

AUTOMOTIVE

Range Rover puts focus on design in creative talent-fronted film series

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Range Rover Velar

By DANNY PARISI

British automaker Land Rover is spotlighting the design and creativity that went into its new Range Rover Velar model with a series of videos detailing the talent behind the vehicle and their thoughts on what it means to be "creative."

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Titled "BORN Creative," Range Rover's series is in partnership with content creation company BORN. Each video sees a different designer speaking about their philosophy of creation and design while a Range Rover Velar is featured in the background.

"One of the most compelling things about this design, as is the case with all our vehicles, is the juxtaposition of something that's glamorous and looks fantastic, something that is very design-literate, but is also very capable," said Gerry McGovern, chief design officer at [Land Rover](#), Whitley, Britain.

Creativity and design

To celebrate the launch of the new Range Rover Velar, the auto manufacturer is directing customer attention to the minds behind the product, in addition to the product itself.

In a new video series, debuting on YouTube, Range Rover interviews a number of guests, including its own Mr. McGovern, about their creative processes and their thoughts on creativity in general.

The interviews are conducted on a soundstage, with visible stage lights in the background and the new Range Rover Velar serving as the backdrop.



President of the LVMH Watch Division, Jean-Claude Biver

Over light music, these guests expound on how they think about creativity, especially how the new car exemplifies that thinking.

Range Rover, as a luxury auto brand, does not need to focus purely on performance or price, since that is not the focus for many of its customers.

Instead, Range Rover is taking this opportunity to talk about the Velar model as though it were a work of art in addition to a vehicle, something with a lot of care, thought and craft poured into making it.

In this way, Range Rover is heightening its brand image through the association of its cars with craftsmanship and high-quality production value.

Crafting a car

Throughout the video series, the designers talk about how vital bringing fresh, creative ideas to the design process is while mixing them with Range Rover traditions.

This extends to the marketing decisions as well, as the brand sticks to the tried-and-true technique of a promotional video series but with the modern twist of being accessible through social media.

The brand has been playing up the connection between its vehicles and art recently when it unveiled the Range Rover Velar at the London Design Museum.



Range Rover chief design officer Gerry McGovern

The new Range Rover Velar is the first vehicle to be unveiled at the Design Museum in London, which reopened in November 2016 after moving from its original location ([see story](#)).

Range Rover's tone for this series is also a bit different than the brand's earlier video series, such as its Arctic Journey collection, which showcased adventurous driving in an icy landscape ([see story](#)).

With BORN Creative, Range Rover is taking a different tone, showcasing its cars as well as the amount of care and work that goes into designing and creating those vehicles.

"Einstein said, 'Creativity is more powerful than knowledge,' because knowledge is the sum of what has already been declared, while creativity is making the future," said Jean-Claude Biver, president of the [LVMH Watch Division](#),

Paris, and subject of the BORN Creative interview series.

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