



# Hi, I'm Max Benon.

A senior Industrial Design student from California  
**inspired to amplify lifestyles** through design.  
Especially automotive.



**AMPLIFY**

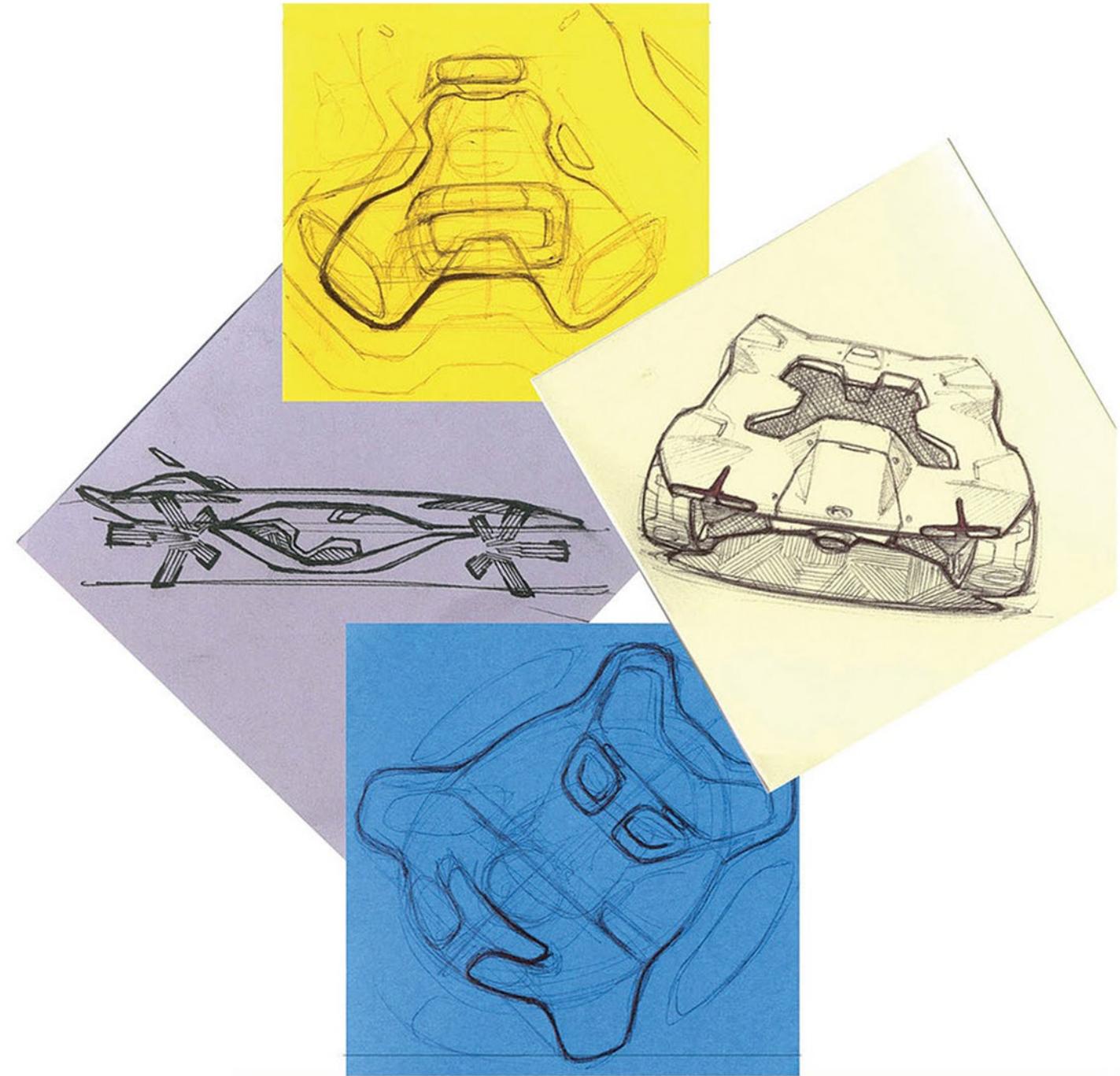
Blurring the line between sports car & ATV to add extreme fun to your drive.

2019 Subaru sponsored project overseen by Subaru Advanced Design in Tustin, California.

The inspiring theme of **“everyone is riding their own, but together”** in extreme sports became the driving force in creating a single-seater.

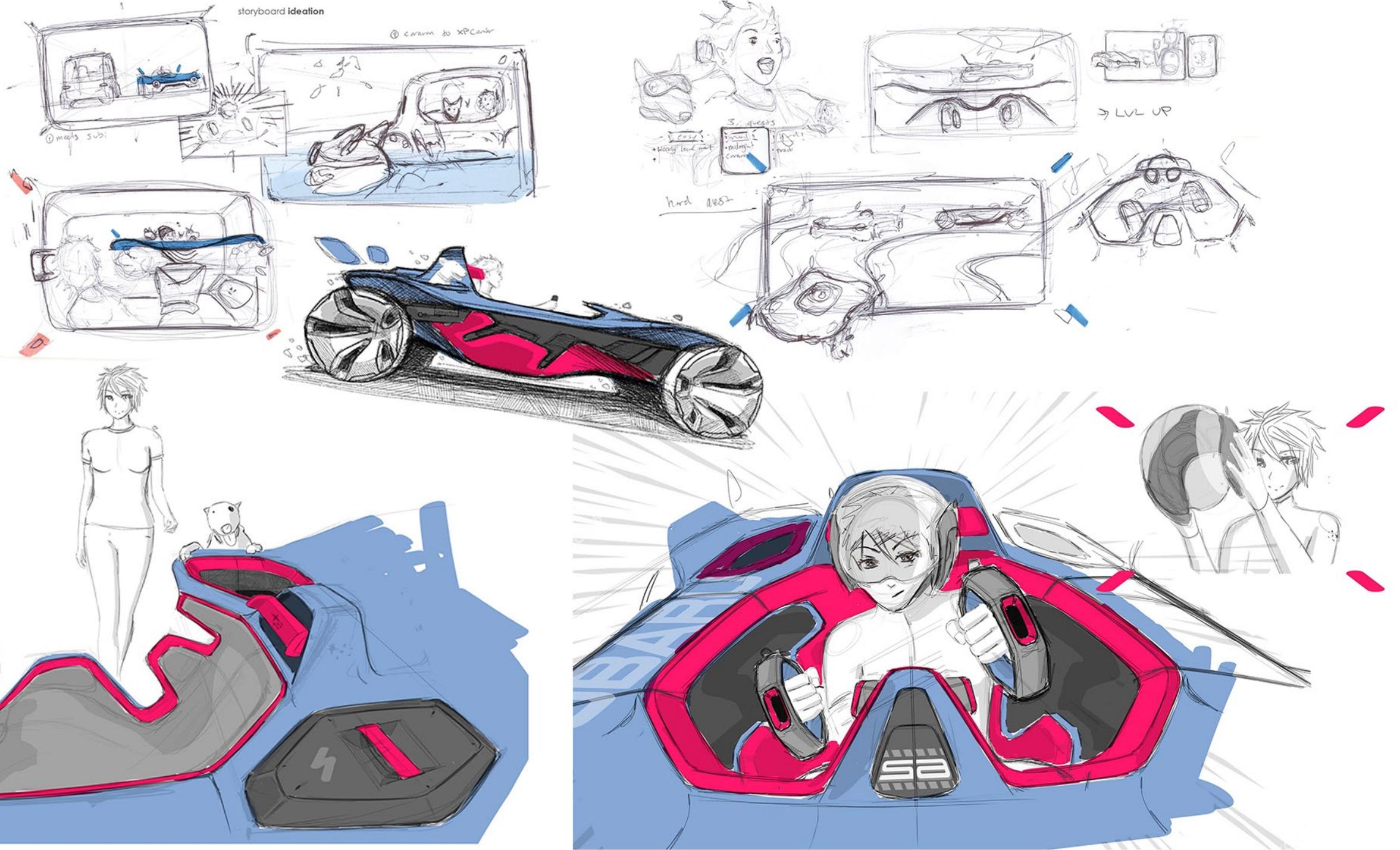


**What would the Subaru form of this experience be?**



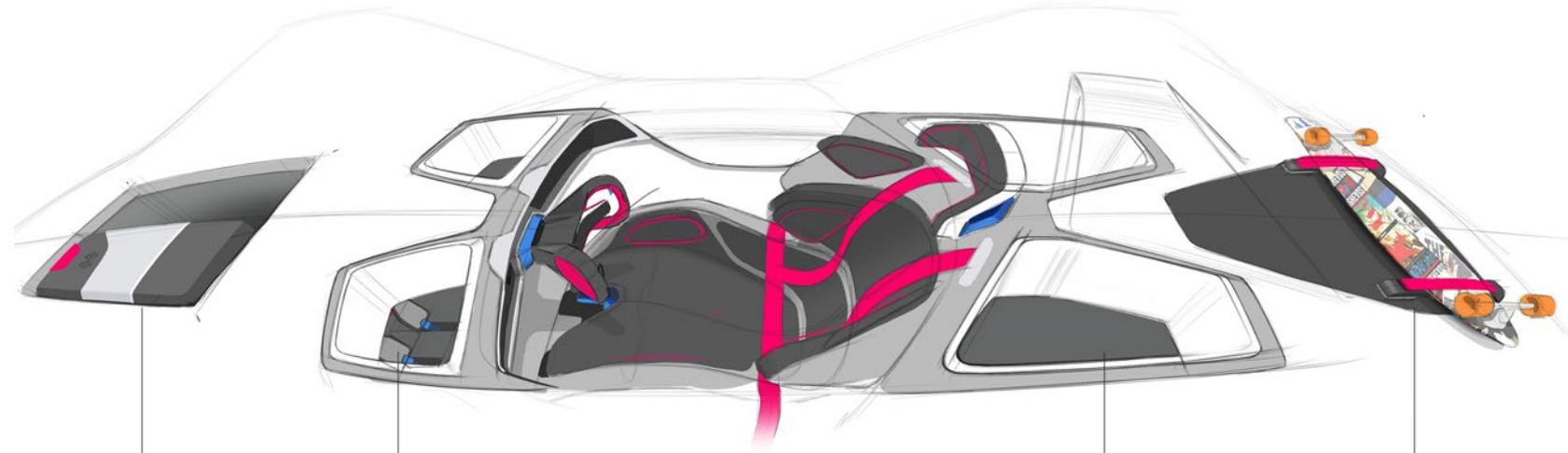
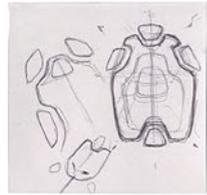
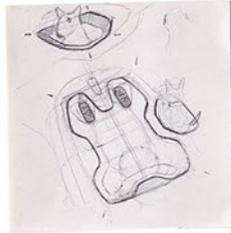
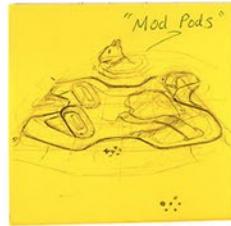
# the story

To develop a design that captured the likes of both enthusiast & non-enthusiast, I created this story that **exemplifies the inclusiveness of the new Subaru community** and show this **newcomer's transformation**.





