

上海车展汽车纹理趋势报告

Texture Trend Report of Shanghai Auto Show

2017

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汽车车灯纹理趋势

Texture Trend of Vehicle Headlight

ONE
1



MAINSTREAM

AUTO LAMP TEXTURE

目前主流汽车车灯纹理

1

SPRAY 喷纹

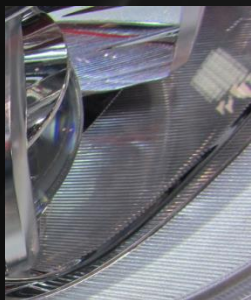
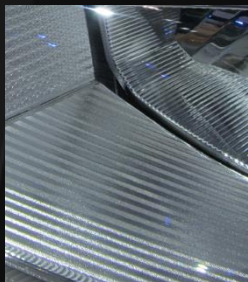
Spray as the primary auxiliary texture

汽车车灯纹理由于受到功能的反射要求，大部分面积采用喷纹，来体现车灯造型的点、线、面中的面

As the reflection function for lamp texture, most of the textures are spray, to embody the Lamp modeling in dot, line, facet in facet

Cadillac 28T
Hyundai Mistra
Honda City
Audi S8
Ford Edge





Ford Focus
Audi RS3
Hyundai Santafe
Toyota Camry
Honda Odysse

2

线性纹理 texture LINEAR

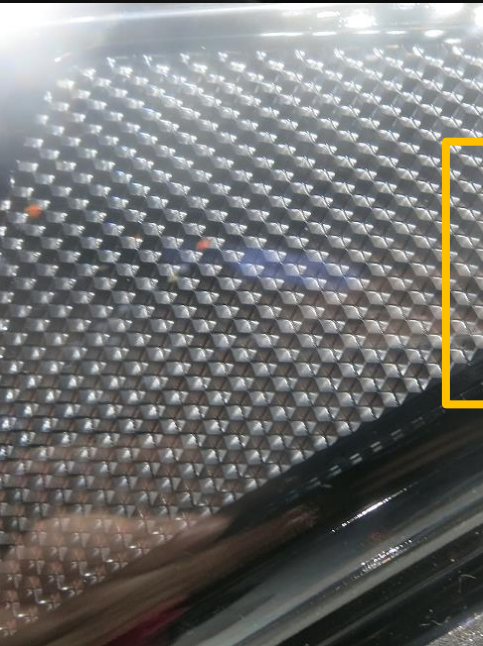
Linear texture as a functional auxiliary texture

线性纹理作为简单的元素在车灯里面主要满足光源导向性这一功能性，另外作为装饰性体现优雅感。大部分面积采用线性纹理进行造型。
Linear texture is as the simple elements to satisfy the function lights' direction, and decorative elegant

3

线性纹理 Simple GEOMETRY

Simple geometry as decorative textures



Infiniti XQ8
Kia K3
Mini Cabrio
Jaguar Tfl

具有科技性的六边形，四边形等几何元素以立体感较强的方式出现在车灯里，来提升车灯的品质与细节

Hexagon , quadrilateral are the shapes to appear the science and technology and strong 3D feeling to embody the lamp, highlight the quality and details





FUTURE TRENDS

AUTO LAMP TEXTURE

汽车车灯纹理未来趋势

DS-5
Lexus-LC_500h-2017
BMW 6 Series
Convertible



BMW全系车型大灯都采用带有W的元素



4

DNA纹理 DNA
Texture

DNA texture replace the previous detail textures

越来越多品牌的汽车车灯纹理在设计初期就有意把含有DNA的纹理设计在灯的元素中，来丰富细节，打破单调感
More and more brands of car lamp texture s are designed to match the DNA texture, in the beginning of the design, enrich the details and break the monotony.

PARAMETRICIZED 参数化纹理 Texttrue

Parameterized texture attached to the headlight structure

随着科技的进步，参数化过程将颠覆传统的纹理设计思路，纹理不再作为造型的辅助手法出现在产品中，它将结合造型的边界作为造型本身一道风景去丰富整体

With the developing of science and technology, parametric process will overturn the traditional texture design idea, the texture will no longer appear as modeling of auxiliary methods in the product, it will be combined with the boundary of the modelling as a scenery to enrich the overall modelling itself

DS-7
Mercedes-Benz A Sedan
Concept
Mercedes-Benz AMG GT
Concept



汽车主辅纹理趋势

Main and Deputy Texture Trend of Vehicle

TWO
2



MAINSTREAM

AUTO

MAIN and DEPUTY TEXTURE

目前主流汽车主辅纹理

NATURAL

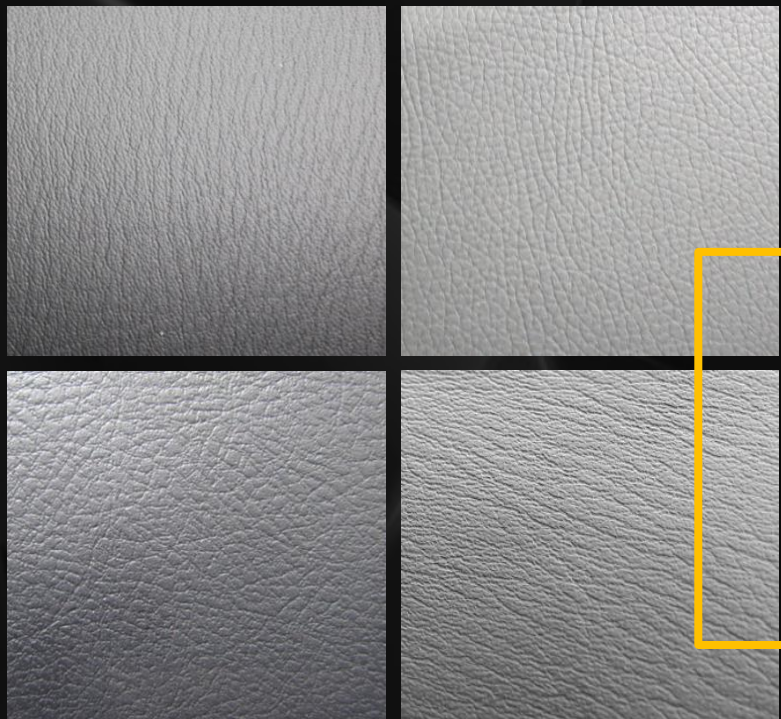
Balance evenly

自然纹 • 均匀、平衡

均匀的自然纹理体现真皮质感，使整车圆润、饱满，整车大气、稳重、豪华
适用车型：各种车型

The uniform natural texture reflects the real leather texture, which makes the whole car round and full, the whole vehicle atmosphere, steady and luxurious
Models: various models

