Amazon and Rivian team up and take over the world.... It could happen?

CLIENT -*Amazon Distribution*
LOCATION -*Houston, TX*
ROLE -*Graphic Artist and Project Lead*
SCOPE -*Concept, Graphic Design/Illustration*
DATE -*2023*

CHALLENGE

To imagine and conceptualize how Amazon's delivery vans, produced by Rivian, WILL turn into robots in the not too distant future.

Blend automotive design with sci-fi imagination.

GOAL

Conceptually bridge automotive innovation with imaginative storytelling, crafting the Rivian Prime Van into an iconic Transformer.
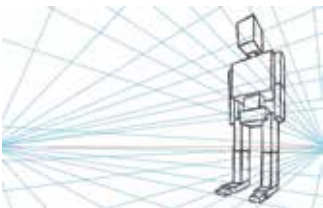
Combine aesthetics with practicality.

Maintain recognizable brand identity and functionality elements.

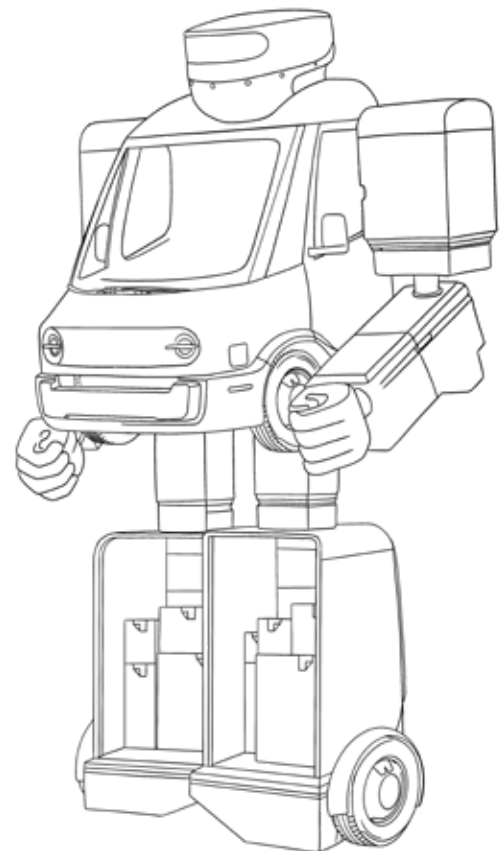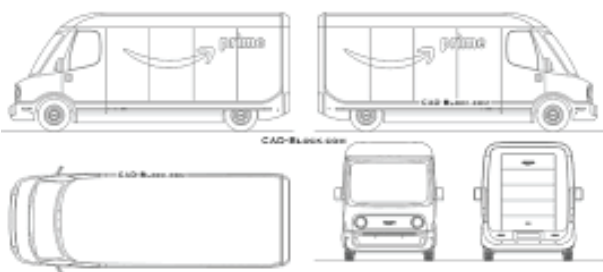**Reinforcing Rivian's modern, forward-thinking identity.**

PROCESS

Beginning with iconic inspiration from classic Transformers, initial sketches explored form and function.

Use of Two-point perspective, to explore compelling poses and proportions.

Scaled schematics referenced throughout layout and blocking.

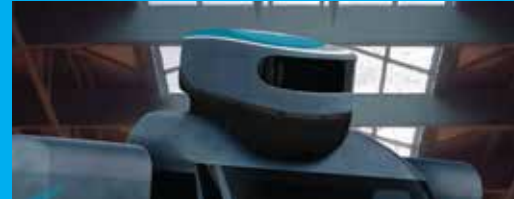FINAL WIREFRAME

PROCESS (continued)

Patina and "natural wear" strategically added, for another layer of realism.

SOLUTION

The final concept successfully merges sleek automotive design with the dynamic characteristics of a Transformer. Functional vehicle parts—intuitively transform into limbs, resulting in a relatable yet futuristic robotic character.

Iterative refinements brought automotive and robotic elements together, culminating in a detailed, realistic final rendering.