This theme of **extreme with practicality** was what sold the idea of not solely being "just another race car" to the Subaru team.

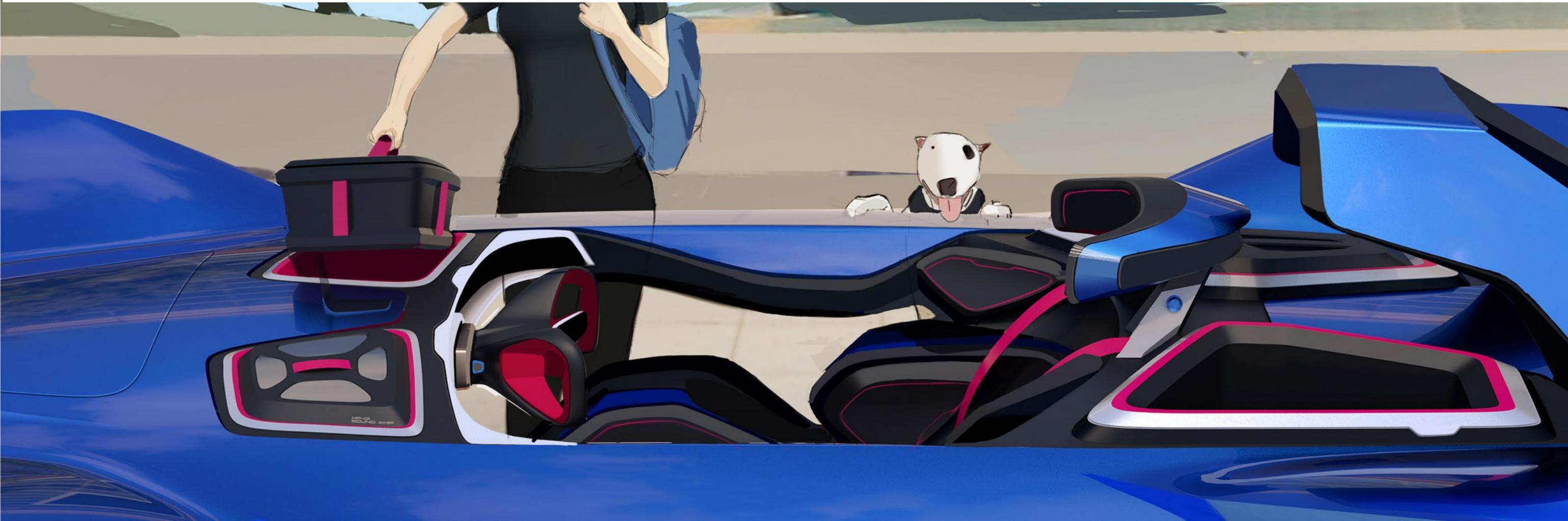


storage

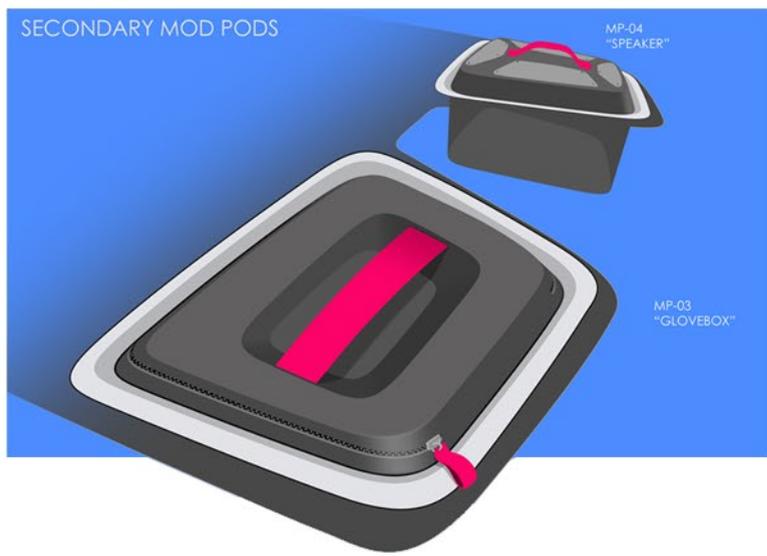
primary Mod Pods

secondary Mod Pods

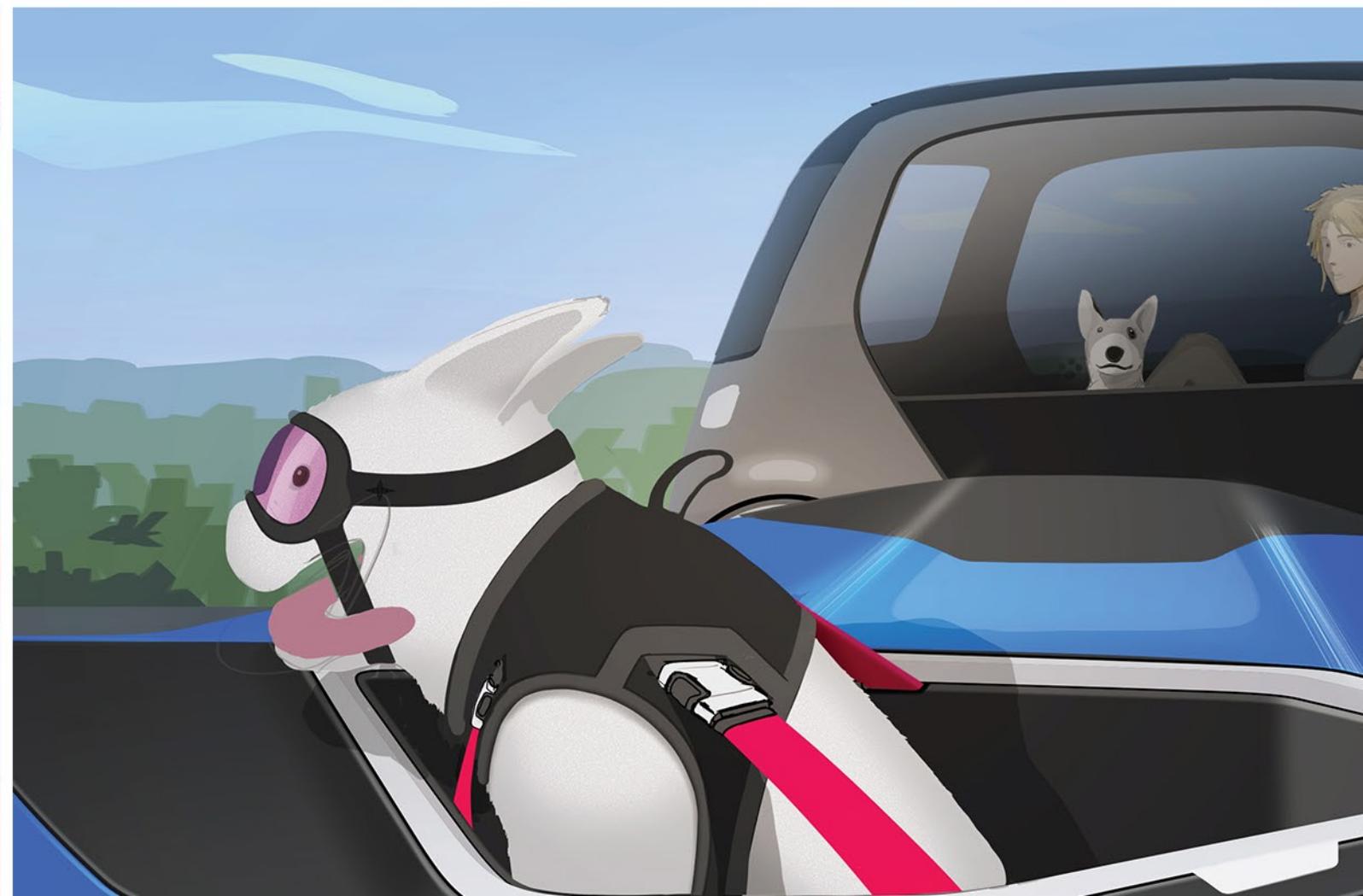
cargo deck



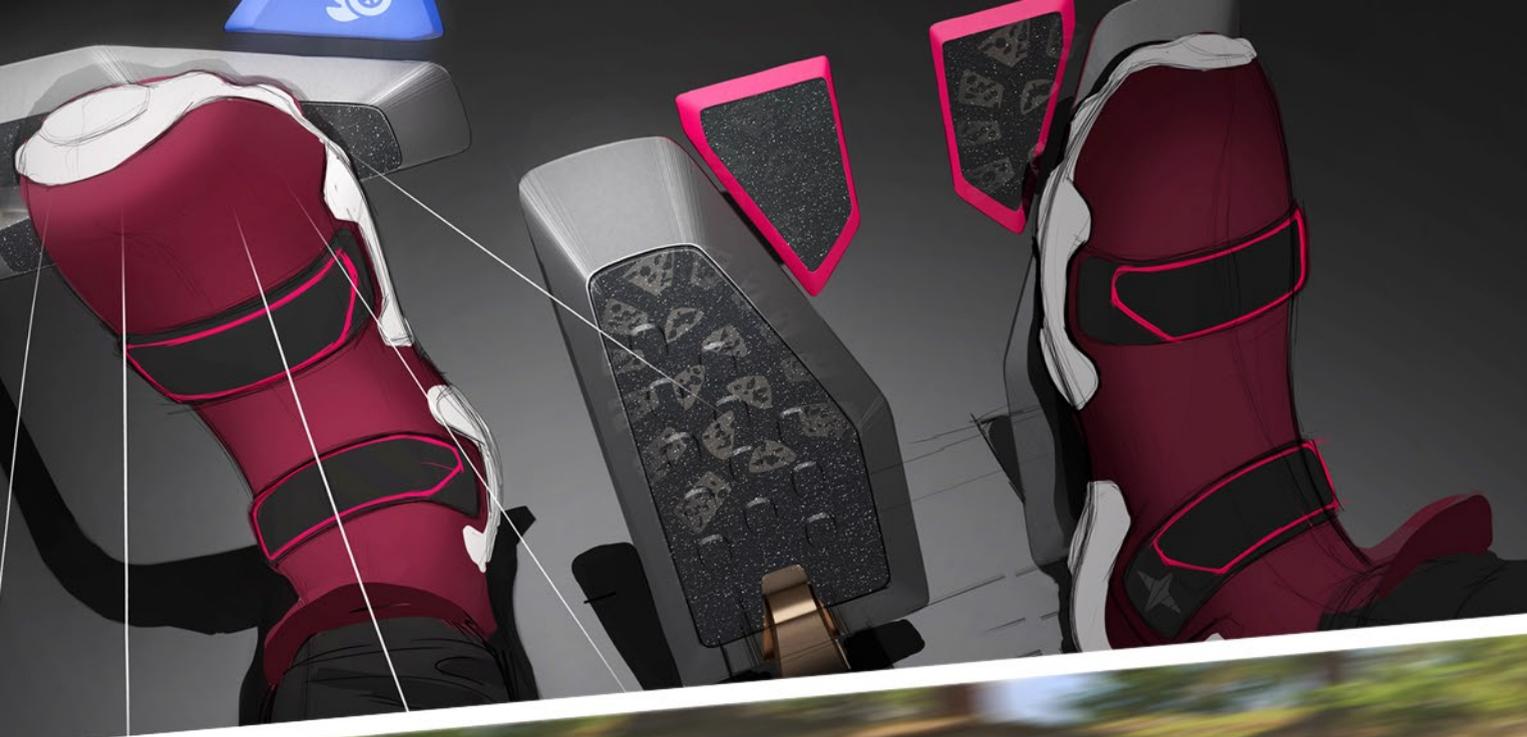
SECONDARY MOD PODS



Mod pods allow the opportunity to modify and use the **car as a tool to maximize fun!**





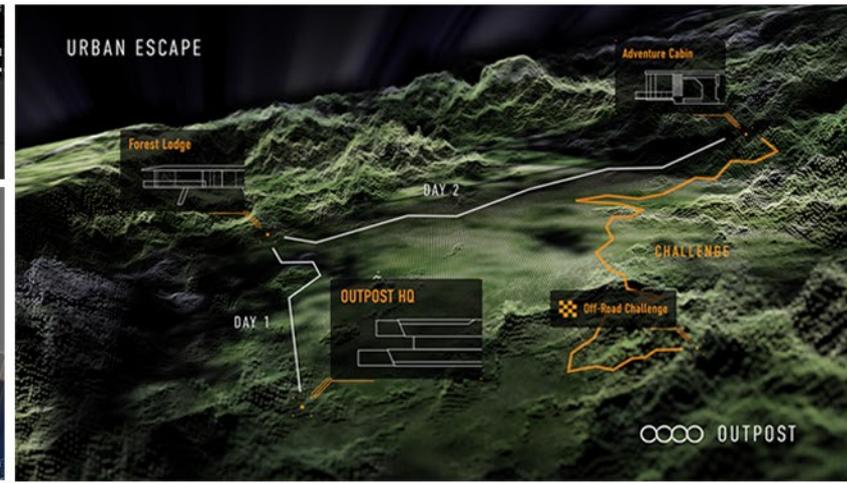




OUTPOST

A **Quattro experience** gets urbanites out into the wild & feel a passion for motoring.

