

# 2006/2007 Worldstudio AIGA Scholarships Coyne Family Foundation Award



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Industrial design  
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A good designer is good designer, no matter if he or she is a man or a woman. Looking back on these designers who have had profound influences on me, I feel that what allows a designer to contribute most to the world not only includes the proper skills and an agreeable personality but also the ability to take a global view and combine it with the understanding of one's own culture. They gradually stimulated my aspiration of going abroad to study. From my point of view the birth of the modern age of car design was dominated by the engineering and production of the product. By the second age the motor industry had matured, but was dominated by an obsession with the equity of its brands. Now the car industry has to face up to the real needs of its consumers and the changing cultural and environmental landscape. Traffic jams, congestion charging, parking spaces, safety and environmental concerns are all determinants of the changing landscape for private and public transport. I feel a great sense of obligation to contribute to the world as a car designer and exciting to rise to the mobility challenges of the twenty-first century.

