

PROJECT TITLE:

Concept Drawings For New Mobile Ice Cream Business

PROJECT DESCRIPTION:

We need illustrated concept designs for a new small footprint mobile ice cream vending vehicle - base vehicle will be enclosed in your design elements in similar manner to vehicles shown in Vehicle Links found in attached file "Web Links.pdf")

Final design should communicate fun, highly colourful, candy, ice cream, surreal, caricature, wacky factory with lots of moving parts, sounds, action and activity going on in the design - the idea is to end up with a vehicle that is targeted towards and will appeal to young children as an attraction destination in and of itself - along the lines of a theme park designed kiosk but mobile – (see video clip links in attached file "Web Links.pdf") for ideas on factory / moving components concept (Note: we do not expect serving of product to be automated in this manner but design would incorporate these types of ideas as part of the overall experience) - aspects of nostalgic components of traditional historical ice cream trucks / outlets could be incorporated into the design.

Key words / thoughts: willy wonka meets ice cream, candy/ice cream factory, candy ice cream land - however we are open to other ideas and themes if that is where your creativity takes you.

PROJECT MUST HAVES:

- vehicle will likely be a modified left side drive Ford Transit high roof van or similar small footprint van or vehicle (see dimensional file provided for rough dimensions) - design elements will be "cloaked" around this base vehicle – substitute appropriate vehicle for your design - base vehicle may end up being a custom built frame so don't let our initial planned vehicle limit your designs too much
- other vehicle options (such as bike, rickshaw, larger truck, trailer, etc.) will be considered
- must have a large open-up door on the curb side (passenger side) of the vehicle that will reveal standing counter height service equipment from curb side of vehicle operated by driver / ice cream man/woman / server (see general layout and dimensions of equipment in attached "Equipment Layout.pdf")
- automated "fold out" of doors and design elements (as part of the factory / motion / moving parts component of the design) at curb side on arrival are planned to be incorporated into the finished design but may not be able to be conveyed in finished design sketches
- each submission must show at least one aspects of the vehicle – (1) front angled view down curb (serving) side of the vehicle – other views could include side on view of curb side serving area of the vehicle and/or front angled view down driver's side of the vehicle
- NOTE: the main interactive and action oriented elements of the design should be included on the curb side of the vehicle facing customer during product service – but should be incorporated across the entire vehicle
- equipment can be incorporated and/or cloaked in design elements (see example in Design Link section of attached file "Web Links.pdf")
- we plan to incorporate interactive social media hooks into the experience – this will require a large (minimum 32") television or touch display panel with integrated web cam incorporated into the finished design- this could fold out from rear door panel or as part of the curb side serving door – please try to incorporate this into your design and show if possible
- we anticipate exterior design elements will be made from high quality plastic resins or fiberglass with high gloss high intensity colours similar to the images provided in the file "Web Links.pdf"