2018 Audi sponsored project overseen by Audi Design Loft in Malibu, California.



The urban landscape doesn't allow for people to express their passion for motoring. The Audi Outpost is a new Quattro adventure for the urban escape.





The urban escape is one part of the adventure!  
**Roadtrip mode** allows for some quality face time.

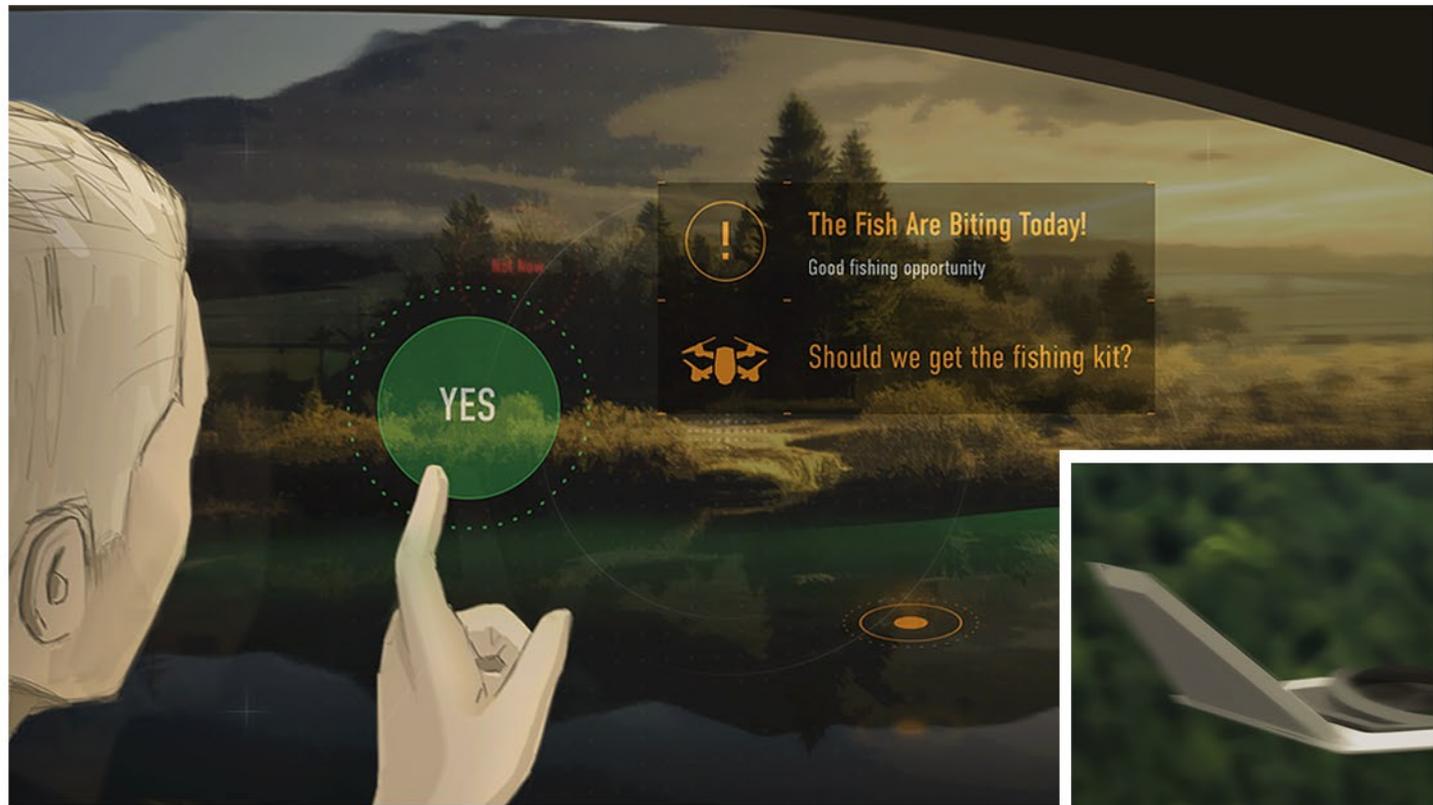


Switching from roadtrip to **rally mode** is initiated upon arrival. Checkpoint 1 is visible in the distance.





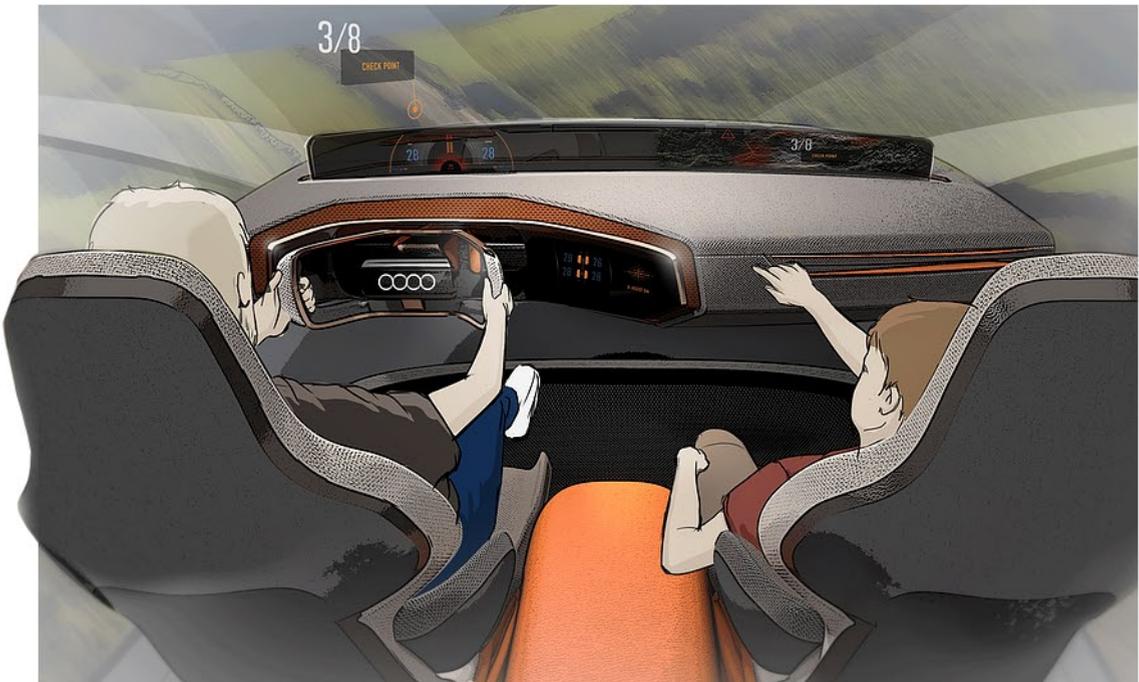
Reaching the first checkpoint is no simple feat...



