



A NEW BUS FOR LONDON

A New Bus for London

The winners



David Brown, Managing Director, Surface Transport, Transport for London

David Brown joined Transport for London (TfL) in 2006. He has over 20 years' transport experience, having started his career as an LT trainee in 1983. Prior to joining TfL, he served as CEO for bus operators London Central and London General. He is responsible for London Buses, Street Management, the Congestion Charge, taxi and private hire management, Dial-a-Ride, London River Services and Victoria Coach Station. David Brown also represents TfL's corporate interest in transport policing and enforcement.

Peter Hendy, Commissioner, TfL

Peter Hendy was appointed Commissioner of TfL in 2006, having previously served as TfL's managing director (MD) of Surface Transport. He was formerly deputy director UK Bus for FirstGroup and previously MD of CentreWest London Buses, managing it in London Transport (LT) ownership, leading it through a management and staff buyout with venture capital backing and a subsequent expansion. He started his transport career in 1975 as an LT Graduate Trainee. Peter is also Chair of the Commission for Integrated Transport.

Clare Kavanagh, Director of Performance, London Buses

Clare Kavanagh has worked for TfL and its predecessor organisation in various roles since 1989. She was appointed Performance Director for London Buses in 2001. This role encompasses developing the bus network, letting the contracts for operating the bus services, and ensuring the operators deliver a high quality of service to passengers.

David Quainton, Independent Judge

David Quainton studied Mechanical Engineering at the University of Strathclyde and Production Technology at Imperial College. He is a Chartered Engineer. Following five years in the car industry, he spent the next 36 years in bus and coach vehicle manufacturing, working for Leyland, Plaxton, TransBus and finally Alexander Dennis Ltd (ADL). David undertook a variety of roles in manufacturing operations before taking responsibility for sales and marketing activities from 1991 onwards, but he has always played a key role in product design and development. His last project before retiring as Commercial Director of ADL in 2006 was the successful development of the ADL Enviro 400 double Deck Bus.

David has no current affiliation with any bus manufacturer.

Kulveer Ranger, the Mayor of London's Director of Transport Policy

Kulveer Ranger is the Mayor of London's Director of Transport Policy and a member of the TfL Board. His key responsibility is overseeing the relationship between the Greater London Authority (GLA) and TfL, in order to ensure the delivery of the Mayor's priorities. Kulveer was a delivery manager of the Oyster card for London in 2003. He also led commercial negotiations on behalf of the Secretary of State to support the Kings Cross redevelopment and the procurement of a £70m Thameslink station. Kulveer is a former Vice Chairman of the Conservative party.

Mike Weston, Operations Director, London Buses

Mike Weston is Operations Director for London Buses. After graduating from Loughborough University in Transport Planning and Economics Mike joined London Transport in 1985, initially in network planning and then moving on to other areas such as management of bus contracts and infrastructure. Mike became Head of Operations in 2003 and in August 2004 was promoted to Operations Director which widened his responsibility. He now manages the delivery of bus operations which includes development of the bus fleet. He is also responsible for safety and the environment for Surface Transport, and the business units of Victoria Coach Station, London River Services, Dial-a-Ride and East Thames Buses.

The winners: Imagine a bus for London

475 entries were received in the 'imagine' category, mostly from the UK. The entries were divided into four age categories, under 11s, 11-16 year olds, 16-18 year olds and over 18s.

Under 11s

First prize:

Thomas Staricoff, UK

Olivia Carrier, UK

Second prize:

Luke Brennan, UK

Third prize:

Yasmin Ali, UK

Merit:

Hana Broadhurst, UK

Takeo Broadhurst, UK

11-15

First prize:

Dolapo Okunlola, UK

Second prize:

Ben Holmes, UK

Third prize:

Albert Braid, UK

16-18

First prize:

Nicholas Cho, UK

Second prize:

Craig Tomkins, UK

Third prize:

Charlotte Taylor, UK

Over 18s

First prize:

Frances Faulder, UK

Second prize:

Matt Belcher, UK

Third Prize:

Alan Thorley, UK

Merit:

Laszlo Vass, UK

Judges' comments:

"We were delighted with the number of designs submitted in this category – the competition clearly appealed to a wide range of people who obviously put a lot of thought and effort into their designs for a new bus for London.

"A number of themes came out in the 'imagine' category – we were very impressed to see how many entrants considered accessibility issues in their design. The environment was also at the top of the agenda with a lot of designs showing hybrid engines or other green technologies powering the bus.

"Entrants gave a lot of thought to how to make bus travel more comfortable for passengers, with several designs including blinds, curtains, soft seats or quiet zones. Younger designers had entertainment in mind, with dedicated play zones on the bus or games consoles for passengers to use.

"Overall, it was a fantastic response which exceeded our expectations; and it was a tough job choosing the winning designs."

'Imagine' winners

Biography and description of entry



Please find below biographical information on each of the winners, plus a description of their entry in their own words.

Under 11s

Joint First prize: Thomas Staricoff

Biography:

Thomas Staricoff is 9 years old. He's a pupil at Balfour Junior School in Brighton. He has loved buses for as long as he can remember! When he's older he wants to be a bus driver – or perhaps run his own bus company. Last year he featured in Brighton and Hove Bus Company's 'I'm on the bus' campaign – an enormous picture of Thomas with his bus pass is on the side of one of the Brighton buses! As well as buses, Thomas enjoys football and plays the guitar – he just passed his Grade 1 guitar exam.

Description of entry:

Thomas's entry includes annotated pictures of the front, side and inside views of the bus – he even sent in a piece of material that would be used for the seats. He spent several weeks of his summer holiday preparing his entry. He loves the newest buses and has a keen eye for the key features of their design. His inspiration includes the wonderful Brighton fleet (and a meeting with Roger French, who runs the Brighton and Hove Bus Company) and buses featured in the bus magazines he reads.