Leopard CS10
Benz A 200 SPORT
JEEP Compass
HondaCR-V
Audi A6L



infiniti Q80
TOYOTA camry
Benz AMG C63S
Lexus ES 300h

NATURAL PATTERN

Linear, multi-direction

2

自然纹 • 线性、多方向

多方向的线性自然纹理，也是自然纹理的一种真皮效果，在均匀的基础上更年轻
适用车型：SUV/A级等

Multi-directional linear natural texture, which is also a genuine leather effect of natural texture, is much younger on a uniform basis
Model: SUV/A class

3

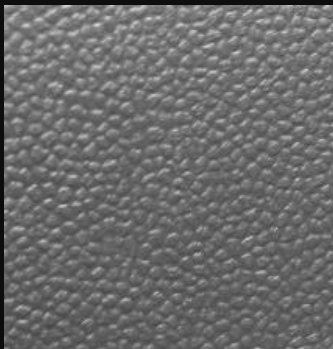
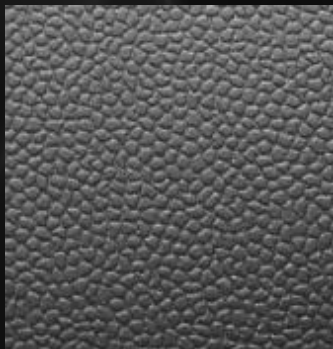
NATURAL GRAIN

Granular Sensation

自然纹 • 颗粒感

颗粒感的纹理，在装饰上烘托整车时尚、力量感气息
适用车型：A级、AO级

Fashion & Power
model: class A, AO level



BMW i3
Mitsubishi LANCER EX
MINI JOHN COOPER WORKS
BYD e5

4

LINES OF SCIENCE AND TECHNOLOGY

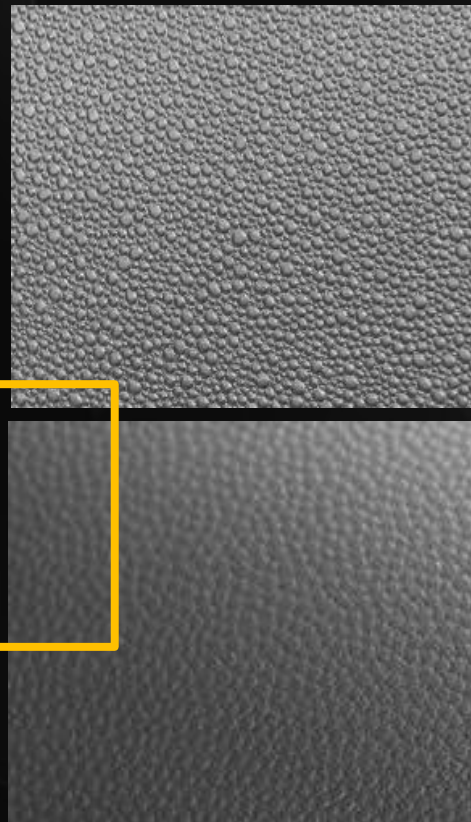
Dot

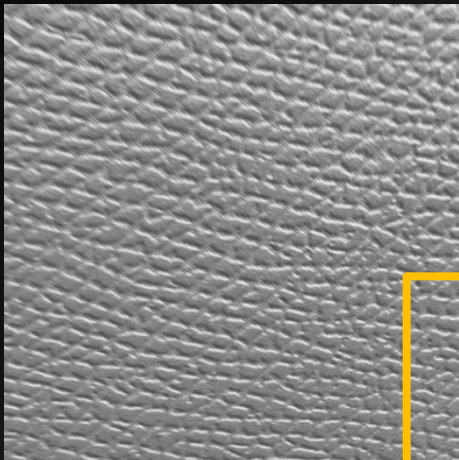
科技纹 • 圆点

圆点的元素体现出灵巧、青春、动感、活力
适用车型：A级、AO级

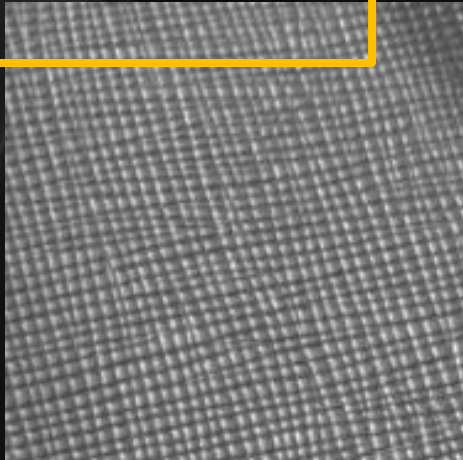
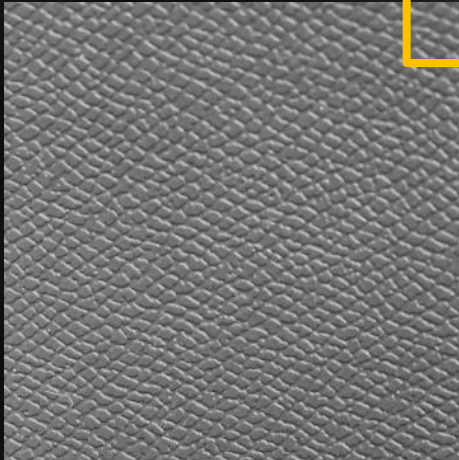
Dexterity, youth, movement, vigor
model: class A, AO level

Mazda 2
KIA SOUL





Peugeot 408
Citroen aircross
Hyunda new santafe



5

LINES OF SCIENCE AND TECHNOLOGY

Mesh

科技纹 • 网状

网状纹是经典的元素，在主轴纹理运用上秩序性并不那么规范，科技感强，体现个性、时尚、进取
适用车型：B级、C级、紧凑型SUV

Classic Mesh, Personality, fashion, progress
Model: class B, C, compact SUV

6

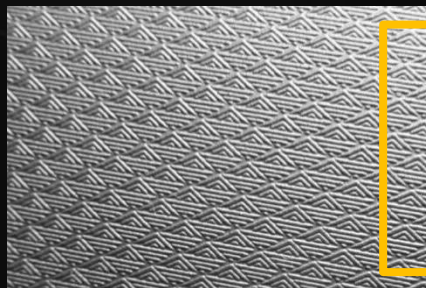
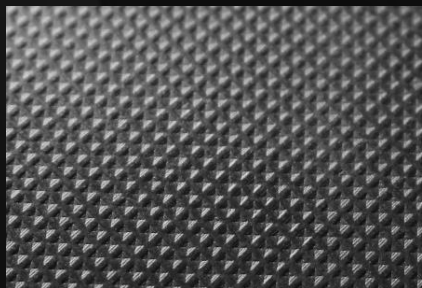
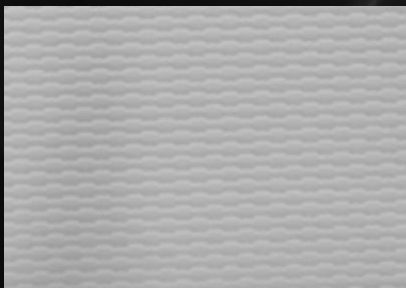
GEOMETRIC PATTERN

