

Lars Roug | Transportation & Industrial Design

About Lars Roug and Roug design.

As an independent designer based in Humlebæk, Denmark, I specialize in creating innovative solutions across automotive, maritime, and industrial design sectors. With over two decades of experience and a BA (Hons) in Design from Coventry University, I bring Danish design principles to global challenges.

Core Expertise

- **Automotive Design & Styling**
From concept vehicles to production-ready solutions
- **Maritime & Yacht Design**
Combining functionality with sophisticated aesthetics
- **Industrial Product Design**
Creating harmony between form and function
- **Advanced 3D Visualization**
Bringing concepts to life through detailed modeling and rendering

Design Philosophy

I approach each project with a commitment to merging aesthetic excellence with practical functionality. Whether developing a luxury yacht concept or an innovative product solution, my focus remains on delivering designs that exceed expectations while maintaining manufacturability.

My work on my website

For an in-depth look at my design journey and detailed project documentation, please visit my online portfolio. There you'll find comprehensive project descriptions, additional images, and regular updates of my latest work.

- Printable PDF portfolio (38 mb):
r-design.dk/print/lars-roug-portfolio-hightprint.pdf
- Web portfolio:
[English portfolio](#)
[Danish portfolio](#)
- Press coverage:
[English press site](#)
[Danish press site](#)



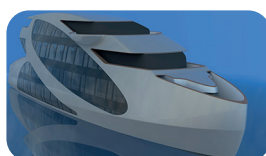
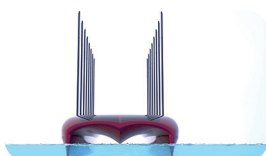
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Roug design / Lars Roug | Mail portfolio | Selected projects & concepts

Client Projects

Shipping design Blue Technology	3
Mega Yacht design Icon Yachts	4
Car design Pelle Steen Christensen	5
Architecture SCSE Capital ApS	6
Fashion design Ilse Jacobsen • Hornbæk	7
Bicycle design The LithoNe city bicycle	8
Yacht design Nordship Yachts ApS	9
Architecture Enemærke & Petersen A/S	10
Product design Brahe Design - SunQuick	11



Client / internship

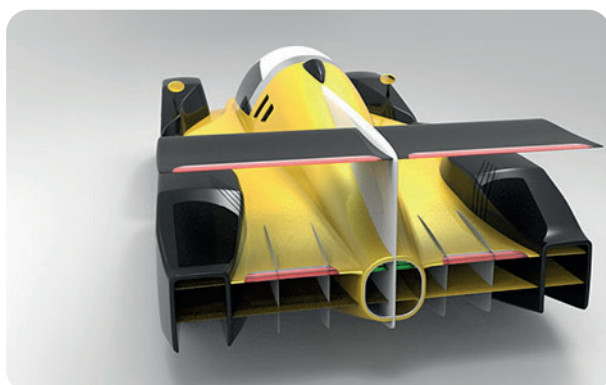
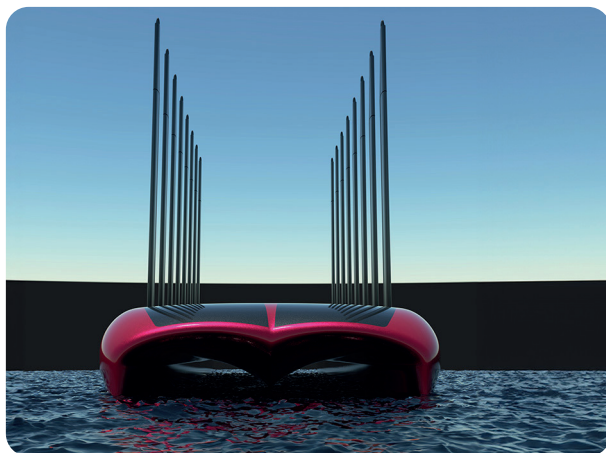
VW group, South Africa (VWSA)	12
-------------------------------	----