'Imagine' winners

Biography and description of entry



Under 11s

Joint First prize: Olivia Lucrezia Carrier

Biography:

Olivia is an exuberant girl with a very creative mind and vivid imagination. She has a very strong personality. She loves all kind of creative projects involving writing, drawing or painting (and has won prizes in other competitions before). She is a very enthusiastic singer and she loves to perform. She has been attending ballet classes since she was 3 years old and now also studies tap dance and piano. She is bilingual as her mum is Italian. She has an older brother and two younger sisters.

Description of entry:

I entered because I love drawing and art and I really enjoy entering competitions. I hoped that there would be flower wheels on a real bus because they would be very bright so people could see the bus when it's dark. I really liked the idea of the waterproof stairs because there is a plastic roof that protects people from getting wet. I hoped that by seeing my drawing people would be inspired to use public transport more often.

Biography and description of entry



Biography:

Description of entry:

I designed my bus to be eco friendly and comfortable for the passengers inside it. The bus has a hybrid engine powered by bio fuel. My bus has fuel saving tyres; the bus also has a lightweight aluminium streamlined body made out of recycled material. The blinds are to stop the sun from glaring into the passenger's eye to make a more pleasant journey. For cosmetic purposes the bus has a nostalgic chrome grill on the front of the bus to remind passengers of past Routemasters. I like drawing and designing, which is why I decided to enter the competition.

'Imagine' winners

Biography and description of entry



Under 11s

Third prize: Yasmin Ali

Biography:

My name is Yasmin Ali, and as a big family was by my side all the time, that was when my imagination grew. My background is that my mum and some of my brothers and sisters were born in Somalia, the rest were born in Wales and me and my younger sister were born in London. I've achieved many things, like I came third place in a competition for cards in Year 1. I have been an active citizen for a long time. I like cooking, reading, drawing, painting and nature. I hope you have enjoyed this mini biography. Thank you!

Description of entry:

The bunny bus I drew had a meaning behind it. I was trying to make my friends laugh. At home I got some paints and it looked perfect. I wasn't intending to send it in, but I did anyway. It was for a laugh. But then the news came and I went ecstatic! That's the meaning behind the Bunny Bus. I also went to the pet shop and I saw a really big, fluffy, cute bunny. Thank you! That's what inspired me!!

'Imagine' winners

Biography and description of entry



Under 11s

Merit award: Hana Broadhurst

Biography:

I am 9 years old and I am a student of Bromley High School GDST. My favourite subjects are music, Art/DT and ICT. The instruments which I play are the cello and piano. I have reached Grade 3 on both instruments. I like riding horses and I also like cats. I have 2 cats of my own named Punch and Judy. Judy is the girl and she is a tortoise shell and Punch is the boy and he is a ginger Tom.

Description of entry:

My design was based on "Time Out" London. I thought it was very interesting because London is a very fun and playful place to live. My design had many of London's famous buildings on such as Big Ben, London Eye and much more. I like to go to theatres and one day, I was on a bus thinking that it would be great if we could buy a ticket for the theatre on the bus. I am very excited about my designed bus actually coming to life!!!

'Imagine' winners

Biography and description of entry



Under 11s

Merit award: Takeo Broadhurst

Biography:

I am a student at Eltham College Junior School and I am in Year 6. My favourite subjects are art and music. On Saturdays, I go to the Royal College of Music and I learn viola and percussion there. My achievements in art are designing the Queen's 80th birthday medal in 2006. That was very good. I am also doing ballet in the National Youth Ballet. I've performed a few shows in the Churchill Theatre, Bromley. I really hope to have my design on a bus in London!

Description of entry:

The theme on my bus was "London is so bright and colourful" because there are lots of things in London which are bright, wonderful, interesting and attractive. That is why they are coloured in bright colours! I entered the competition because it is fun to draw and I would love to see my designs in London. I wanted to achieve a drawing which would make people think, "wow, London is full of bright things."

'Imagine' winners

Biography and description of entry



11-15

First prize: Dolapo Okunlola

Biography:

My name is Dolapo Okunlola. I am 15 years old and reside in Peckham. I am of African origin, which I take much pride in. I would describe myself as very creative as I enjoy art as well as expressing myself through music and dance. My interest in music has enabled me a chance to get involved in a number of showcases, both inside and out of school. I am dedicated to my education and at the same time a very easy-going teenager.

Description of entry:

I saw the competition in the London paper and was immediately drawn in, with a million ideas in my head. I am always looking for chances to express my original ideas and took this as an opportunity. I was really hoping that my ideas would be used in some way towards London as well as winning the competition. I am very glad to have achieved this and hope that my involvement in the competition will help me in the near future.

'Imagine' winners

Biography and description of entry

11-15

Second prize: Ben Holmes

Biography:

I am a 12 year old boy and was born in Richmond, but moved to St Albans where I now live with the rest of my family. I recently started at Verulam School for boys, and was 11 years old when I entered the competition. I have been particularly interested in transport for as long as I can remember, and also like drawing transport. I am interested in studying to become an engineer or an architect. I also like London, and enjoy going on the buses, especially the Heritage routes 9 and 15.

Description of entry:

I found the competition on the TfL website and decide to give it a go. My Mum and Dad thought it was a great idea, so I drew up some designs, and eventually came up with the one I sent off. I was inspired of course by the Routemaster, and tried to mix the Routemaster up with a modern bus. It is powered by hydrogen and also has a wide windscreen, so that the driver has a brilliant view all around the bus.