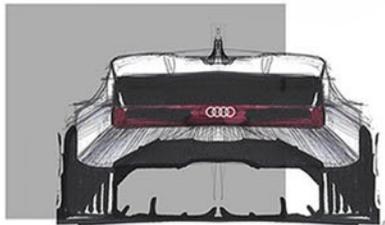
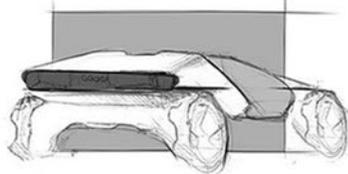
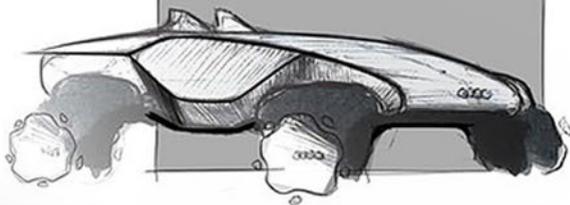
Activities are **spontaneous** due to the luxury of having nearby **Audi architecture + scout drone**.



Rally mode gets the passenger involved! The **co-driver gives the driver directions** which once vocalized, are **visualized via AR**.



Design direction from Gael Buzyn and Charles LeFranc led to a "Sci-Fi Rover" theme. Then was asked to evolve this direction into a more "car-like" version.





*Connubio*

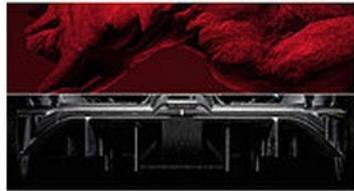
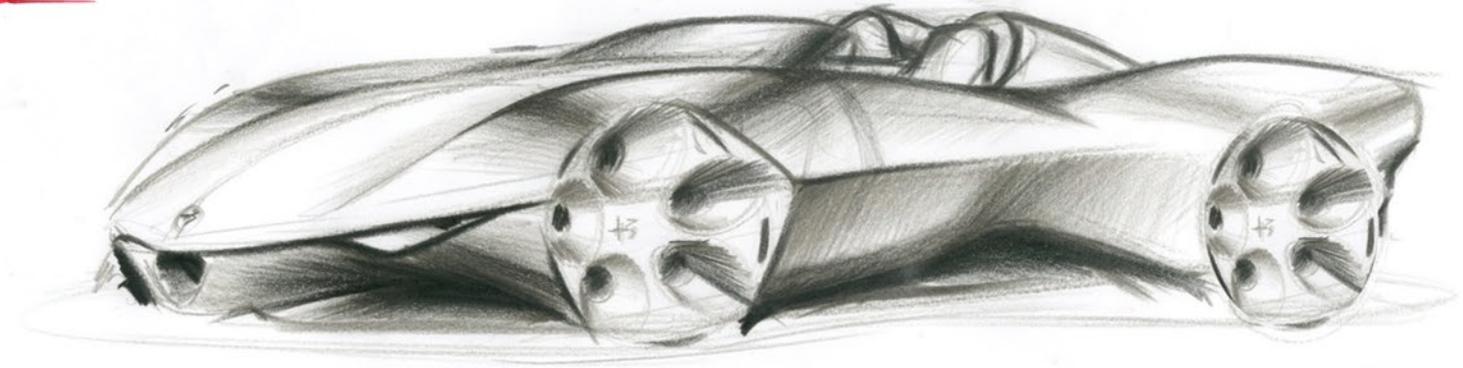
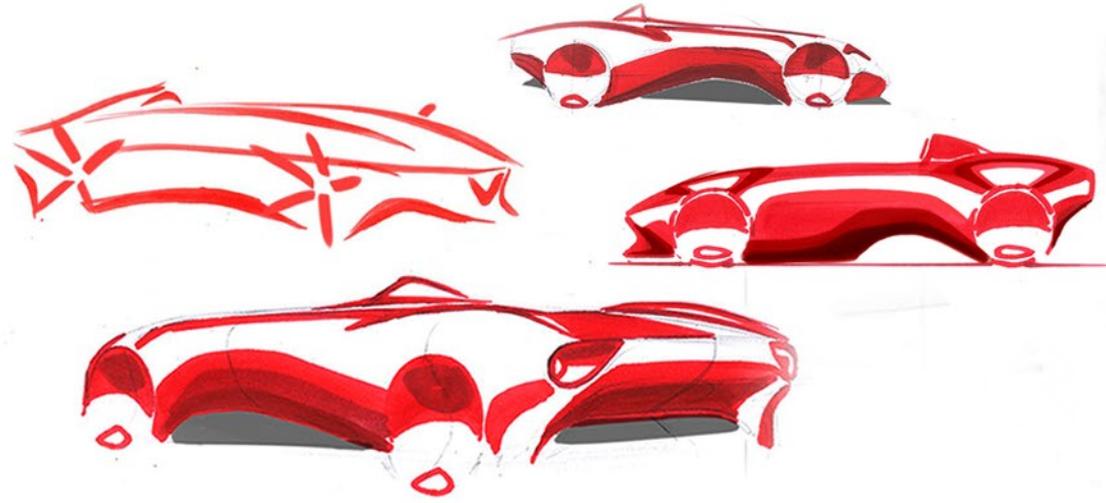
2030 BARCETTA

FCA sponsored brief emphasized an **emotional vs. logical** design approach.

2018 FCA sponsored project overseen by FCA Design in Auburn Hills, Michigan.

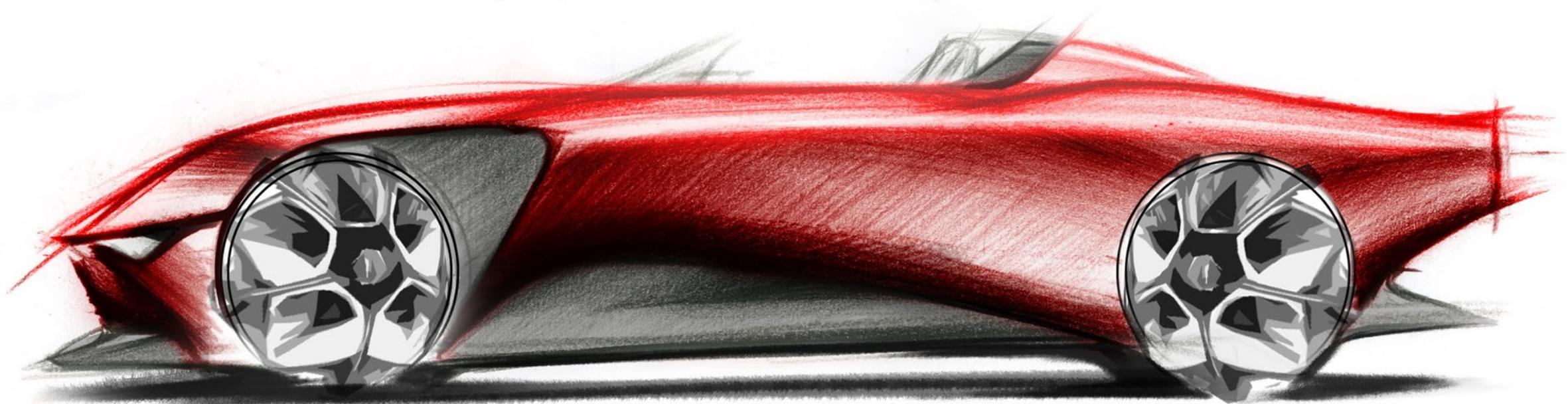
## ALLURING PROFILE

The stiletto profile inspired this iteration series' peeled-up lower feature line, exposing interior architecture.



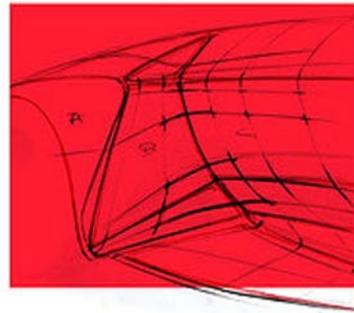
## SCULPTURE + DYNAMICS

Voluptuously sculpted upper body supported by dynamic lower architecture.



