

portfolio

julian hönig



curriculum vitae

Name: Julian Christoph Hönig  
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Nationality: Austria

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## EDUCATION

2000 - 2002	Art Center College of Design, Pasadena, CA Postgraduate Programm, Audi Scholarship
1996 - 2000	Technical College for Industrial Design Graz, Austria Diploma, Technical Degree (Diplom Ingenieur)
1995 - 1996	University of Graz, medicine
1987 - 1995 15.June 1995	High School Akademisches Gymnasium Graz Matura (A-levels), Akademisches Gymnasium Graz

## WORK EXPERIENCE

from Sept.2002	Senior Designer at Audi Design Center, Ingolstadt, Germany
2003 - 2007	Audi A4 Sedan/ Audi A4 Avant, Exterieur Designer
2006 - 2007	Audi Cross Coupé Showcar for Shanghai Motor Show 2007, Exterieur Designer
2002 - 2004	Audi RSQ for the movie „I,Robot“, Exterieur/ Project Designer
2002 - 2003	Audi Les Mans Showcar for IAA 2003, Exterieur Team
2006 - 2007	Tutor for Transportation Design Visualisation, FH Industrial Design, Graz
2005	Tutor for Visual Communication, FH Munich, Industrial Design
Jan - Apr.2002	Internship at DCC (Audi Design Center California) Final Project for Art Center
2000	Diplom at Audi Design Ingolstadt, Germany
July 1999	Internship Audi Design Ingolstadt, Germany Showcar project
1998 - 1999	Internship Audi Design Ingolstadt, Germany Interieur Design 3 months Exterieur Design 3 months

TRANSPORTATION DESIGN/ PROFESSIONAL



AUDI A4 SEDAN





## AUDI A4 SEDAN

2007 the new Audi A4 Sedan has been released.

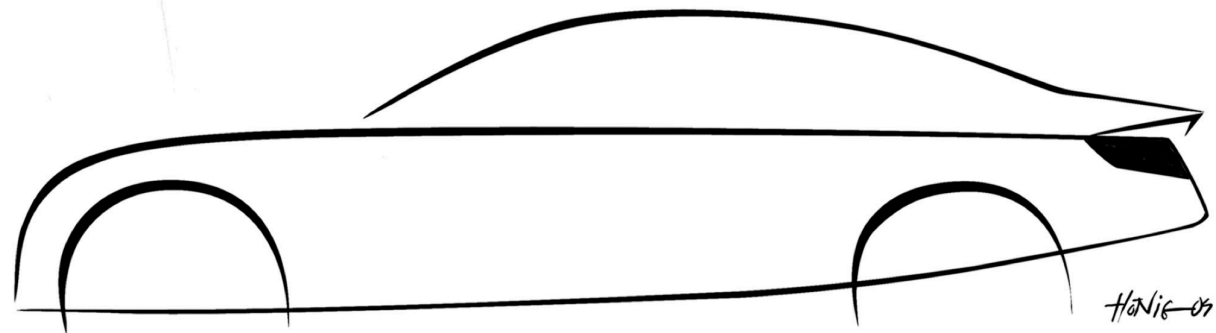
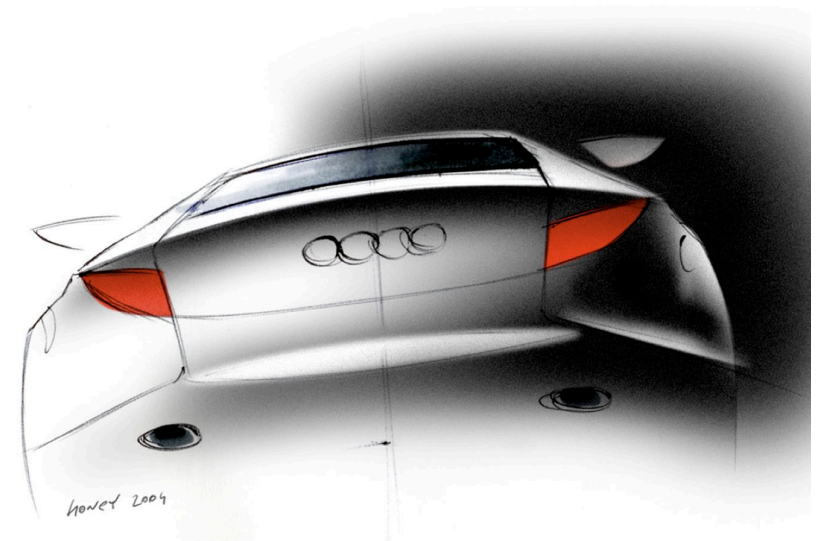
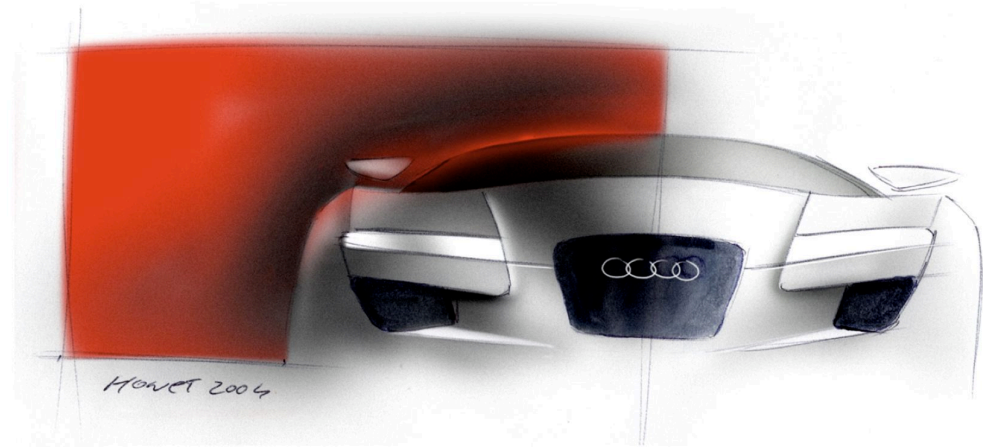
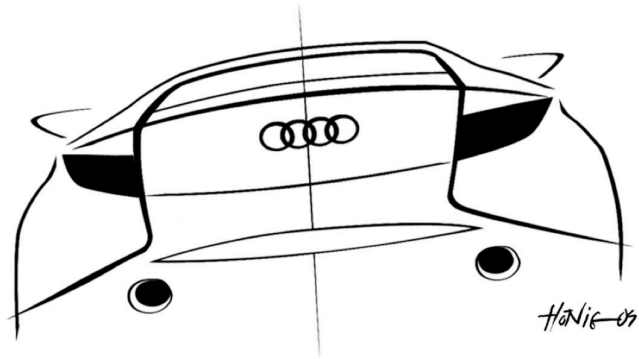
For me it was a big challenge to design this car. A model with a long history in the Audi Brand, a car that has to for-fill all the production relevant aspects, a car many people should like - the Audi, most often sold!

In 3 years i have experienced how to build a car - from the first sketch to the CAD Model, the claymodel, the Strak and Prototypes. I took part in the important technical meetings and i held presentations in front of the Audi chairman.

