



Design a green car in a day!...

*Interview of Hannah Macmurray – GCD Founder and Editor-in-Chief
by L'Observatoire de l'Ecodesign*

OED : How did GCD come up with idea of workshop/creativity session for the design festival ?

GCD : We always want to get involved in what we believe in so this is one way.

OED : How did GCD design the format of the event? Who organized it ? Did you make a selection from the public ? Is it only eco-suppliers, environmentalists or inventors ?

GCD : Green Car Design organised the event and decided the format. And yes only eco-suppliers/inventors/motivators were selected

OED : How did you choose the professional car designer ?

GCD : Through our contacts with the industry.

OED : How did you choose the suppliers? Did you have specific criteria or thematic ?

GCD : Idem above, we chose suppliers in accordance with their eco credentials, and/or products that help create a greener result.

OED : Which were the cliché green words that you used to put in the blindbox? How did you choose them ?

GCD : The cliché words were chosen from the automotive industry PR talk, luxury, sporty, eco, innovative etc. chosen at random.

OED : Was it possible to only guide the design with only green words or only automotive words following what teams had picked out of the box ?

GCD : Each member of the team chose a word, the mixture of them was random and they were very capable of following these words within their design concept.

OED : Were the names of the team chosen by GCD or by the team ? Is the name of the team related to the design concept ?

GCD : The names were chosen by the teams themselves, and in some cases related to the concept other time to the team.

OED : How was the design pool organized? Who voted and how ?

GCD : Again everyone participating that day voted on the best design and it was pretty unanimous that Luci won.

OED : We thank GCD team for all their contribution.