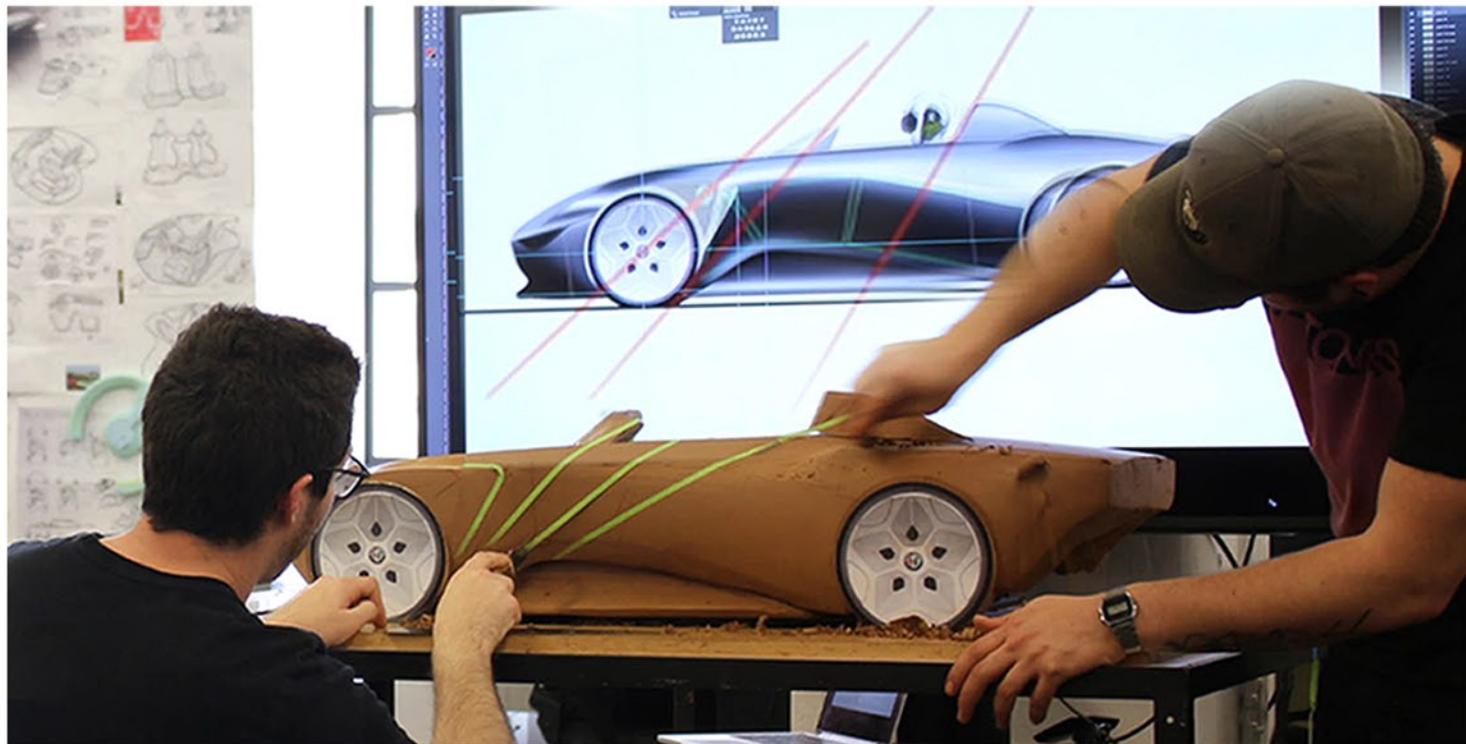
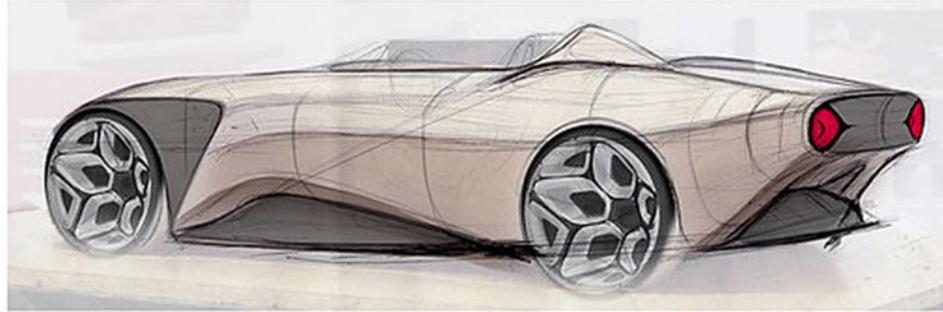
## BREAKING IT DOWN

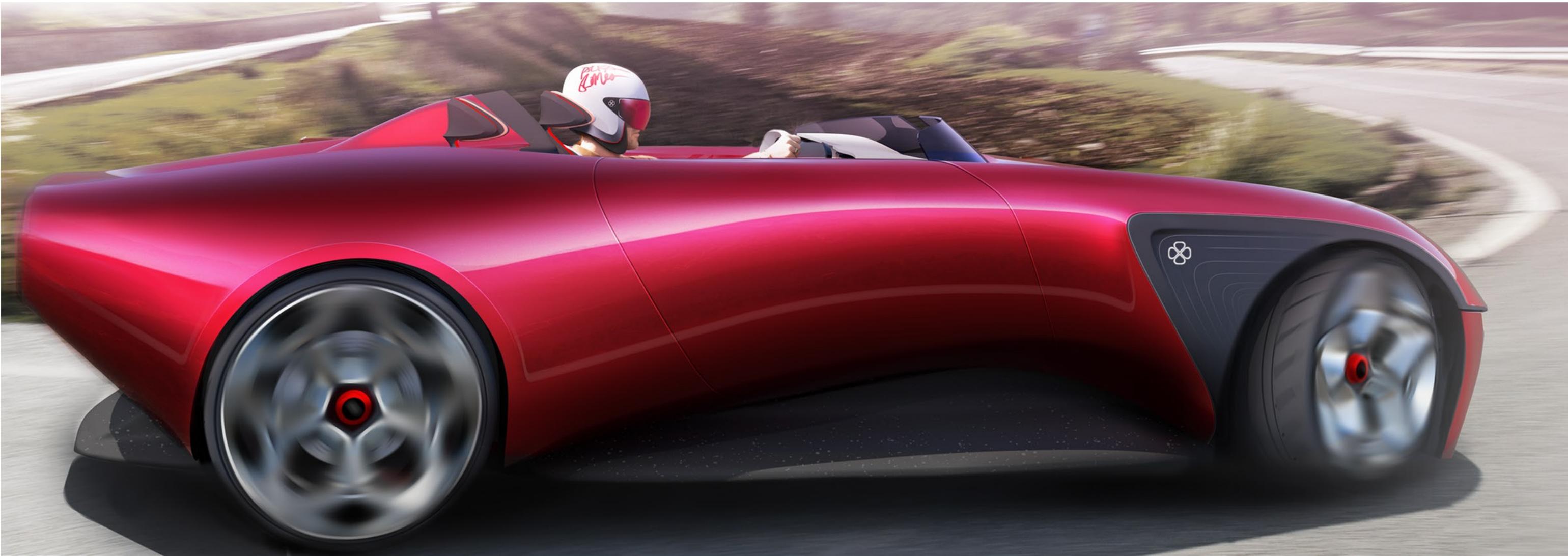
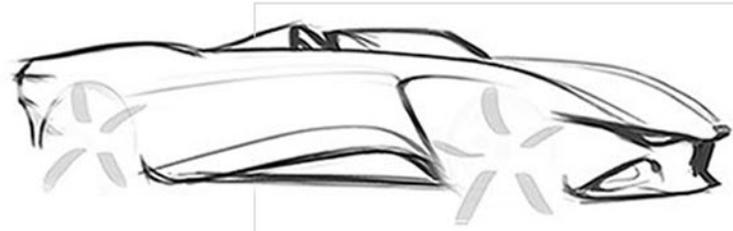
Communicating with the Sculptor through various mediums to refine & control the surface treatments.

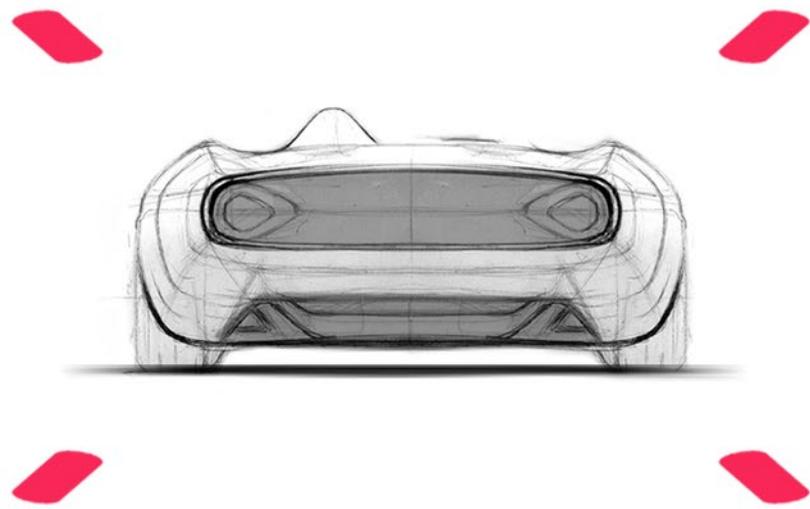


Digital Speedform model

Sketching over clay model

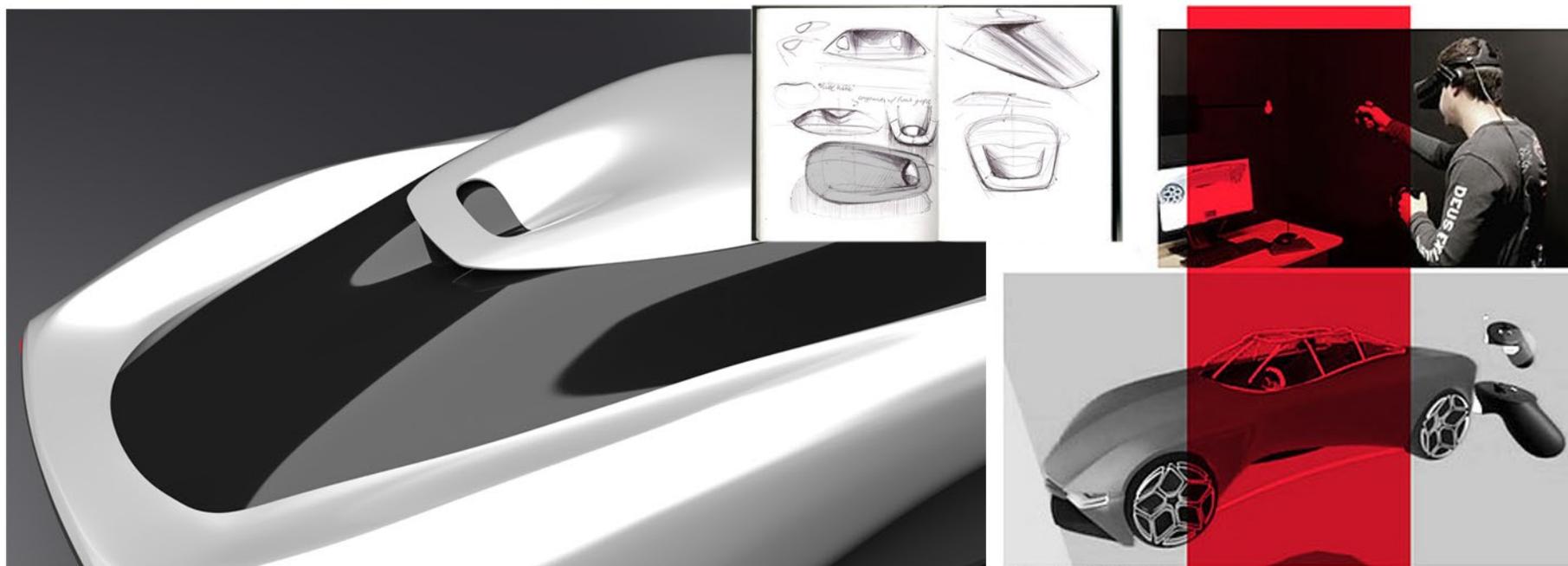






## COUPE EDITION

Exploring a variant of the Connubio by using VR sketching over the existing design.



