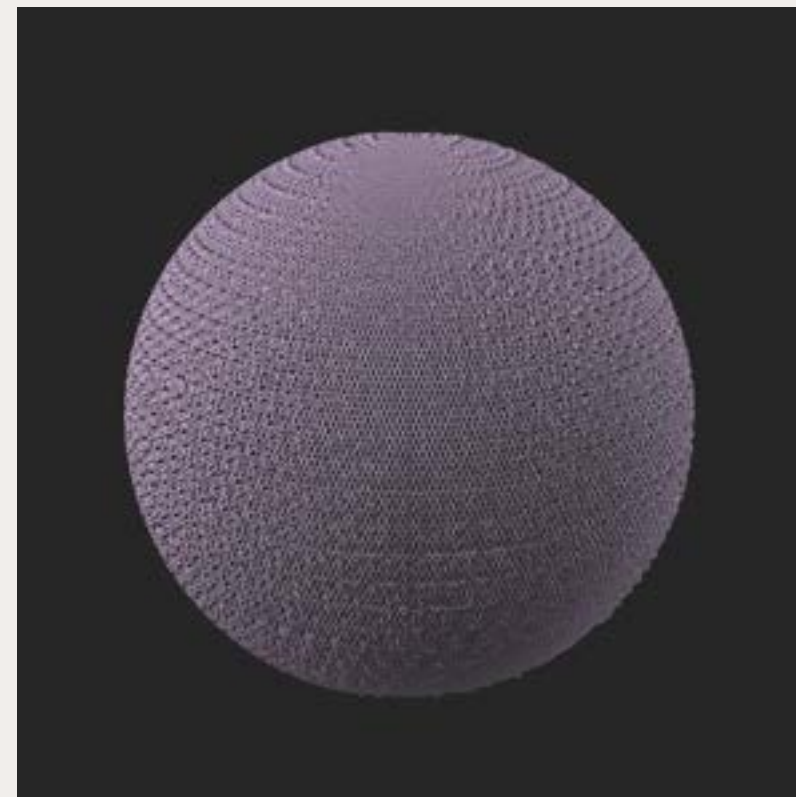
Why Joshua tree at night?

Joshua tree has it's own beauty during the day but I felt that the sand/ desert tones didn't quite match with what I was envisioning. That's when I remembered the times when I used to go to Joshua tree with my friends. We went for the activities during the day, but we would just stare up at the **stars** for hours and hours watching the **rich dark blues** pair with beautiful **magentas** in the sky.

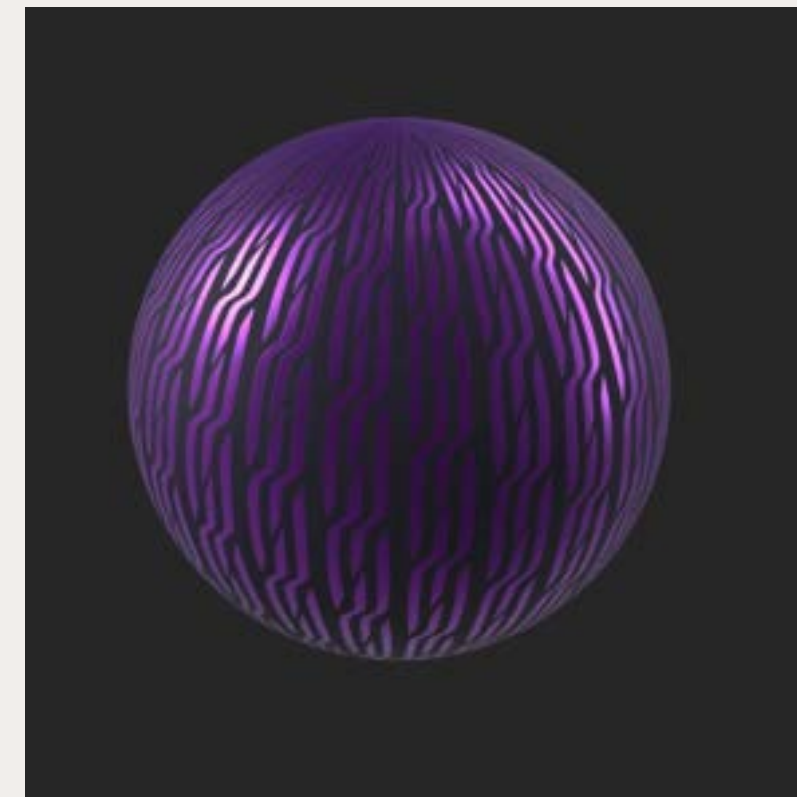
MATERIAL DESIGNS



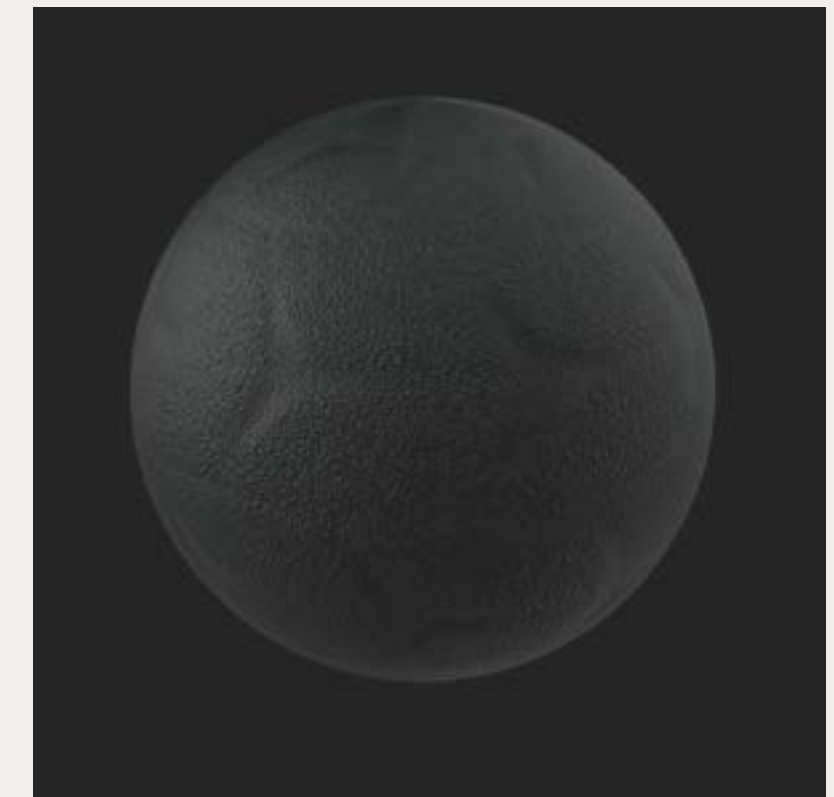
Star night leather finish
- **JT1**



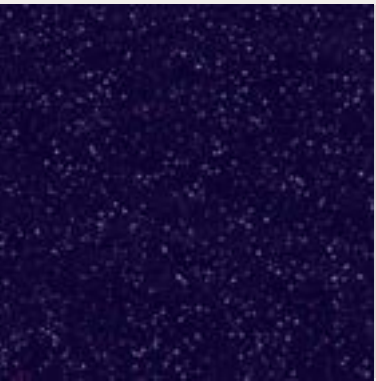
Diamond mesh recycled
silk weave - **JT2**



Nappa full-grain leather
with laser print finish - **JT3**



Reclaimed Nappa suede
quilt - **JT4**



Star night leather finish
- **JT1**



Diamond mesh recycled silk weave -
JT2



Nappa full-grain leather with laser print finish - **JT3**



Reclaimed Nappa suede quilt - **JT4**

BUILDBOOK



NAPA

Ripple



Enduring

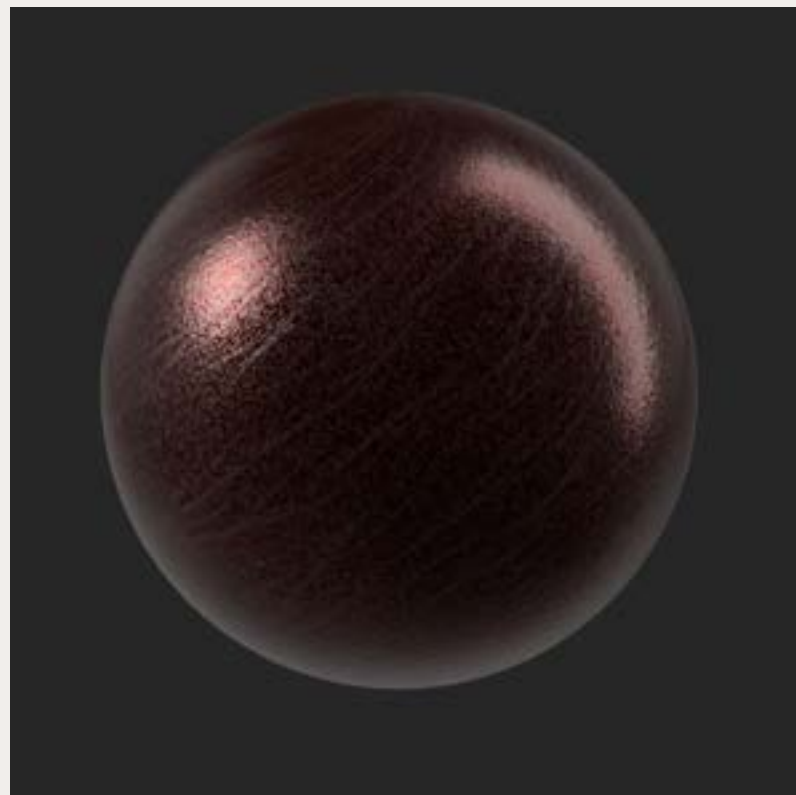
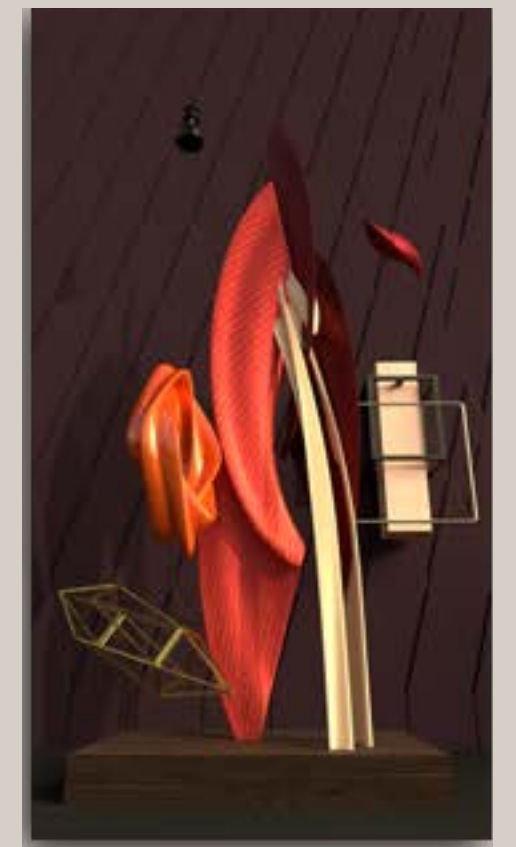


