

NEW ZEALAND BY DESIGN

A HISTORY OF NEW ZEALAND PRODUCT DESIGN



MICHAEL SMYTHE



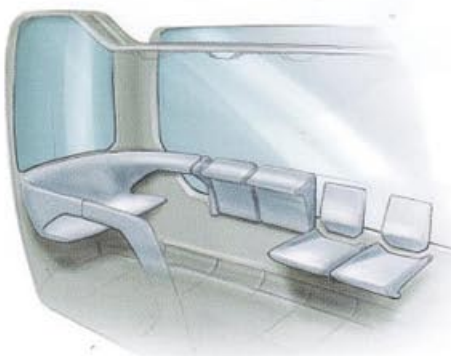
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Design Resource consultancy gained experience in the public transport field he established the multidisciplinary TDI (Transport Design International). A core aim is to create a positive consumer experience which encourages greater use of public transport.

TDI won the contract to develop the exterior styling and interior design for the Matangi train. Features include a low-floor multi-purpose zone, storage areas for baggage and bicycles, colour coding for priority seating and full compliance with disability standards.

At about the same time a much more radical design for urban public transport surfaced when industrial designer Oliver Neuland, a former motorcycle designer from Berlin now teaching at the Massey University Auckland School of Design, presented his Slim Ride proposal as a solution to Auckland's traffic congestion. He believed that his computer-operated, driverless, electric-powered light rail system, with a lounge-like atmosphere inside each 15-person cabin, would appeal to those who find much existing public transport unappealing.

Neuland suggested the technology, based on the way Docklands' Light Rail in London was more like a roller-coaster system than classic rail technology, making it 'an inexpensive, low-tech option that's easy to build, operate and maintain locally'. With the 2010 mayoral elections in the new Auckland 'super-city' won by a candidate who championed better rail-based public transport, it will be interesting to see if Slim Ride gains traction.



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3. MATANGI EXTERIOR and interior designed by John Brown's TDI consultancy, Sydney.

4. SLIM RIDE concept by Oliver Neuland, Massey University Auckland School of Design.