Initial VR sketch





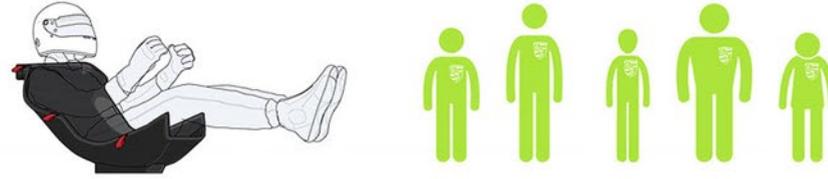


2030

# JOYRIDE INTERIOR

AN **UNDILUTED DRIVING** EXPERIENCE IN A SHARED SPORTS CONCEPT.

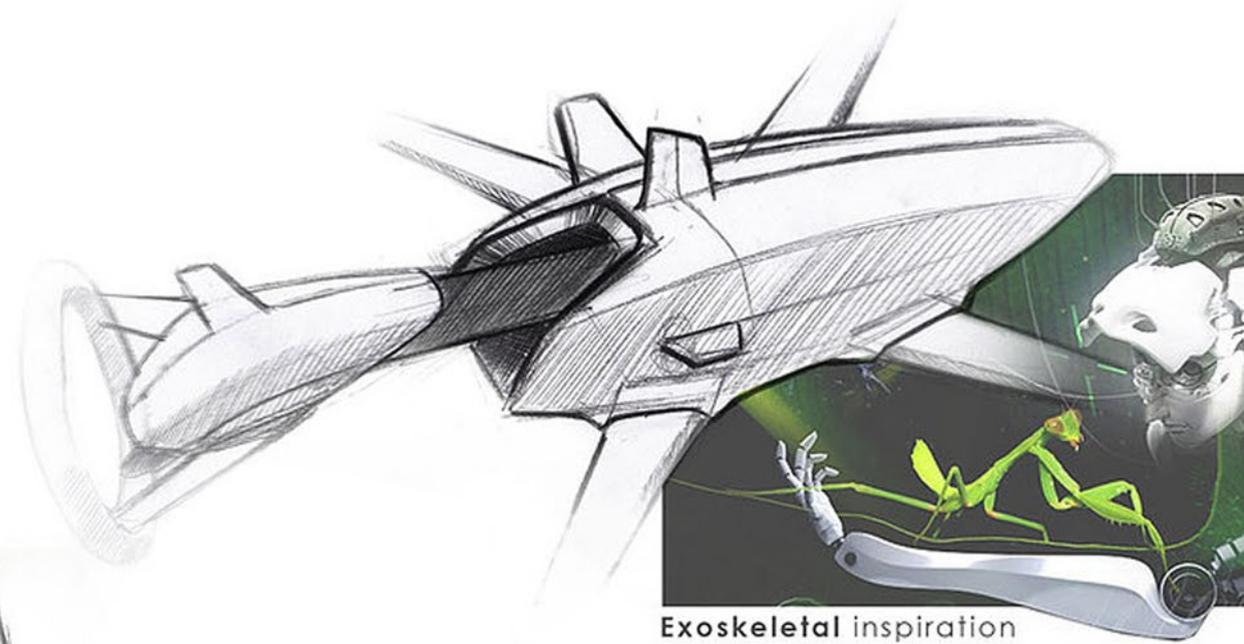
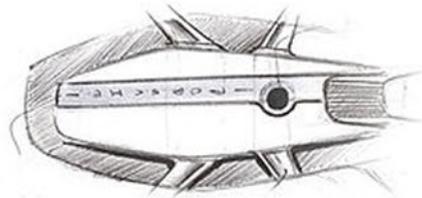
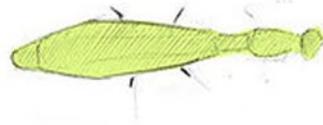
RACE CARS FIT THEIR DRIVER LIKE A GLOVE.  
HOW CAN **ONE** CAR FIT **SEVERAL** USERS & FEEL PERSONALIZED?



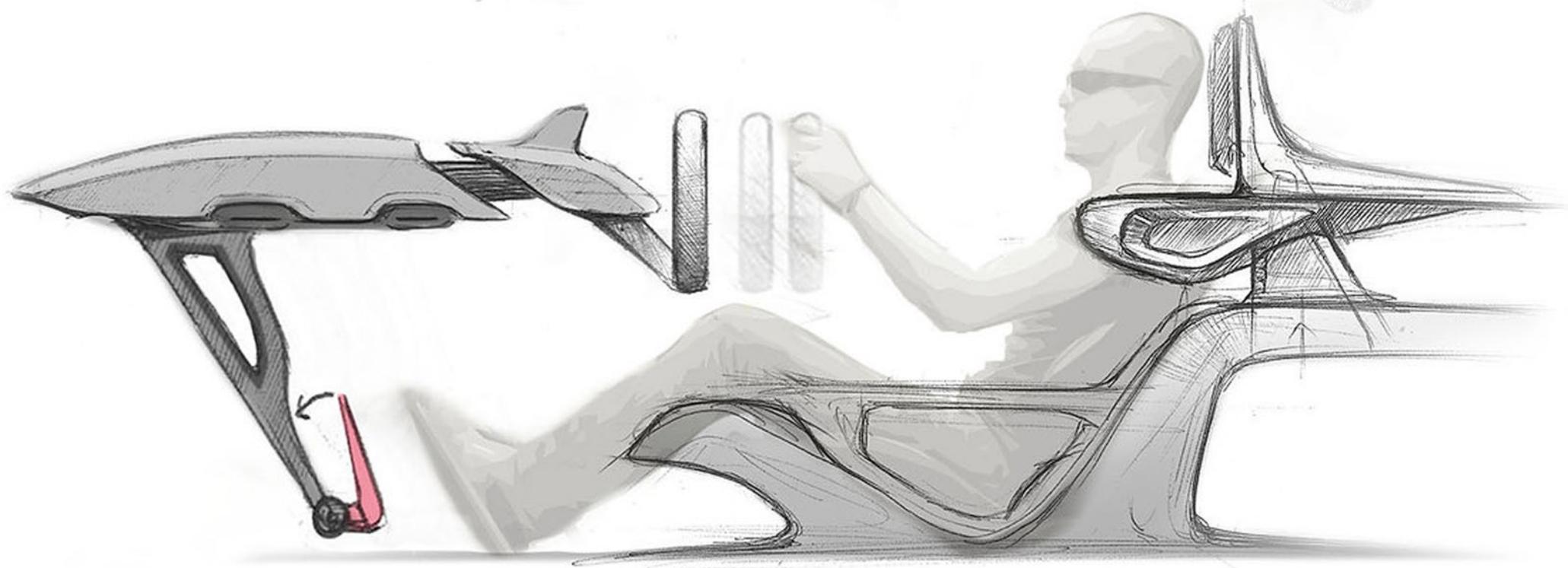
Subscribed driving experience for those who are working towards the dream of Porsche ownership.

## ADAPTIVE TOUCH POINTS

Vital driving components **articulate** to fit around the driver who's enveloped in a chassis-integrated **fixed seat**.