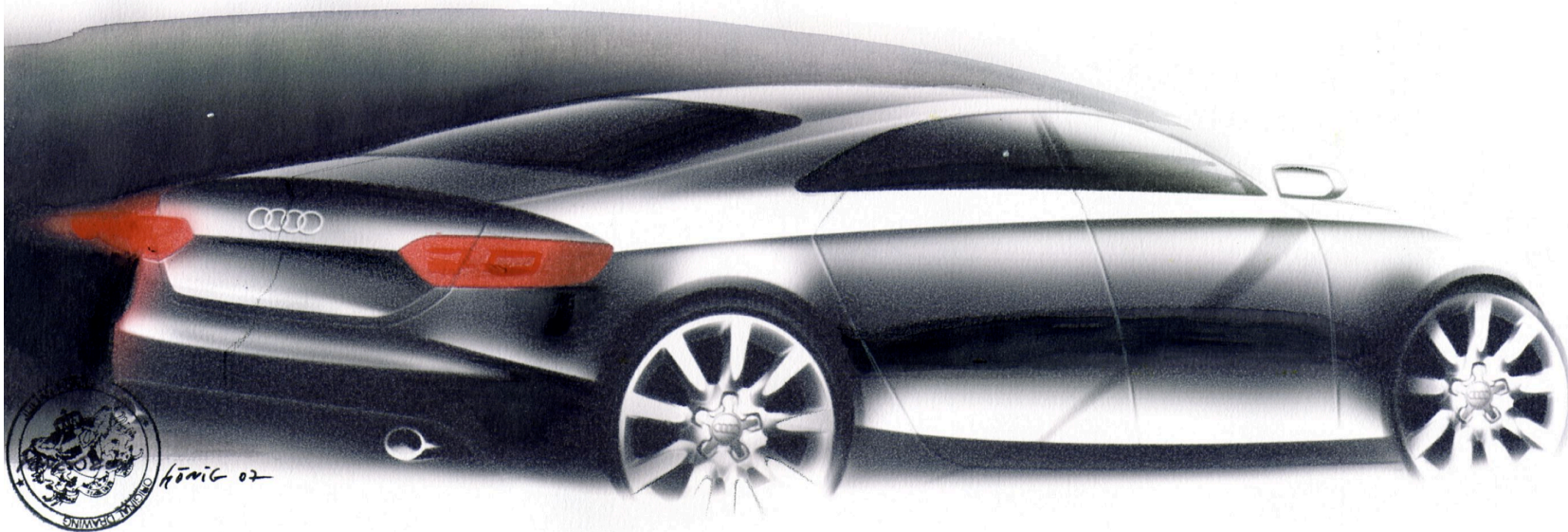
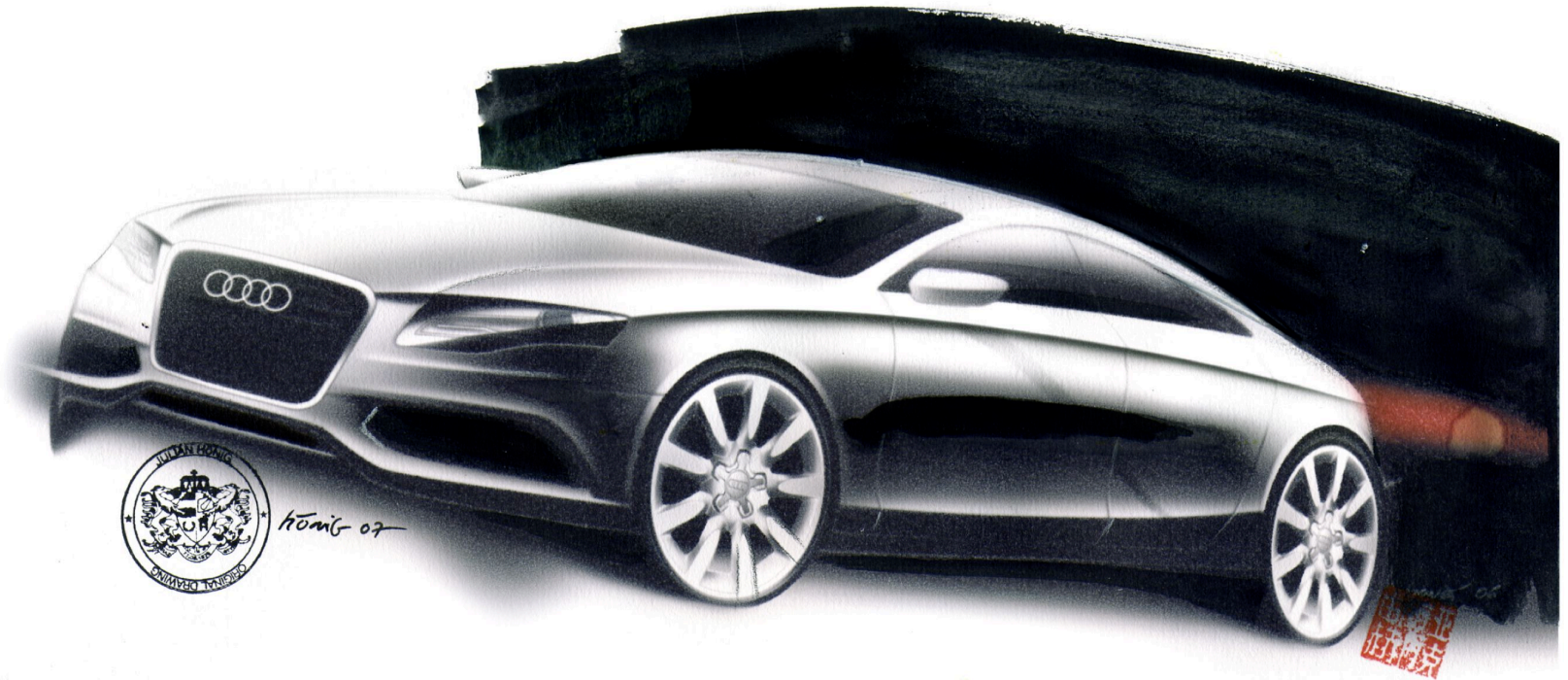
The challenge was to create a design that fits into the current Audi line. The car should be not too far out but it must be attractive at the same time.

A blend of Sportiness and Elegance.





















