

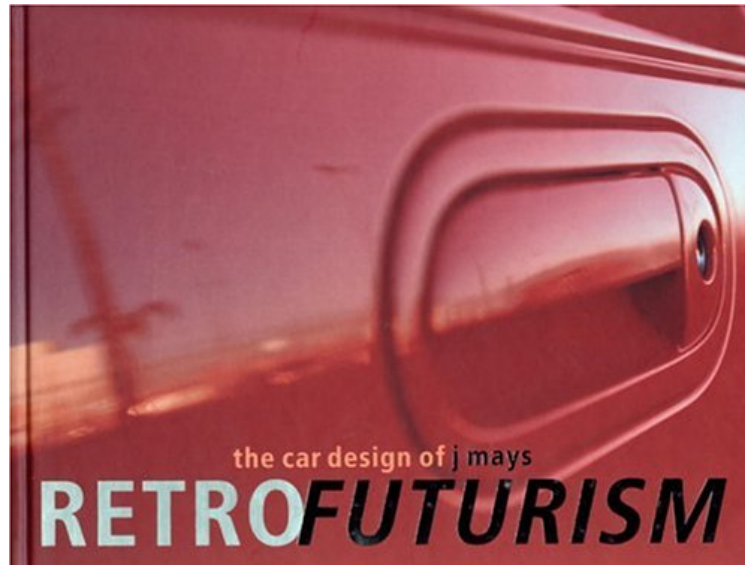
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## **Retrofuturism: The Car Designs of J Mays**

**Brooke Hodge, C. Edson Armi : Retrofuturism: The Car Designs of J Mays** before purchasing it in order to gage whether or not it would be worth my time, and all praised Retrofuturism: The Car Designs of J Mays:

The man behind the new VW Beetle, J Mays is considered one of the most revolutionary designers in the history of the automobile. This, the first book on his work, tracks his innovative career from his early days at Audi to his current tenure at Ford (where he designs seven lines: Ford, Mercury, Lincoln, Mazda, Jaguar, Aston Martin, and Volvo). Mays approaches not only the design of the automobile itself, but also its branding and identity. He believes that the innovations of the past should be used to inform future solutions. A focus of the book will be duets of cars-the original and the new Beetle, the classic 1957 Thunderbird and its redesigned contemporary counterpart. The book includes color photographs, freehand sketches, computer animations, prototype elements, and sample boards. A section will be devoted to a short history of car design.