Interesting&Individual

几何纹 • 趣味、个性

几何纹理体现出时尚、个性、科技、前卫、未来，但作为主纹理，在后期需要拼接，工艺实施上会有一定风险
适用车型：A级、AO级、新能源车、电动车

The geometrical texture reflects fashion, personality, technology, avant-garde, the future, but as main texture, there might be technical issue in the process of necessary splicing.
model: class A, AO class, new energy car, electric car



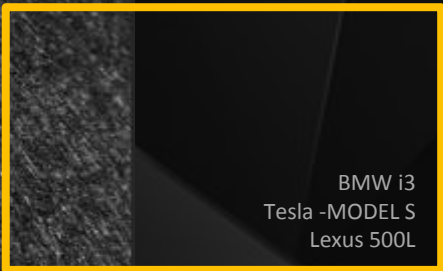
Smart forfour
Zhonghua H230EV
Hyundai VELASTER TURBO-GDI

7

PEACH SKIN

桃皮绒纹理 GRAIN

High-end、luxury advocate complementary texture



BMW i3
Tesla -MODELS
Lexus 500L

喷砂效果的细皮纹在一些高档车中使用，细腻的真皮质感，蚕丝效果，体现了低调的奢华感
适用车型：C级、D级

The fine leather grain of sandblasting effect is used in some high-grade car, exquisite real leather feeling, silk effect, reflect low-key luxury feeling.
Model: class C and D





FUTURE TRENDS

AUTO

MAIN and DEPUTY TEXTURE

汽车主辅纹理未来趋势

NATURAL TEXTURE

1

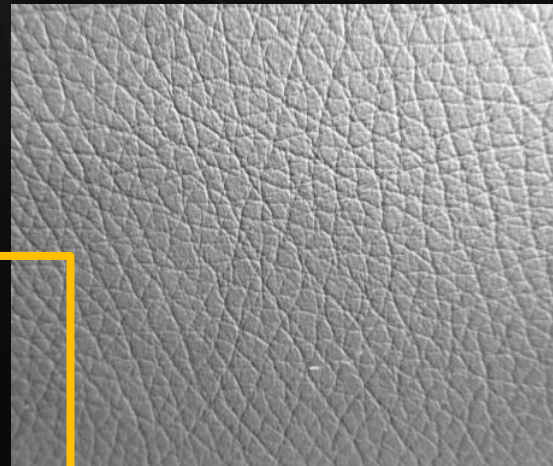
Perfect、functional form

自然纹理 • 真皮材质、均匀、经典

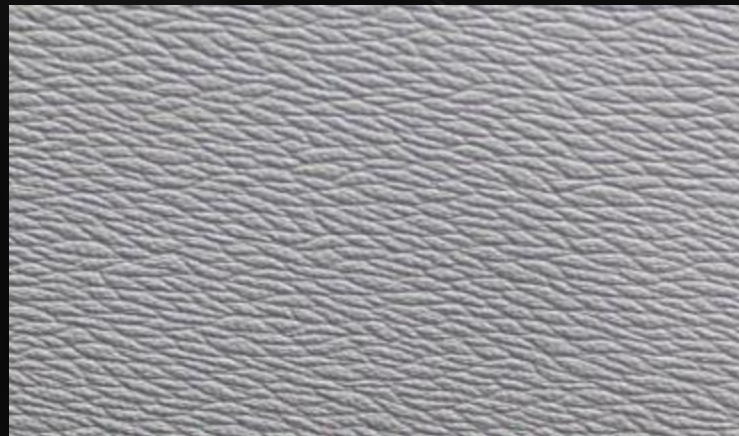
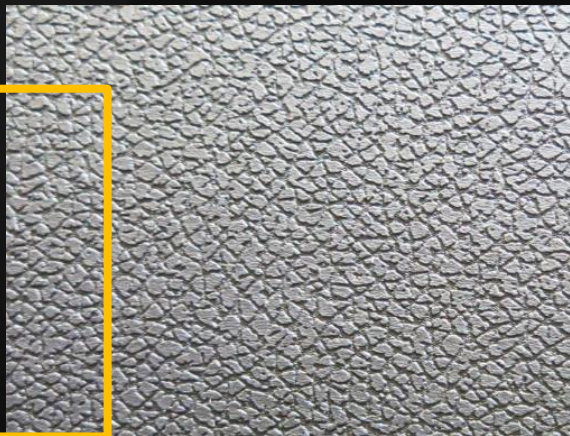
随着人们生活质量的提升，人们追求更加高档、舒适，主辅纹理更多需求真皮质感的纹理，提高奢华感和细腻的触感

As the improvement of living quality, more and more people prefer high-class, comfortable

