

# Eurailspeed

Parallel Session C.3

**Cesar Vergara**

**Principal Industrial Designer**

**Jacobs Engineering, New York**



Under the patronage of



Organisers



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Media partner



# *Creating a vision for a North American High speed rail network*

## *The role of Industrial Design*

*Cesar Vergara*

*National principal, Design*

*Jacobs, New York City.*

# *Outline of Presentation*

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- *The European challenge, years ahead and a very strong established identity*
- *An American identity for HSR, Is it possible?*
- *Recent Industrial design History*
- *The Amtrak HSR, design and concept*
- *The Acela, how American?*
- *The interior*
- *What the American HSR must do for Americans*
- *A vision for the future*

***European equipment has reached a very high level of sophistication, and identity.***

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*Alstom AGV concept*

# ***A TRUE AMERICAN IDENTITY FOR HSR***

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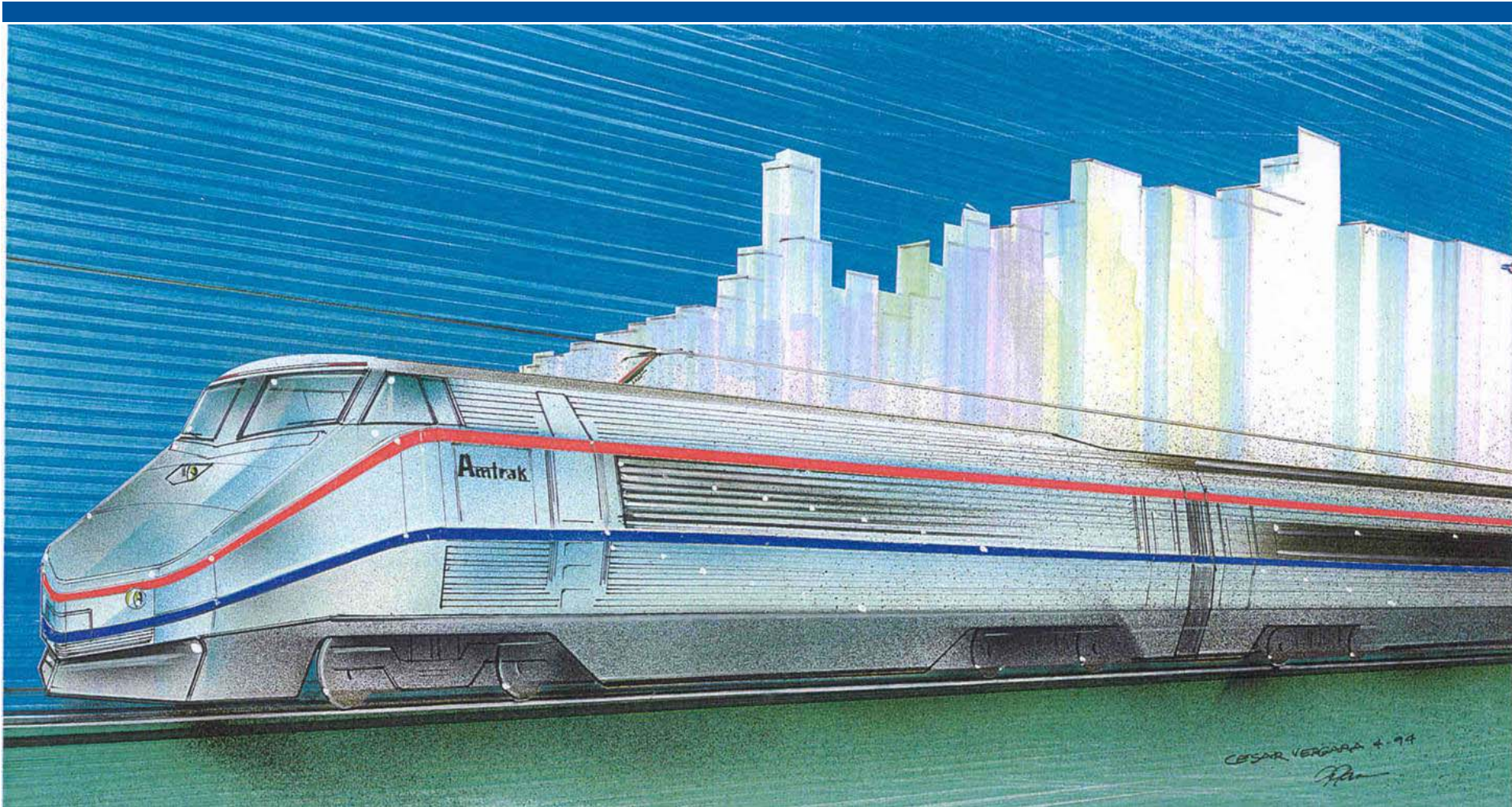
- ***High speed in North America is STILL struggling to get established***
- ***Lack of recognition by the public of most forms of rail travel including HSR***
- ***Only existing in DC-Boston corridor***
- ***Political will difficult to build, but not impossible.***
- ***Target should be to attract the automobile rider. Good design required***
- ***Industrial design is part of the solution***