Biography and description of entry



Biography:

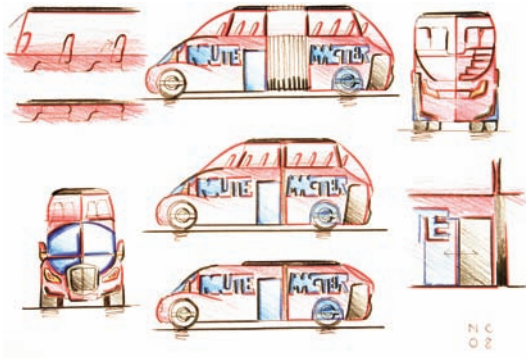
Description of entry:

The old design had an amazing sound and steering lock (90°) and having a conductor frees up the driver and is helpful for tourists and information. Therefore I gave the conductor his own special 'lodge' in the bus, to keep his thermos, hat, biscuits and spare tickets and Oyster TfL readers.

So, I was inspired by the classic bus but introduced important new things such as a hybrid fuel cell engine, wheelchair ramp and big square headlights – to be seen easily and a high up horn for cyclists to hear.

'Imagine' winners

Biography and description of entry



16-18

First prize: Nicholas Cho

Biography:

At the time of entry, I was 16, having just completed my GCSEs. I am now studying Maths, Physics, Design and Art, hoping to go on to read Automobile Design at Coventry University in 2010.

Designing cars is my major pastime, and I have been enjoying this since I could hold a pen. When I was little, I visited the London Transport Museum regularly. I go to all sorts of automobile museums and shows.

In 2005, when transferred to senior school, I was awarded scholarships in both art and design, which remain my favourite subjects. I have entered a few design competitions and was short-listed by Fifth Gear and came first in the F-I Design at the Design Museum, London.

In the last 2 summers, I have been lucky enough to gain work experience in BMW's offices and in the mechanic workshop, Heritage Motor Museum.

When I am not studying or drawing cars, I am happy playing tennis, mahjong and Playstation. I also enjoy visiting galleries.

Description of entry:

I am an automobile design fanatic. I set out to design a Routemaster with the smallest foot print to minimise congestion, and is environmentally and passenger friendly.

The top deck can be deployed and the mid-section is expandable to provide flexible capacity. I incorporated features that London's public transport is famous for, such as the TfL logo, London taxis bodyline and the Piccadilly train door. The overall aesthetic design does not stray far from its historic iconic image.

The hybrid engine is solar assisted. Various choices such as alcohol, cooking oil, pellets... may become possible to enhance specific route characters.

'Imagine' winners

Biography and description of entry

16-18

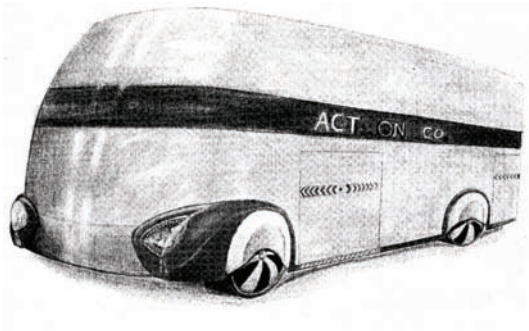
Second prize: Craig Tomkins

Biography:

I'm a student currently studying for my A-levels at Peter Symonds College, Winchester. I'm studying Product Design, Environmental Science, ICT and General Studies; all with the aim to further my education at university, studying Transport Design. I'm also a keen participant in road running and cross country, for which I represented Peter Symonds College in the British Sport Colleges National Championships. My main skills are freehand and sketching with the ability to develop an idea to produce a design that satisfies the end user to a high standard.

Description of entry:

I see that designing a new bus that represents the city as a trademark is a huge opportunity to be part of something important. The role a bus undertakes is vital where people commute. To improve air quality my bus is fuelled by hydrogen cells, these don't emit any exhaust gases. The bus promotes public transport as a viable alternative to private, by including ramps by the door that allow easy access for disabled persons, the elderly and child buggy's. The wheel covers are designed to allow the wheels to steer while preventing spray in wet conditions.



'Imagine' winners

Biography and description of entry

16-18

Third prize: Charlotte Taylor

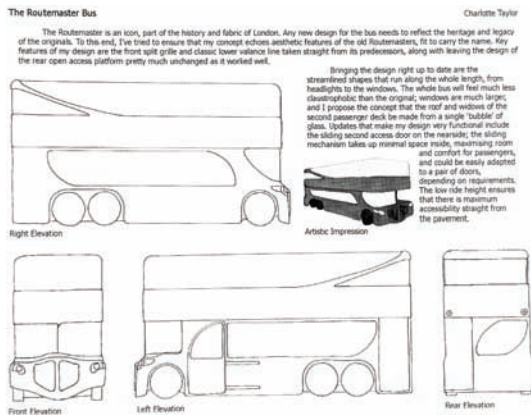
Biography:

I'm currently studying in my second year of A-levels, doing Fine Art, Graphics and Physics, and expecting to achieve very high results. I am hoping to start a degree in Automotive Design at University next year.

Being female, a lot of people look at me strangely when I talk to them about my passion for cars, but I have a genuine love of automobiles, and hope to make a career out of it. In my spare time I like to draw and sketch as well as go to music gigs.

Description of entry:

Over the summer I was planning for some work experience that would appeal to my creative nature and help me with my university application. Unfortunately, due to an ongoing medical condition with my knees, I have been undergoing a series of operations, of which the last put me on crutches for 3 months, and I was unable to get to any work experience placements. Instead I looked for something that I could do at home, and I found this competition; I then spent a week completing my entry. I wanted to keep the distinctive Routemaster appearance that is so famous, but bring it right up to date for the modern city.



