

## A003 coherence

The term coherence refers in general to the connection and interdependence of the parts of a system or of an object of any entity. coherence indicates a logical relationship in thought and deed.

The principle of coherence is one of the cornerstones of the design at all scales.

The idea upon which a project is based must guide every choice during the design process and has to stay recognizable in the final product.



01 - Jaguar C-X17 concept - exterior



02 - Jaguar C-X17 concept - exterior

### JAGUAR CX17

The concept car Jaguar CX17 is an icon of the fashion high-end vehicle: it is high-tech, aggressive, looking to the future.

If the Jaguar CX17 was set up with the interiors depicted in the picture 03 (those of a Rolls Royce Phantom), anyone would realize immediately that there is something wrong: the clear perception of incoherence would be due to non respecting the principle of coherence.

The principle of coherence would be betrayed by associating the concept car's idea of contemporary design and high tech to some very traditional and antique looking finishes and materials.

The design concept that is the basis of design and aesthetics of a car must be reflected in all its parts, including the interiors.



03 - Rolls Royce Phantom - interior



04 - Jaguar C-X17 concept - interior