

# transforming mobility by design

Daniel Huber  
managing partner, head of industrial design & innovation

moodley strategy & design group GmbH

moodley

Being  
City of Design  
means, surprising  
intelligently.

Graz  
UNESCO  
City of  
Design

ECMIL  
CELV  
EFSZ  
Svoboda

# moodley

## strategy design innovation

3 specialized units offer end-to-end support - delivery focused.

**moodley**  
**brand**  
**identity**

**moodley**  
**interactive**

**moodley**  
**industrial**  
**design**



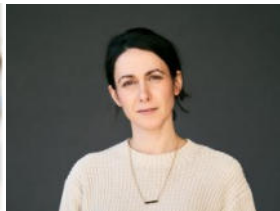
graz



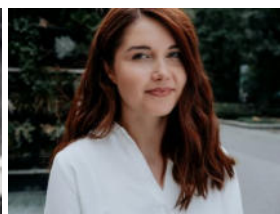
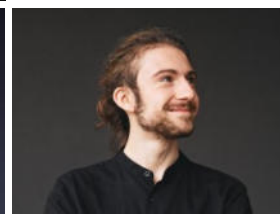
münchen



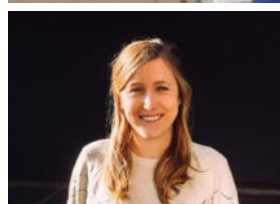
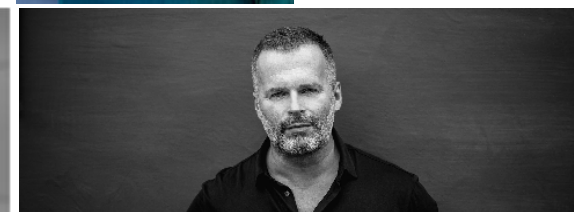
wien

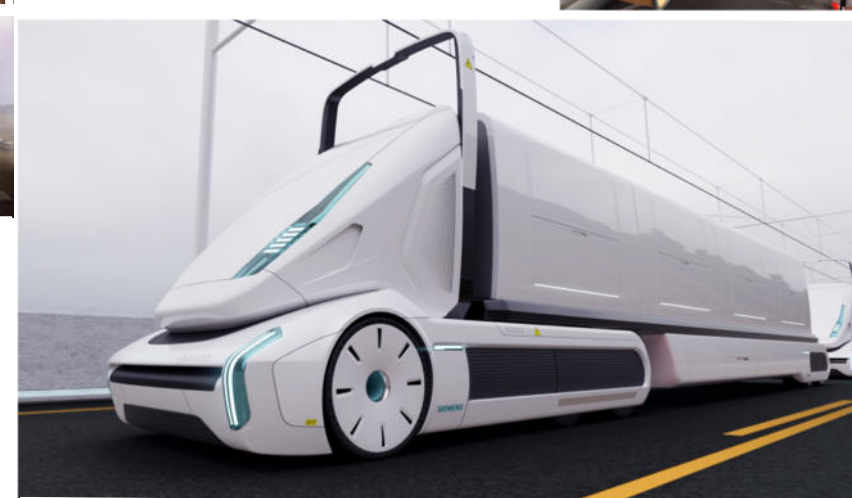
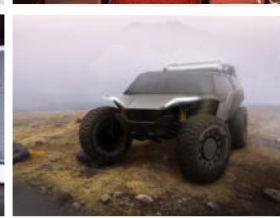
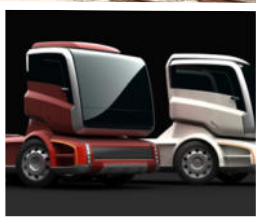


**100** people employed



**13** different nations





900+ projects worldwide





we focus on  
advanced technology  
industries

moodle

design  
to improve  
life

moodley

moodley

design  
to improve  
business



moodle

design  
to improve  
transformation



future mobility  
needs  
visions

visions  
need  
strategic design...

