

AUTOMOTIVE

Range Rover celebrates Velar design in new Web series

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The 2018 Range Rover Velar is being treated as a piece of art and design and not merely transportation. Image credit: Range Rover

By DANNY PARISI

British automaker Land Rover has released a series of short digital videos detailing the reaction from prominent designers to the design of its new Range Rover Velar model.

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In a series of two-minute videos, Range Rover highlights the high level of craftsmanship and care that went into designing the Velar by getting feedback from designers in fields including industrial and interior design. The videos are a way of separating the Range Rover Velar from mere vehicles to something that is more akin to art in the discerning consumer's eye.

Design philosophy

The Range Rover Velar was first revealed early last year, with its first model sold last summer.

Now, Range Rover is promoting the 2018 model with a focus on the love and care that went into every detail of the design.

To emphasize the craftsmanship involved, Range Rover has released a new Web series called "Inspired By Velar," which interviews multiple designers from different fields as they talk about what makes the Velar a good design and lessons designers can take from the model.

The designers who are featured in the series come from around the world, such as Venice, Italy; Seoul, South Korea; Berlin and more.

In one video, the creators of the Velar have a roundtable discussion with designers from outside Range Rover about what inspired the model, what design means to them and their personal philosophies.

Range Rover Velar - Inspired By Velar - Kvadrat

Other videos take a more individual approach, focusing on a single designer as they discuss what they admire about the Velar.

One such video focuses on Jinsop Lee, a design consultant from South Korea. In Mr. Lee's opinion, it is the details

of the Velar that make it an impressive design.

The car features an interesting contrast of elements, such as a soft leather steering wheel with a rim of hard metal around it, that elevates the design.

Another video interviews Charlotte Bastholm Skjold, head of design management at Kvadrat, the Danish company that collaborated with Range Rover to design the vehicle's interiors. She speaks about the collaboration's search for the perfect materials that evoke both comfort and performance.

Laurence Hobden of Meridian also has a video segment where he talks about how Meridian worked with Range Rover to create the sound system that comes equipped with the car.

Furthering the perception of the car as a work of art and design, Range Rover showed it off at Milan Design Week where designers from around the world gather to showcase exceptional designs.

There, the Velar was enshrined in a white room where attendees could admire its design and be walked through the conception of the car by Range Rover designers.

Care and craftsmanship

A common line through much of Range Rover's marketing recently has been a focus on its cars as works of art and design in addition to utilitarian products.

Before the Inspired By Velar series, the company released a similar series of videos showcasing some of the process behind designing the car.

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 ([see story](#)).

Additionally, another recent campaign more explicitly compared Range Rover vehicles to art.

Range Rover Velar - Inspired by Velar - Designer Roundtable

"Urban Explorers Alexa" is the latest online video for the Range Rover vehicle in which the brand aligns itself with the art world. While traveling through an urban backdrop in the Evoque Convertible, viewers hear from a gallery curator as she discusses her feelings on art ([see story](#)).

As a provider of luxury vehicles, Range Rover has a vested interest in making its cars more than just transportation, but part of a larger luxury lifestyle.

By emphasizing the art and design that went into creating the Velar, Range Rover is hoping to move the conversation around the vehicle away from pure transportation and into a realm of meaningful additions to a luxury buyer's life.