Design competitions

Brand identity Rockwool GC32 Racing Team	13
Automotive design Aquila Racing Cars	14
Interior design Ilva design competition	15

Board-Driven initiative

Architecture A housing association	16
--------------------------------------	----



Personal projects

Design collaborations Torben N. Poulsen	17
Auto styling Bugatti Sophus	18
Caravan design Camper	19
Fashion apparel design Jewelry concepts	20
Product design Chocolate design concepts	20
Product interior design concept Bar stool	21
Product interior design Dynamic sofa	22
Fashion apparel design Eyewear design	23
Product design Letter box concept	24
Transport interior design Car seat concept	25
Auto design Wheel rim concepts	26
Yacht design Danish match racing concept	27
Maritime - aviation Single-seater jet seaplane	28
Auto styling Chevrolet Hvalborg	29
Interior product design Lighting design	30
Interior product design Vases - knick-knacks	30
Fashion apparel design Stilettos / sports world	31
Interior architecture Holiday cottage illustration	32
Architecture Allotment house visualization	33
Architecture Langebjerghallen expansion	34
3D interior design Residential space planning	35
Architecture 3D modelling of my former flat	36
Interior product design Paintings and art work	37
Auto styling Truck design concept	38
Auto styling Stretched limousine	39
Auto styling Compact 4-person golf cart	40
Auto styling Redesign of Jaguar E-type	41
Auto styling Skoda Concept Sketches	42
Transportation Future trailer concepts	43
Auto styling Volvo 340 redesign	44
Brand identity evolution	45
SoMe Danish car designers network site	46
Auto styling Freehand concept sketches	47
Car design Leisure Sketches South Africa	48

School project

Coventry University Final year project	49
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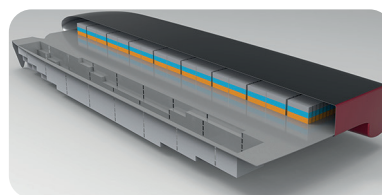
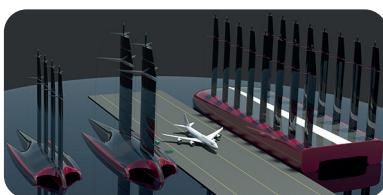
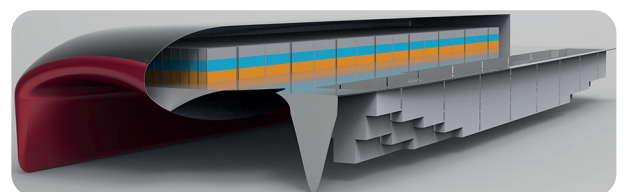
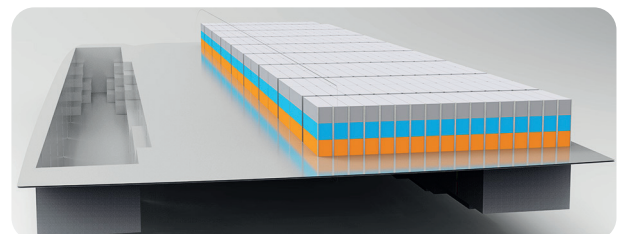
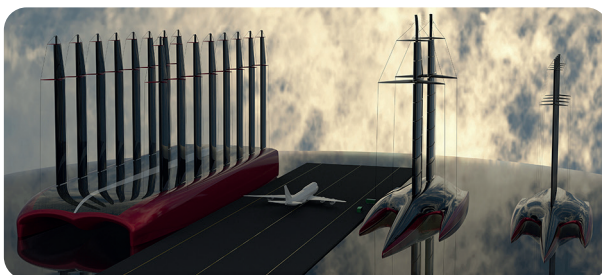
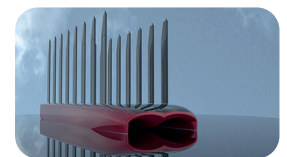
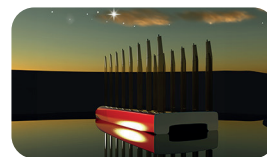
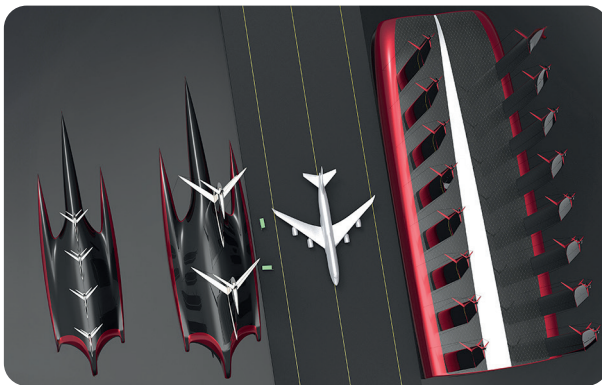
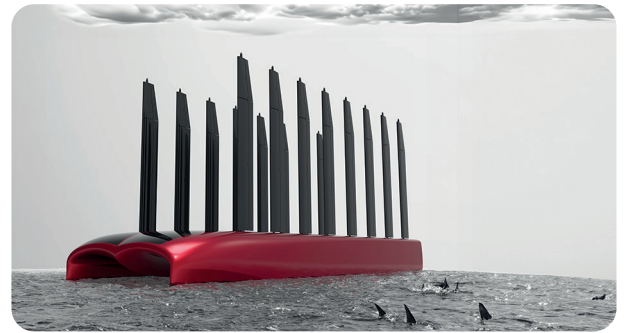
Roug design / Lars Roug