'Imagine' winners

Biography and description of entry



Over 18s

First prize: Frances Faulder

Biography:

I am a 24 year old graphic designer, originally from Great Yarmouth, Norfolk. I graduated from Norwich School of Art and Design in 2006 and moved to London where I have lived and worked since. I currently work for a design agency called The Core, who are most well known for their packaging and literature work for brands such as Marmite, L'Oreal and the London Transport Museum among many others.

Description of entry:

My initial reasons for entering the competition were because I quite liked its logo (I can't help it, I'm a graphic designer) and to teach myself 3d-design programme at work. As I started to research for the project I became more and more interested in the idea of designing a practical, but beautiful object for the public – that could potentially work.

My concept designed itself really. I took off everything that I felt was wrong or obsolete, added what I thought was needed, and then wondered about something my boyfriend had once said about travelling by bus: "The great thing about getting the bus, is that you get to see the city." So I designed something that would allow people to do that.

'Imagine' winners

Biography and description of entry



Over 18s

Second prize: Matt Belcher

Biography:

I am a third-year geography student at University College London, currently living in Bloomsbury. Originally from Warwick, I moved to London two years ago. I studied Product Design at A-level, and have since gone on to pursue interests in architecture, photography and graphic design. In my spare time I design items for charity events, websites and brands, and enjoy architectural and urban photography. I also have an interest in urban history, particularly that of London.

Description of entry:

As a regular user of London's buses I felt it was important to develop a design that, whilst being respectful of the city's great transport heritage, was fitting for an innovative and progressive world city. I set out with the aim of encouraging bus use through a design that improves the passenger experience and utilises realistic technologies to aid London's sustainability. Aesthetically, the bus is designed to provide a striking image of London that represents the support of public transport, a drive towards sustainability, and a suitable statement of intent: that London is a world-leader.

'Imagine' winners

Biography and description of entry



Over 18s

Third Prize: Alan Thorley

Biography:

Born in Hull, East Yorkshire.

Educated at Hull Regional College of Art and Brighton Polytechnic (B.A hons, Illustration 1978).

1979-2006 Ford Motor Co. as Automobile Designer based at Dunton, Essex. Projects included Sierra, Mondeo, RS200 and Escort Cosworth.

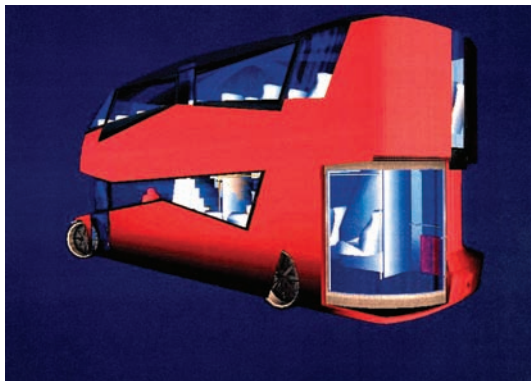
Currently enjoying early semi-retirement as struggling actor. I live in Essex with wife Kate, two teenage sons and two cats. My other interests are drama, the English longbow and classic cars.

Description of entry:

I've always been interested in anything on wheels and have fond memories of travel on buses (especially open toppers) I have incorporated features to make the bus enjoyable to ride on; the gallery tail, to give a more panoramic view and the segment roof to enjoy some fresh air as well as having a more practical lower deck. Riding a London double-decker ought to be one of the best ways of seeing the city and being part of the tourist scene as well as practical transport. Buses are one of the things that give a city its soul.

'Imagine' winners

Biography and description of entry



Over 18s

Merit: Laszlo Vass

Biography:

I was born in Hungary on 11 February 1982. I finished as a cook. I moved to London two years ago. At the moment I work for GE capital TLS. My hobbies: flying, science, drawing, 3-D modelling.

My brother's name is Milan Vass. He was born on 13 February 1985 in Hungary. He finished marketing at high school. He moved a few weeks ago to London. His hobbies: 3-D modelling, architectural modelling, drawing.

Description of entry:

Like all boys, my brother and I love vehicles. We think that the most difficult job is to create a shape, form which everybody finds acceptable. We entered this competition to accept that challenge to produce a form which excites and stimulates. We were interested in getting feedback from other people regarding our design.

Today's buses are boring cubes, whereas people would like to see a new slant on exciting ideas. That's why our design is based upon the old boy AEC Routemaster, but bearing in mind future requirements.

The winners: Design a bus for London

225 entries were received in the 'design' category (with some entrants submitting a 'whole bus' design and some focusing on a particular part or 'element' of the bus). Designs were submitted by professionals and non-professionals, by individuals and organisations.

Although the majority of entries were from the UK we did receive quite a few international entries from five continents – Africa, Asia, Australasia, Europe and North America.

'Whole bus' design

Joint First:

Aston Martin and Foster + Partners
Capoco Design Ltd

Runners up:

Héctor Serrano Studio, Miñarro García, Javier Esteban
Jamie Martin

Merit awards:

David Bradshaw
Style to Design Ltd
Concrete, all-round creative
LA:UK Design Ltd
Eric Woodcock

'Element' design

Merit awards:

Lottie Duke
Rhys Wyman

'Design' winners

Biography, description of entry, judges' comments



Please find below biographical information on each of the winners, a description of their entry in their own words, and judges' comments on the entry.

'Whole bus' design

Joint first prize: Aston Martin and Foster + Partners, London

Biography:

Foster + Partners was founded by its Chairman, Norman Foster and is based in London with offices worldwide. The studio's work has helped to reshape the capital over the past four decades with masterplans, infrastructure projects, museums, and modern landmarks such as the Millennium Bridge and 30 St Mary Axe (aka the Gherkin).