Exorbitant

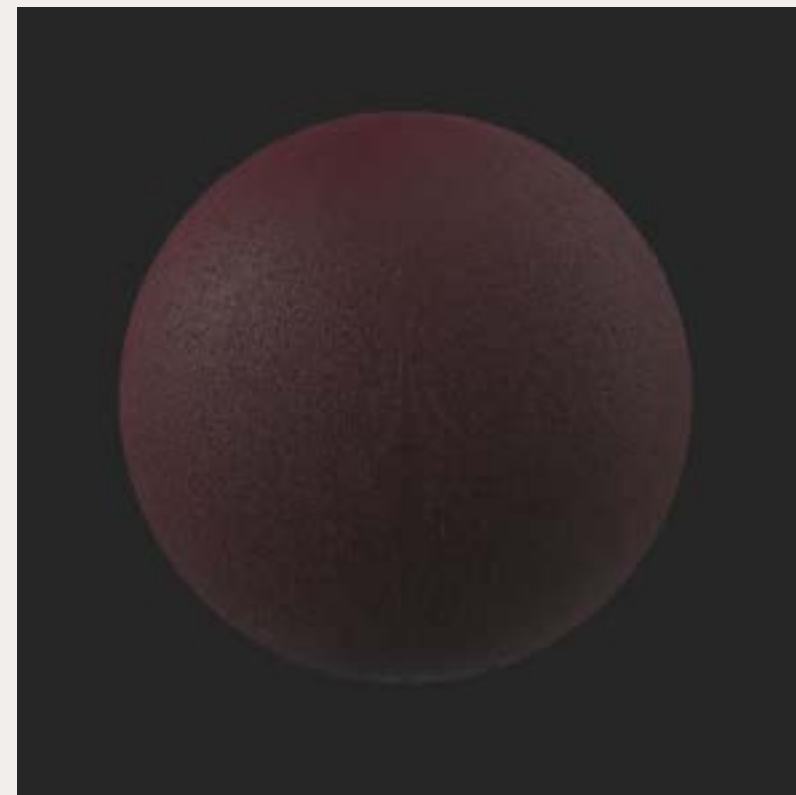


It's almost impossible to say Napa without thinking of red wine. So I wanted to embarrass the **deep tones of the wine** culture and pair it with Lucid. To achieve this pallet the **woods** and **metatrails** are what gives the red balance in this premium cultured trim package.

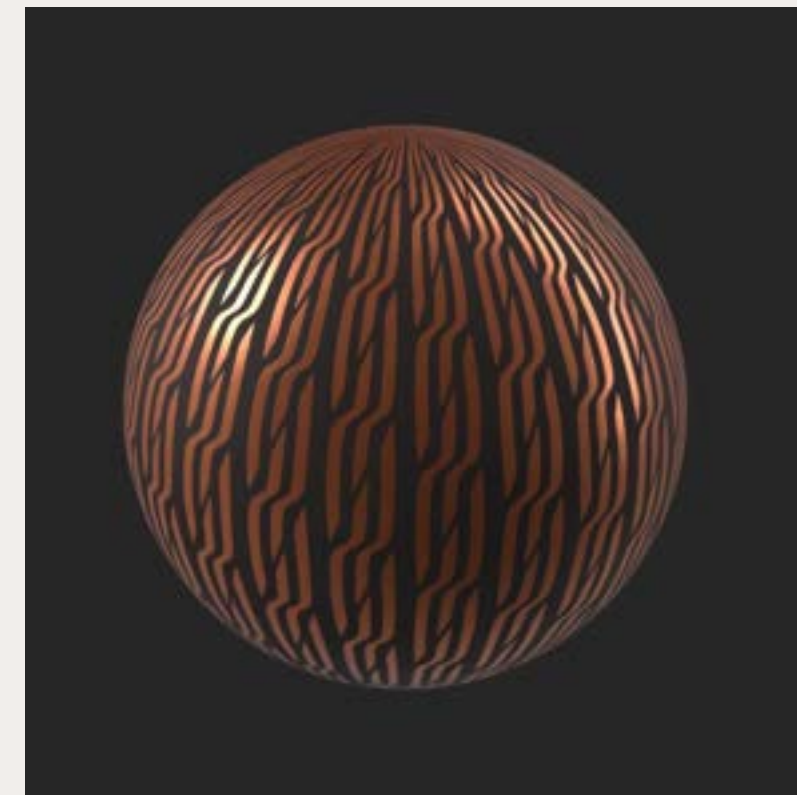
MATERIAL DESIGNS



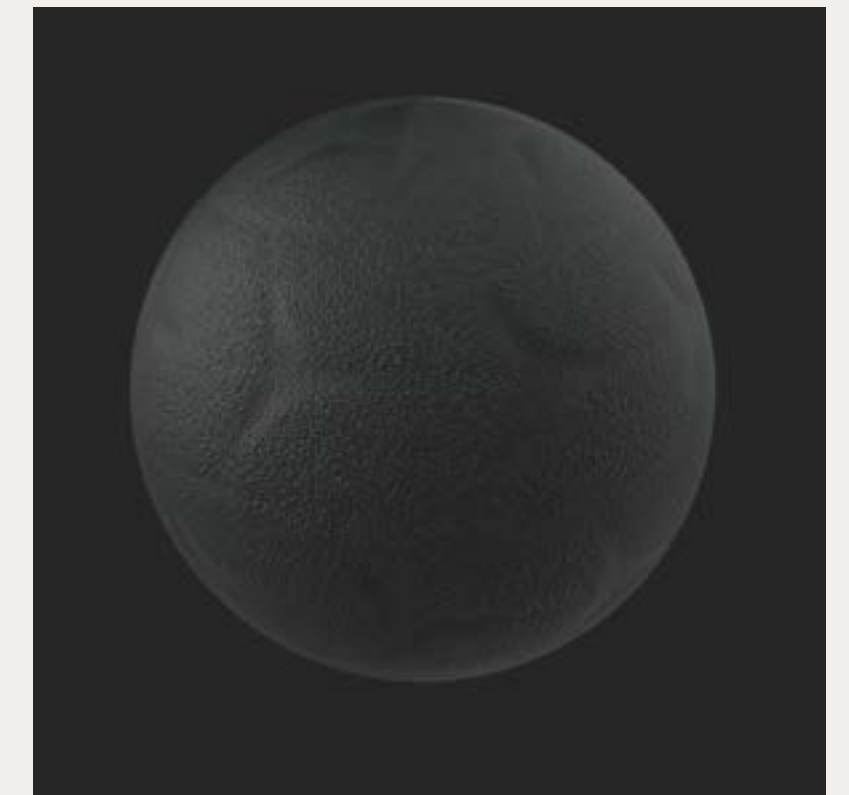
Cabernet Sauvignon
leather finish - **NP1**



Diamond mesh recycled
silk weave - **NP2**



Nappa full-grain leather
with laser print finish - **NP3**



Reclaimed Nappa suede
quilt - **NP4**



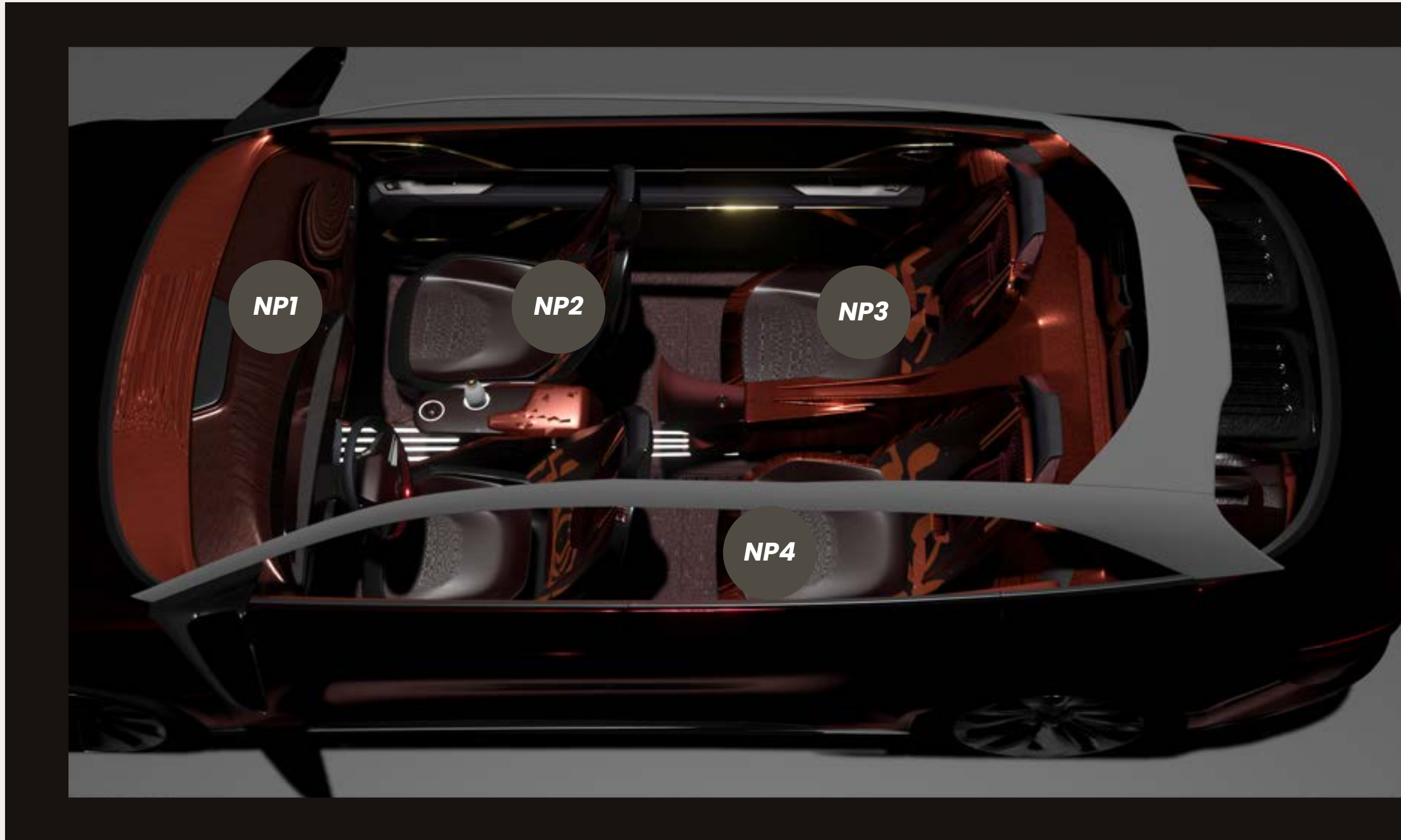
*Cabernet Sauvignon
leather finish - **NP1***