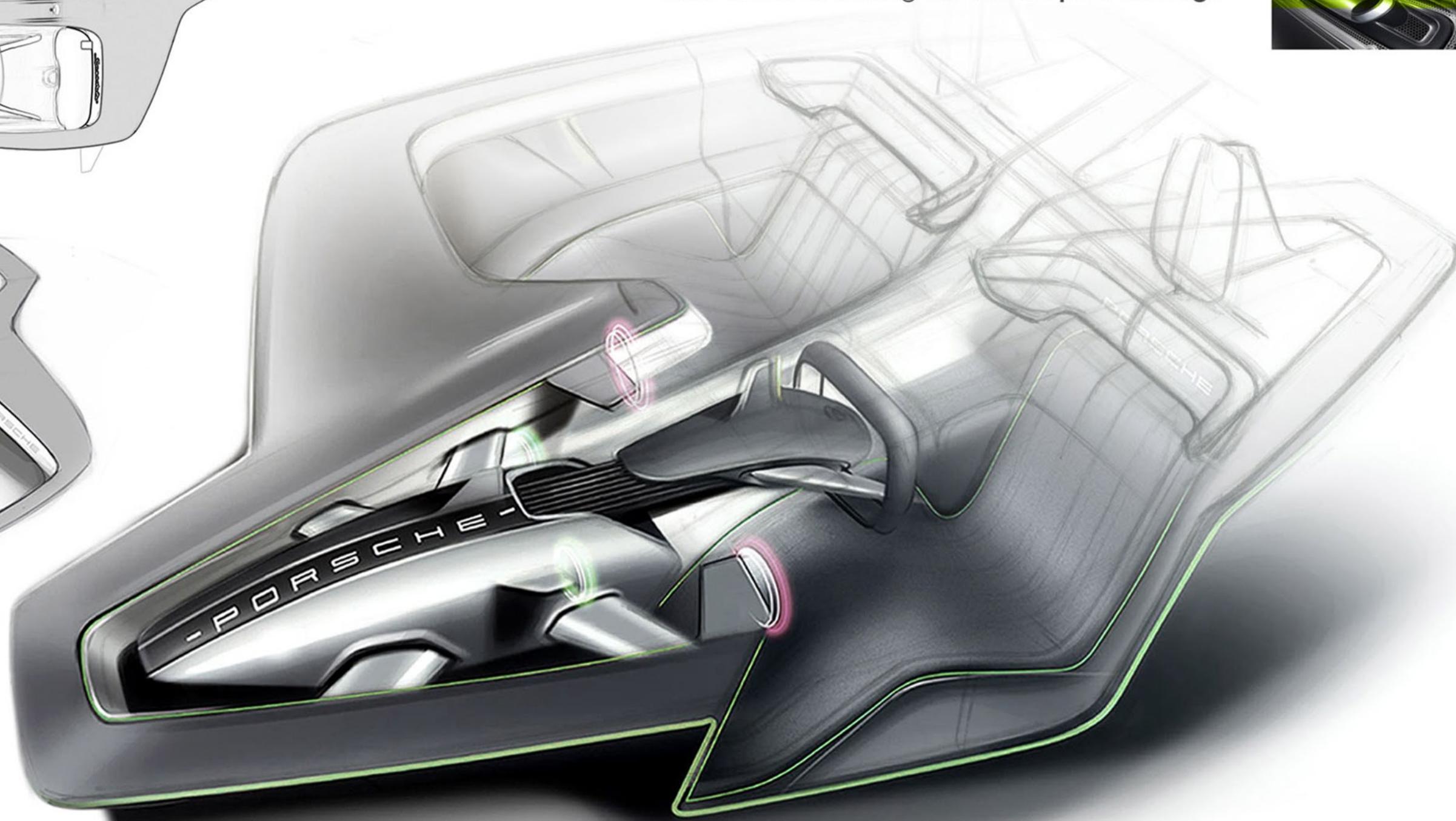
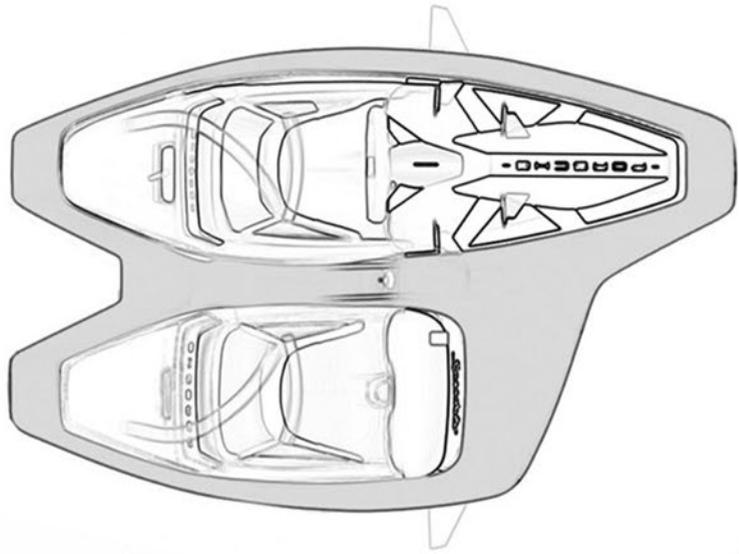
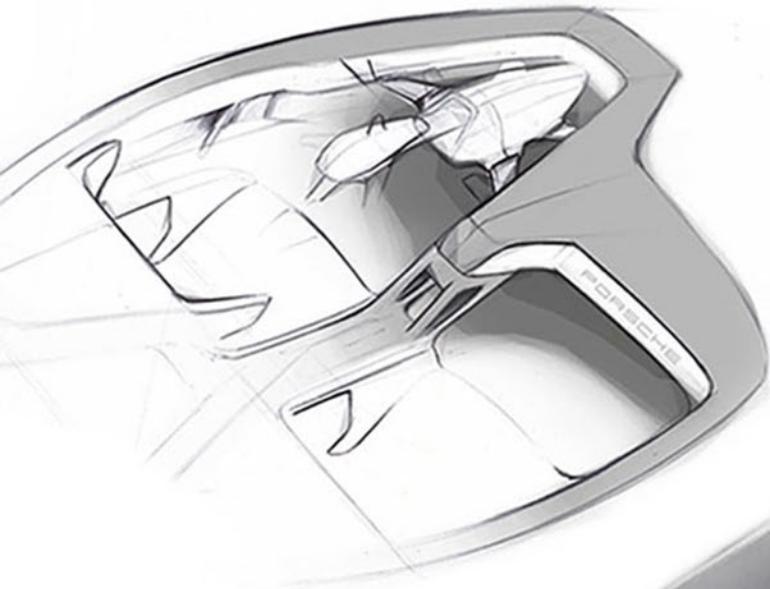


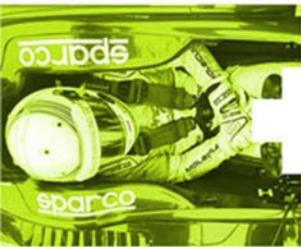
Exoskeletal inspiration



## EXPOSED MECHANISMS

The perimeter form **wraps around** the drive module and driver creating an **enveloped feeling**.

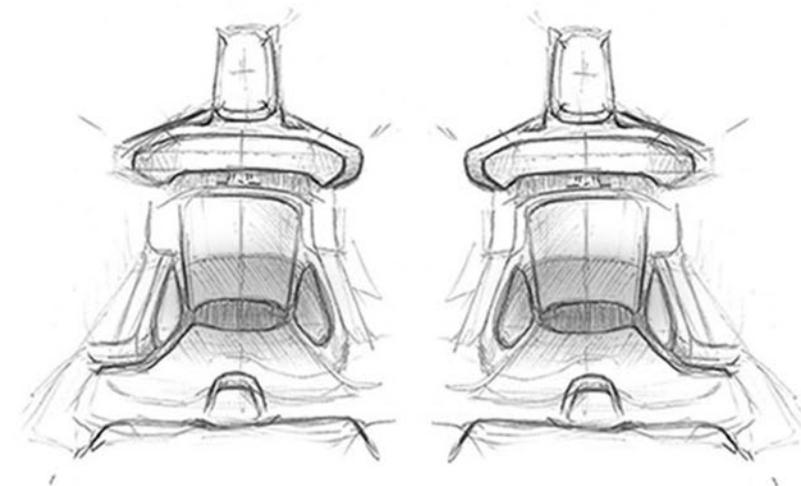
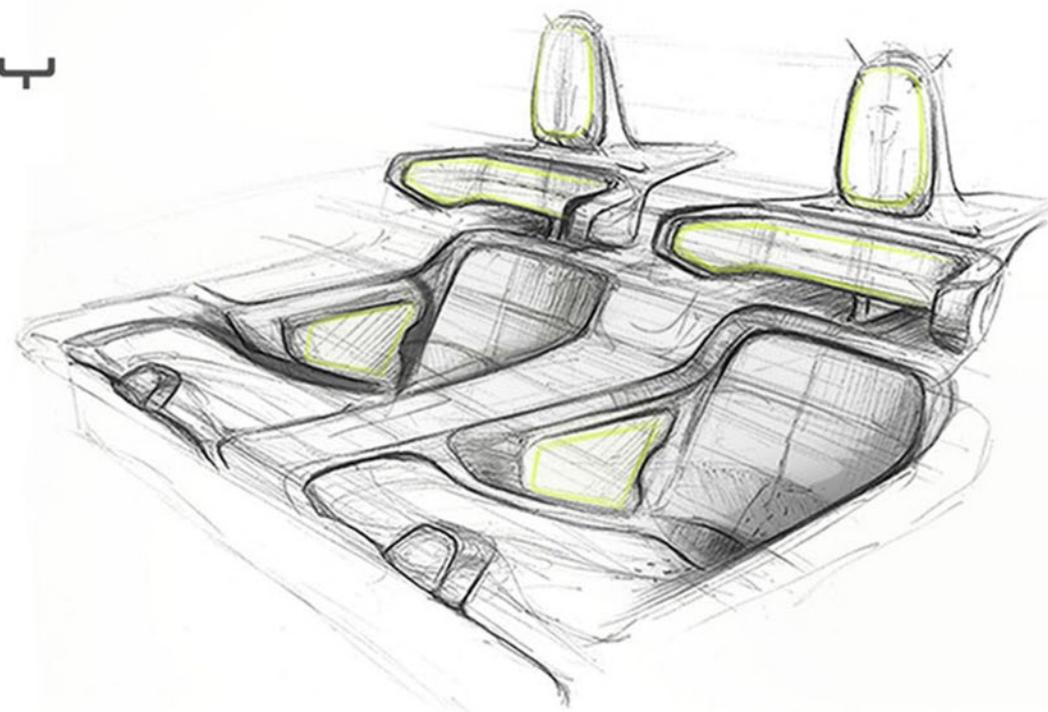
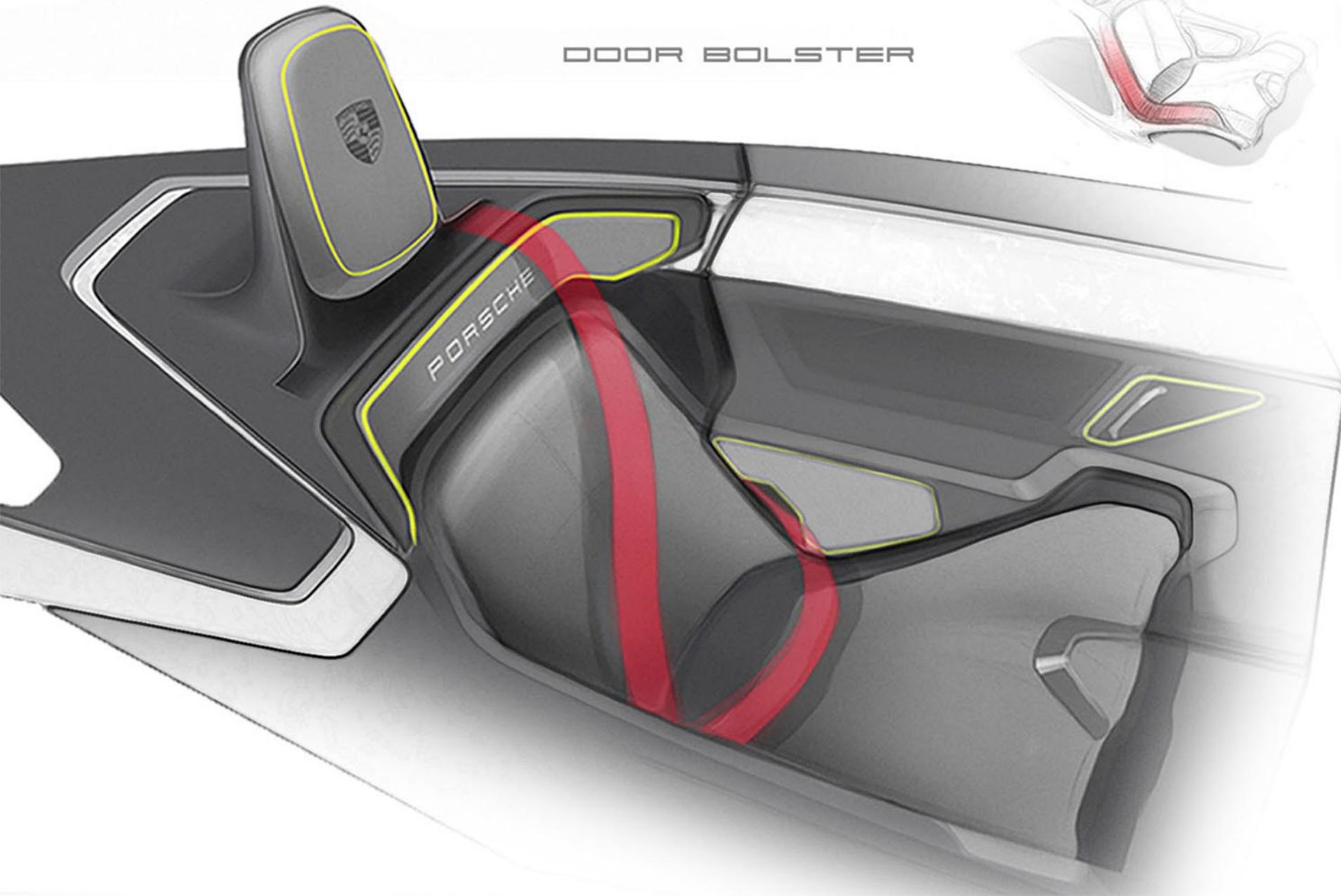