# ID During the past 15 Years in the USA

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- *A high speed rail with a true American look and feel was developed in the mid-90's*
- *This concept attempted to build on a more American appearance*
- *The concept was developed into the pre-engineering stage*

# Concept from the early 90's HSR



*A higher profile and further set back cab were hallmarks of the HSR concept*

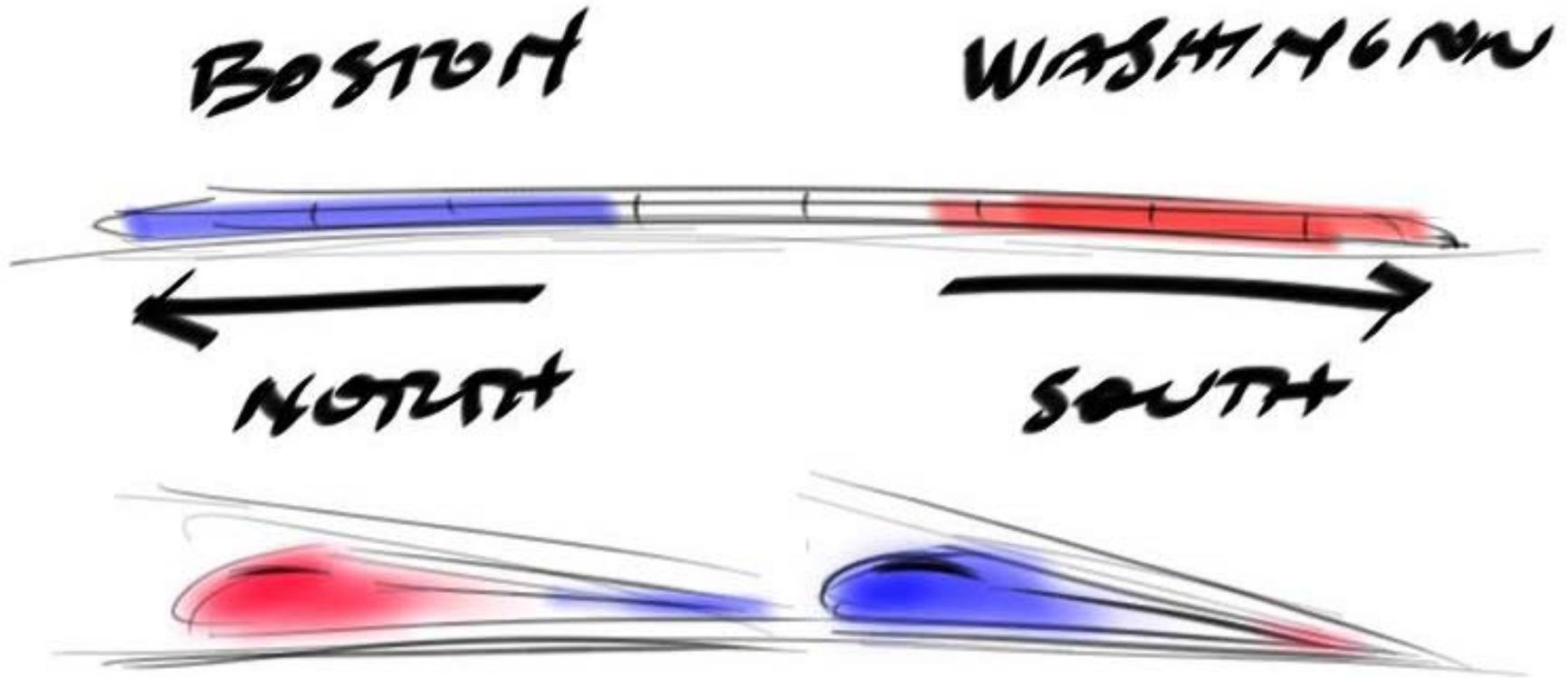


***An ambitious attempt to give the trains  
an air closer to a corvette than a Ferrari***

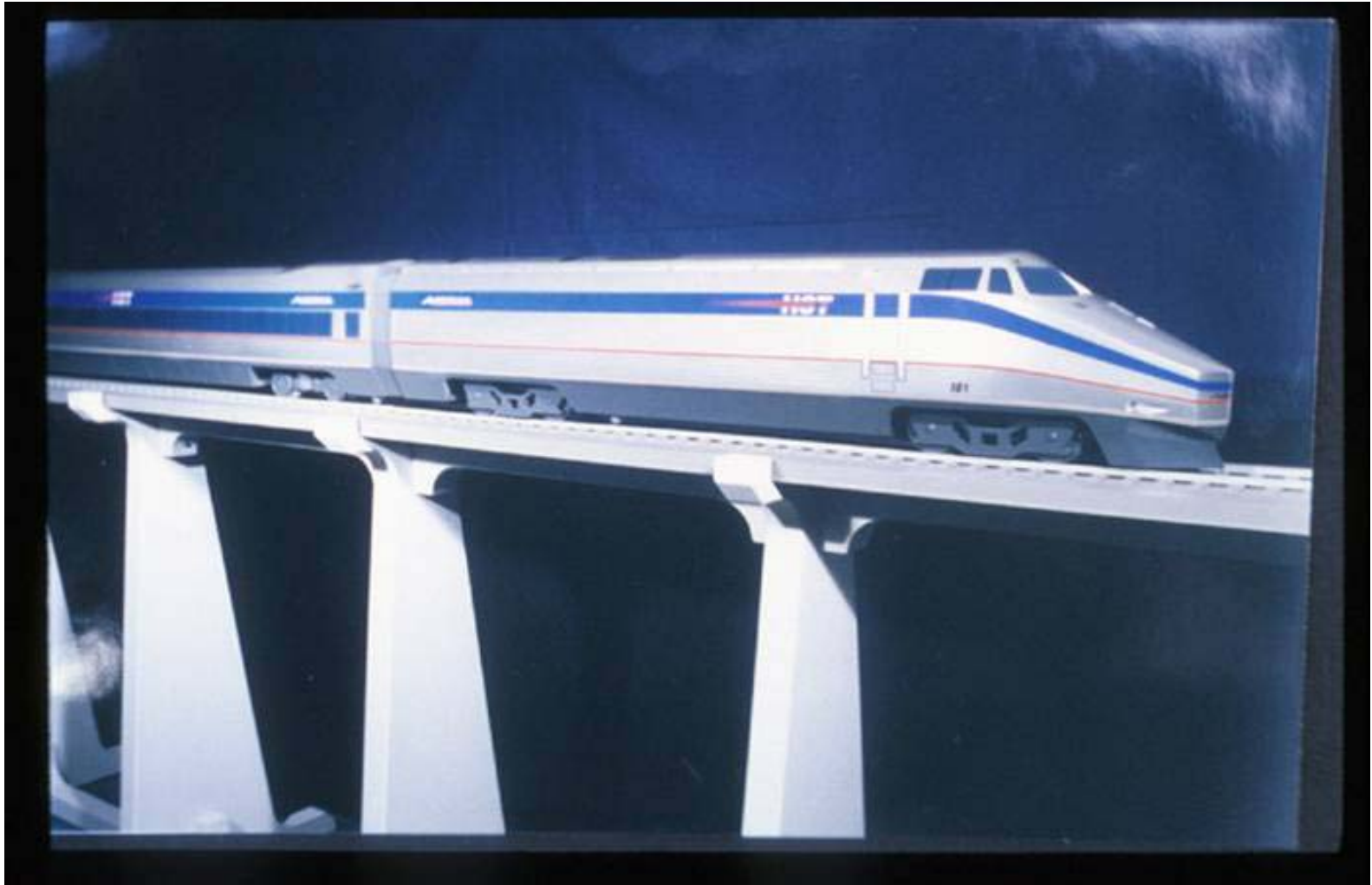


***RED POWER CARS INDICATING  
SOUTHBOUND TRAINS***

# The concept, blue north , red south.



*Large Models and Mock ups were built of several of the concepts, half blue, half red.*