to enable  
transformation



# the role of designers in the future?

the role of  
designers changed  
dramatically

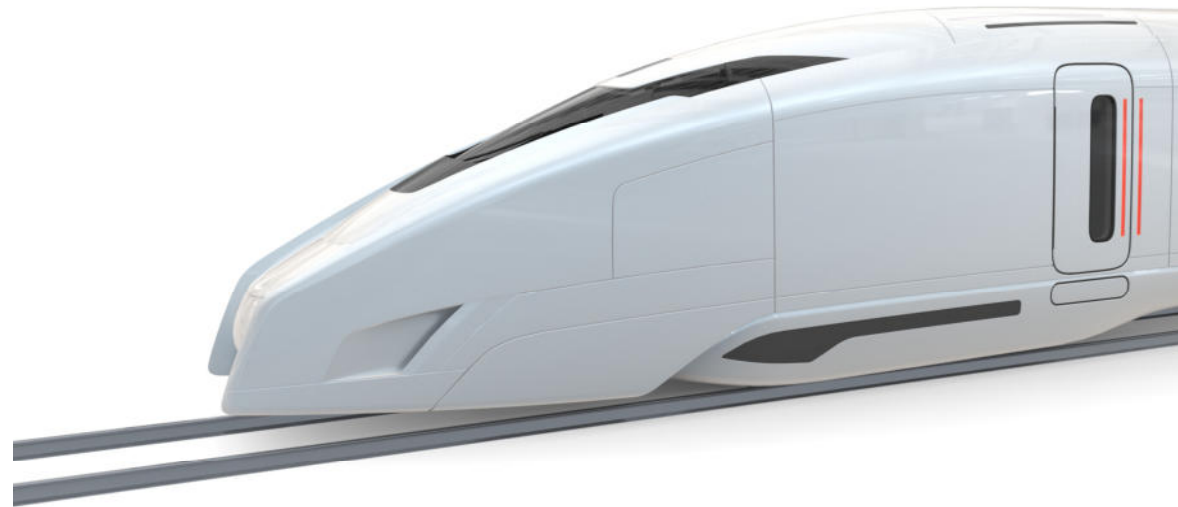
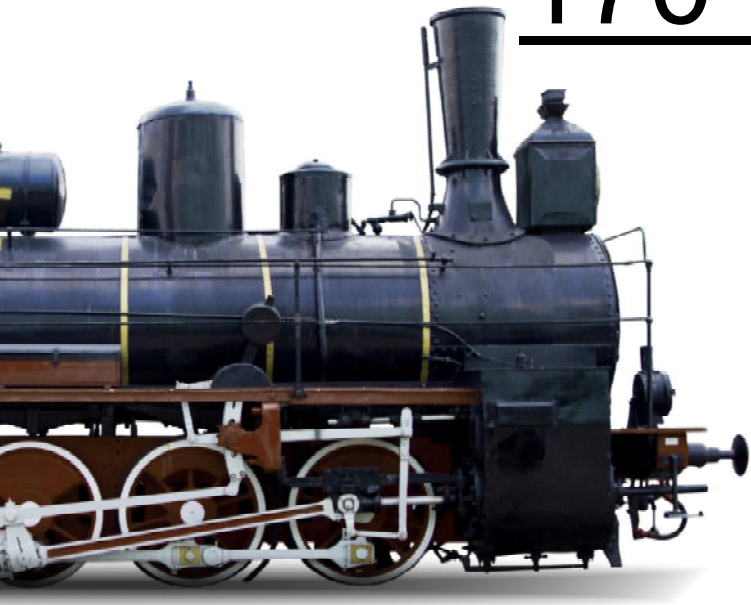
from stylist  
to enabler of  
transformation

from  
human centricity  
to  
society relevance

# moodle for Siemens Mobility

why does  
intermodal mobility  
still not work as it could  
work?

# 170 years of innovation



# 120 years of innovation



# 50 years of innovation

;-)))



a disruptive idea  
at the beginning



Patentirt in allen Industriestaaten!

Neu! Praktisch!

## Patent-Motorwagen

mit Gasbetrieb durch Petroleum, Benzin, Naphta etc.

Immer sogleich betriebsfähig! — Bequem und absolut gefahrlos!

Vollständiger Ersatz für Wagen mit Pferden.  
Erspart den Kutscher, die thuree Ausstattung, Wartung und Unter-  
haltung der Pferde.



Leichter, Malten und Bremsen leichter und starker,  
als bei gewöhnlichen Fuhrwecken. — Keine besondere Bedienung nöthig.  
Sehr geringe Betriebskosten.