*Diamond mesh
recycled silk weave -
NP2*

*Nappa full-grain
leather with laser print
finish - **NP3***

*Reclaimed Nappa
suede quilt - **NP4***

BUILDBOOK



EMERALD BAY

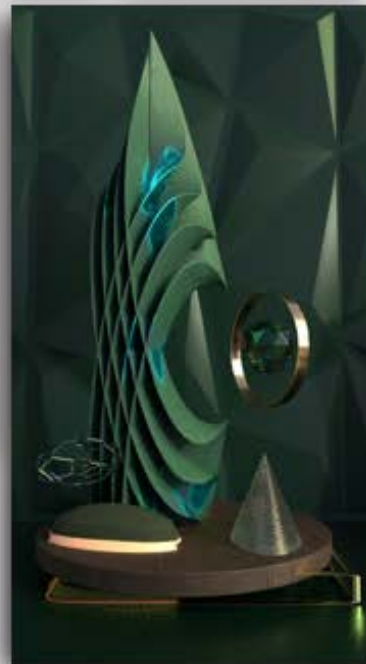
Dignified



Gesture

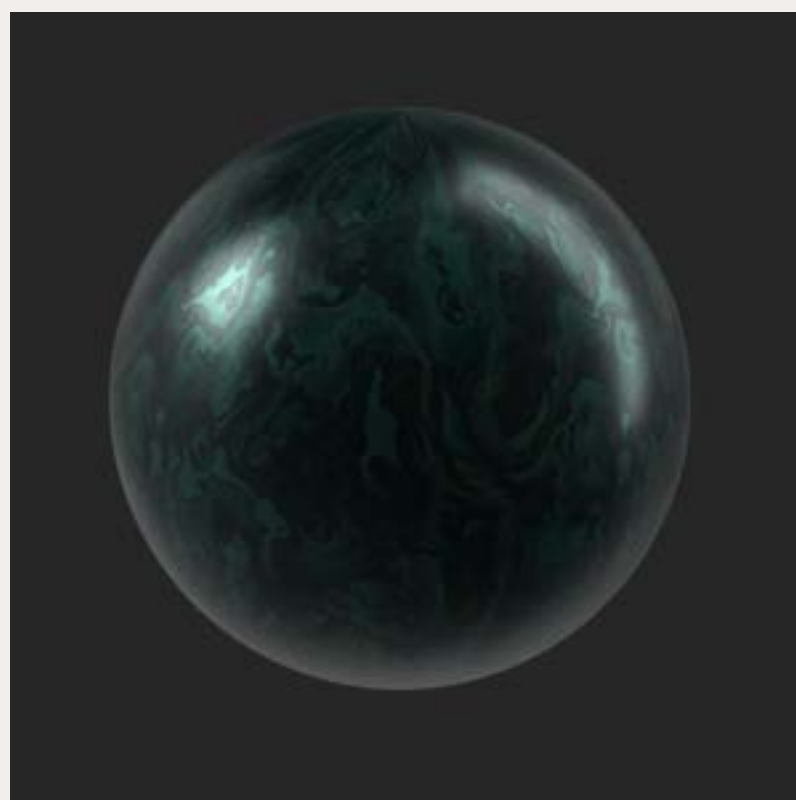
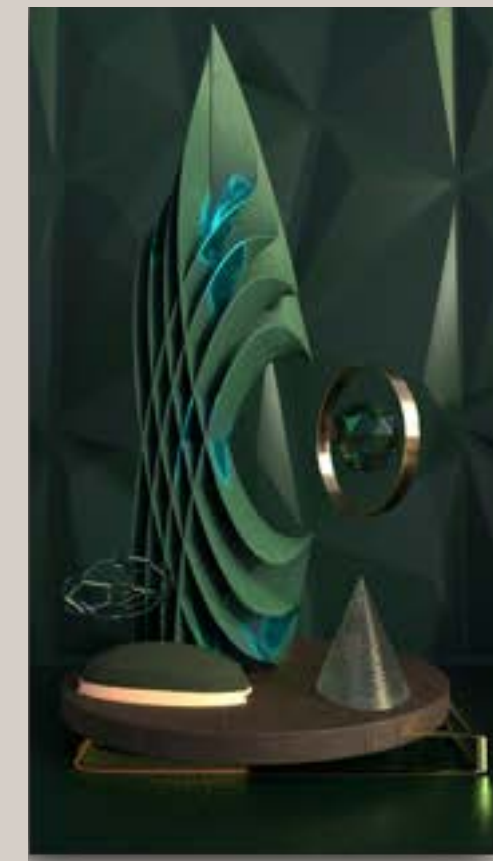


Unearth

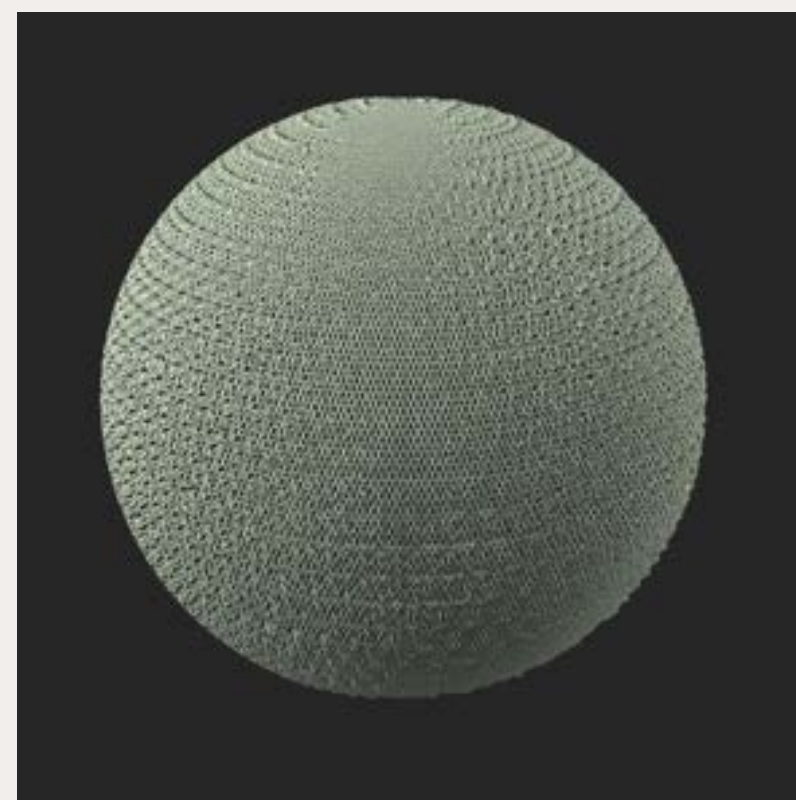


Coming from a small rural town in Vermont, my home color is forest greens. With this being my most luxurious trim option, I decided to choose **Californian luxurious greens**. That landed me in Emerald bay by Lagoona beach with its **bright sand tones, clear teals, and cool dark greens** to inspire me for this last trim package.

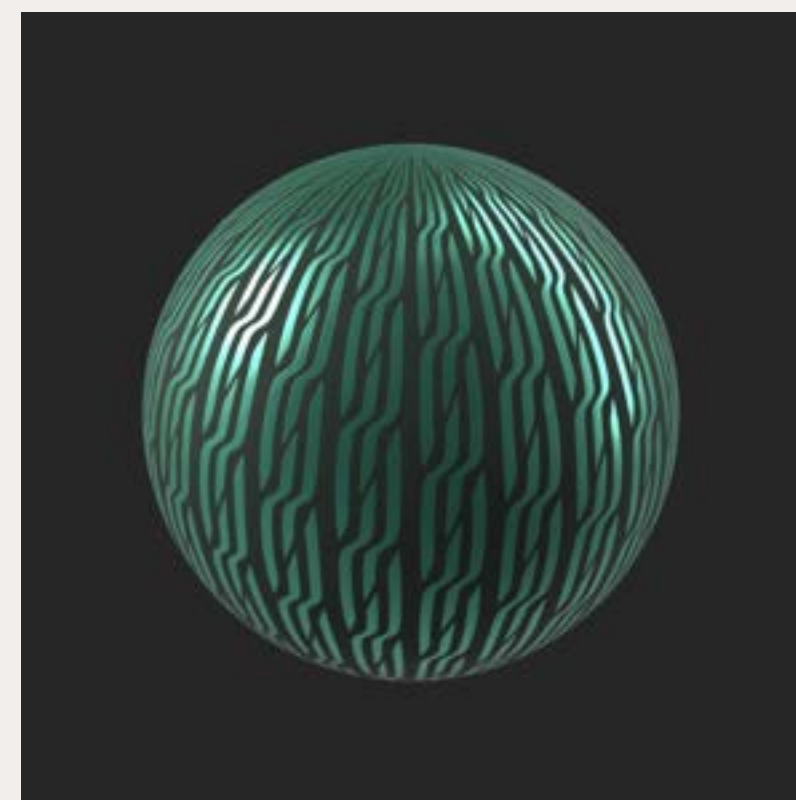
MATERIAL DESIGNS



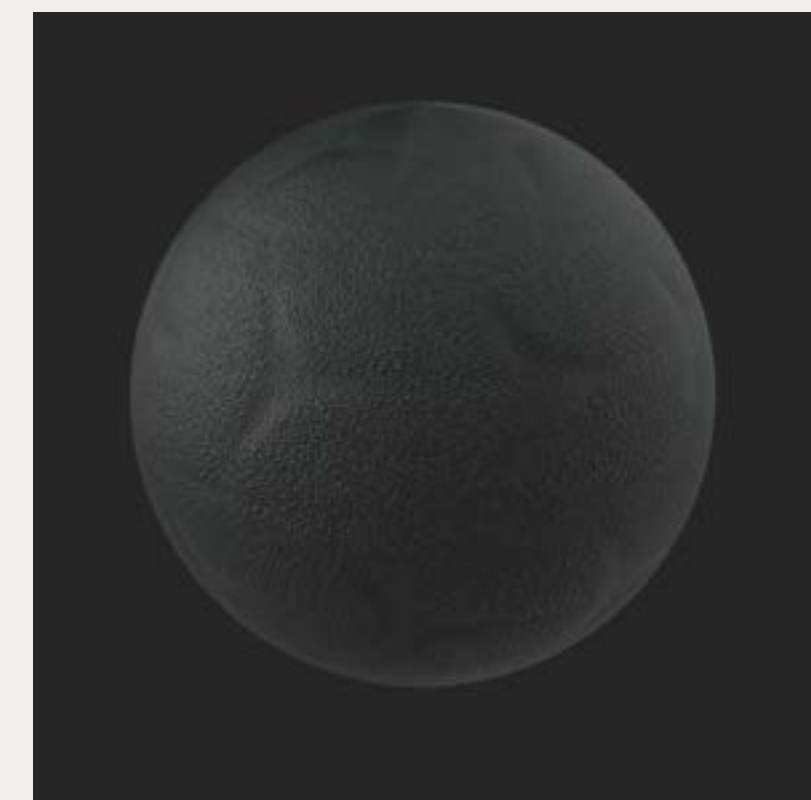
Emerald marble paint
finish - **EM1**



Diamond mesh recycled
silk weave - **EM2**



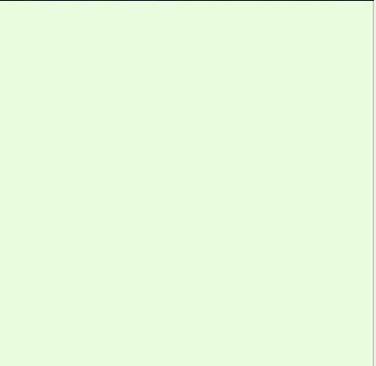
Nappa full-grain leather
with laser print finish - **EM3**