AUDI A4 SEDAN

Production Car



AUDI A4 SEDAN

Production Car





AUDI A4 SEDAN





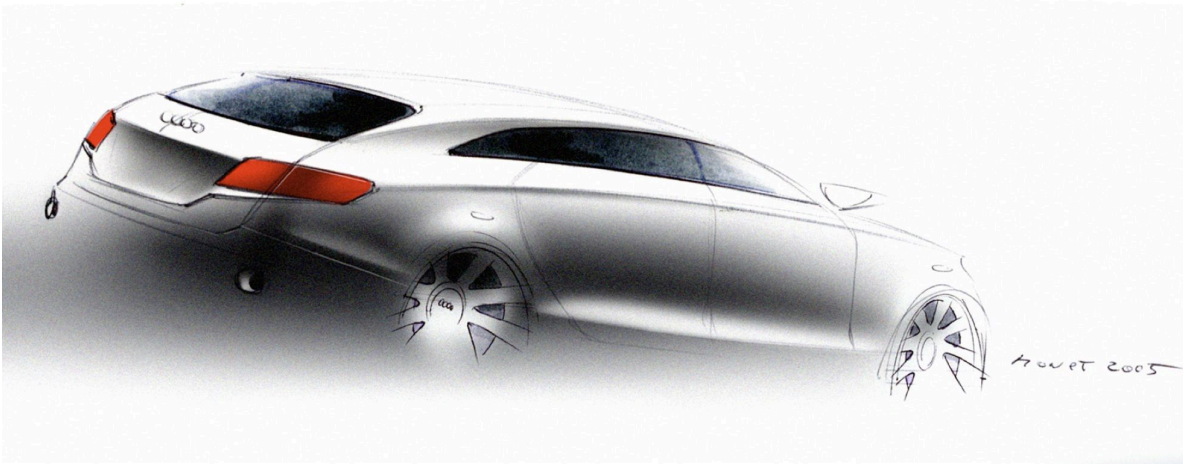
AUDI A4 SEDAN





# AUDI A4 AVANT

Design Sketches











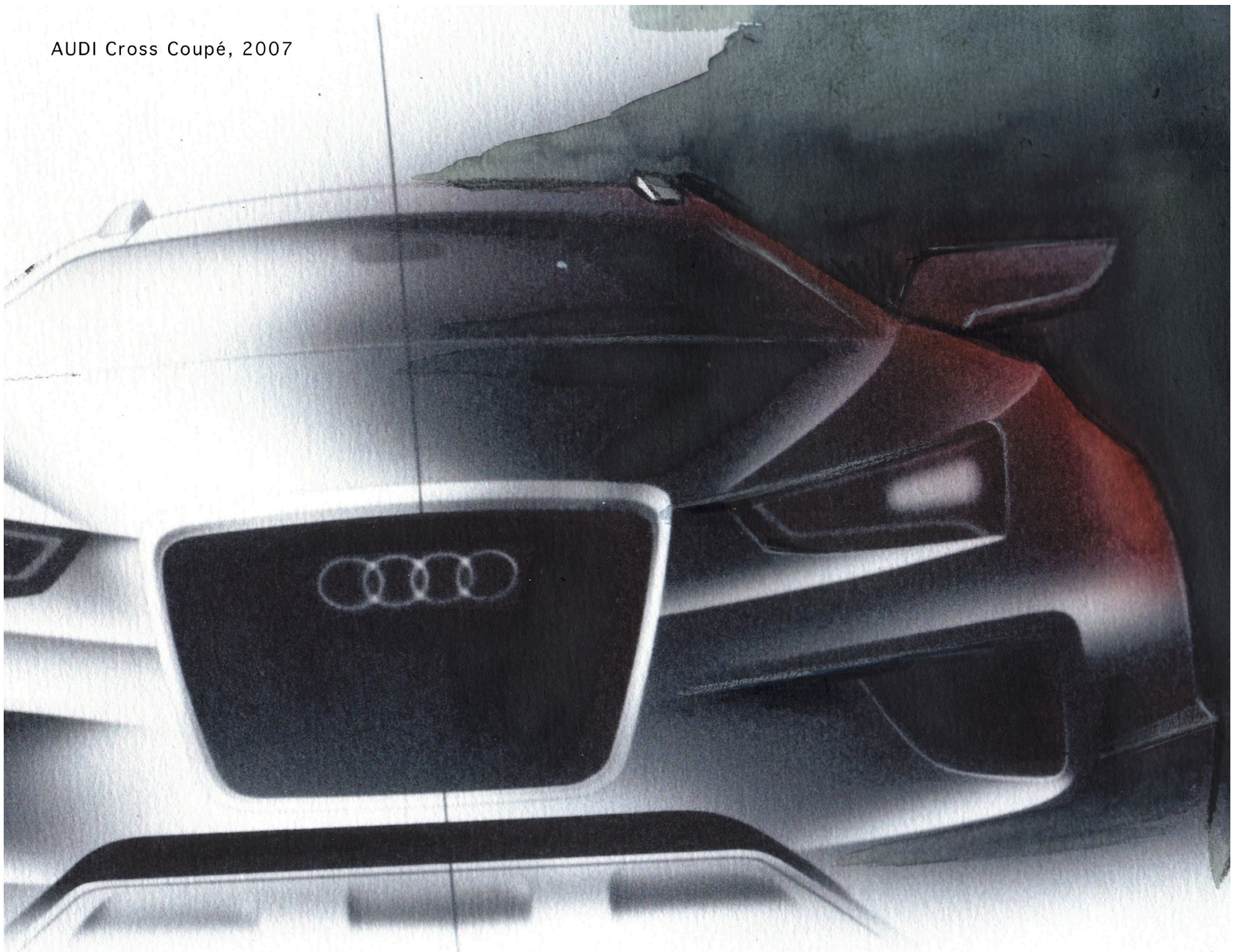
AUDI A4 AVANT

Press Fotos





AUDI Cross Coupé, 2007





## AUDI Cross Coupé, 2007

The Audi Cross Coupé is an A-Segment SUV Concept Car. It was shown at the Shanghai Motor Show in 2007.

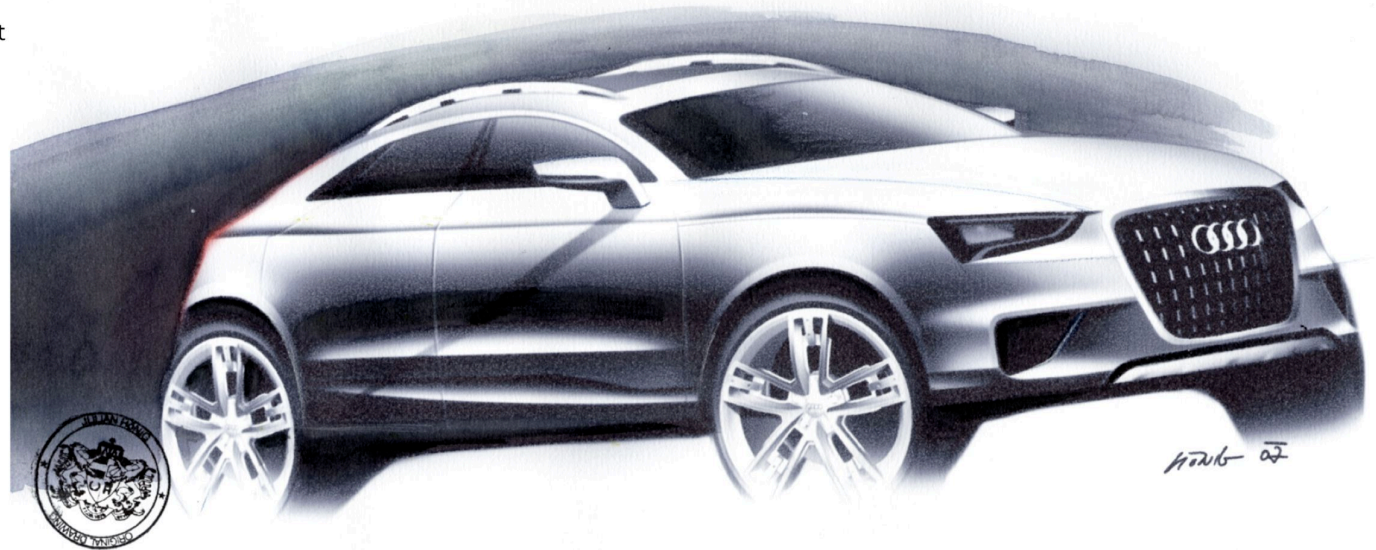
The SUV Market is fast growing. Audi offers the Q7, soon a Q5 - but what is next?