Aston Martin is one of Britain's best loved automotive brands. A strong heritage coupled with exceptional design, quality and craftsmanship has kept Aston Martin at the forefront of car manufacturing and racing for more than 90 years.

Description of entry:

Two emblematic British brands – Aston Martin and Foster + Partners – worked together to challenge preconceptions of bus design. Gathering first-hand research and canvassing passengers, drivers and conductors, the team worked from the inside – out. Designed in response to the needs of its users, the new bus is zero emissions ready, accessible for all and will set new standards for sustainable vehicles. The bus will reinvent a much-loved London icon for a new era and re-establish the city as a world leader in the design of public transport.

A symbol of place, the bus is also designed to navigate the dense and varied streets of London, employing innovative technologies to allow for greater manoeuvrability on tight corners. Increasing safety and visibility, screens in the cabin allow the driver to supervise CCTV images and both the layout and choice of warm lighting and wooden floors are conceived to foster a spirit of conviviality. The arrangement of the decks is driven by comfort and particular consideration is given to the selection of upholstery to create a 'living room' feel, especially in the saloon-like lower deck. The original Routemaster was introduced in 1956 and saw continuous service for almost forty years: the new bus for London is designed to adapt to changing technologies and serve the capital for the next forty years and beyond.

Biography, description of entry, judges' comments



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'Design' winners

Biography, description of entry, judges' comments

'Whole bus' design

Joint first prize: Capoco Design Ltd, Alan Ponsford, Salisbury

Biography:

Age: 57 Education: Imperial College, London.

Job 1: Worked at Leyland Truck & Bus on National bus, Design Council Award winner, and Roadtrain truck, Design Council Award Winner.

Job 2: Worked on Rotork Marine on design of Sea Truck Mark 5, Design Council Award & Duke of Edinburgh Designer's Prize.

Job 3: Founded Capoco Design, in 1977, a design company in the bus, coach and truck sectors. It operates globally on all continents. Projects in the UK city sector bus have been market leaders for the past fifteen years and taken some 60 to 65% of total bus sales.

Other award winning projects include Dennis Rapier fire appliance, Design Council Award and Optare Solo city bus, Millennium Product Award.

The latest work is the mobility transport system of automated vehicles, which was presented with the Outstanding Design Award by the Michelin Challenge Design organisation.

Description of entry:

The entry was initially prompted by the perfect celestial alignment of media interest, wide public interest and pivotal mayoral interest. These factors were underpinned by the basic foundation that Capoco is a bus design company, and bus design competitions are few and far between. In fact, this is the first in our 30+ year history so a very welcome and apposite initiative.

Our design approach was to combine the best of the old with the best of the new. Whilst the Routemaster was a fine design in its day, it had an impenetrable saloon for some users due to the high step. Also, although it was light, it was based on a simple truck-like powertrain that did not allow for the more recent technological advances.

So our new design has a low flat floor to allow easy access for all, plus an efficient series hybrid electric drive to reduce both the fuel consumption and emissions. But it retains the Routemaster family lineage, with a front engine, open rear platform and an individual face.



'Design' winners

Biography, description of entry, judges' comments

Judges' comments:

The judges said: "The Capoco submission was technically excellent. We felt the design featured many novel and innovative approaches which were capable of being incorporated as practical proposals and carried through to a potential manufacturing stage. Details that were particularly impressive were the light-weight structure and the hybrid propulsion and drive-train system. The design met all the stated aims of the competition and was presented in a stylised package that displayed deliberate and strong links to the original Routemaster."

'Design' winners

Biography, description of entry, judges' comments



'Whole bus' design

Runner up: Héctor Serrano Studio, London, Miñarro García, Valencia, Javier Esteban, Barcelona

Biography:

Héctor Serrano Studio, Miñarro García and Javier Esteban are three design studios from different fields such as vehicle and product design as well as visual communication that joined forces to work on the exciting challenge of designing the new bus for London. Together they form a multidisciplinary team with past experience in designing two buses and working with companies such as Pininfarina, Renault, Ford, Moooi and Roca among others. They have been awarded prestigious awards such as the Peugeot Design Awards and their projects have been exhibited extensively in Museums such as V&A in London and Cooper-Hewit National Design Museum in New York. They set up their offices in London, Barcelona and Valencia after studying at the Royal College of Art in London.

Project Team:

Enrique Miñarro (Miñarro García)
Joaquin García (Miñarro García)
Héctor Serrano (Héctor Serrano Studio)
Rafael Vinader (Héctor Serrano Studio)
Javier Esteban (Javier Esteban)

Special thanks to Kepa Casado and Javier Leon.

Description of entry:

Project name: Welcome Back

The project is the evolution of the iconic Routemaster, an innovative vehicle combining the best of the past with the best of now. A unique bus tailored to London. A brand new London classic that retains that much appreciated friendly and warm feeling from the Routemaster. A compact bus for a compact city, the vehicle can move easily around London's narrow streets. One of the most characteristic features is the diagonal window that celebrates our double-decker bus by visually externalizing the stairs. To improve safety we have incorporated a lighting system into the floor of the rear entrance platform that informs passengers and vehicles when the bus is about to move. This is a truly sustainable vehicle using a Hybrid Diesel-electric Drive System and solar panel to recharge the energy storage module. Its smaller size also means less weight so less fuel and less exhaust emissions are produced.

Biography, description of entry, judges' comments



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'Design' winners

Biography, description of entry, judges' comments



'Whole bus' design

Runner up: Jamie Martin, Surbiton

Biography:

Jamie Martin, 29, is an Art Director, currently working in advertising for the computer games industry. His creative interests are broad, and include vehicles, industrial and futuristic concepts, and more from the world around him. His palette of design tools are 2D sketching and rendering, as well as computer generated 3D modelling and 2D post-production work. He is a 'Transport Design' graduate from Coventry University, and has recently had one of his design creations (www.cobravenom.co.uk) published in numerous motoring magazines, including 'Top Gear' and 'Auto Express'. He's honoured to have been considered for the 'New Bus for London' competition.