Discover more design innovation	50
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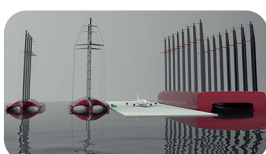
Client project | Shipping design | Blue Technology | Lead Designer

Lead designer since 2010 for a revolutionary zero-emission cargo vessel combining wingsail technology, multihull design, and lightweight materials. The concept achieves 17-knot Atlantic crossing speeds without fossil fuels, potentially reducing global CO2 emissions by 2-3% by 2050.

Project milestones include successful presentation at SMM Hamburg 2017, securing 1M DKK funding from Danish Maritime Foundation in 2018, and completing promising proof-of-concept trials. Currently advancing toward Technology Readiness Level 6 through Joint Industry Project development.



Explore the complete project development at: [../wingsail-blue-technology-zero-emission-shipping.html](http://wingsail-blue-technology-zero-emission-shipping.html)

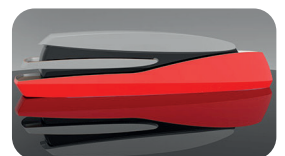
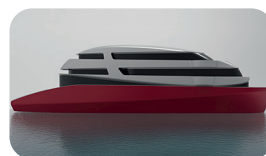
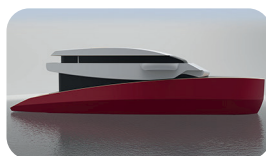
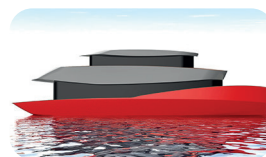
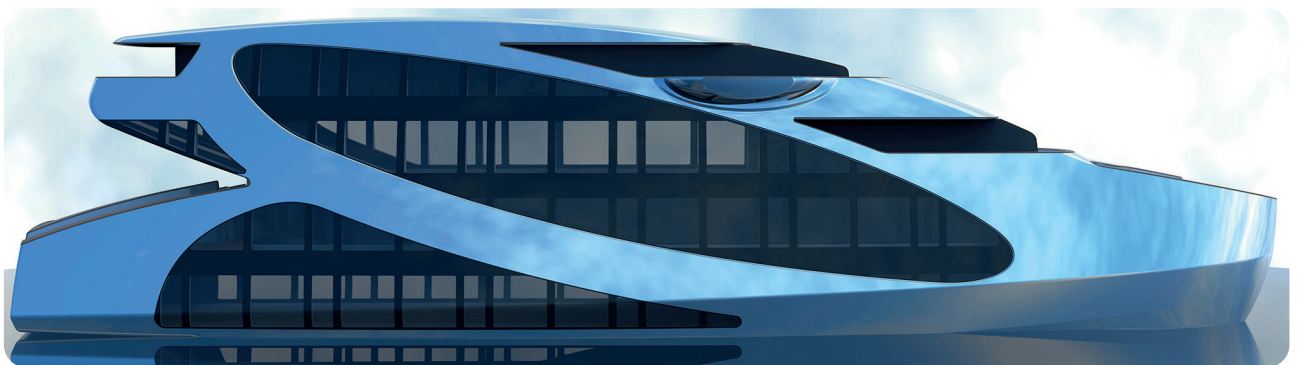
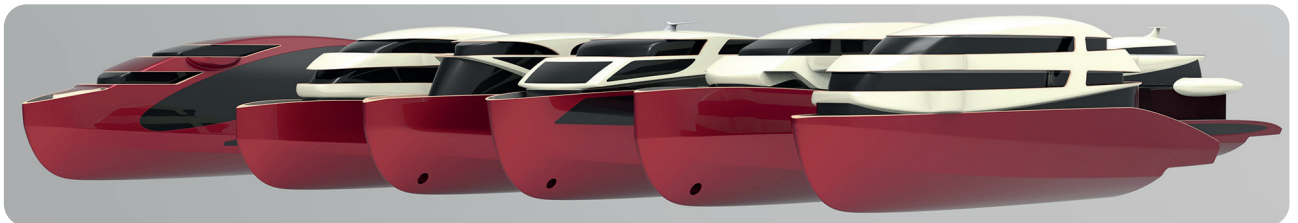
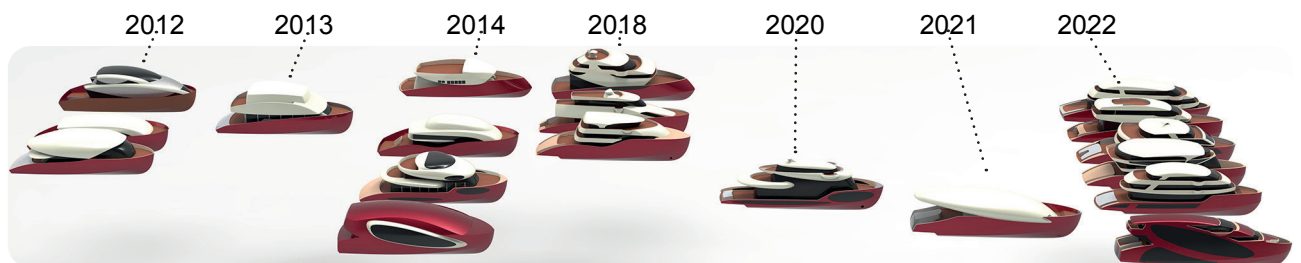
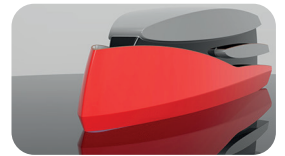
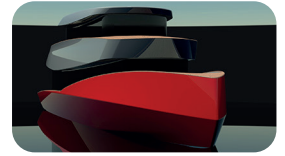
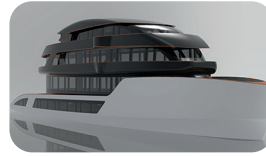
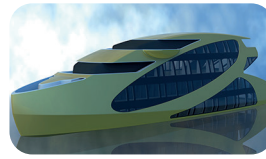


Client project | Mega Yacht design | Icon Yachts | Concept designer

Engaged by a leading European mega yacht builder to develop multiple design concepts for 50-meter luxury vessels.

Under strict NDA, created innovative proposals exploring cutting-edge aesthetics and advanced maritime technologies.