From begin on my concept was to create a very sporty compact SUV. I did not want to just downscale the Q7. In Contrast to that, the idea was to make a coupe more off-road, rather than to make an "Offroader" more sporty.

The dynamic roof line and the fast rear window support the coupe feeling.  
The hight stance and off-road elements like the roof railing and the robust bumpers show the offroad ability.

I had the chance to design the exterior Body and all the Details, except the light interior and the wheels.

It was a lot of work and time was very short, typical showcar. But finally the we had the chance to present the car in Shanghai - a great experience.



AUDI Cross Coupé, 2007

Ideation Sketches





AUDI Cross Coupé, 2007

Sideview

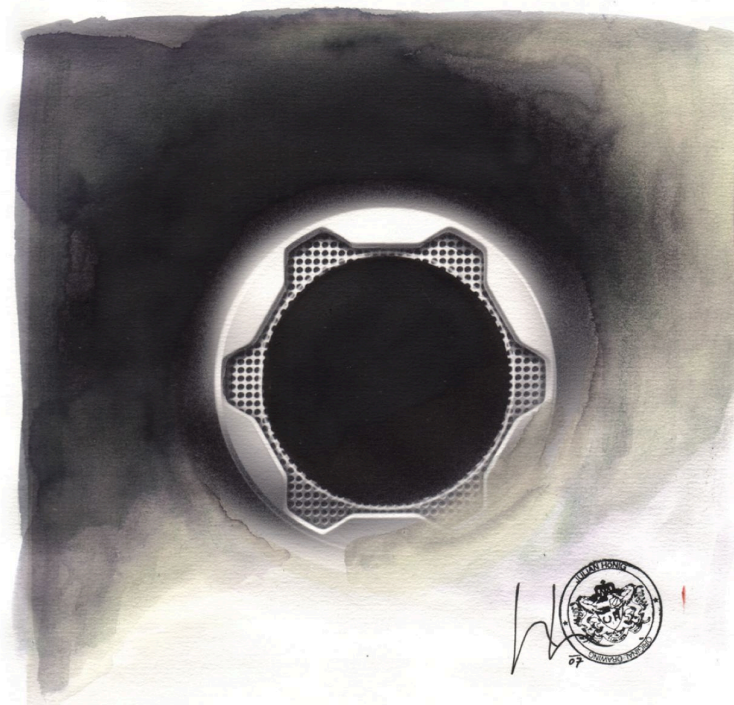
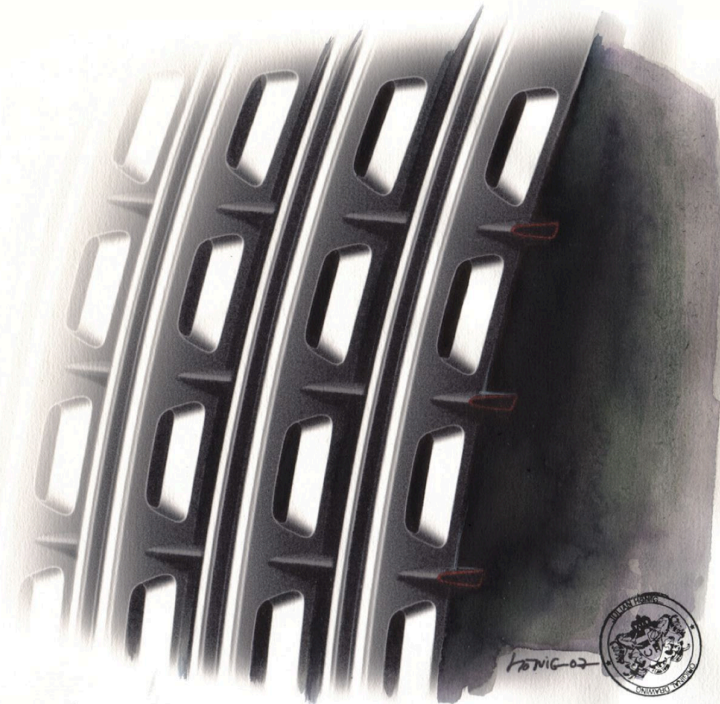
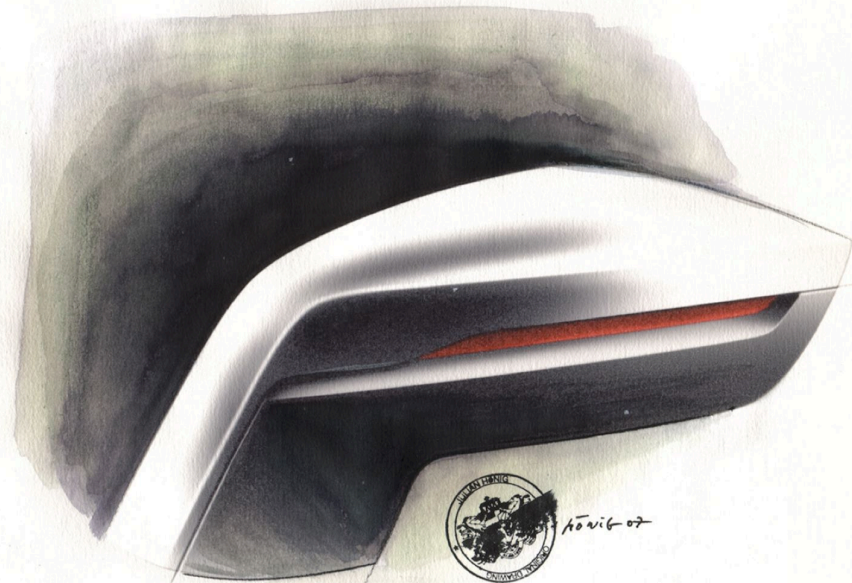














AUDI Cross Coupé, 2007

Design Developement



AUDI Cross Coupé, 2007

Clay Model





AUDI Cross Coupé, 2007





AUDI RSQ, 2004





## AUDI RSQ, 2004

The RSQ is a moviecar designed and developed for the Hollywood Blockbuster "I Robot".