Description of entry:

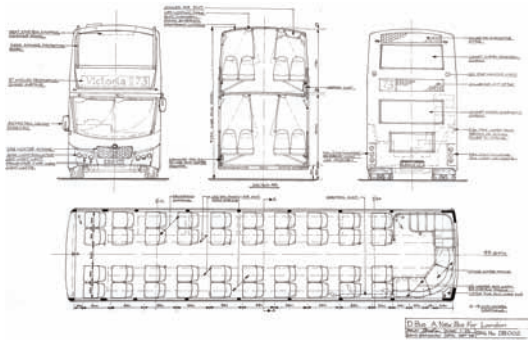
The 'London Navigator' has been conceptualised as a spiritual successor to the now classic Routemaster bus. The Routemaster is regarded as one of the key recognisable icons of London. I felt that an equally distinctive replacement for the Routemaster is required to retain this iconography; a stylish red bus that can only be associated with London, is easily distinguishable from the standard double-decker or bendy bus, and is quintessentially British. The overall approach has been to produce a unique and recognisable design; a functional yet characterful new icon for London.

Judges' comments:

The judges said: "Jamie Martin's entry was an early favourite for its bold and modern take on original Routemaster lines, especially the rear curved roof-line. The clean styling aspects were clearly derived from original features, particularly the radiator and badging. The concept reflected the considerable effort taken to provide realistic modelling and rendering from a range of viewpoints and angles. Beyond purely stylistic features, considerable thought had gone into the component layout (e.g. hybrid drive through to rear axle electric hub motors), hand rail design and a novel safety barrier for the rear platform."

'Design' winners

Biography, description of entry, judges' comments



'Whole bus' design

Merit: David Bradshaw, Nottinghamshire

Biography:

I started work in 1956 as an Apprentice Coachbuilder with Nottingham City Transport. I was promoted to various positions within the company, finally as Engineering Assistant where I worked for the Chief Engineer on some of the features of the Nottingham Standard Bus.

In 1983 I joined Hyphen, a London based transport design and marketing company. I was involved in the National Express corporate identity and after bus deregulation worked on the identities of Yorkshire Rider, Northumbria, North Western and South Yorkshire Transport.

In 1990 I joined BREL, (now Bombardier), and managed the interior design team on the LUL Central line contract. I was part of the team that developed the new manufacturing techniques for train vehicle assembly. I was responsible for the interior design of the Electrostar trains which are now operating around London with c2c, Southern and South Eastern train operating companies. Prior to my early retirement in 2005 I was responsible for developing the interior seat design for the new Victoria line trains.

I am currently Chair for Midlands Area Customer Liaison Panel for Places for People Housing Association.

Description of entry:

The aim of the design is to provide a distinctive vehicle for London that is without gimmicks and will not date. It has styling cues from the Routemaster, especially around the frontal area of the lower deck, but embodies modern assembly methods and features. It is designed around passenger needs and easy maintenance and takes into account environmental issues by being powered by hybrid technology. The design aims to overcome the cluttered lower deck layouts of current double deck designs where some operators seem to consider the cascading of the vehicles to their other UK operations when ordering vehicles. Specifying such things as restricted lower deck ceiling heights to reduce overall height is an example. The design is intended to spend its whole life operating in London and incorporates such things as tourist visibility features and extended seat spacing to allow space for shoppers to place bags on the floor instead of seats.

'Design' winners

Biography, description of entry, judges' comments

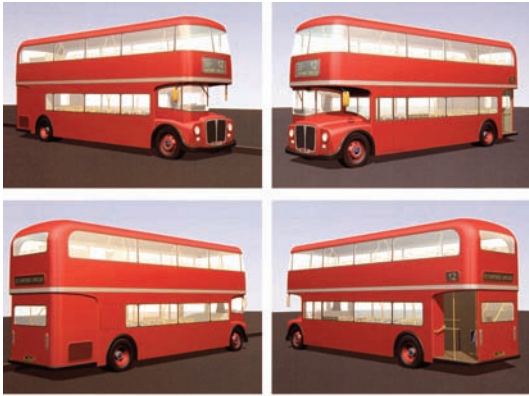
I entered the design to illustrate ideas to overcome some of the problems of current double deck and single deck designs. I "sample the product" by mostly travelling by bus and train to gain experience of the everyday operation problems experienced by passengers, not design in isolation.

Judges' comments:

The judges said: "David Bradshaw's entry concentrates on an engineering-lead solution. The styling treatment suggests a more conventional-looking bus but underneath there are a range of technical innovations proposed. We were particularly impressed with the integration of proven electrical hub motors, with a sustainably-sourced ethanol-fuelled turbo-diesel hybrid power plant. Combined with a capacity for 100 passengers and 1.2m wide doors and entrances, this bus offers potential rapid boarding and alighting, and short dwell times. This submission also featured cantilevered seating to aid floor cleaning operations."

'Design' winners

Biography, description of entry, judges' comments



'Whole bus' design

Merit: Style to Design Ltd, Martyn Collar, Coventry

Biography:

Martyn is a vehicle designer educated at Loughborough University in Automotive Engineering. He gained experience working for vehicle design consultancies. Projects included individually commissioned luxury cars.

In 1998 Martyn co-created Style to Design Ltd. The first major project was to realise 'iMZA' a new unique car for Turkey. In 2001 Martyn was appointed a design consultant on the 'Bentley State Limousine', responsible for overseeing the design and manufacture of the interior.