Reclaimed Nappa suede
quilt - **EM4**



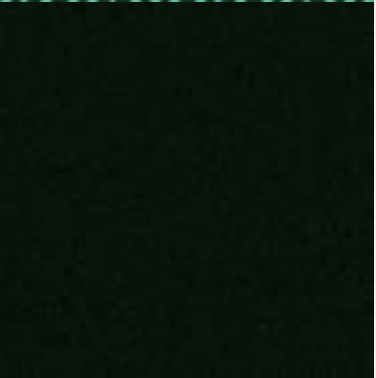
*Emerald marble paint finish - **EM1***



*Diamond mesh recycled silk weave - **EM2***



*Nappa full-grain leather with laser print finish - **EM3***

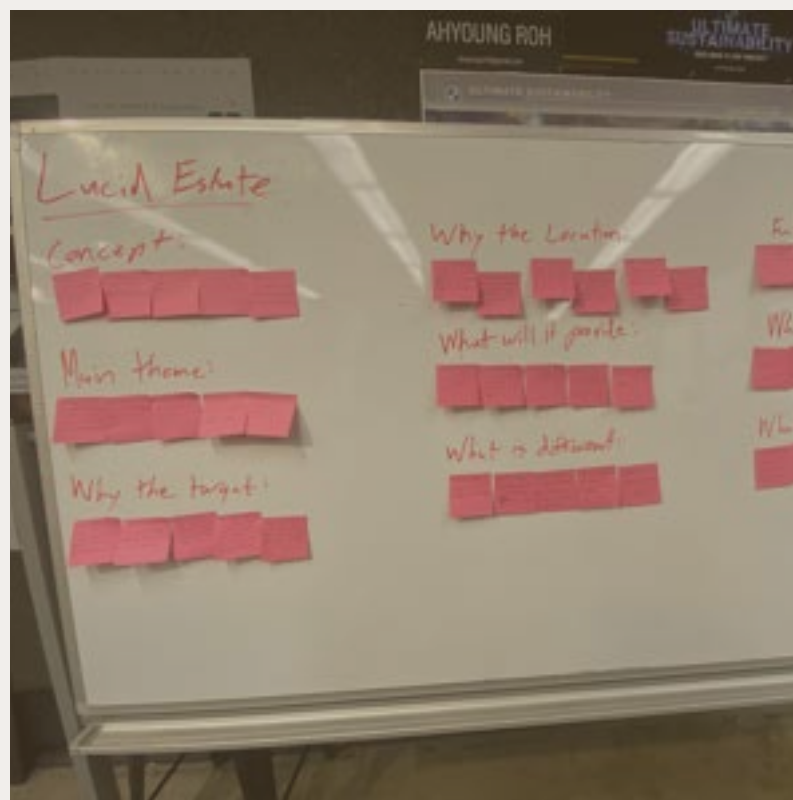


*Reclaimed Nappa suede quilt - **EM4***

BUILDBOOK



MATERIAL-DRIVEN DESIGN



Mission / sustainability

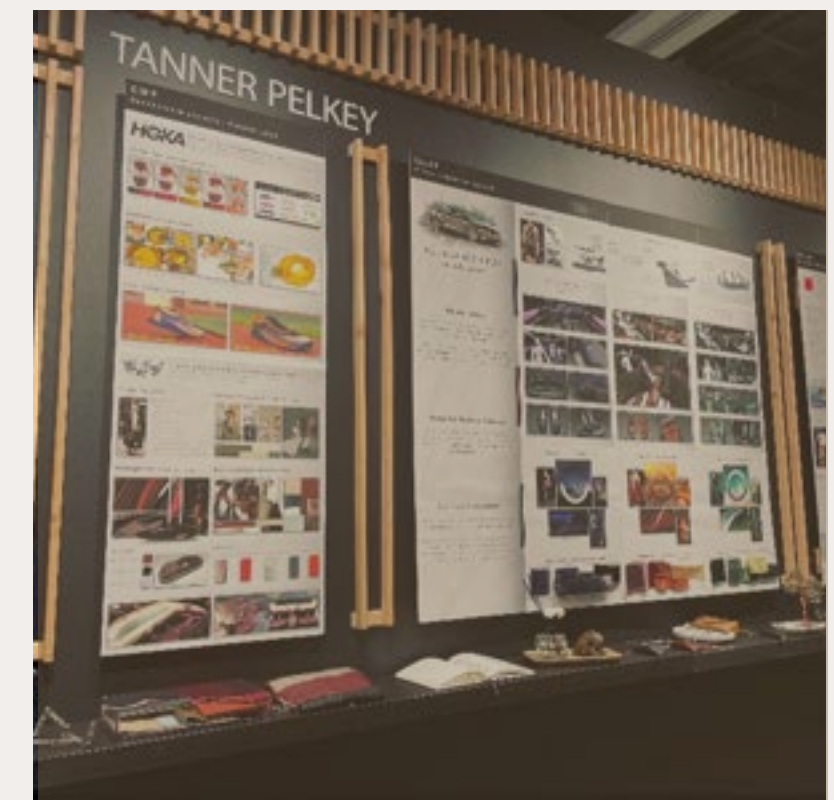


CMF trim development



Material-driven design

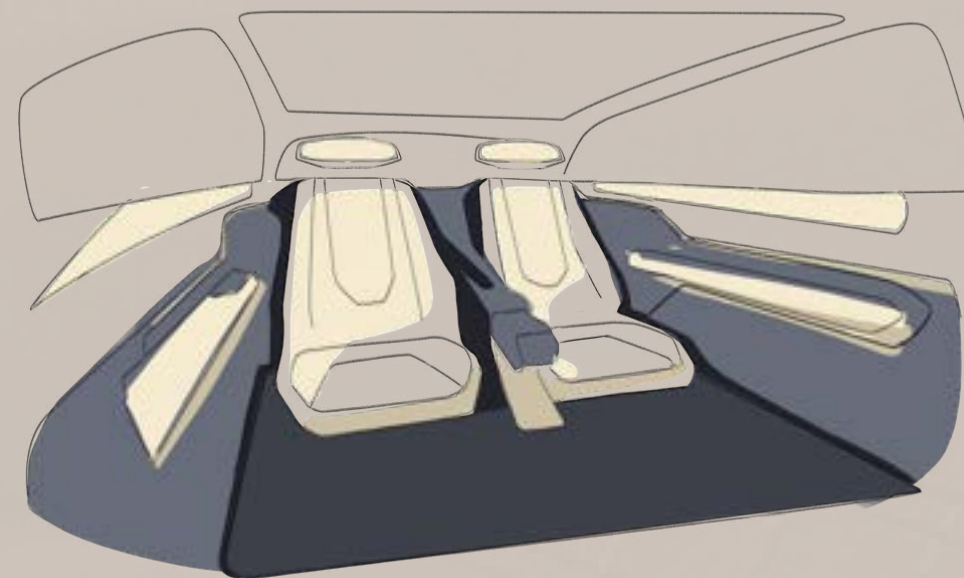
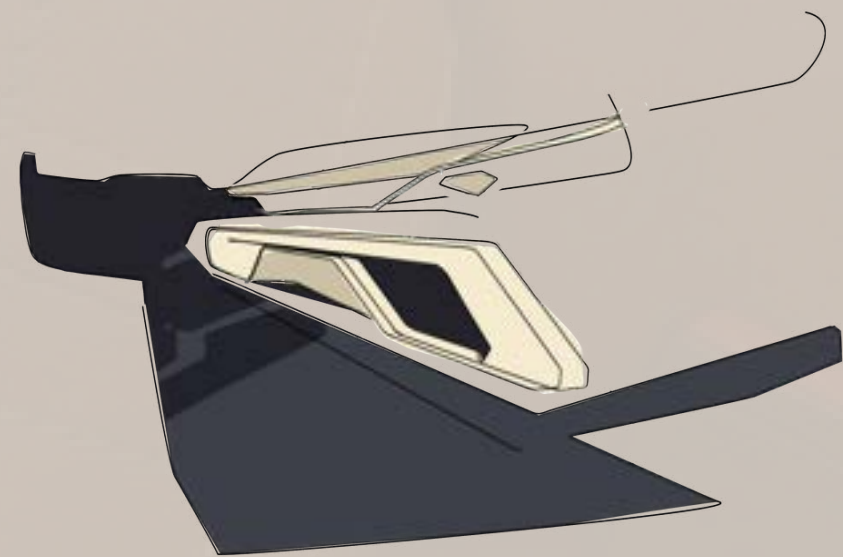
Designing a space where the colors percentage reflections and enchases the cmf