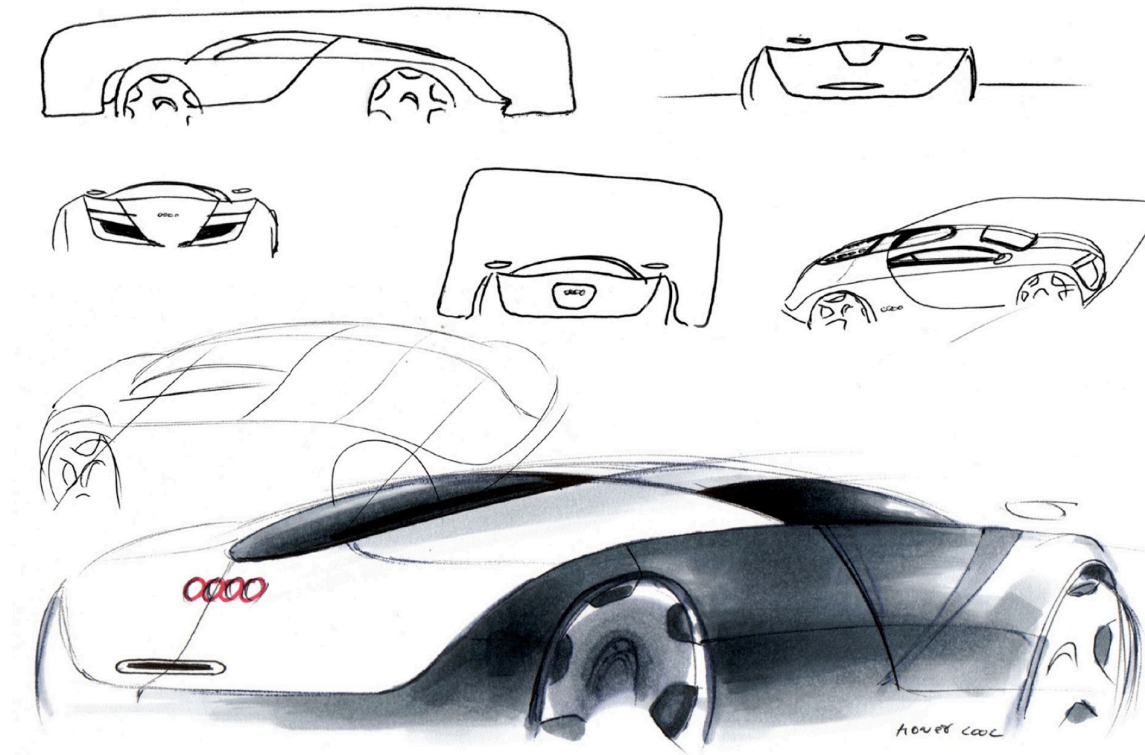
The mission was clear - we had to design a car that would fit into the futuristic scene of 2035. Also it had to be clearly an Audi.

When we first heard about this project, everybody was very excited. It was the first time that a car manufacturer designs and builds a car exclusively for a feature movie.

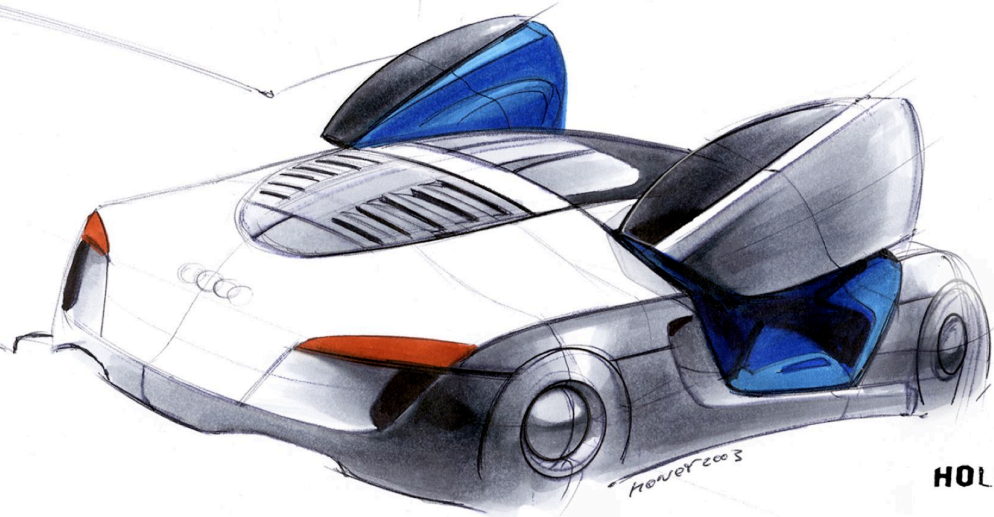
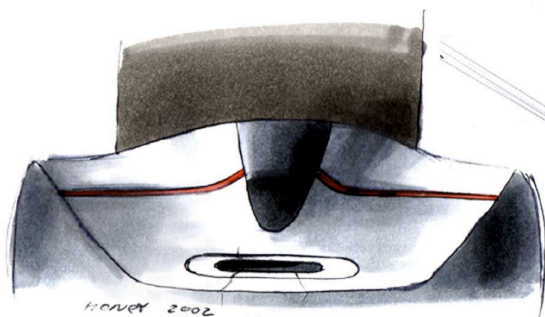
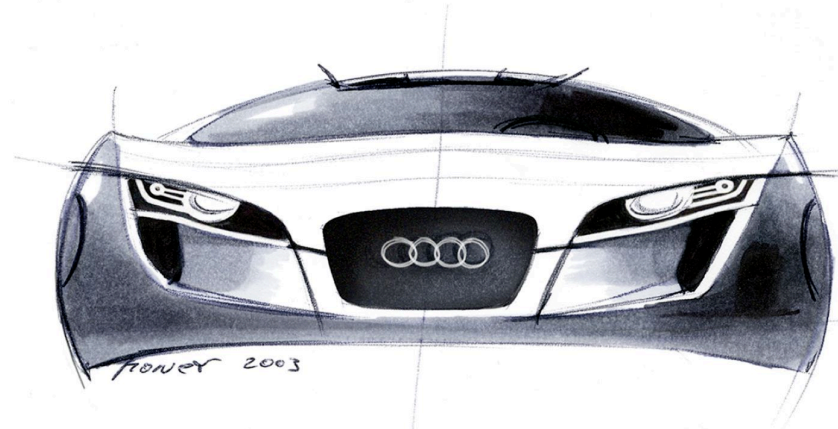
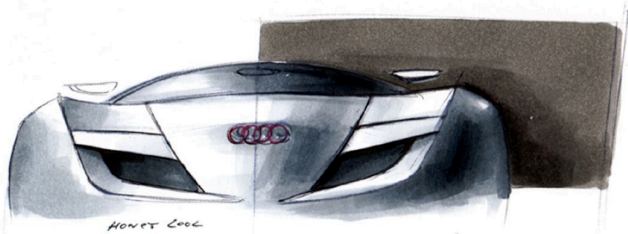
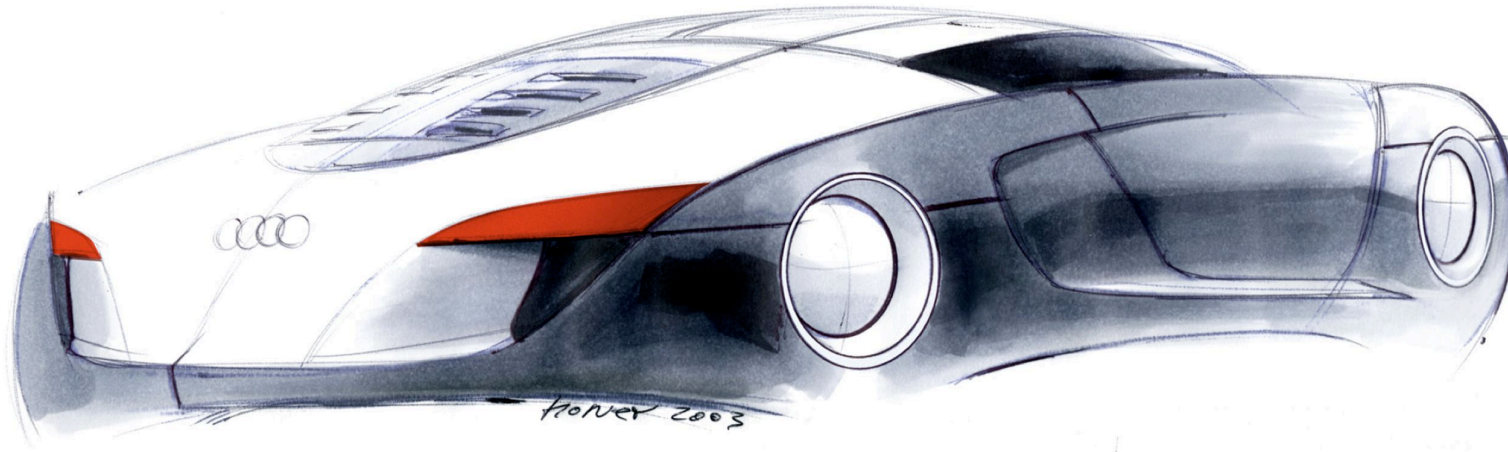
Immediately i started my sketchwork. The idea was to create a car that is very simple, modern and above all a Design statement.