'Style to Design' has recently specialised in developing seats and features for major automotive suppliers. The most recent of these being the unique four-seater child set the 'Multimac'.

Description of entry:

The original iconic Routemaster inspires my 'New Bus for London'. The particular design cues that have been recreated are the rounded appearance and, of course, the open rear platform. The combination of these elements and a hybrid powertrain will hopefully make this design an icon of the future,

Judges' comments:

The judges said: "First impressions of the Style to Design Ltd submission may lead to assumptions that it is a revisionist Routemaster but closer inspection reveals the concept has been updated in many ways and modernised with novel features. There are rear hub-mounted electric motors providing regenerative braking and super-capacitors for energy storage. We were impressed with the inclusion of a rearward-facing wheelchair location just behind the driver's cab and noted the fact that the single staircase did not have steps 'on the turn'. Variants include a short wheel-base version and optional rear doors."

'Design' winners

Biography, description of entry, judges' comments



'Whole bus' design

Merit: Concrete, all-round creative, Antwerp, Belgium

Biography:

Concrete is an all-round creative design office based in Antwerp, founded in 2000 and owned by Pieter Lesage and Alexander Crolla.

We provide all the different aspects of the design process; from brainstorming and concept design to styling, visualization and technical detailing as well as the implementation and coordination of the entire process. Our portfolio is a mixture of product, interior and transportation design, with a focus on usability, manufacturability and sustainability. Together with our strategic partner 'USG Innativ', we can count on a team of about 40 highly motivated designers and engineers.

Short description:

This competition was the ideal opportunity to apply the knowledge, ideas and visions gathered through our former and current projects. Before Concrete, Alexander was a designer at the prototype department of the Belgian bus manufacturer Van Hool, which gives us a profound knowledge in bus and coach design.

With our design of the new Routemaster 2.0 we want to honour its famous predecessor, but at the same time conceive a concrete vision towards the future. This new concept answers the needs of today's commuters and incorporates the newest technologies available... it's much more than a visual restyling.

Judges' comments:

The judges said: "This bold and striking design from Belgian designers Alexander Crolla and Pieter Lasage caught our attention with an entry that broke the mould of traditional bus styling and that of the Routemaster itself. Unusual design elements include the use of a twin rear-axle arrangement with smaller wheels, the large windows to the lower deck, and an interesting air cooling distribution system. This allows for a particularly low and fully-flat floor, ideal for accessibility. Another notable difference from other entries is its notion of a six-wheel drive and steering arrangement. The design is for an 11-metre long bus with twin staircases but with greater capacity than its counterparts with space for 105 passengers."

'Design' winners

Biography, description of entry, judges' comments



'Whole bus' design

Merit: LA:UK Design Ltd, Andrew Plumb, Cheshire

Biography:

I have worked in my dream job designing within the automotive industry for over 14 years. Along with my wife Katie, we set up LA:UK Design, a multi-discipline Design Company three years ago in Los Angeles which is where the name originates from. We returned home to Britain in 2006 and currently work with a diverse client base from large brands to small independents, designing vehicles, commercial interiors, and graphics. My design experience has been in many car studios throughout the world from concept to production, and in particular many renowned British car companies.

Description of entry:

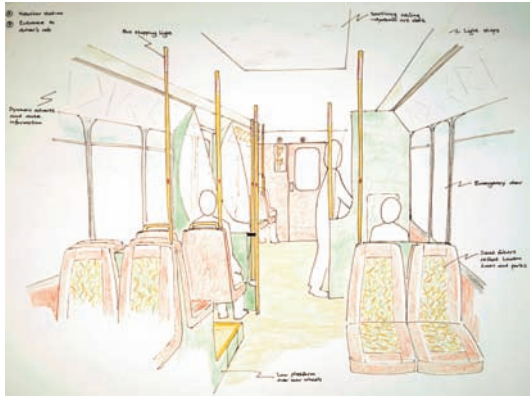
I wanted to redesign the Routemaster ever since reading about the last one to run, whilst thumbing through a newspaper in LA in 2005. I have been respectful of the traditional values making the original so iconic, while adding contemporary styling and extra efficiency, mindful of environmental impact, safety and longevity. I scrutinised classic Routemasters with the aim of capturing the essence of the original and combining it with the modern construction techniques, and fresh new concepts inside and out. My proposal is modern, but will compliment both old and new London with a fresh but familiar identity.

Judges' comments:

The judges said: "The design from LA:UK Design Ltd intrigued us with its curved entrance doors and lobbies, said to mimic those of modern office buildings. Thus, although the rear platform is open to the street, there are doors proposed on the inside. The submission was beautifully crafted and enabled a clear understanding of the concepts and influences. We also liked the modern interpretation of the old Routemaster styling clues, including the seat moquette, renewable wood flooring and lighting details. This design also proposes a low emission hybrid-drive system powering electric hub motors, with roof mounted solar panels for top-up energy capture."

'Design' winners

Biography, description of entry, judges' comments



'Whole bus' design

Merit: Eric Woodcock, Southport

Biography:

Eric Woodcock (53) began his career with Leyland Vehicles, designing bus components and developing experimental truck and buses. He then worked in the IT industry, leading projects and running business units. He now combines university lecturing in project management with developing new projects, mainly in the public sector.

Eric is very interested in all aspects of product design and is passionate about encouraging new directions in bus design. He and his wife live near Liverpool, and their two children live and work in London. This provides lots of opportunities to travel to the capital for cultural events and bus rides.

He is a chartered Engineer and Fellow of the Royal Society of Arts.

Description of entry:

The RMS has a front mounted hybrid power pack and front wheel drive. This means the floor level can be very low throughout the passenger area. The driver sits in the centre above the power pack.