Benz A200 SPORT
JEEP Compass
Lexus ES 300h



DS-3
DS-5 LS
VOLOV S80L



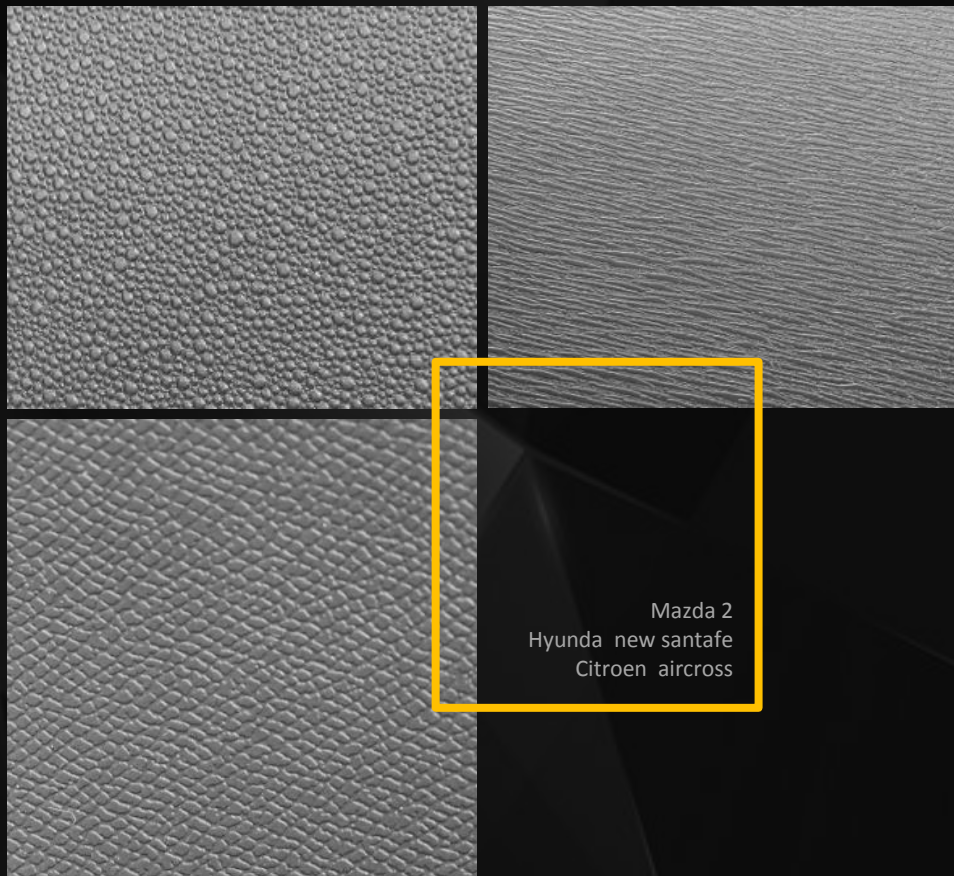
2

DNA纹理 DNA
Texttrue
Personality& custom

DNA texture replace the previous natural textures

随着纹理的发展，主辅纹理不在是一味的功能性需求，在装饰上也越来越丰富，现在越来越多的汽车品牌主辅纹理在设计初期就有意把含有DNA的纹理设计在主辅的元素中，来丰富细节，打造内涵，打破单调感

With the development of the texture, the texture is becoming more and more rich, elements of DNA is considered in the early stage of design to enrich details, create connotation, to break the monotony



Mazda 2
Hyunda new santafe
Citroen aircross

3

LINES OF SCIENCE AND TECHNOLOGY

Creative、can be implemented

科技纹 • 个性、创新

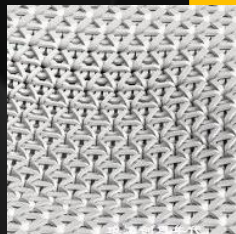
科技纹打破传统的皮纹，有一定的规律性，既个性在工艺上又容易实现，科技纹更加吸引人的眼球，个性、运动、时尚

It breaks traditional skin lines and has certain regularity, more attractive, Personality, sports, fashion

汽车装饰纹理趋势

Decorative Texture Trend of Vehicle

THREE
3



MAINSTREAM

AUTO DECORATIVE TEXTURE

目前主流汽车装饰纹理

WEAVING TEXTURE

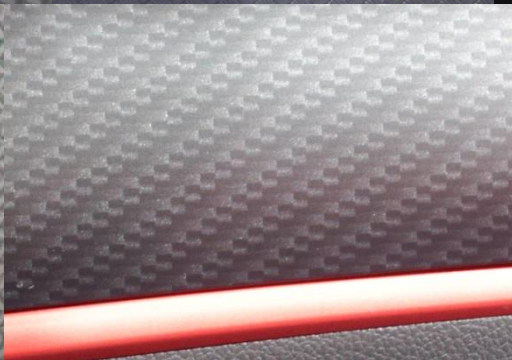
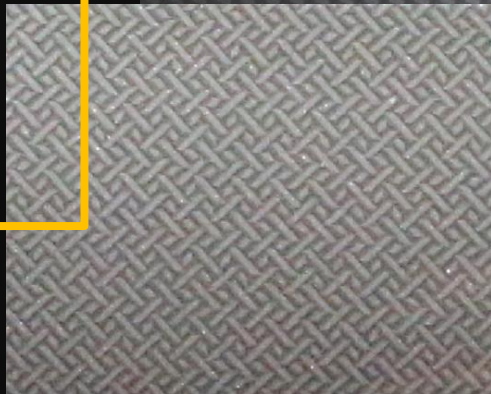
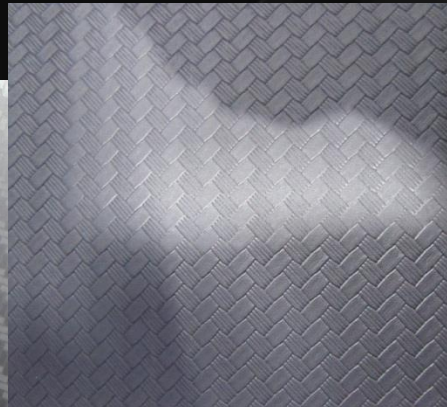
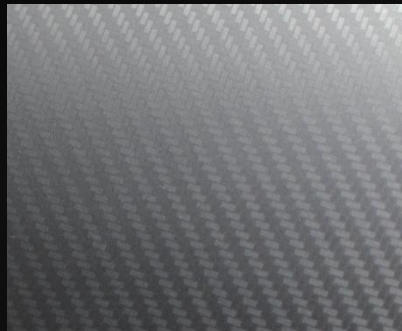
Delicate matte

编织纹理 • 精致哑光

利用不同工艺来呈现编织的视觉感，高档质感独特编织纹路，光泽暗哑，低调内敛，不失时尚感
适用车型：中小型SUV/A/B/C级等

Using different techniques to present the visual sense of weaving, the high quality texture is unique to the weaving, the gloss is dark, the low profile is reserved,
Model: Small Medium A.B.C .etc

BMW 4Series
Buick Verano GS
Luxgen new six
VW new lavida



WEAVING TEXTURE

Delicate light

2

编织纹理 • 精致光感

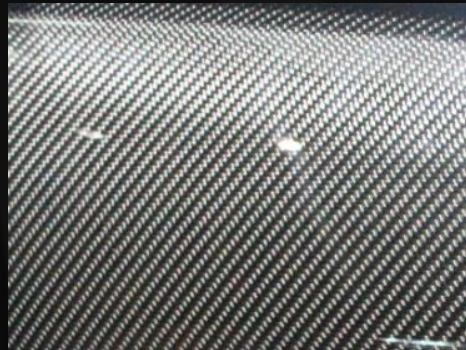
利用不同工艺来呈现编织的视觉感，呈现钻石镜面的交相辉映，形成光影编织，呈现奢华暗纹，提升整车豪华感