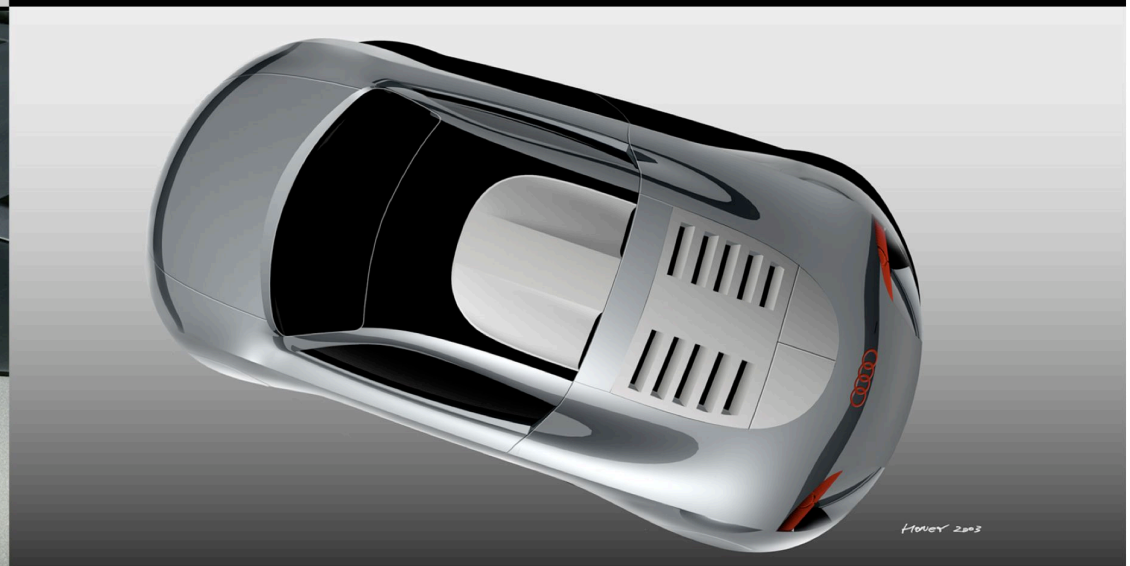
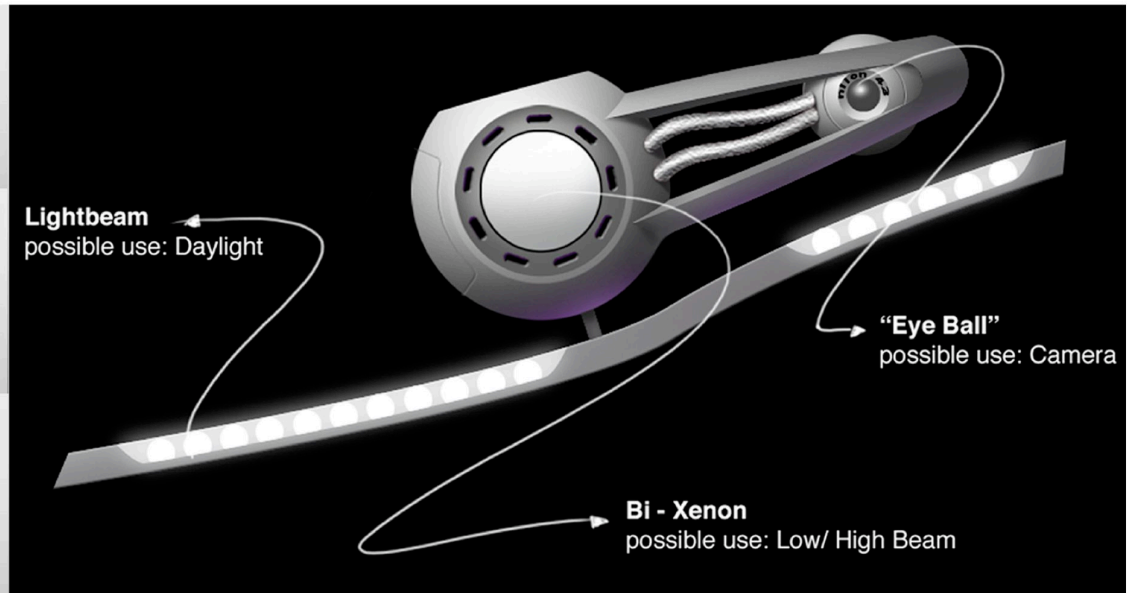
In my first sketches i have been using only a few lines to show the main theme of the car, like an icon. Between the lines there are surfaces in movement. I wanted to treat it like a sculpture.