Patent-Motorwagen mit abnehmbarem Halbverdeck und Spritzleder.

# BENZ & Co.

Rheinische Gasmotoren-Fabrik  
MANNHEIM.  
Neue Fabrik: Waldhofstrasse.

1888

future mobility  
needs  
transformation

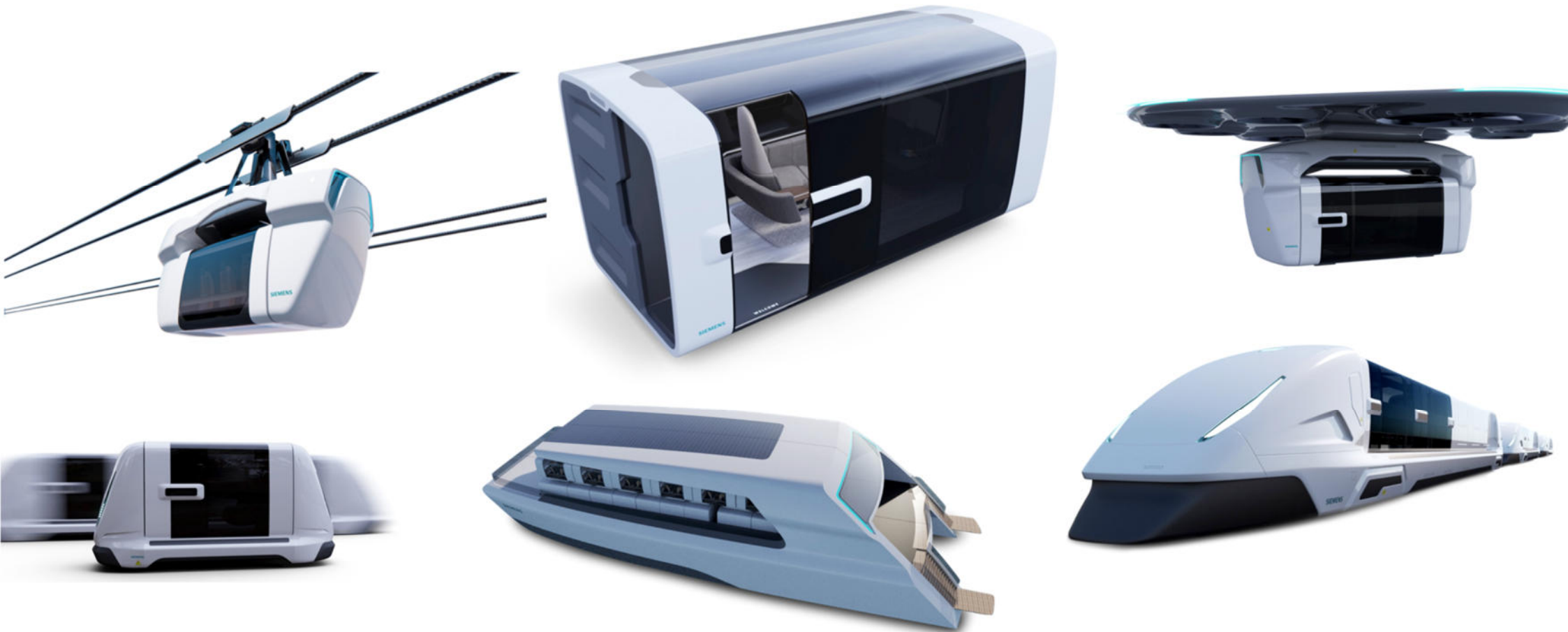
transformation  
needs  
collaboration

A futuristic cityscape at sunset. A road filled with sleek, white, self-driving cars. A flying car is visible in the sky above. The scene is illuminated by the warm glow of the setting sun, with a city skyline visible in the background.

we create visions  
and bring them to life.

INNOVATION FOR FUTURE MOBILITY

**SIEMENS** moodley  
*Ingenuity for life*



© Siemens Mobility GmbH and moodley industrial design GmbH, 2021.

INNOVATION FOR FUTURE MOBILITY

**SIEMENS** moodley  
*Ingenuity for life*



© Siemens Mobility GmbH and moodley industrial design GmbH, 2021.