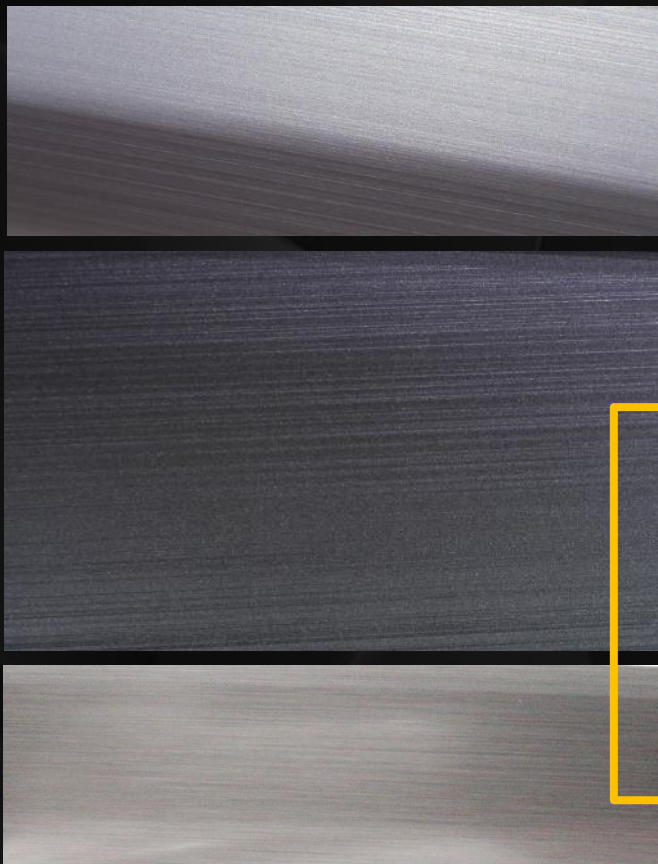
适用车型：B/D/SUV/跑车等偏时尚、大型的车型

Using different techniques to present the visual sense of weaving, the mirror image of the diamond is reflected, and the light and shadow weaving is formed, and the luxurious and dark lines are presented, which increases the luxury of the car

Applicable car: B/D/SUV/sports car, etc

Baic Group BJ20
BMW M6
Citillac CT6
Volkswagen Lamando
Audi S7





BMW X4
Borgward BX5
Volkswagen Touran

3

线性纹理 texture LINEAR

Linear texture reflects the exquisite texture

线性纹理利用简单的元素在汽车内饰中作饰，细腻线性穿梭，不但简洁也能体现出精致的品质感
适用车型：A/B级/SUV等

Linear texture USES simple elements in the interior of the car to act as the role of, the exquisite linear shuttle, not only concise also can reflect the exquisite quality feeling
Model: A/B class/SUV, etc

Audi A3 40
Lexus RX200
SKODA Kodiak

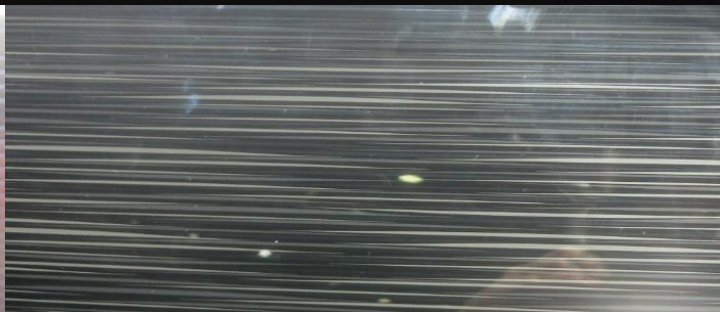
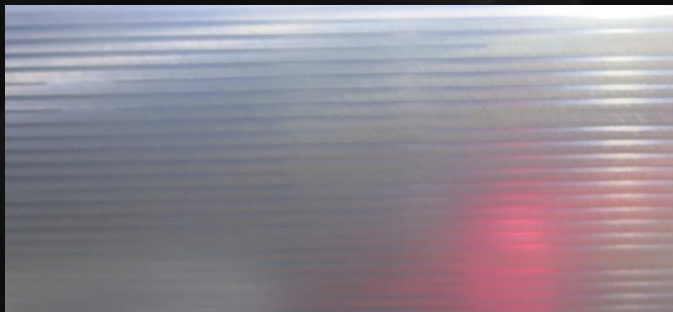
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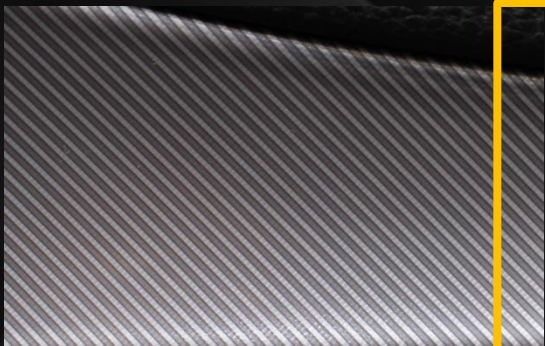
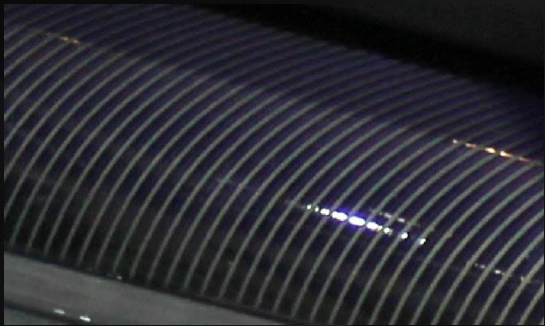
线性纹理 texture **LINEAR**

Linear texture shows gradual motion

线性纹理利用简单的元素在汽车内饰中作饰，简短线性断断续续排列，给人于时尚、动感、速度
适用车型：B/C/D级,城市SUV等

Fashion, Movement, speed
Model: B/C/D, city SUV, etc





MINI COUNTRYMAN
Alfa romeo
Audio Q7
Audio SQ5
Hyundai sonata



5

线性纹理 texture LINEAR

Linear texture shows clear geometry

线性纹理中当线成等距密集排列时，体现出理性商务气息，但也不失时尚感
适用于车型推荐：B/C级,城市SUV等

In linear grain, when the line is in an equal distance, it reflects the sense of business, but also the sense of fashion
B/C, city SUV, etc





