

AUTOMOTIVE

Rolls-Royce delves into timeless design principles

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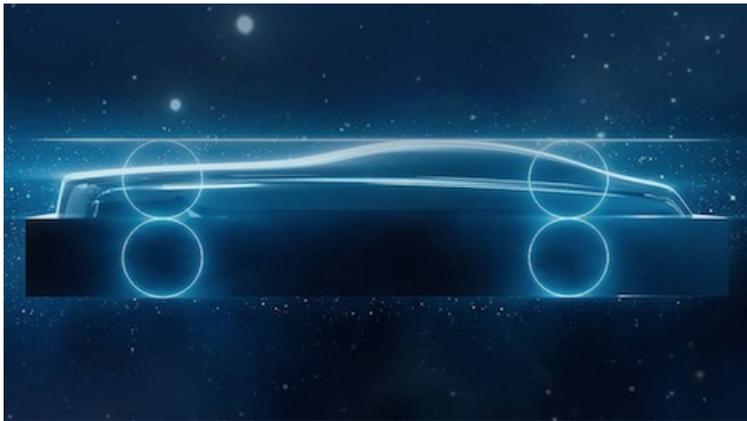


Image credit: Rolls-Royce

By SARAH RAMIREZ

British automaker Rolls-Royce is sharing how classical ideas of design have served as inspiration for its vehicles in a starry short film.

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"A Vision Beyond Time" is the latest episode in the "House of Rolls-Royce" series that examines the automaker's long history. By using celestial imagery to explain its design choices, Rolls-Royce builds the mythology of its own heritage.

Rolls-Royce was reached for comment.

Design details

The short film examines three characteristics in all of the brand's vehicles: the balanced proportions of the car body, the fluid lines and the signature grill.

It opens with a countdown from future years to the present over a kaleidoscope background, which eventually transforms into a Rolls-Royce rim and a constellation.

"Forever looking forward, we seek the place where great ideas are formed," a woman says in a voiceover.

House of Rolls-Royce, Chapter 3: A Vision Beyond Time

The narrator speaks to traditional design concepts, such as balance, which allow Rolls-Royce to continually create such innovative and unique cars: "By imagining the future, we define the present."

Stars suddenly connect to one another for a Rolls-Royce constellation that drives toward the viewer. Then, a floating rectangle opens to reveal a Rolls-Royce model.

The signature Rolls-Royce silhouette, seen in the first Silver Ghost, is based on a 2:1 ratio of wheel to body height. Light beams trace the three lines integral to the classic Rolls-Royce profile.



Rolls-Royce's film focuses on its timeless design. Image credit: Rolls-Royce

The grill is the final design element reviewed in detail, including Rolls-Royce's iconic Spirit of Ecstasy, the sculpture that sits on the prow of all of its cars.

Then, a fully-formed Rolls-Royce is revealed, including the interior and navigation screen. The woman in the voiceover reaffirms that the classic design acts as a canvas for Rolls-Royce to push the envelope with new technologies.

House of Rolls-Royce

A Vision Beyond Time resumes the House of Rolls-Royce series, which began in 2016. It has been more than a year since the last film premiered.

The first episode centered on the Spirit of Ecstasy, the sculpture that sits on the prow of all of Rolls-Royce's cars, guiding both the driver and the vehicle's creators.

Chapter I begins in 1904, as Charles Rolls and Henry Royce look to make their dream of "flight on land" a reality, spurred by the figurine's lean forward into the future. Through motion capture and 3D scanning, the film recreates scenes from the automaker's timeline in a starry effect ([see story](#)).

The second episode introduces Goodwood as a "place where beauty is made" and a "foundry for ideas." Speaking to Rolls-Royce's bespoke capabilities, Chapter II also talks about the automaker's ability to "build your dream" ([see story](#)).

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