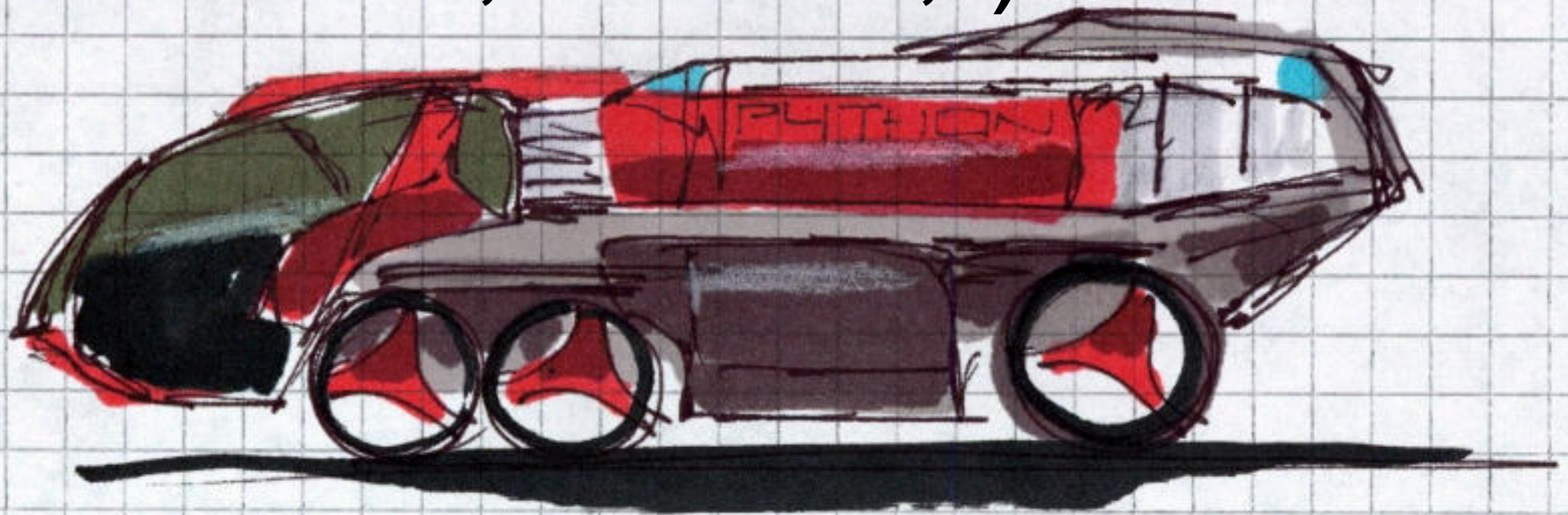


transformation  
needs  
boldness