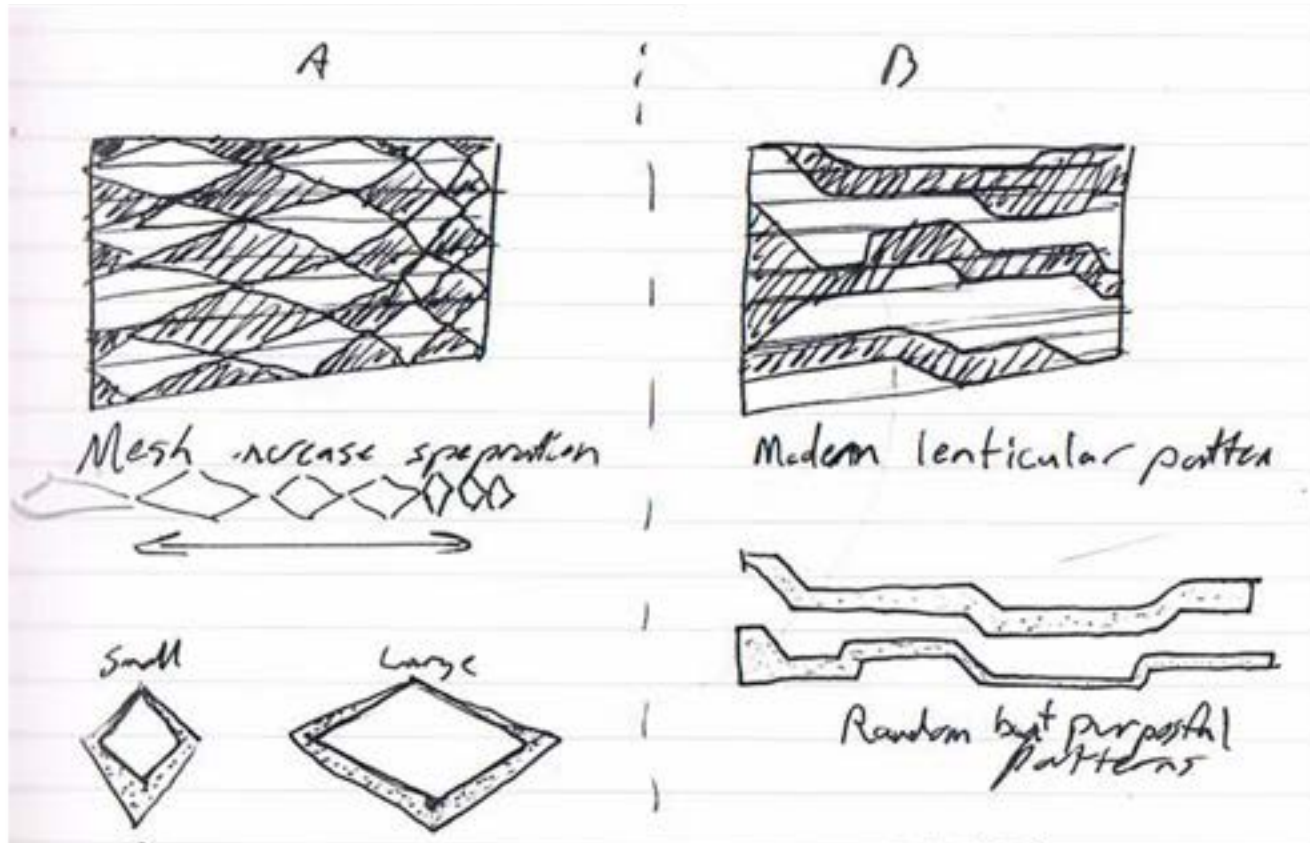
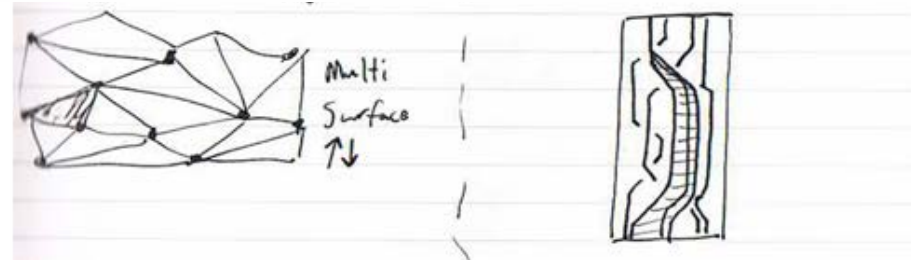
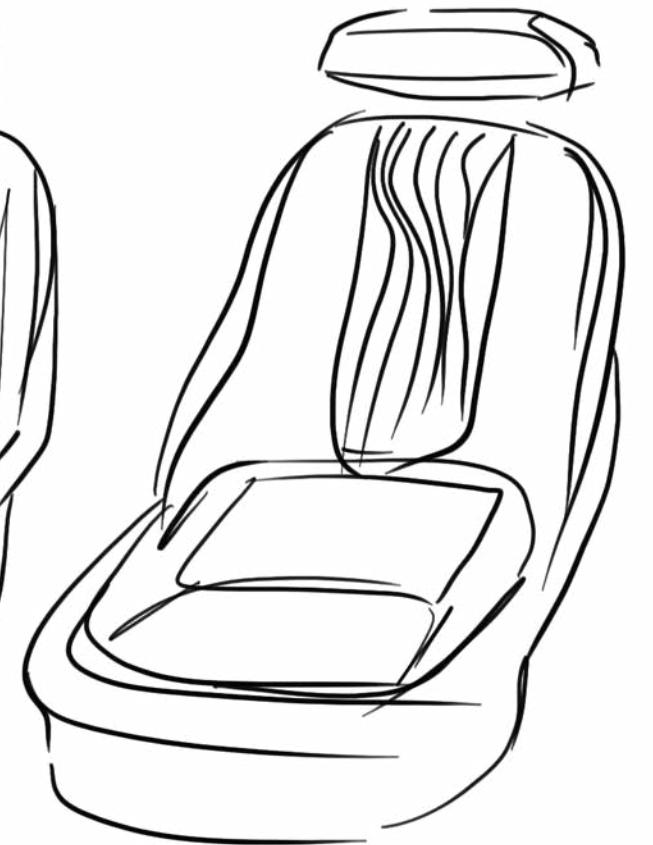
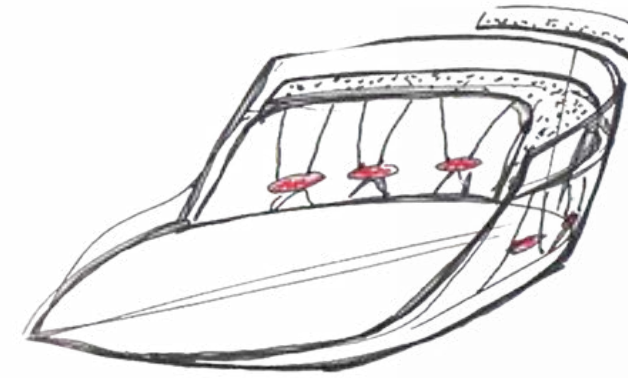
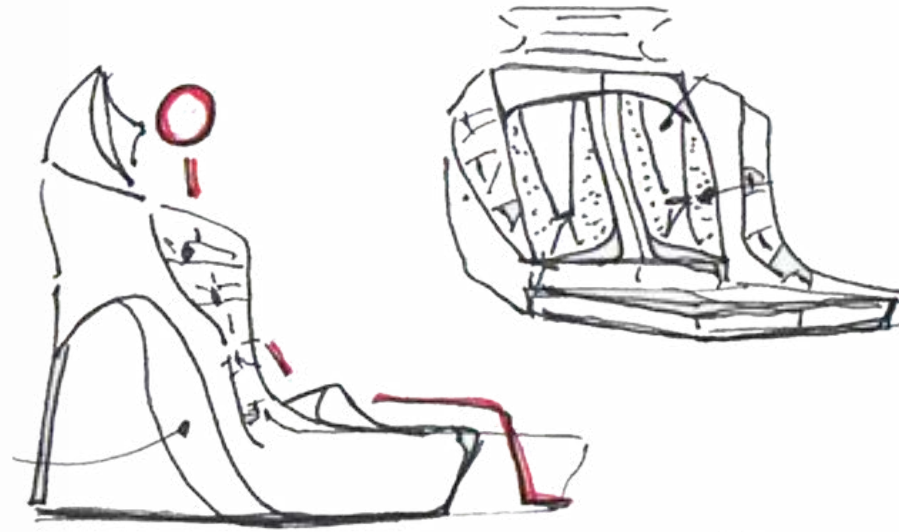
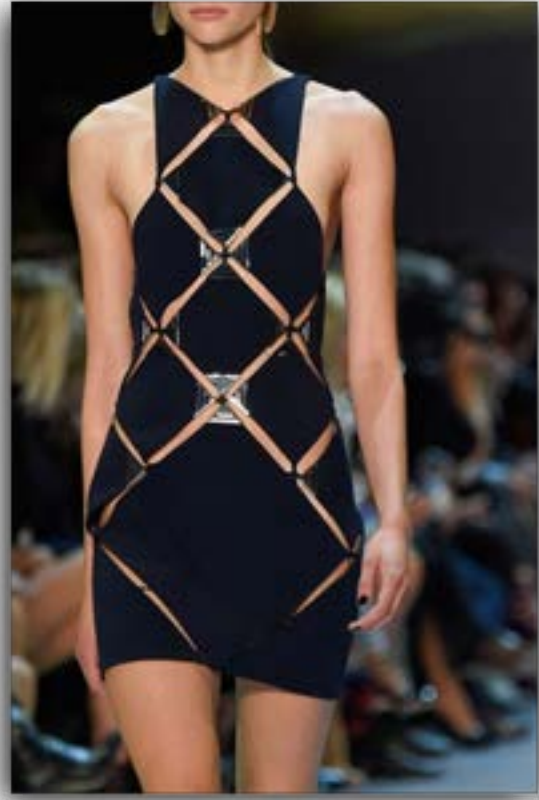
ACCD Spring 2023 grad show