The ongoing collaboration demonstrated ability to work within confidential environments while delivering sophisticated design solutions for ultra-luxury market segments.

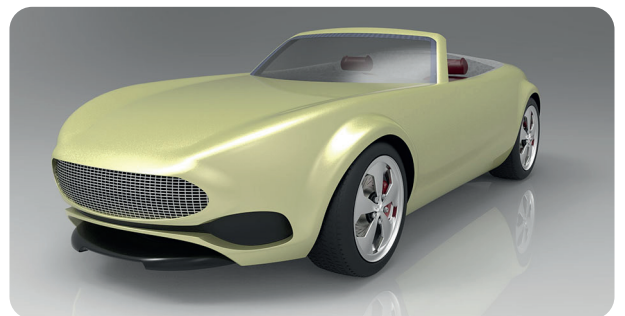


Client project | Car design | Palle Steen Christensen | 3D design concept

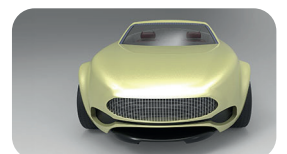
Commissioned by scenographer Palle Steen Christensen to create a dramatic automotive centerpiece for the Funen Opera.

The concept, based on a Mercedes AMG roadster platform, featured an innovative split-body design for theatrical effect. Developed detailed 3D visualizations demonstrating how the vehicle would dramatically separate during performance.

Though the project concluded in concept phase, it showcased the intersection of automotive and theatrical design thinking.



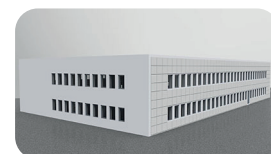
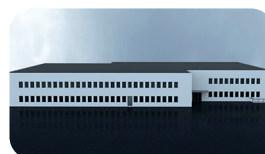
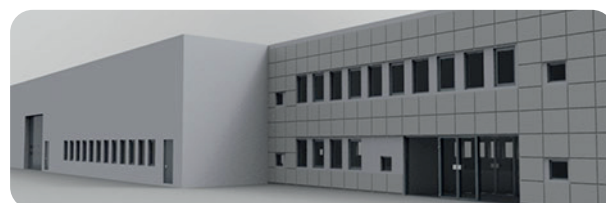
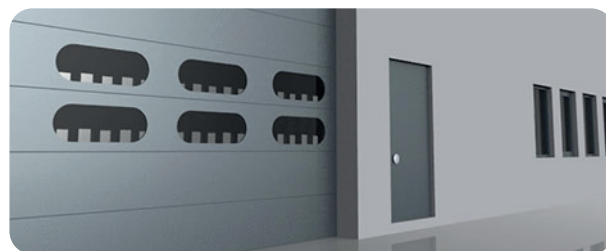
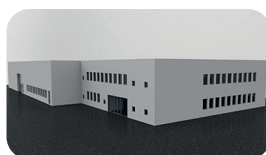
View full automotive design process at ../theatre-performance-car.html



Client project | Architecture | SCSE Capital ApS | 3D modeler • stylist

Transformed a conventional office building through innovative facade renovation proposals. Using advanced 3D modeling techniques, created detailed visualizations that balanced contemporary aesthetics with the existing architectural framework.

The project demonstrated both creative design solutions and efficient project management, delivering comprehensive visualization proposals ahead of schedule.

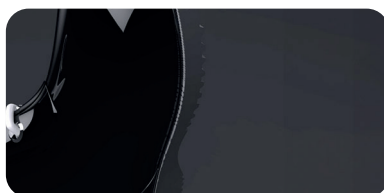


Client project | Fashion design | Ilse Jacobsen • Hornbæk | 3D illustration

Created detailed 3D visualization of Ilse Jacobsen's iconic rain boot collection in 2011, exploring digital product representation possibilities.

The project demonstrated how 3D modeling could enhance brand identity presentation while establishing groundwork for future digital product development and 3D scanning implementation.

This collaboration showcased the potential of advanced visualization in fashion design.