# moodley for Rosenbauer

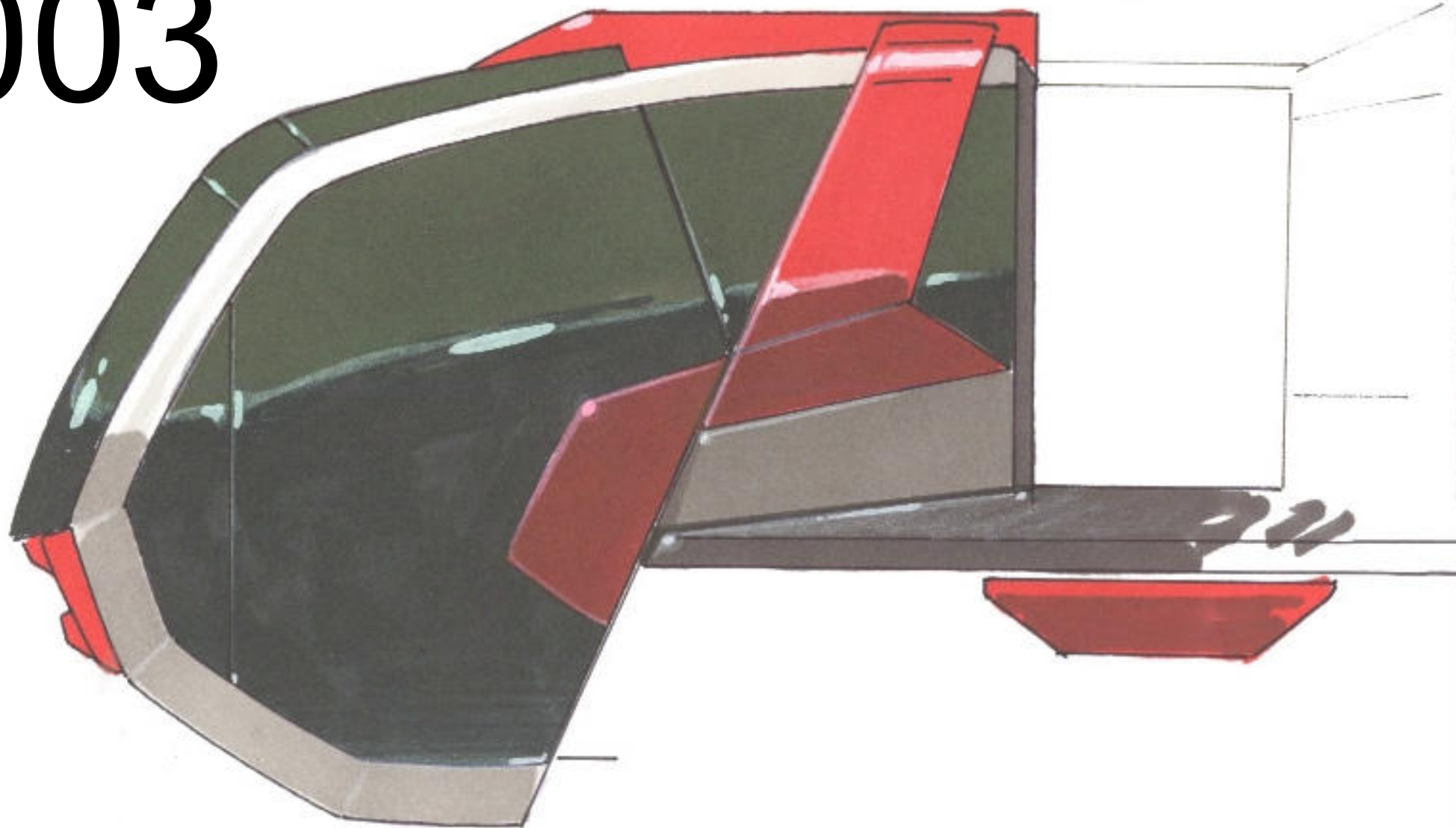


2003,  
Cafe Eiles, Vienna ;-)