2030 MATERIAL-DRIVEN LUXURY

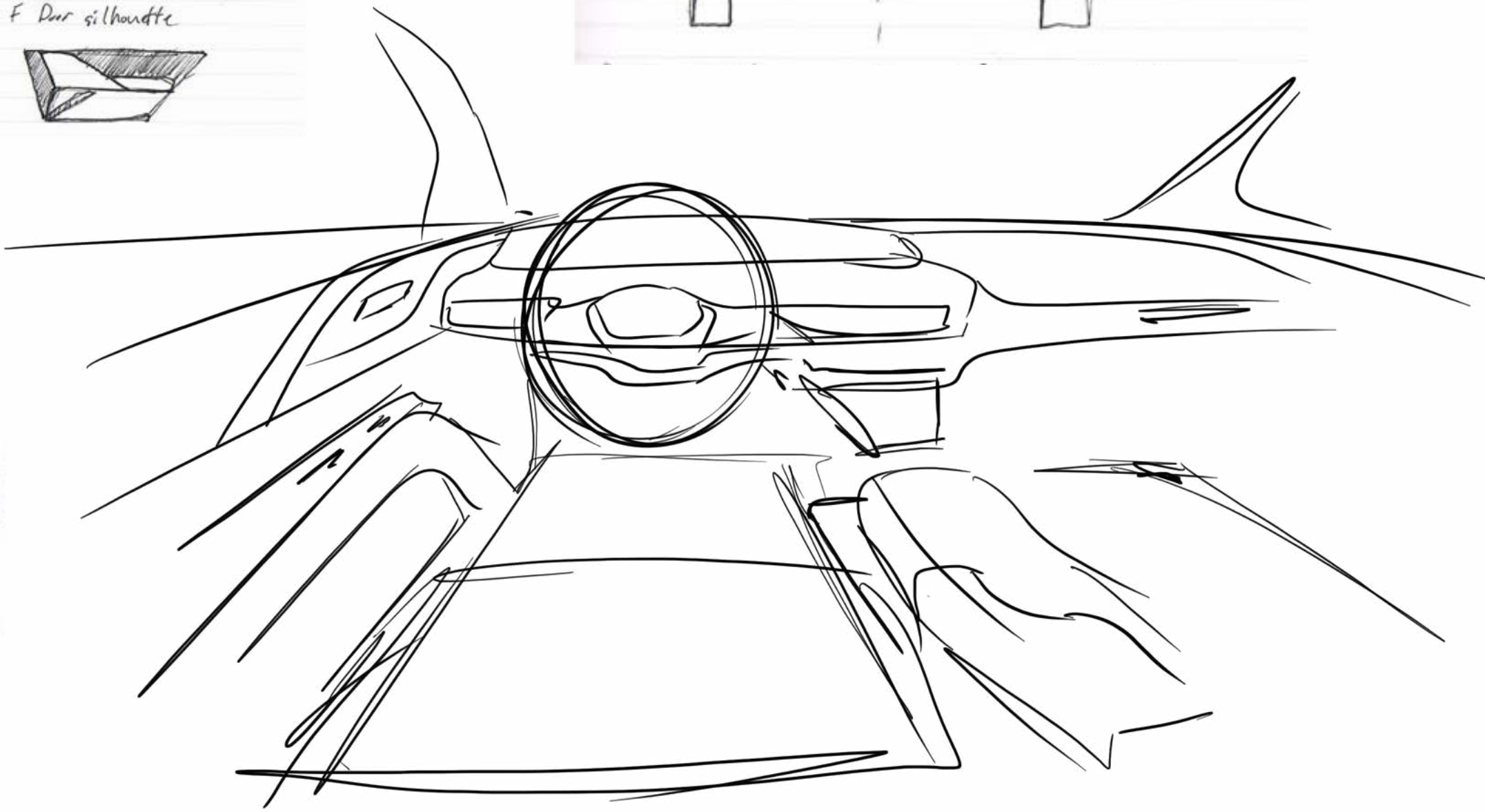
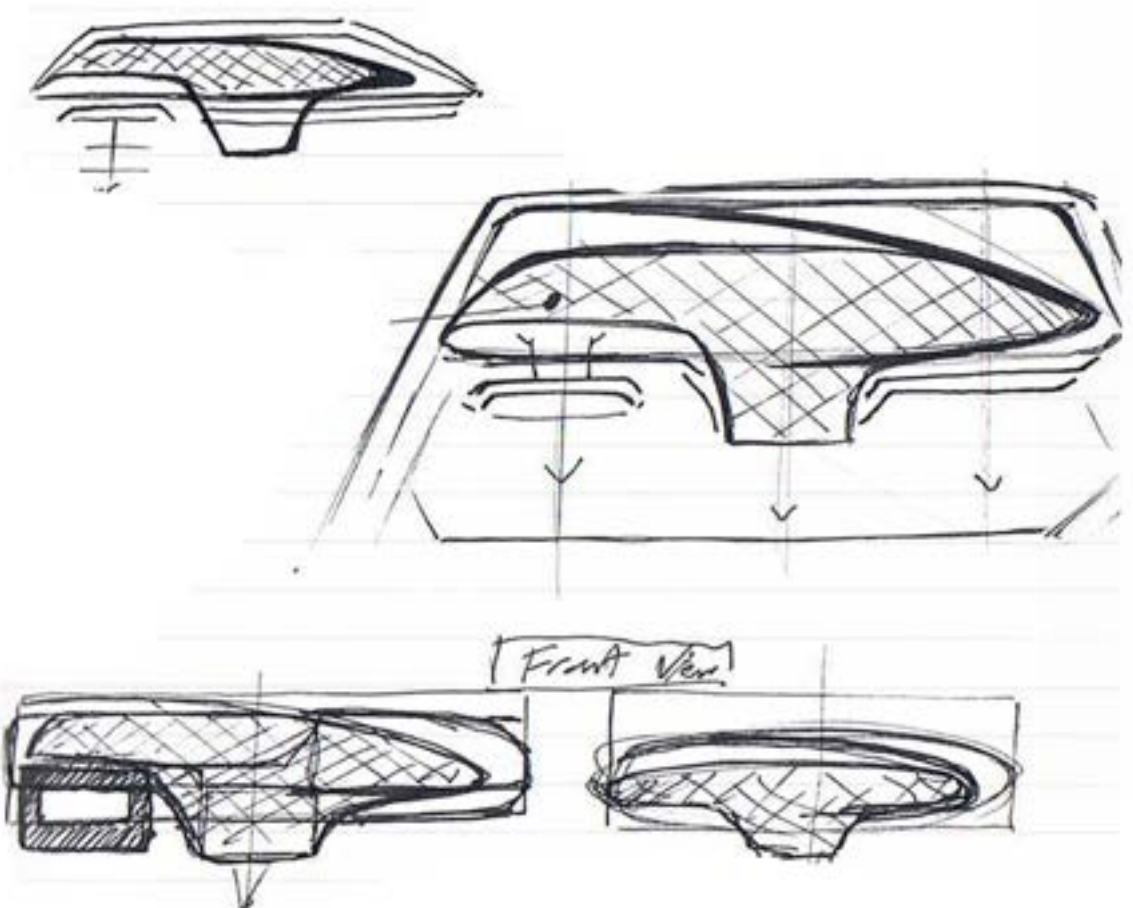
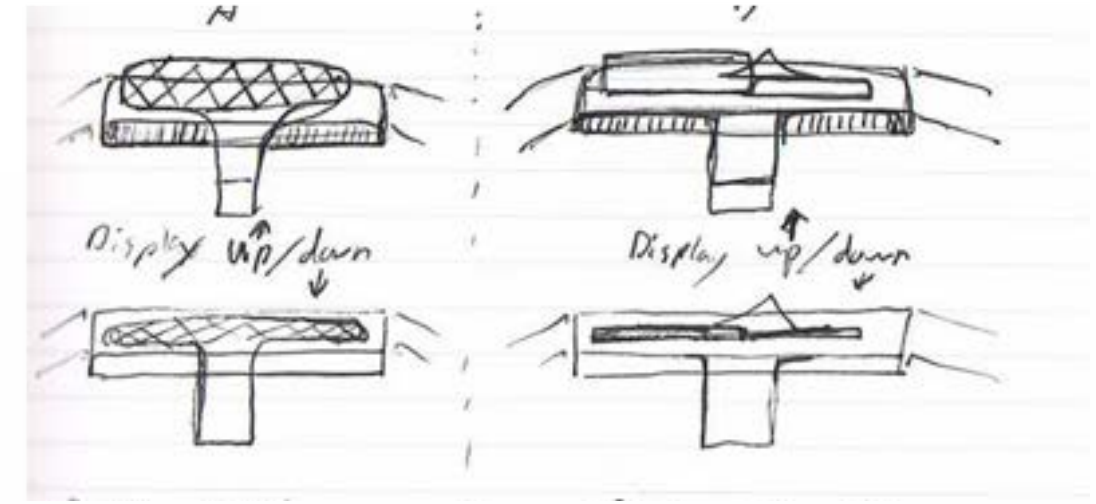
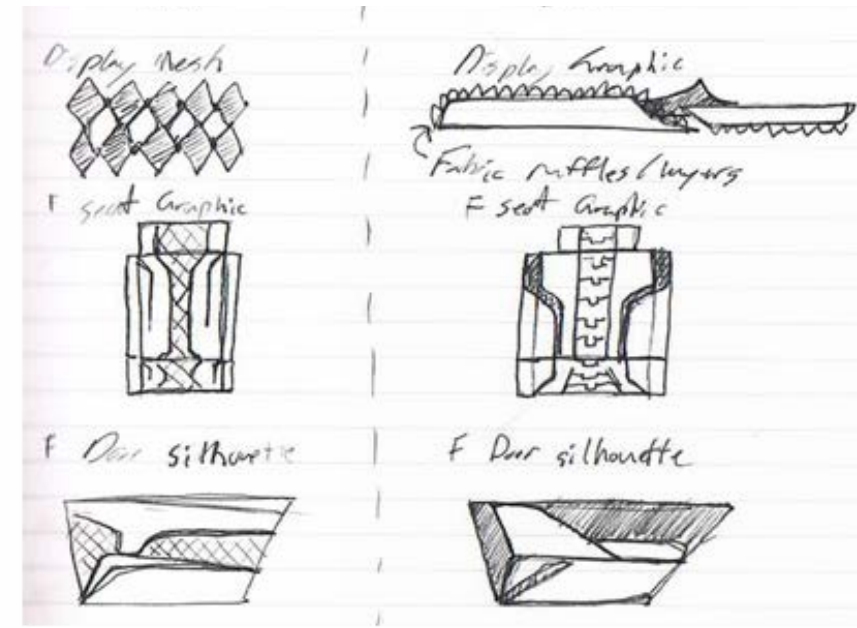
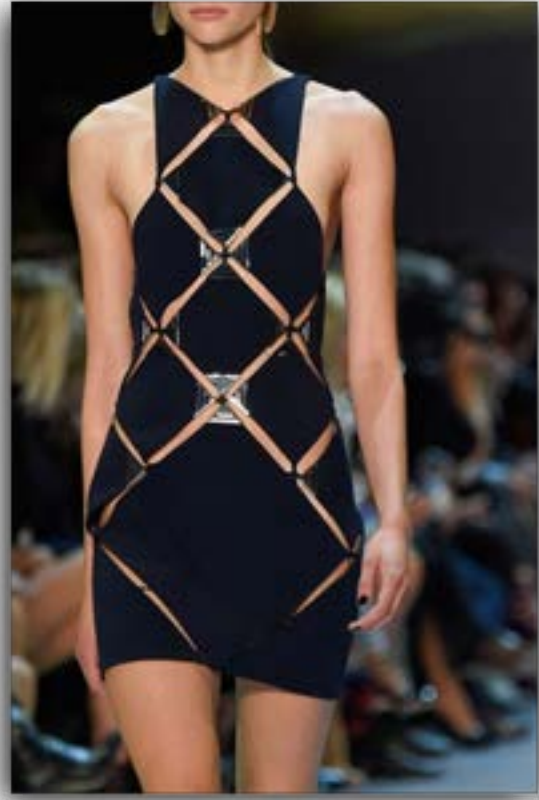
The Estate's interior geometric form is deigned through extensive research of material innovations prioritizing the **Lucid's identity** and **maximizing material potential**.