# ***Acela: Influenced by the HSR***

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***But still very much based on the Alston TGV power car . Attractive and very European, An American appearance is still waiting to happen.***

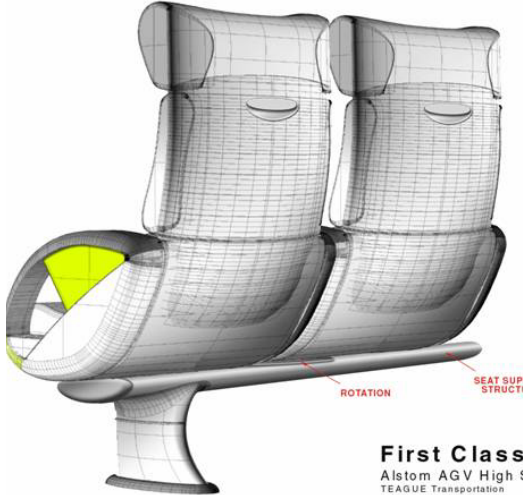


# *The Interior*

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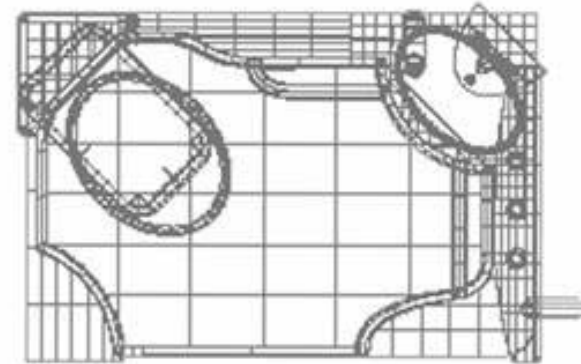
- *The interior prompts passengers come back and recommend the HSR*
- *Like in Europe, the interior must be inviting to all riders, and accessible to all*
- *Special attention to bossiness travelers needs are the high mark of the interior*

# Midwest High speed rail, Interior concept



**First Class**  
Alstom AGV High  
TEAGUE Transportation  
December 13, 1999

# Attention to the lavatory, the traditional “Weak spot” in rail travel is very important



## Restroom / WC

Alstom AGV High Speed Trainset

TEAGUE Transportation

December 13, 1999

# *Attention to Business needs benefits all*



December 20, 2000



Cabin Interior  
Coach Class



ACCESSIBLE  
LAVATORY

# *Accessibility is at the very center of all HSR design in North America. ADA .*



Accessible Car

*There are examples of successful design for rail with potential HSR applications*

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*The Amtrak Cascades Dining booths*

# *The character of the American HSR must be identifiable by the public!*



***IT MUST BE OBVIOUS THAT IT WAS  
DESIGNED WITH A SPECIFIC RIDER IN MIND***

# What will the future American HSR look like?

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- *Whatever that look is, it will be determined by Industrial designers, and it will be the look of the future of transportation in north America!*



***Thank you!***

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