

AUTOMOTIVE

Jaguar puts design on display in Scottish museum

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Jaguar is exhibiting at the V&A Dundee. Image courtesy of Jaguar

By STAFF REPORTS

British automaker Jaguar is highlighting the design of its first electric vehicle through an exhibition at Scotland's first design-centric museum.

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As the Victoria & Albert Design Museum in Dundee is inaugurated on Sept. 15, a clay model of Jaguar's I-Pace will be revealed as part of the exhibits. The work of Jaguar's Scottish designer Ian Callum will be showcased along with other design achievements from local talents.

Scottish showcase

For its first museum outside of London, the V&A has chosen to create a design museum in Scotland.

The V&A in Dundee is highlighting Scottish design both past and present. Included within the exhibits is a clay model of the I-Pace.

This model allows visitors to not only get a sense of the detail that goes into Jaguar vehicles, but also gives an understanding of the process through which Jaguar brings cars to life.



Jaguar's model at the V&A Design Museum. Image courtesy of Jaguar

Mr. Callum dreamed of working at Jaguar from childhood, as he wrote to the company about wanting to become a car designer as a boy.

"Automotive design is hugely complex. Although much of the design is done digitally, clay models are still important they are our first chance to see the car in reality," Mr. Callum said in a statement. "As a child I was inspired to become a car designer at Jaguar and have been lucky enough to live out that dream.

"Scotland has a long history of design excellence and the V&A Dundee is a fantastic opportunity to showcase this on a global stage," he said. "It has been an honor as a Scot to be involved with the opening of the new museum, and I hope our I-Pace exhibit can help inspire the next generation of design talent."

Also on display at the museum as part of the Scottish Design Galleries is a tiara commissioned by Mary Crewe-Milnes, Duchess of Roxburghe. Created by Cartier, the headpiece is fashioned after the helmets worn by the Valkyries in Wagner's "Der Ring des Nibelungen."

From the decorative to the utilitarian, the exhibit will also be showcasing Hunter's iconic rain boots.

Jaguar has been making a big push for its I-Pace, which will be its first completely electric car.

The marque recently demonstrated how its newest vehicle is pushing the boundaries of technology through a collaboration with singer-songwriter Dua Lipa.

Ms. Lipa test drove the all-electric Jaguar I-Pace, and the data captured by Jaguar's software was used to create a remix of her newest song, "Want To." To further engage fans through co-creation, Jaguar is encouraging them to create their own remixes and share them on social media ([see story](#)).