SKETCHBOOK IDEATION



SKETCHBOOK IDEATION



FINAL TRIM RENDERS

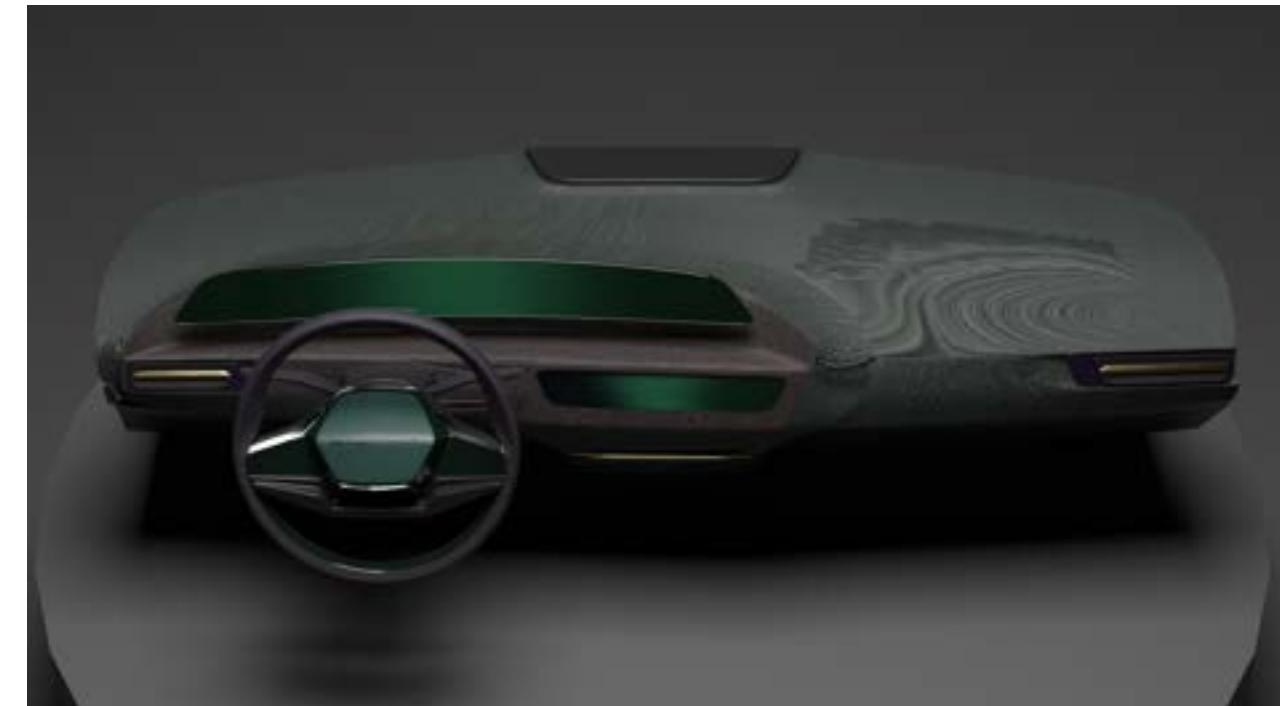
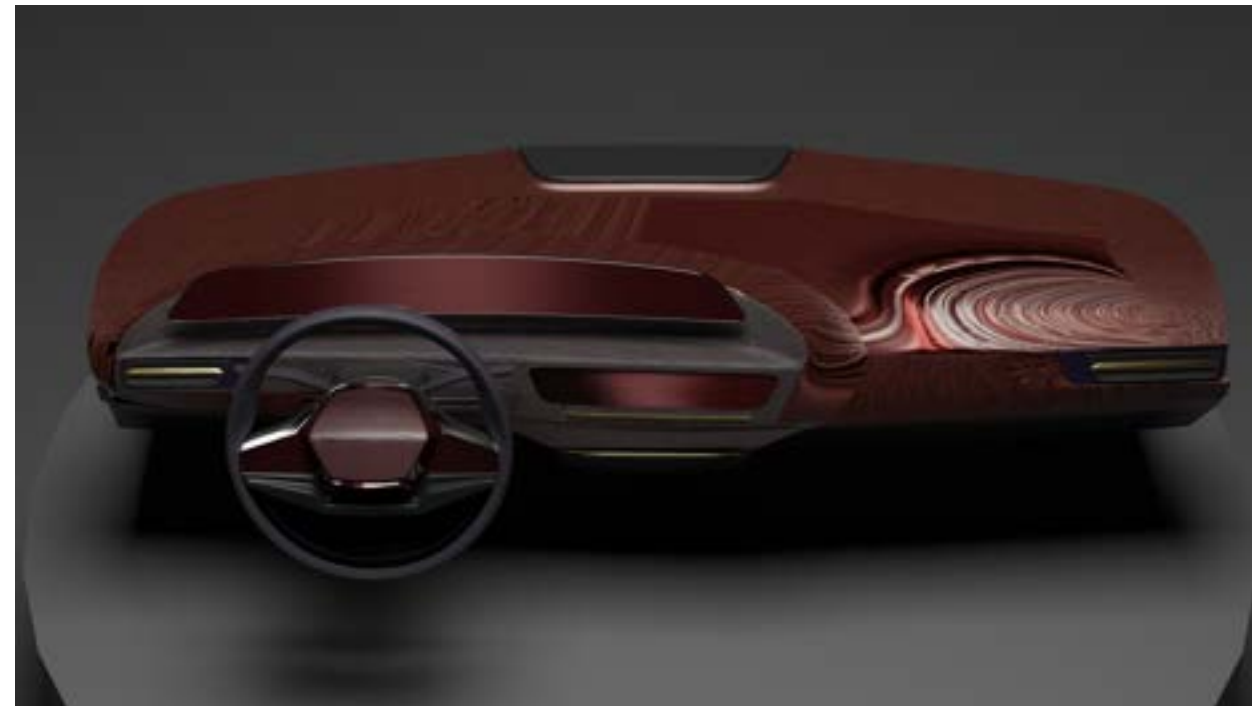
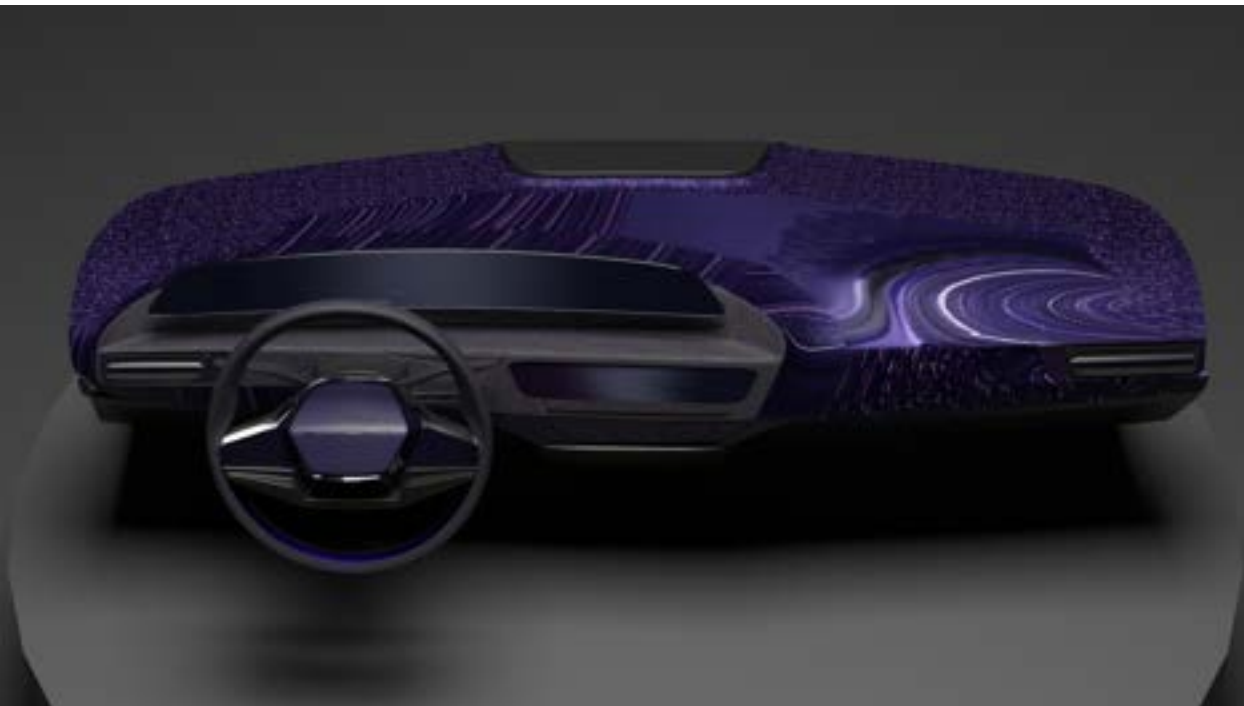
Joshua tree at night



