Elegance and Sophistication

Victor Chen and Emily Winston
ME214: Good Products, Bad Products
What Is Elegance?

el·e·gance n.

1 a : refined grace or dignified propriety;

   c : dignified gracefulness or restrained beauty of style;

   d : scientific precision, neatness, and simplicity
What Is Sophistication?

**Sophistication n.**

3 : the process or result of becoming cultured, knowledgeable, or disillusioned;

4 : the process or result of becoming more complex, developed, or subtle
A Contradiction in Terms?

These terms are used synonymously, yet parts of their definitions contradict one another:

Sophistication – more complex and disillusionment

Elegance – simplicity, grace and neatness
Trends Through Time

Some things are timeless…
Trends Through Time

…while most things are not.

1986 DMC Delorean
The Pinnacle of Style in 1957

A lady and her Cadillac
The Pinnacle of Style in 1957

A man and his Cadillac
Selling the Image in 1959
The Standard of the World

1953 Mailer Cover

1953 Color Selector Catalog Cover
Cadillac in the 1980s

While cars in the 1980s suffered in design in general, Cadillac struggled with brand management and lost its identity and cache.
Passing on the Torch

The sleek 1988 Voyage concept car was a "rolling laboratory" of technology.

The 1996 A4 brought Audi into the styling forefront.
Audi’s Design Vision

Audi concept vehicles from 2001, the Avantissimo and Steppenwolf.
The Rise of Audi

2002 TT Roadster

2002 allroad
The TT Leaving Its Home
The Science of Detail
The Thrill of the Ride
Cadillac’s Design Vision

1999 Cadillac Evoq concept
The Return of Cadillac

Cadillac. Heritage reborn.
Once Again, The Standard of the World?
Further Information

Audi of America Website, http://www.audiusa.com

Automobile and Culture by Gerald Silk,

Cadillac: America’s Luxury Car by Robert Ackerson,


Cadillac Website, http://www.cadillac.com