Client project | Bicycle design | The LithoNe city bicycle | 3D Design concept

Initially commissioned as a city bike design project in 2010, later evolved into a personal design study.

The concept explores modern urban mobility through sophisticated 3D modeling and detailed design development.

Following the project's initial phase, I independently refined the design with additional features and technical improvements, demonstrating the ability to evolve concepts from commercial briefs into fully realized personal design studies.



Client project | Yacht design | Nordship Yachts ApS | 3D modeling designer

Led 3D visualization and design advisory for two significant yacht projects:

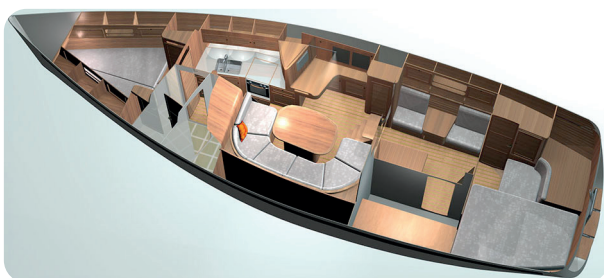
Nordship 360 DS (2009)

Created comprehensive 3D models with refined details from previous projects. The yacht and visualizations debuted at the 2010 Düsseldorf International Boat Show, leading to a European Yacht of the Year nomination in 2011.

Nordship 380 DS (2007)

Developed highly realistic 3D renderings of this 38ft family deck saloon yacht, enabling pre-construction sales that exceeded projections. The visualizations proved crucial for investor and customer engagement.

Additional contribution included an innovative interior design concept report, establishing new standards for yacht spatial design.



See complete 3D styling development at [../3d-modeling-nordship-yachts.html.html](http://3d-modeling-nordship-yachts.html.html)

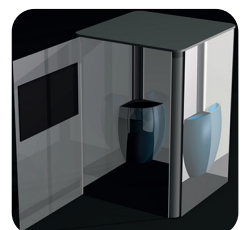
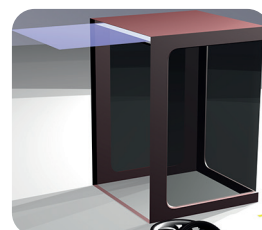
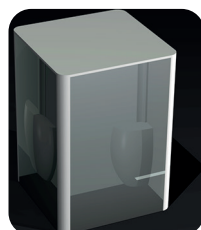
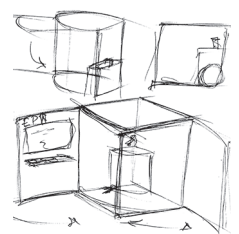
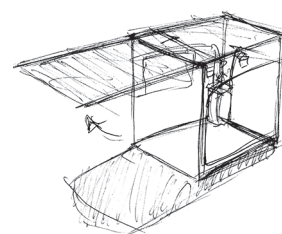
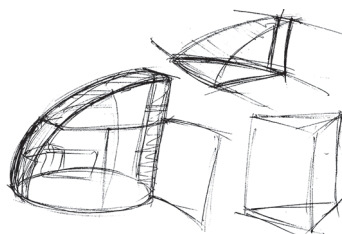
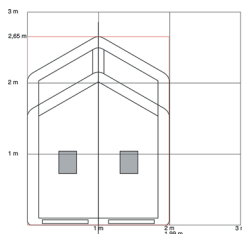
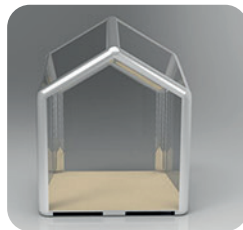


Client project | Architecture | Enemærke & Petersen A/S | Concept designer

Developed for Enemærke & Petersen A/S, this innovative container concept creates a welcoming space for dialogue between contractors and residents at construction sites.

The design transforms traditional site offices into inviting information centers, facilitating project transparency and community engagement through thoughtful spatial design.

The concept demonstrates how industrial design can enhance construction project communication and stakeholder relations.