Napa



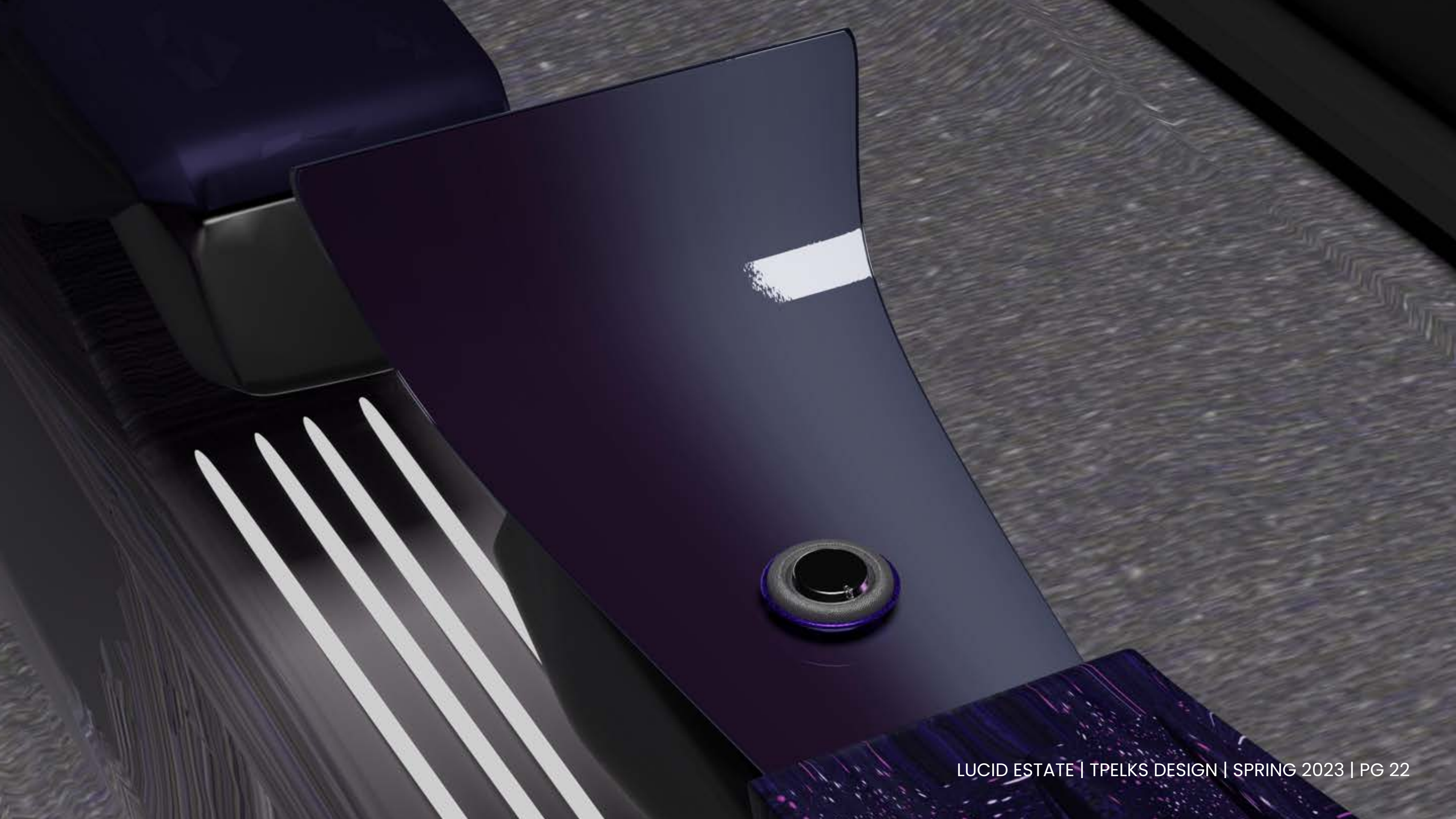
Emerald bay



LUCID ESTATE - JOSHUA TREE







LUCID ESTATE – NAPA







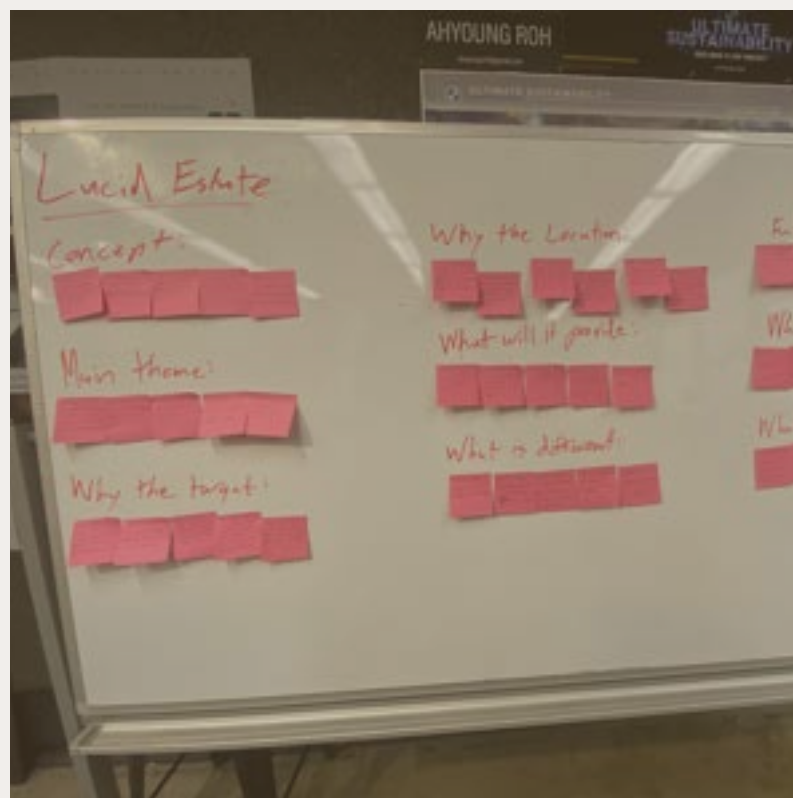
LUCID ESTATE – EMERALD BAY







ACCD GRAD SHOW



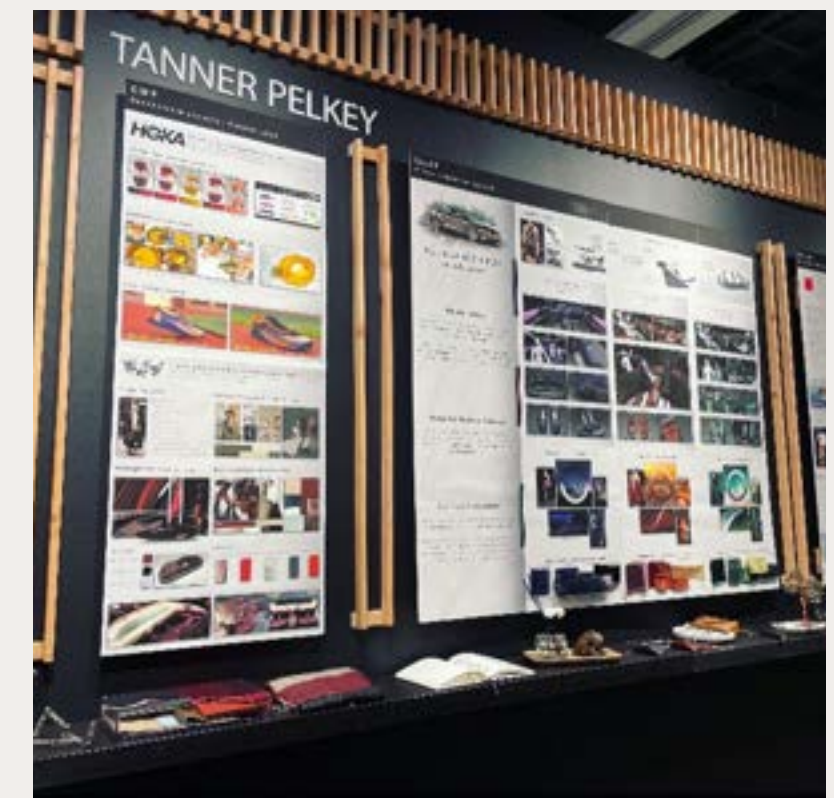
Mission / sustainability



CMF trim development



Material-driven design



ACCD Spring 2023 grad show

Concluding this project with presenting a Lucids cmf wall with physical material trays

MY OWN LUCID STYLED EXHIBIT

TANNER PELKEY

CME
Sponsorship project: Summer 2022

HOKA

Lucid
Trade Show: Spring 2023

EXHIBIT STORY

MATERIAL-DRIVEN DESIGN

CRITERIA CONCEPT

TPELKS
Business Fall 2022

AHYO



LUCID ESTATE 2030

Estate Story

The opulent future of sustainable automotive design entails a **reimagined and refined realm** complete with **top-tier materials**.

The utmost attention is given to **minimizing our ecological footprint** while offering an **unparalleled level of elegance** within the interior environment.

Material-Driven Design


The Estate's interior geometric form is designed through extensive research of material innovations prioritizing the **Lucid's identity** and **maximizing material potential**.

California Comfort


California has a unique vibrant lifestyle emphasizing on **self-exploration, culture, and health/wellness**.

Families can enjoy outdoor activities at **Joshua tree**, wineries tours at **Napa**, and tranquil locations in **Emerald bay**. Such environments are the inspiration for the colour pallet for the trim packages.

Geometry inspiration



Geometry sketches




Joshua Tree at night

Nocturnal purple
Base trim

Front interior experience



Rear interior experience



Nocturnal purple instrument panel design



Nocturnal purple seats design



Napa Valley

Decadent red
Premium trim

Front interior experience



Rear interior experience




Decadent red seats design




Emerald Bay

Emerald green
Luxury trim


Front interior experience




Rear interior experience



Emerald green luxury glass tint



Emerald green seats design



Inspirational mood colour

Brave



Volume

Magnificent

Material/finish board concept

Inspirational mood colour

Ripple



Enduring

Exorbitant

Material/finish board concept

Inspirational mood colour

Dignified



Gesture

Unearth

Material/finish board concept



How to reach me

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Tanner Pelkey

Transportation Interior Experience Designer

Skills

AV Market Trends
Communication
CMF Design
CURB H-Point
Detail Oriented
Goal-Oriented
Interior Design
Leadership
Material-Driven
Organized
Sustainable CMF
Team-Oriented
Trend Research
UI/UX Research

Software

Adobe: Ps, Ai, Xd,
Sa, Pt, Sg
Autodesk: Alias,
VREDD
Blender
Figma
Gravity Sketch
InVision
KeyShot 9
Maya
Miro
Visual Studio Code

Contact

tpelkey@inside.artcenter.edu tannerpelkey.com 802.355.8913

Education

Fall 2016 - Spring 2017

University of Virginia, Wise, VA; Business Major and Fine Arts Minor

Summer 2021

University of California at Berkeley, Berkeley, CA; UI/UX Certification

Summer 2018 - 2023

ArtCenter College of Design, Pasadena, CA; Transportation Design Major, Bachelor of Science, Minor in Design Business

Achievements

Fall 2021

I received my UI/UX design certification and developed a Lean UX mindset. I acquired these and other design skills at the UC Berkeley Bootcamp of UI/UX design.

Summer 2022

I was one of eight students selected to take the first CMF-X Sponsorship Studio at ACCD. We completed projects for GM, Adobe, and Hoka.

Design Projects

Spring 2023

For my graduation thesis project I decided to design a 2030 Lucid Estate Tour wagon that is Material-Driven Design focused to create a luxurious sustainable interior space to form the geometry.

Summer 2022

My team and I constructed two concept interior luxury trim packages focused on CMF design/new sustainable materials for Cadillac 2040.

Experience & Leadership

2018 - Present

ArtCenter: Student Representative Transportation / nominated for Student Leadership

Adobe: 3D Digital CMF designer, Mastering Adobe Substance

Hoka: CMF Sneaker design, Net zero track performance cleat

GM: CMF Interior design / Special experience design, Cadillac interior design

ArtCenter: DEI Student worker, Lead activist

ArtCenter: Gear Head Club President, First student lead club to host ArtCenter Sketch Brawl & Car Show events on campus

A man with reddish-brown hair, wearing a dark grey sweater over a light-colored collared shirt, is shown in profile from the chest up. He is holding a bright red rectangular card in his right hand, looking at it intently. The background is a white, minimalist interior space, possibly a cabinet or a display case, with a dark shadow cast on the wall behind him. The overall lighting is soft and focused on the man and the card.

GRADUATED IN APRIL 2023

INTERIOR CMF EXPERIENCE DESIGNER

THANK YOU