There is a large central doorway and an open platform at the back, with automatic gates controlled by the conductor. Passengers getting on at the back can go inside or stand on this balcony to watch the city go by.

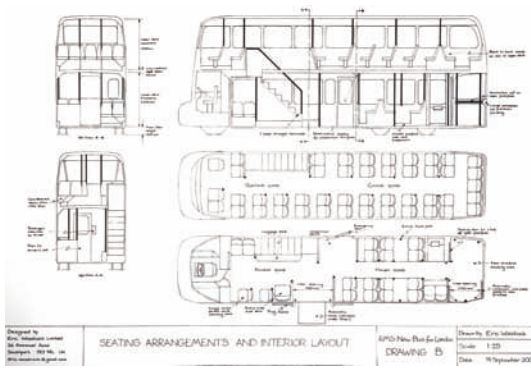
The RMS has a softer, more curvaceous look than current buses.

I entered the competition because I have been working on the front wheel drive format for some years and it seemed to fit perfectly with the TfL requirements. I wanted to create a design that grew from the needs of passengers, drivers, conductors and other users – rather than reworking existing ideas.

The inspirations came from many sources – the Routemaster is a true design classic, but influences like the shape of the Citroen DS, the work of designers from Raymond Loewy to Mark Newson and visits to the V&A and Tate Modern have all been vital.

'Design' winners

Biography, description of entry, judges' comments



Judges' comments:

The judges said: "Eric Woodcock's entry comprises a number of unusual features: there is a central driving position, a rear "balcony" platform as part of the open entrance, it has a small wheel twin rear axle layout, and it has a front engine, front wheel drive arrangement, giving it a step-free flat floor to the lower deck. We were impressed by the amount of background research that had gone into the submission and the highly detailed and reasoned arguments put forward for the principal features. Other interesting design elements included countdown timers to arrival at the next bus stop, easily interchangeable seat blocks, a conductor's cubicle, and stable-type doors to the rear entrance platform."

'Design' winners

Biography, description of entry, judges' comments



'Element' design

Merit: Lottie Duke, Lancashire

Biography:

I recently graduated with a first class honours degree from Northumbria University, Newcastle after completing of a four-year Design for Industry course.

I am interested in all things creative and in the past few years have enjoyed working with the London based design consultancy Forpeople and Mattel, Hong Kong.

Since graduating I have worked on an internship for Glaxo SmithKline, as a result of winning the Royal Society of Arts, Design Directions '08 Competition. I have also recently returned from a trip to Indonesia and India, which has broadened my horizons.

My interests lie in the field of product and experience design.

Description of entry:

I spent the final year of my degree working on a new solution for the London bus, before the competition was announced. I had identified that there was a need for improvement to the bus system following a summer working in London and using the buses daily.

In order to address the idea of a new bus for London, one needed to look at not only the bus as a vehicle but as part of a larger system and how it fits into people's daily lives.

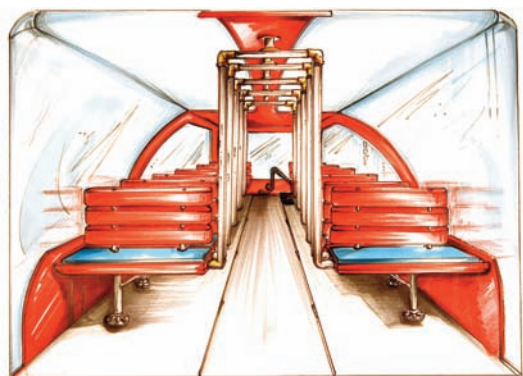
My aim was to achieve a proposition that was initially focused around the passenger and making their journeys seamless. The vehicle's internal structure was then developed around the passenger needs followed finally by an iconic exterior design.

Judges' comments:

The judges said: "We particularly liked the ideas for passenger information displays and simplified ticketing and Oyster top-up machines, as well as the innovative news feed system. The design concept extended from merely the physical bus into the vehicle as part of a component of the overall journey."

'Design' winners

Biography, description of entry, judges' comments



'Element' design

Merit: Rhys Wyman, Cheshunt, Hertfordshire

Biography:

I was born on 12 November 1989. My parents are Gary and Stacey Wyman and I have two younger sisters, Dee and Fern. I live in Cheshunt, Hertfordshire.

At school, I found my interest and passion for fine art and design technology, particularly enjoying 3D construction and design, achieving A* GCSE grades in both of these subjects. I got a Distinction in a National Diploma in 3D design at Hertford Regional College. During the second year of my course I got a work experience placement in the Ralph Lauren design team.

I'm currently on a foundation degree course in Three Dimensional Design at Hertford Regional College in partnership with the University of Hertfordshire. This course involves studying all 3D design disciplines, including product, furniture and interior design, as well as touching upon Visual Merchandizing.

From a very young age I have been interested in sea and course fishing, having competed in junior competitions. I also enjoy many varieties of sport. I play for Broxbourne hockey team, enjoying particularly the social aspects.

Description of entry:

I saw the competition advertised on the local television news. Having just finished my National Diploma course and on a summer holiday, I thought that it would be a great opportunity to continue designing. The brief that was specified, immediately sparked a real interest and I thought that it would offer a great chance for creating something new and innovative.

The aim of the design was to re-ignite public trust in London transport, by allowing them to rediscover London in an open and visual environment. The glassed roof bus design enables the people of London to observe their beautiful city and for visitors to be overwhelmed by London's stunning architecture and culture. The public would find the overall travelling experience more enjoyable rather than a method of transport.

Judges' comments:

The judges said: "Of particular note were the unusual design of the doors, the details around the seating and handrail layouts and the component elements of the seat structure fittings."