2003

moodley



# 2005

moodley



Rosenbauer Panther  
integrated design

moodley



Rosenbauer  
integrated design

moodley



# Rosenbauer RT designing the first electro-hybrid firefighting vehicle of the world

Rosenbauer RT  
integrated design

moodley





Bild: Rosenbauer

Rosenbauer  
integrated design



# moodle for ÖBB

EU`s best railway company

ÖBB  
before 2012

moodley



before

© Richard Fuchs

designing trains  
as places we would like to  
be in

USER CENTRICITY

ÖBB Railjet

thematic focus

intelligent  
workspace

people work anywhere, anytime  
Anzahl der Co-working-spaces steigt

space of  
retreat

Rückzugsorte, die dem Cocooning  
Rechnung tragen und entstressen

enjoy  
free-time

social settings  
catering/entertainment

safety  
furniture

neue  
Sicherheitsanforderungen

moodley

ÖBB Railjet  
integrated design

moodley



ÖBB railjet  
integrated design



ÖBB railjet  
integrated design



ÖBB cityjet  
brand design

moodley



OBB cityjet fleet

moodley

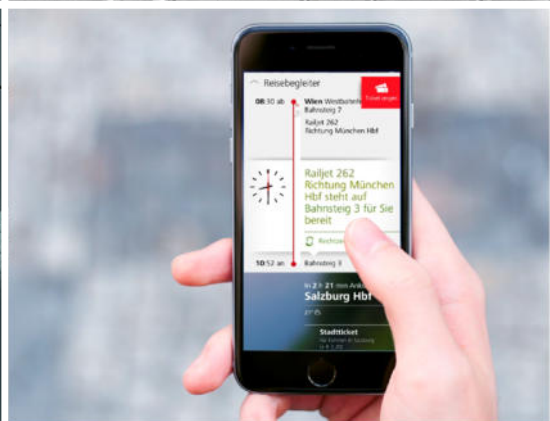


ÖBB

moodley







ÖBB Railjet  
integrated design

moodley



increase in rail  
passengers from 224 Mio  
in 2012 to 322 Mio in 2021

Quelle: Statista

# future mobility needs discussion

virtual testing platform  
superlounge



**SUPER LOUNGE**





cafebar, look&feel

moodley



# MAGLEV concept

High speed train-concept

moodley



High speed train-concept

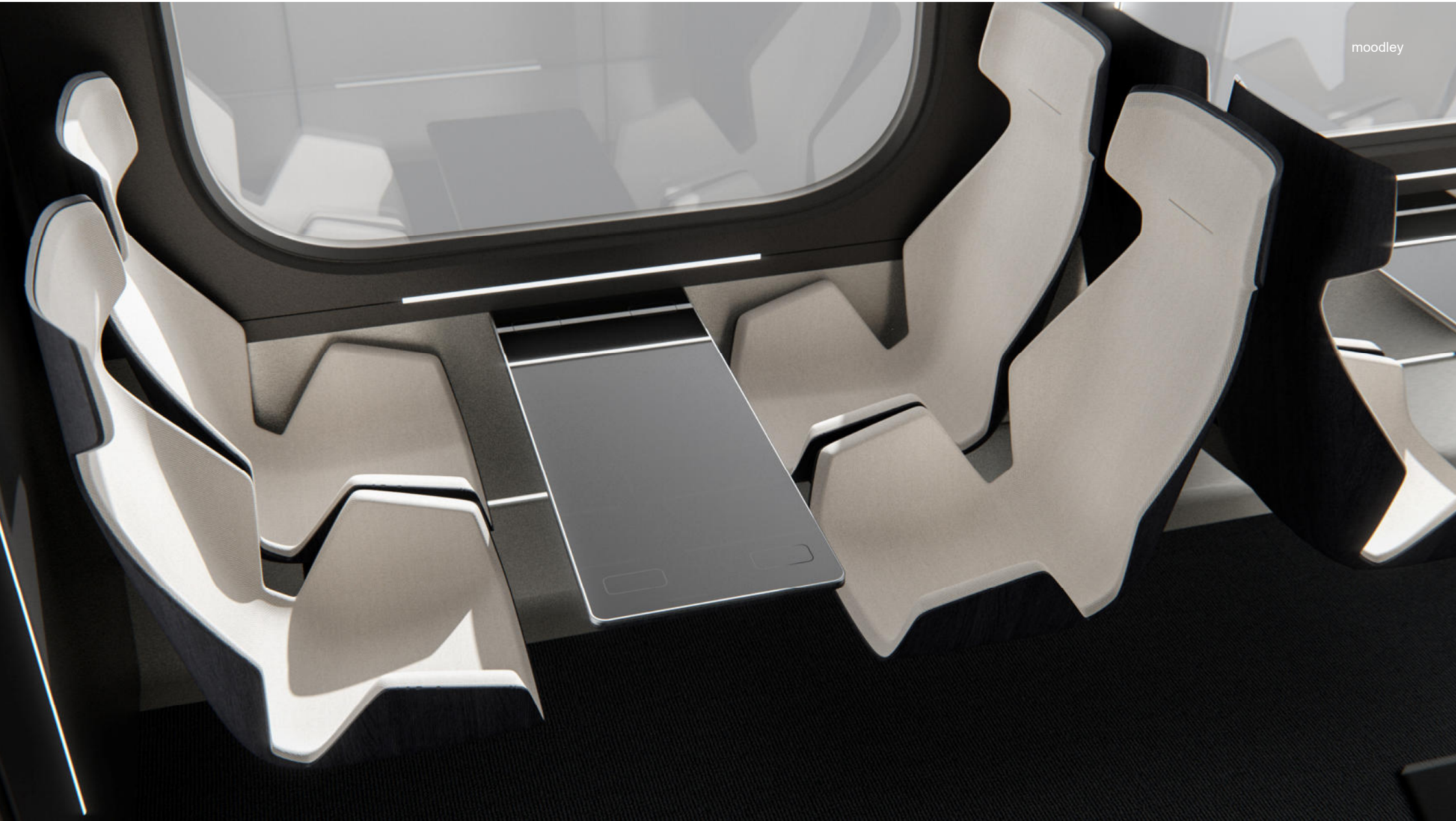
moodley



High speed train-concept

moodley





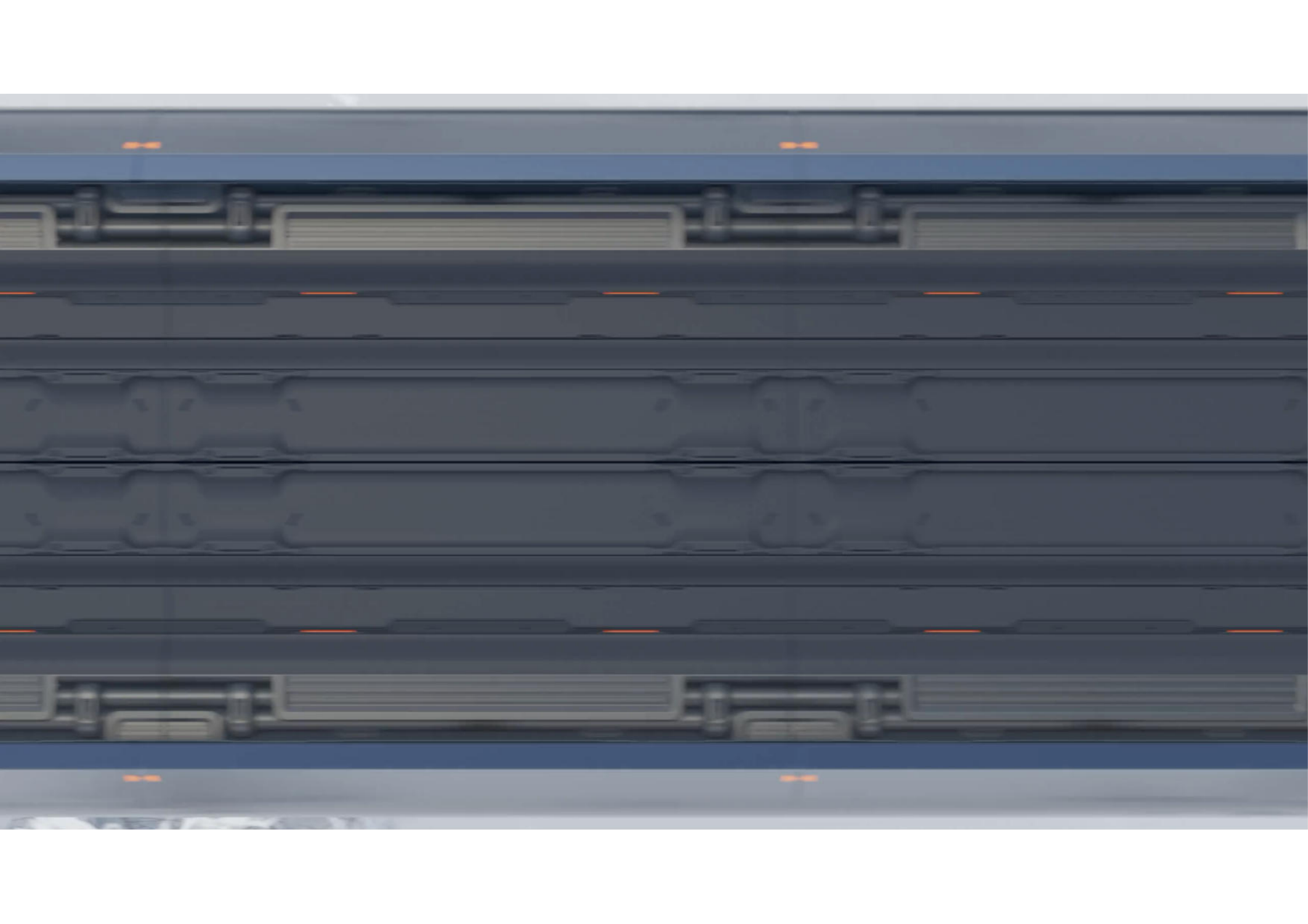


moodlay

06  
06

06  
06

06



no transformation  
without discussion!

no transformation  
without  
pain ;-(

no transformation  
without  
design ;-)

design  
enables  
discussion

Get ready for  
the future.