Buick Lacrosse
Lexus G250



6

线性纹理 texture **LINEAR**

Linear texture shows gradual motion

线性元素以曲线流畅的形态出现时给人以优雅品质感
适用于车型：B/C/D级，中大型SUV、MPV等

Fashion, Elegant quality sense
Suitable for: B/C/D, medium large SUV, MPV etc

7

GEOMETRIC simple

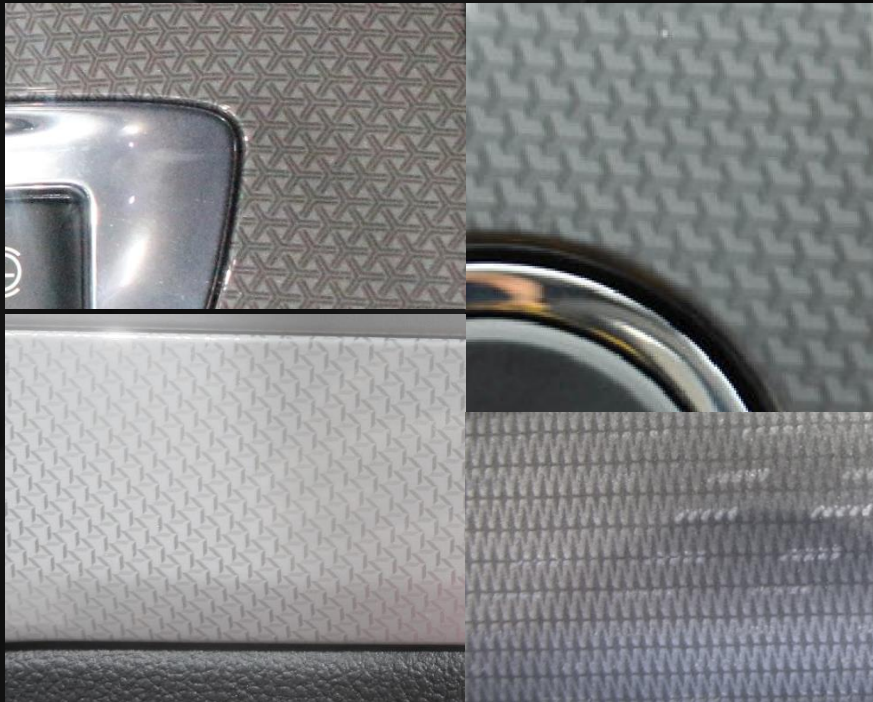
几何纹理 • 简约

具有趣味感及科技感的几何形态，以巧妙的排列形式出现在整车内饰中，体现出一种巧妙的科技感

适用车型：A/B级,中小型SUV

The geometrical form has the sense of interest science and technology, appears in the whole car interior decoration in clever arrangement form, reflect a kind of clever technical sense

Model: A/B, small and medium sized suvs



DS6
Chevrolet Malibu
Nissan TEANA
Infiniti Q50
Volkswagen Gran Lavida

8

GEOMETRIC Simple and orderly

几何纹理 • 简单有序

具有科技感的几何形态，四边形等几何元素有序的排列在整车内饰中，简单规则具有秩序感来提升整车内饰的理性与品质，不失时尚科技感
适用车型：B/C/D级,中型SUV等

Geometric texture reflects simple rules
Fashion and High tech
Applicable car: B/C/D, medium SUV, etc



BMW 540i
Mercedes Benz
Volkswagen Gran Lavida
BMW 3series
Landrover Evoque

9

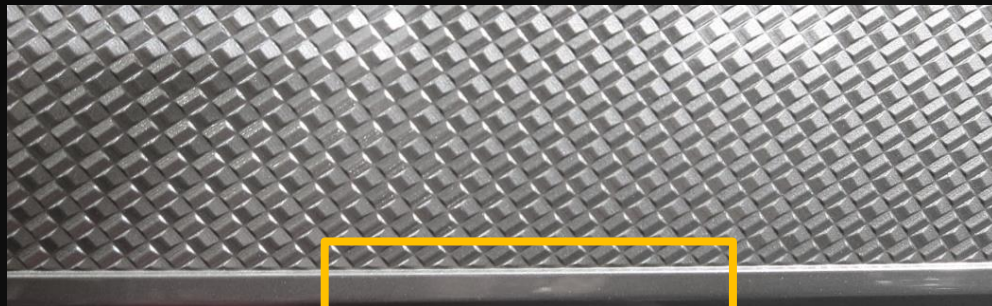
GEOMETRIC

Geometric Texture reflects 3D

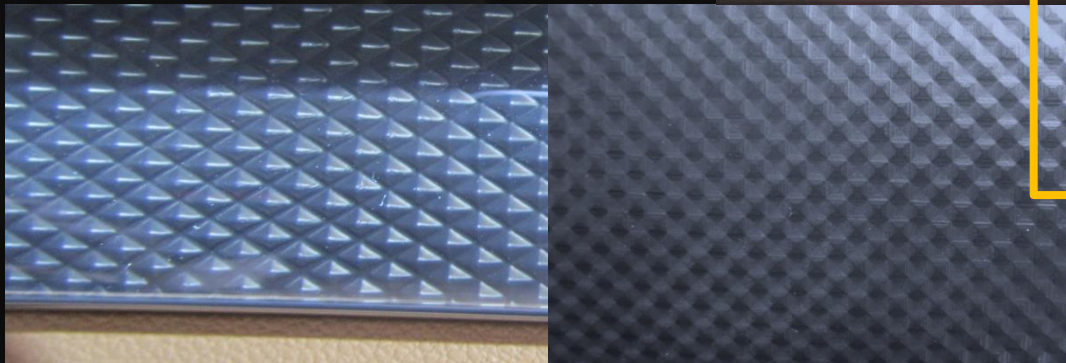
几何纹理 • 3D感

随着科技的进步，越来越多的呈现三维立体的纹理广受欢迎，纹理的视觉冲击更加大胆立体，提升整车时尚、科技感
适用于车型推荐：A/B/C级、中、中大型SUV

With the progress of science and technology, more and more popular three-dimensional texture, texture visual impact of the bolder stereo, improve vehicle fashion, science and technology
A/B/C, medium and medium large SUV



