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## Create your ID.3: Volkswagen invites designers to take part in competition on Instagram

- Klaus Bischoff, Head of Volkswagen Design, launches competition today, International Design Day
- Design community on Instagram to design the ID.3<sup>1</sup> for 2050
- The winning design will be 3D-printed on a scale of 1:4

**Wolfsburg (Germany) – What might an electric vehicle such as Volkswagen’s new ID.3 look like in 30 years time? Will holograms replace controls inside the vehicle? Will the vehicle be driving around autonomously and how would the vehicle exterior have to be adapted to these demands? Today, on 27 April, World Design Day, Head of Volkswagen Group Design, Klaus Bischoff, will be launching a competition at [Instagram@volkswagen\\_de](https://www.instagram.com/volkswagen_de). The task at hand: designing the ID.3 for 2050.**



The competition reaches out to all professional and up-and-coming automotive designers: “An impressive design community has developed on social media over the past few years. We aim to initiate a dialogue with this talented scene thanks to our competition,” Volkswagen Group’s Head of Design explains.

**What will the ID.3 look like in 2050?**

Automotive design is largely done behind closed doors. Designers of new models have to think up to twelve years ahead and projects are strictly confidential. This makes it hard for up-and-coming designers outside the responsible company to directly engage with brands and showcase their designs to obtain qualified feedback from decision-makers.

Klaus Bischoff wants to take a fresh approach: “We want to open up to the discourse and provide a platform to all interested designers. The competition is a great opportunity for everyone aiming to make a mark for themselves.” Over the next four weeks designers are invited to upload their designs on their own Instagram profile and tag images with the #VolkswagenDesign2050 hashtag. The hashtag will automatically enter their suggestions into the competition.

Klaus Bischoff will personally shortlist three of his favourite design entries published on Instagram to invite their creators to Wolfsburg. The winning design will be 3D-printed for the winner on a scale of 1:4.

### Media contacts

Volkswagen Communications  
Product Communications  
Christian Buhlmann  
Head of Product Line  
Communications  
Tel.: +49 5361 9-87584  
[christian.buhlmann@volkswagen.de](mailto:christian.buhlmann@volkswagen.de)

Design Communications  
Janine Zyciora  
Spokesperson Design  
Communications  
Tel.: +49 (0) 152 5 888 80 60  
[janine.zyciora@volkswagen.de](mailto:janine.zyciora@volkswagen.de)



More at  
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World Design Day was initiated in 1995 on the 50th anniversary of the International Council of Design (ico-D). The independent non-profit organisation represents designers around the globe and defines relevant professional standards. ico-D also considers design to be an important tool for social change. World Design Day intends to encourage designers worldwide to seek new, innovative solutions for humans and the environment with their designs.

For more information about the design competition see:  
<https://www.volkswagen-newsroom.com/en/privacy-policy-for-the-volkswagen-design-contest-id3-2050-5983>

<sup>1</sup>ID.3: the vehicle is not yet available for sale in Europe.

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**About the Volkswagen brand:**

The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2019, Volkswagen delivered 6.3 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 195,878 people work for Volkswagen across the globe. The brand also has over 10,000 dealerships with 86,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. E-mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.

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