## PERFORMANCE + USABILITY

Linking the **racing feel** of ultimate performance interiors while retaining **casual ingress & egress**.

DOOR BOLSTER





## ERGONOMIC STUDY

Constructing a **full-scale** model was crucial to capture a performance feel & **retain practicality**.

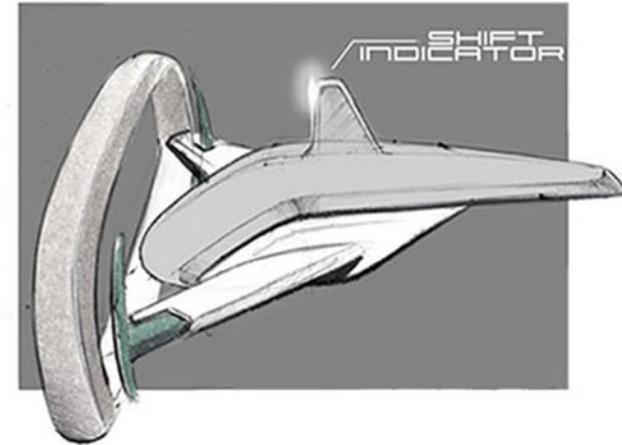
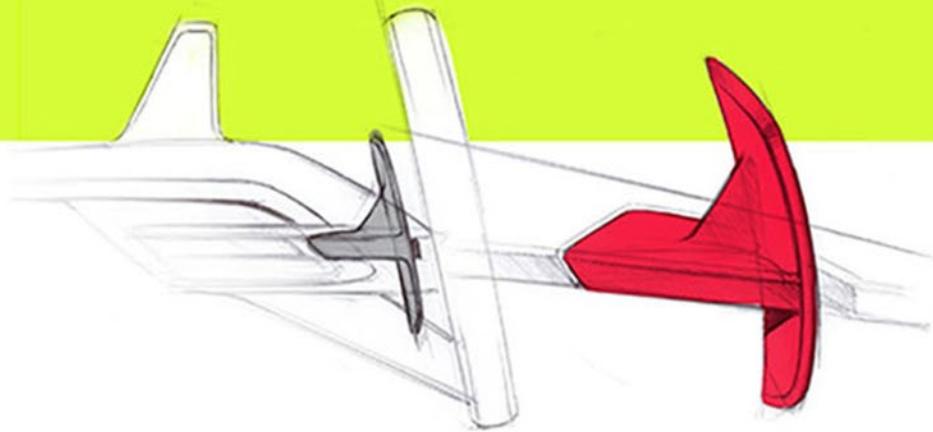
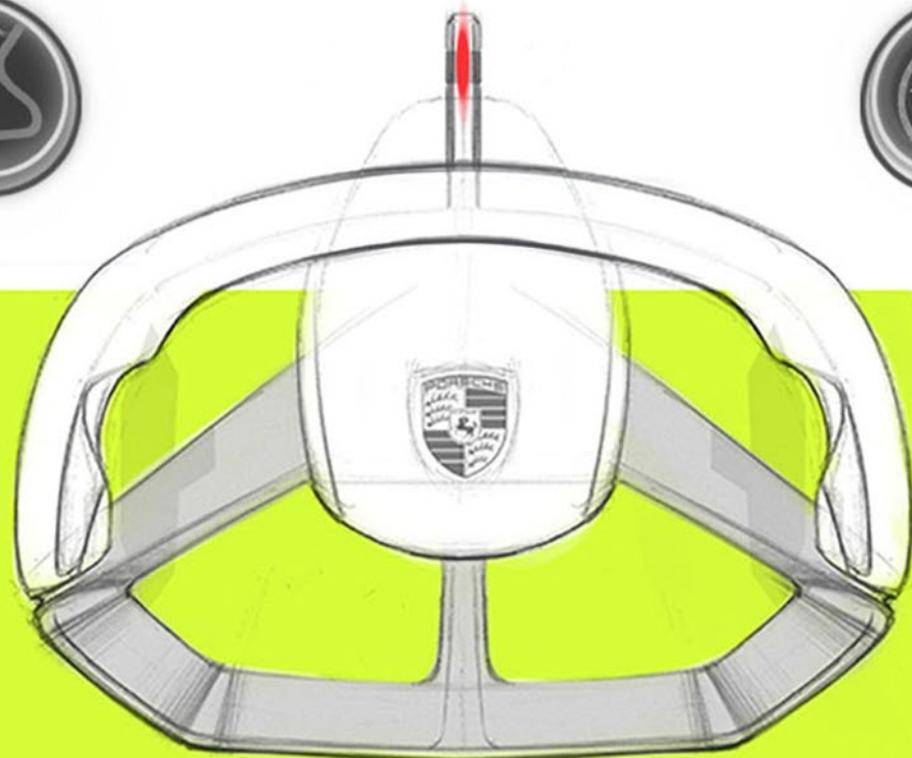
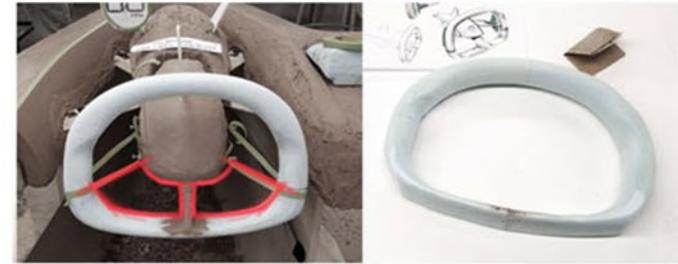


Rear- hinged door w/ **panel bolster** makes for an **easy entrance** into the racing seat.



# EVOLVING TRADITION

Advancing Porsche's traditional 5-gauge arrangement & sport steering wheel w/ center marker.





**Thank you!** The extent of each project's content can be viewed on my website portfolio.

[www.MaxBenonDesign.com](http://www.MaxBenonDesign.com)

# MAX BENON

Automotive / Industrial Designer

maxbenon@gmail.com

+1 (949) 280-4399

maxbenondesign.com

San Francisco, CA

## Education

### Academy of Art University

February 2015 - May 2020  
San Francisco, CA  
BA Industrial Design

### Saddleback College

September 2012 - July 2014  
Mission Viejo, CA  
GE & Business Administration

## Work Experience

### Volkswagen Group of America

June 2019 - Present  
Belmont, CA  
Automotive Design Intern

### RSID Studio

January 2019 - June 2019  
San Francisco, CA  
Industrial Design Intern

### Academy of Art University

January 2019 - June 2019  
San Francisco, CA  
Student Mentor

## Honors

### Edwin T. Meyer Design Competition

Spring 2018  
Finalist

## Projects

### Subaru Sponsored Project

February 2019 - June 2019  
Project lead & designer

### Audi Sponsored Project

September 2018 - December 2018  
Project lead & designer

### FCA Sponsored Project

February 2018 - May 2018  
Exterior designer

## Skills

### Creative

Brand sensitivity  
Concept ideation  
Sketching & rendering

### Personal

Adaptable  
Empathic  
Collaborative

### Programs

Adobe Photoshop  
Autodesk Alias Suite  
VRED

## References

Available upon request.