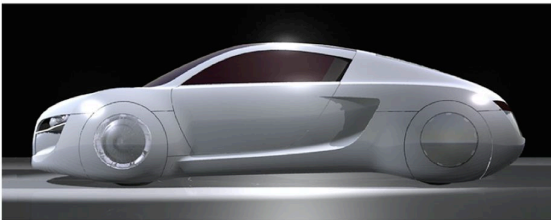








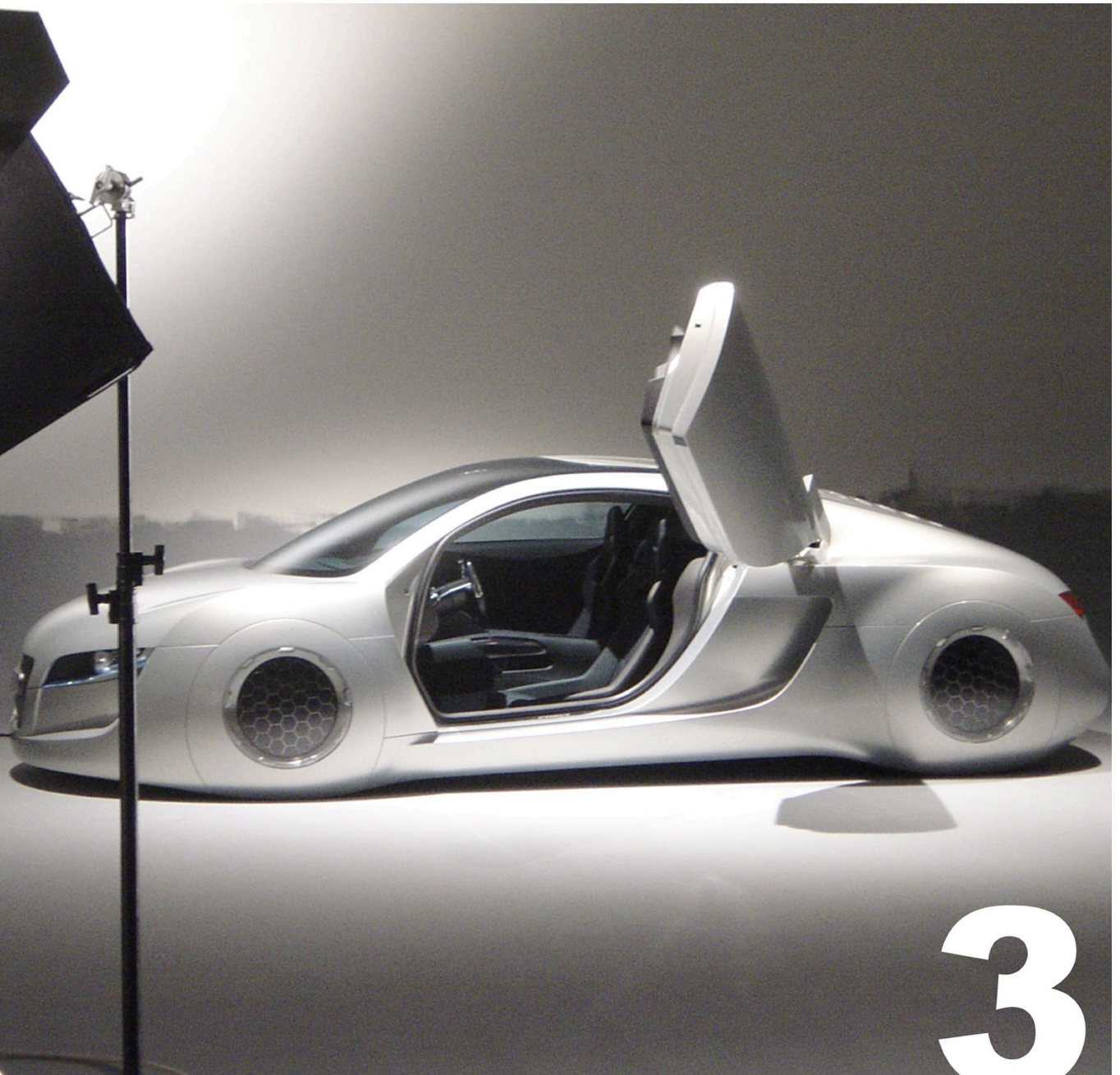
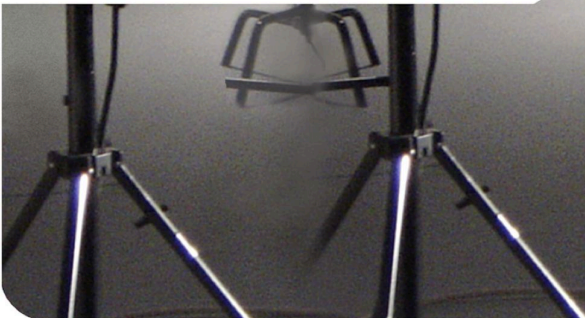
Photoshop Tape



CAD Sideview



Hardmodel





Press Photos





Press Photos





AUDI Le Mans, 2003





## AUDI Le Mans, 2003

The Audi Le Mans was the Concept car of the Audi R8 .  
It is a mid-engine Sportscar, shown at the IAA in Frankfurt in 2003.