KIA KX3
NISSAN Bluebird
Volkswagen Sagitai



10

GEOMETRIC

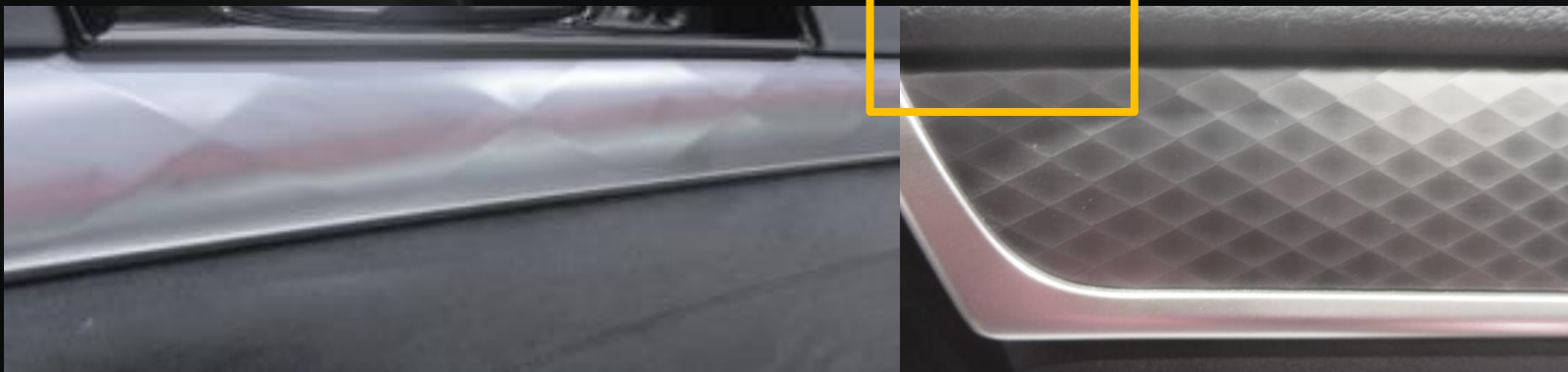
Geometric Texture reflects 3D sunken

几何纹理 • 3D反凹感

近年来，还有一类3D纹理在手法上做反凹的改变，使纹理呈现别具一格，同时也体现一种科技感
适用于车型推荐：B/C级,城市SUV

In recent years, there has also been a new type of 3D texture that has been used to make anti-concave changes in the way of the technique, making the texture unique and a sense of technology
B/C, city SUV

LEXUS GS
NISSAN Sima



1 1

自然纹理 texture NATURAL

Natural texture reflects delicate light

BMW X5
BMW X6
Buick Verano
Cadillac XT5

真木纹的纹理配以精致高光的效果，体现整车的高档奢华
适用车型:B/C/D级、中型、中大型SUV/MPV等

real wood grain is mixed with the effect of exquisite high light, reflect the high-grade luxury of whole car
Applicable car: B/C/D, medium, medium large SUV/MPV etc





12

自然纹理 texture NATURAL

Natural texture reflects matte texture

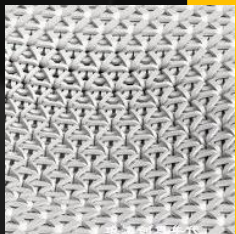
随着科技的进步，自然朴实的自然纹路呈现在汽车装饰内饰中，起到了给人以回归自然的舒适、复古感
适用车型:C/D/E级,中型、中大型SUV/MPV等

Natural grain of is presented in the interior decoration of car decoration, which gives the person the comfort and the sense of restoring ancient ways to return to nature

Model: C/D/E, medium, medium large SUV/MPV etc



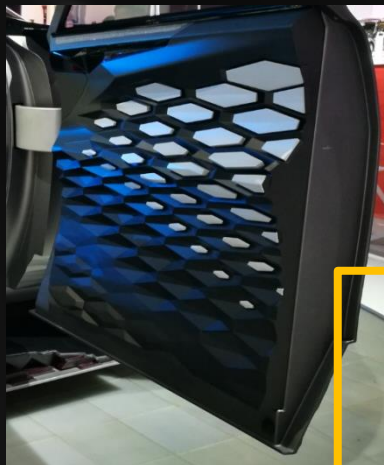
BMW I5
Benz C300
Volkswagen TERAMOT



FUTURE TRENDS

AUTO DECORATE TEXTURE

汽车装饰纹理未来趋势



CHANGAN CONCEPT
Buick NEW GL8
Cidillac 28T



1

GEOMETRIC

Gradual motion

几何纹理 • 渐变动感

几何元素结合现代感较强的渐变、3d、等多变的形式变化，来提升整车的动感和品质，同时增加趣味感

Gradient 3D Textures, changeable form and lines, to improve the movement feeling and quality, much more interesting.

2

GEOMETRIC

几何纹理 • 参数化 Parametric Design

Geometric texture attached to the headlight structure

随着科技的进步，参数化设计引入潮流，将纹理按照不同的结构面上进行完美交融，比已往的纹理更加具有科技时尚感

With the progress of science and technology, parametric design is introduced into trend, will be perfect according to the different structure surface texture, texture is more fashion sense of science and technology than past

INFINITI QX50 Concept
Volkswagen ID Concept



汽车立柱纹理趋势

Pillar Texture Trend of Vehicle

FOUR
4

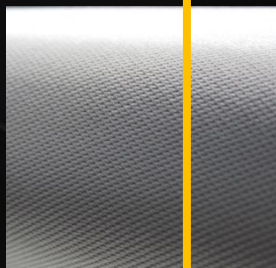
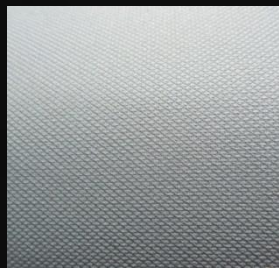
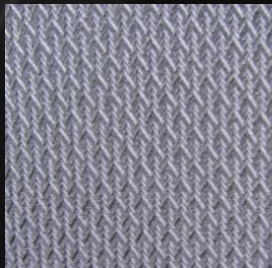
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WEAVE Plus material

编织纹 面料

面料编织纹理是目前大部分中大型车立柱的首要选择
适用车型：B/C/D级等

Weave Texture is the first choice for middle-large size vehicles
Model: B/C/D class



Volvo XC60
Roewe 350s
Ford Taurus
Infiniti Q70l

WEAVE

Classic wheat form

编织纹 经典麦穗

麦穗的元素模拟经典的编织面料的纹理，一方面降低成本，另一方面多变选项

适用车型：A、B、C级、中小型SUV等

The elements mimic the texture of the classic woven fabrics, while reducing costs and changing options on the Textures.