Client project | Product design | Brahe Design - SunQuick | Designer

Developed a commercially successful beverage pump system for SunQuick's Asian market. The comprehensive design process included market research, small pump analysis, conceptual sketching, and 1:1 foam prototyping.

The project demonstrated industrial design capabilities from initial concept through to production, earning recognition for sketching and visualization techniques.

Currently in active production and distribution across Asian markets.



Client / internship | Automotive design | VW group, South Africa (VWSA)

Internship from June - Sep 2004

As part of the BET (Body, Electrical & Trim) department, contributed to local market adaptations for VWSA's bestselling Citi Golf A1.

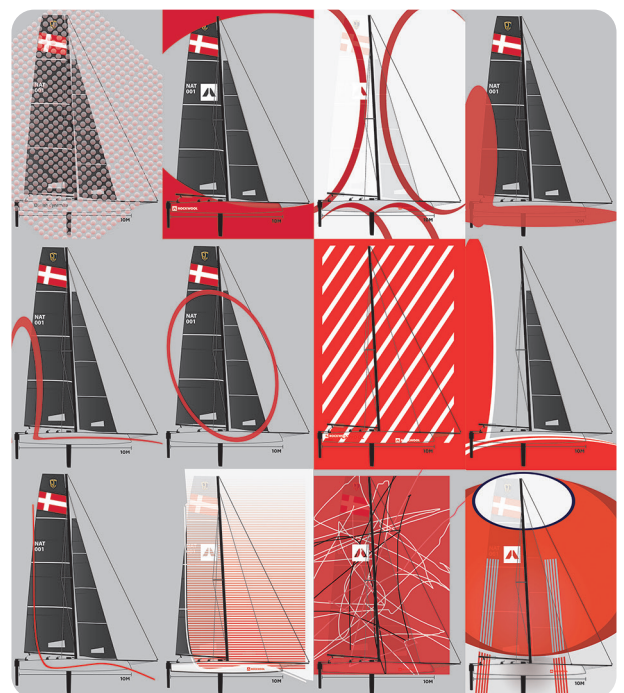
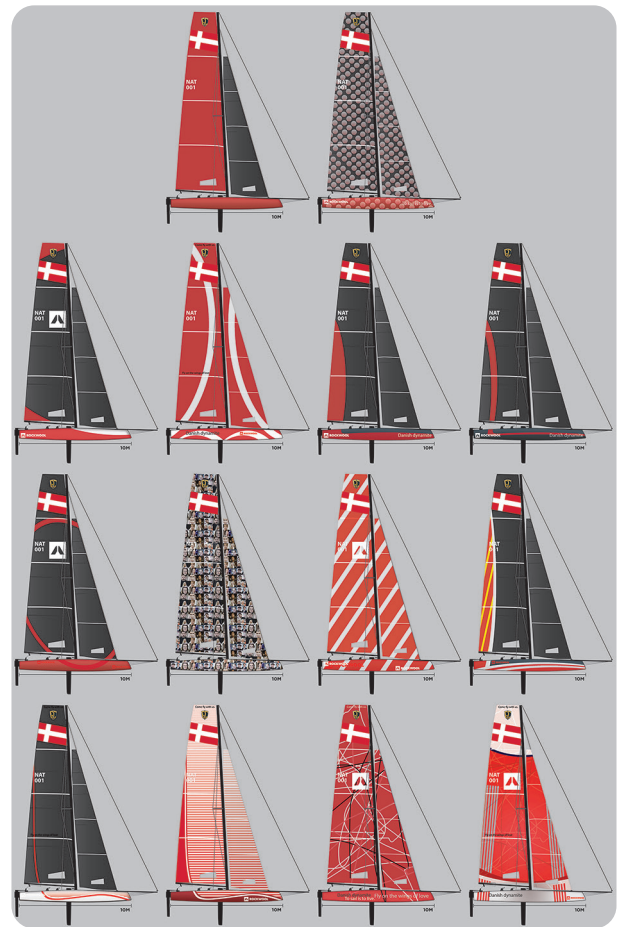
Responsibilities included color and trim specifications, component modifications, and decal designs. Created innovative African leather interior concepts for VW's international market using Photoshop, while mentoring two VWSA designers in digital visualization techniques.



