ROX سنع EDITION / MY PROPOSAL

Let’s teach a car how to behave.

I’d invite Emirati elders to help shape the character of a car built here.



AI-GENERATED CONCEPT / PROPOSED EDITION

THE CONTEXT / MADE IN THE EMIRATES

Built here. Brought up here.

ROX has started producing ADAMAS vehicles in Abu Dhabi.

If a car is going to carry “Made in the Emirates,” I’d want something of the country’s character built into it.

الصنع

The teachings passed between generations about how we welcome people, respect their privacy, listen and show consideration.

UNION DAY / THE INVITATION

“What should a car brought up in the Emirates know?”

I’d invite people to share a teaching they grew up with and nominate an Emirati elder who helped them understand it.

ROX would bring together a group of older Emirati women and men: people who have lived these values and passed them on.

Here's the idea!

THE COLLABORATION / PEOPLE + ENGINEERS

The elders teach. The engineers listen.



Let them tell their stories. Explain the small gestures and the things you do because that’s how you were brought up.

The engineers listen and take notes. Those teachings become a brief for the car’s interface, its interactions and how it responds to people.

AI-GENERATED CONCEPT / PROPOSED COLLABORATION

THE OUTCOME / CHARACTER BUILT IN

ROX سنع Edition.

The engineers bring their work back to the group. Try it together. Discuss it. Improve it.

01 / PEOPLE

Share the teachings.

02 / ENGINEERS

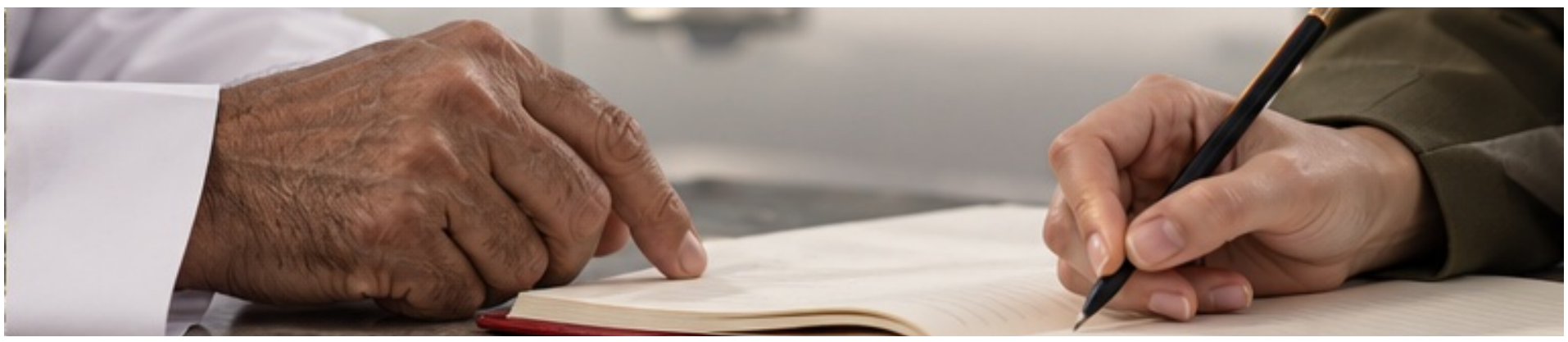
Develop the behaviours.

03 / TOGETHER

Test. Improve.

Together, they'd shape the car's interface, interactions and character.

> **Something an owner could experience every day.**



AI-GENERATED CONCEPT / FEATURES TO BE CO-CREATED

THE NEXT STEP / REPRESENTING THE UAE

So السنع can travel further.

I'd propose a partnership for ROX to supply a fleet of the edition to UAE diplomatic missions and delegations around the world.

A car representing the country through how it treats the people travelling in it.



AI-GENERATED CONCEPT / NO EXISTING FLEET PARTNERSHIP IMPLIED

THE VISUAL DIRECTION / CONCEPT MOODBOARD

People. Character. A place in the world.

How I'd picture the proposed initiative.



01 / THE CUSTODIANS

Experience at the table.



02 / THE EXCHANGE

Engineers listening.



03 / THE EDITION

A character shaped here.



04 / THE AMBITION

Values travelling further.

ALL IMAGES ARE AI-GENERATED CONCEPT VISUALS.
PEOPLE, EDITION AND FLEET ARE ILLUSTRATIVE.

MY IDEA FOR ROX / PRIDE, BUILT IN

Pride, built in.

Proud on December 2nd. And December 3rd.

Are you familiar with السنع الإماراتي?

If you haven't read about it, start with «السنع» by **Abdullah Hamdan bin Dalmook**, published by the Hamdan Bin Mohammed Heritage Center.

Give it a read. Which teaching do you think a car should learn?

that's the point.