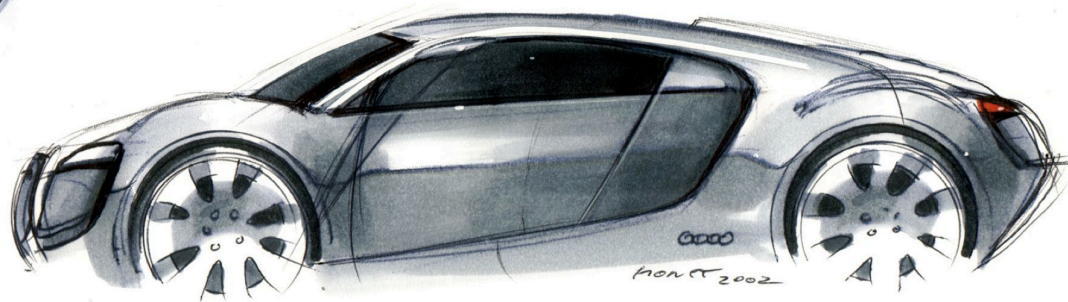
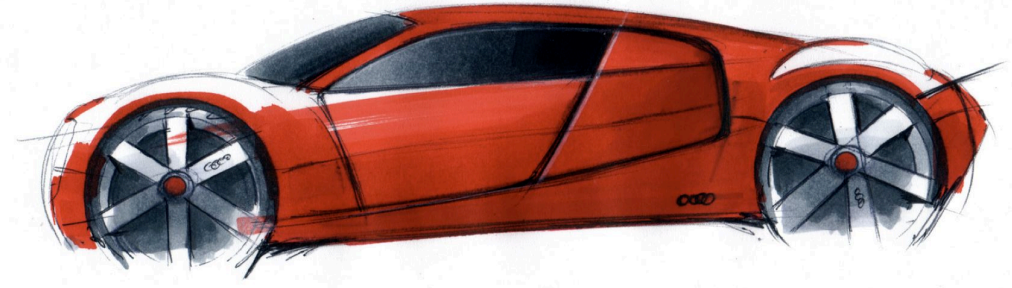
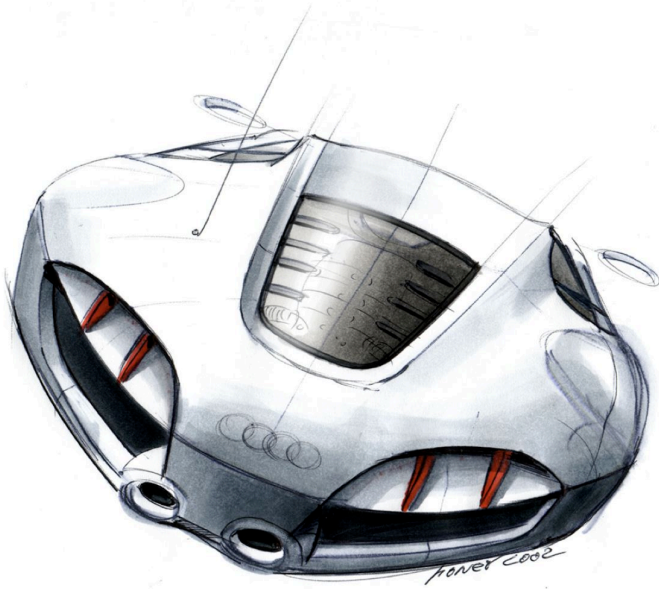
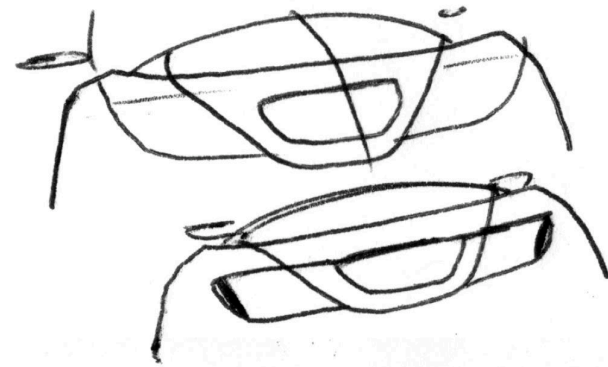
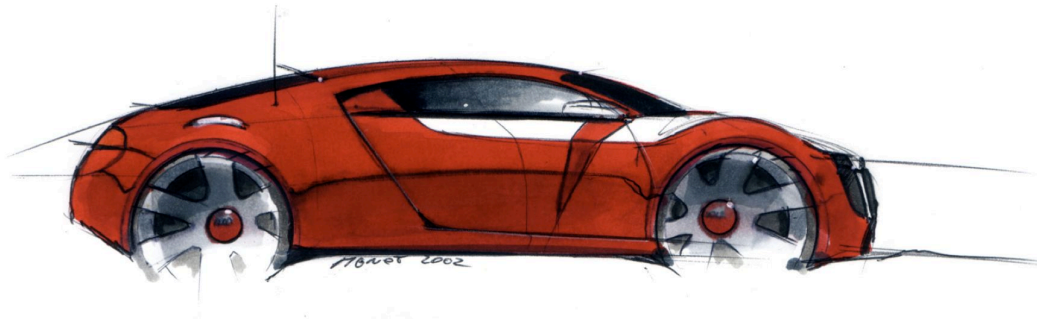
It was my first main project at Audi in Ingolstadt. Since i had already some experience with Sportscars,- my final work in Art Center has been a Lamborghini,- i have been asked to work on this project.

My main focus in the showcar team was the complete design of the rear-end and all the details.

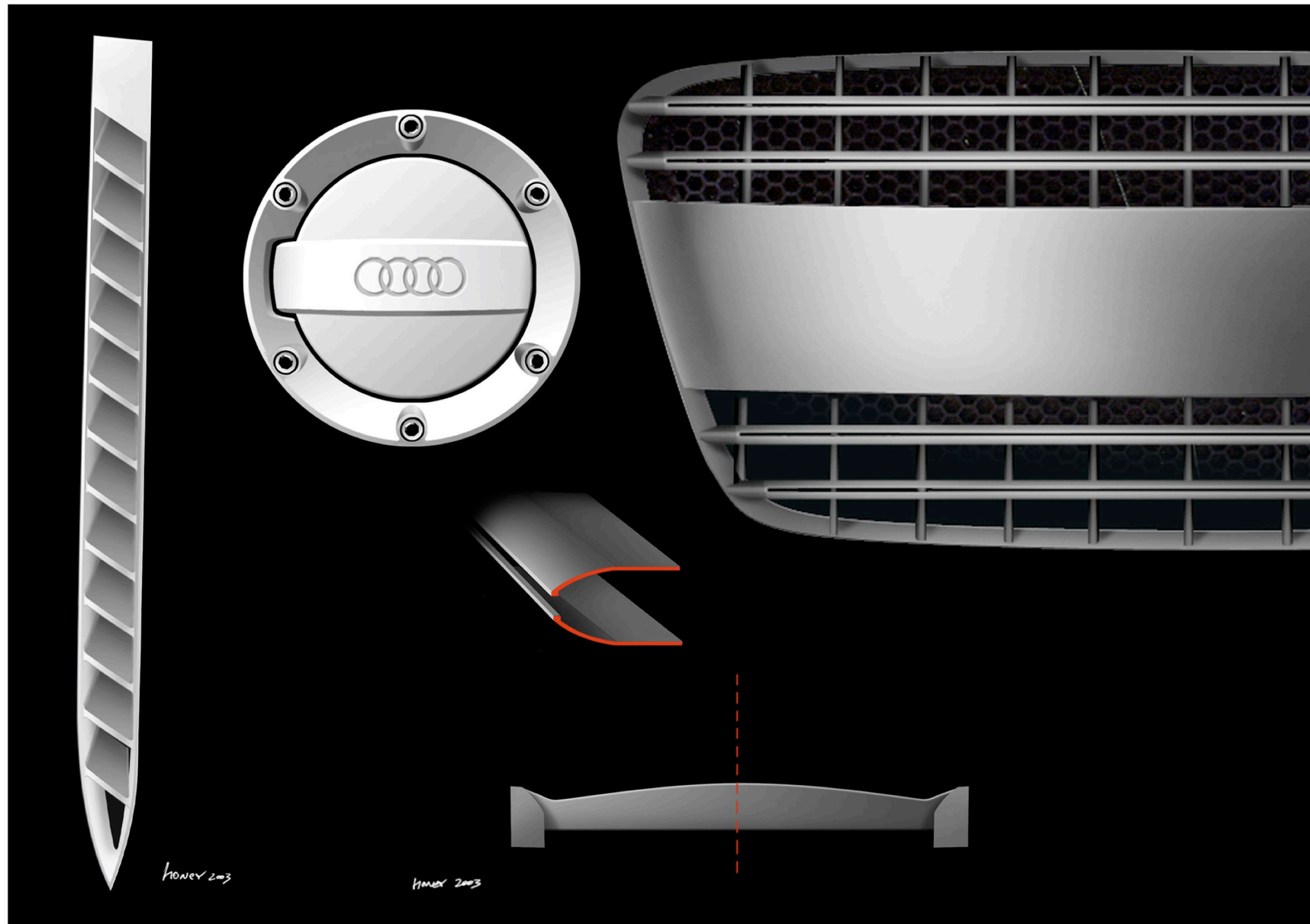
*Hoyer 2003*















AUDI Le Mans, 2003

Finished Model

