

AUTOMOTIVE

## Jaguar highlights past, present and future in London display

September 8, 2016



*Jaguar display for the 2016 London Design Biennale*

By STAFF REPORTS

British automaker Jaguar is illuminating its brand history and its vision of what is to come through a conceptual installation for the inaugural London Design Biennale.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Based on the event's theme "Utopia by Design," Jaguar's display is a laser light show that depicts its milestones over the years. Opened to the public Sept. 7 at Somerset House, the London Design Biennale produced in partnership with Jaguar includes installations, artwork, prototypes and designs from creatives hailing from 37 countries.

Time capsule

Jaguar's display was created by its director of design Ian Callum and his team. Central to the display is the silhouette of a futuristic vehicle, with lasers forming the outlines of the car's body.

Corresponding laser displays tell of Jaguar's motor sporting success at Le Mans and its iconic designs, such as the E-Type.



*Jaguar at the London Design Biennale*

Fast forwarding into the present, Jaguar will display some of its modern vehicles with a laser light show pointing out the lightweight designs on the brand's current models.

A "gallery of the future" will tackle key changes and opportunities facing the automotive industry today, including autonomous vehicles and new designs.



*Jaguar display at London Design Biennale*

"We are really excited to reveal our installation for the London Design Biennale and show visitors at Somerset House what a utopian future looks like to us at Jaguar," said Ian Callum, director of design at Jaguar.

"As well as presenting our own installation, we have the opportunity to learn from other artists around the world and see what they have to offer, which is both interesting and invaluable," he said. "The final element that will be revealed as part of the installation illustrates our vision for a future which provides a sense of spirit, movement and optimism."

The London Design Biennale will be on display at Somerset House until Sept. 27. Open to the public, admission for the event is \$20.

For luxury brands, large design and art events offer an opportunity to meet likeminded creators and consumers.

For instance, Marni, Missoni and Jaeger-LeCoultre were among the participants at the 56th Venice Biennale International Art Exhibition in Italy, using the opportunity to connect with the affluent consumers who frequent the event.

These brands included themselves in the conversation by hosting their own exhibitions and sponsoring artists whose work was on display. Luxury and the arts are closely connected, and it is important for brands to attend these large, international events to stay up-to-date on the latest trends and connect with patrons of the arts who may purchase products ([see story](#)).