Models: A, B, C, small and medium sized SUV

Hyundai sonnata
Cadillac XTS
Ford escape
Audi Q3 40 TFSI quattro
Ford focus

GEOMETICAL ELEMENTS

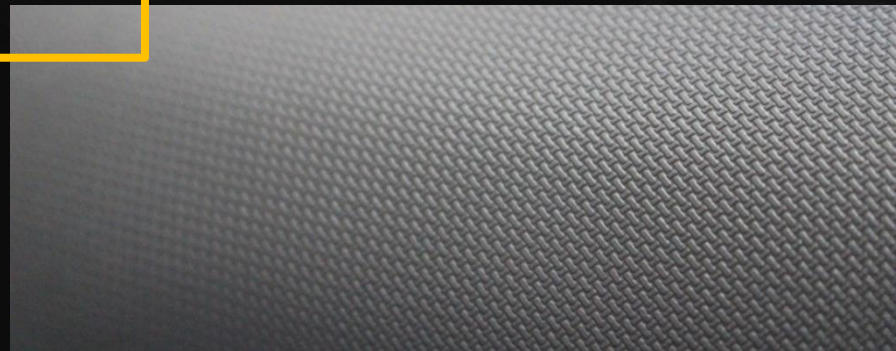
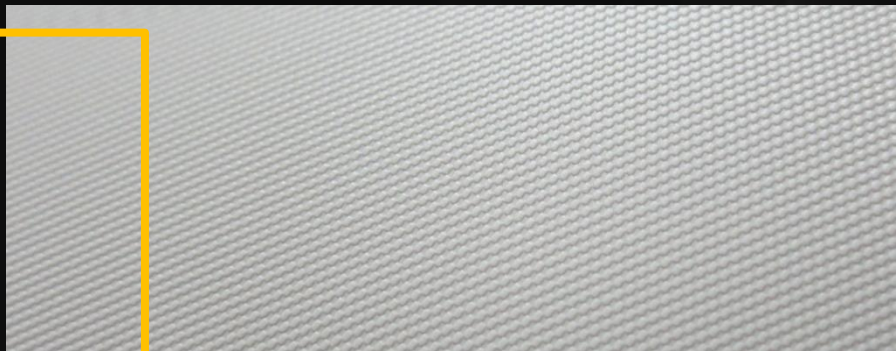
Break tradition

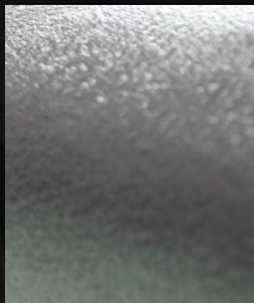
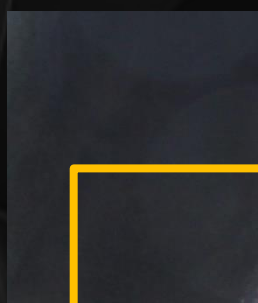
几何编织 突破传统

简单几何元素的有规则排列，不仅整体上有编织的视觉，在细节上，则有更多突破
适用车型：A、A0级等

Regular arrangement of simple geometric elements, not only on the whole have woven the visual, in detail, have more breakthroughs,
Models: grade A, A0, etc

Baic EU260
Smart Forfour
Ford Everest





Cadillac 62V8AWD
Cadillac XT5
Lincoln MKX
Jaguar XFL
Nissan Teana

4

UNIQUE TEXTURE

True Touch

桃皮绒纹 真实触感

桃皮绒材质的运用，一方面提供了柔软舒适的触感，另一方面提升了车内空间的品质与质感
符合车型：B/C/D/E级等

The application of peach skin wool material, provide soft and comfortable tactile feeling ,raise the quality and sense of interior space
Model: B/C/D/E Class

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SPRAY/ WORM

Insect Fractal

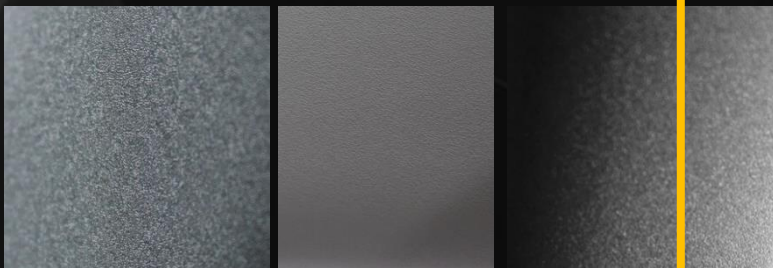
喷纹、虫纹 细致有趣

喷纹、虫纹的纹理，细致有形，形似磨砂之细腻，又相似于桃皮纹的视觉感，形态丰富且趣味性较强

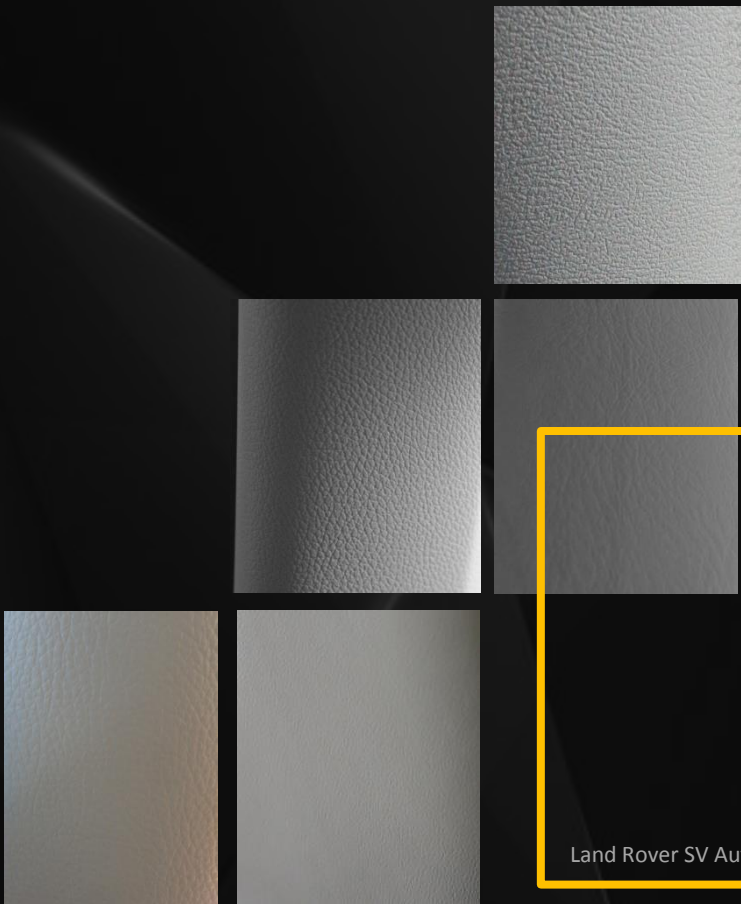
符合车型：C、D级等

Spray, worm Grain, Detailed and tangible, it is similar to the fine texture of grinding sand, which is similar to the visual sense of peaches, enrich in form and interest

Model: C,D class



Benz Vito
Ford mustang
Nissan Quest
Infiniti ESQ



MG 3
KIA K5
Mazda CX-9
Buick GL8
Land Rover SV Autobiography

6

NATURAL LEATHER

Elements

自然真皮 中性

自然纹理直接运用在立柱上，成熟稳重，中性
符合车型：B、C级、MPV等

Natural texture direct use on pillars, mature stable, neutral meet Models: B,
C, MPV, etc

THANK YOU.

BY ARCHITECTURE AP