



Well-known product designer Sebastian Conran inside the C+C+Conran concept



The leaf motif is carried over into the interior, decorating the striking red seats

# Premium design

Outlandish and wacky concepts are nothing new at motor shows, but one which stood out from the rest at the recent British Motor Show was Nissan's Micra C+C+Conran. **Emma E Forrest** reports

At the British Motor Show in July, the usual selection of outlandish customised and limited edition versions of production cars made their appearances. The new Corsa was covered in graffiti to coarsely illustrate the car's exciting urban character, and even a hot-pink C-P1nk that had been festooned with airbrushed pixies by an overzealous design intern armed with a budget attracted a few looks. But the one that stood out as more than a token gesture was the elegant Nissan Micra C+C+Conran.

Commissioned as a show car, but designed to be a limited-edition production possibility, the car was customised by renowned product designer Sebastian Conran in collaboration with Nissan Design Europe's Manager for Colour Group, Marisol Manso Cortina.

A hugely successful industrial designer whose work has won numerous design, marketing and innovation awards, Sebastian Conran is a director at Conran and Partners, the Conran Group's award-winning design studio. He is responsible for all product and graphics work.

Conran had previously worked with Nissan on a limited-edition Nissan Cube. The Cube3+Conran concept was shown at the Tokyo Motor Show in 2003. When the limited-edition production Cube+Conran and Cube3+Conran production versions followed in 2004, they sold out almost immediately. Last month, limited-edition Plus Conran versions of the Cube, March and Lafesta were unveiled for the Japanese market.



# Inside out

**Tanya Weaver discusses the ins and outs of Nissan's new C+C+Conran concept car**

If you are one of the 70 per cent of UK commuters who choose to drive to and from work each day then you probably find that with increased congestion, you are spending an awful lot of time inside your car. As researchers from the University of the West of England recently reported, the average UK commuter spends 139 hours a year traveling to and from work. Consequently, you are most likely spending more time in your car compared to the time you would sit in your living room when you do eventually get home from the daily slog.

So, as the car today is regarded as an extension to one's personality or home, own-

ers now desire originality and creativity - something which allows them to express their individuality. As a result, instead of bland and grey the interior should have a splash of colour or a hint of a pattern. "We would like to turn attitudes to car interiors on their head - to come from a slightly different perspective from the conventional testosterone-driven

**"By collaborating with a non-automotive designer, we wanted to get a new approach to car design in Europe"**