Design competition | Brand identity | Rockwool GC32 Racing Team | 2020 - 21

Participated in Rockwool's international design competition for the Danish GC32 racing team's livery.

Developed an extensive design system comprising 14 core concepts that could be combined to create 100 unique variations, emphasizing Danish national identity and sailing heritage.

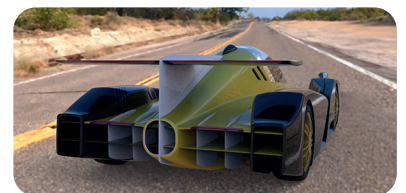
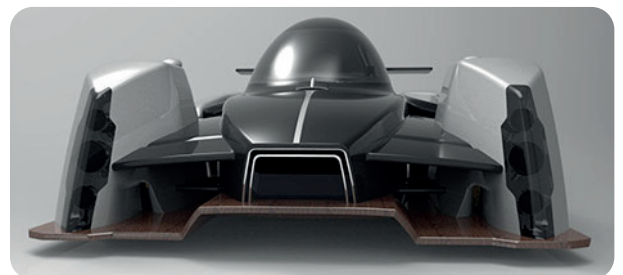
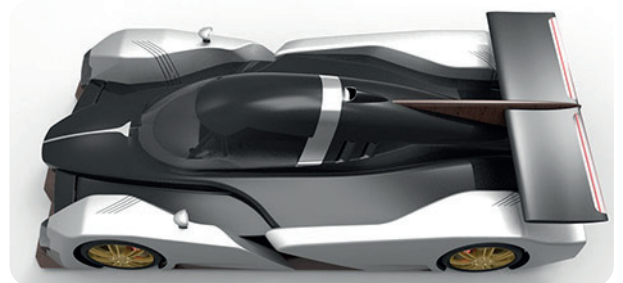
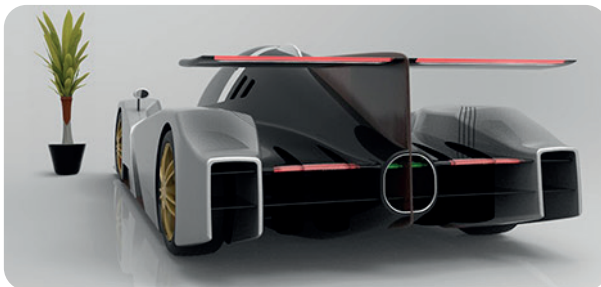


Design competition | Automotive design | Aquila Racing Cars | Single-seater

Selected as one of seven finalists from 27 international participants for Aquila Racing Cars' design competition.

The concept, developed in collaboration with Torben Nyegaard Poulsen, features innovative aerodynamic solutions including water-droplet inspired fenders and integrated body-wing architecture. Created using Alias StudioTools and KeyShot, the design balances performance engineering with distinctive aesthetics.

The concept was showcased at the 2014 Autosport International Show in Birmingham, representing Danish excellence in motorsport design.



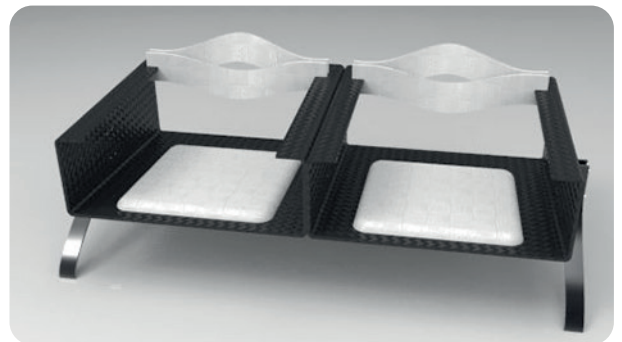
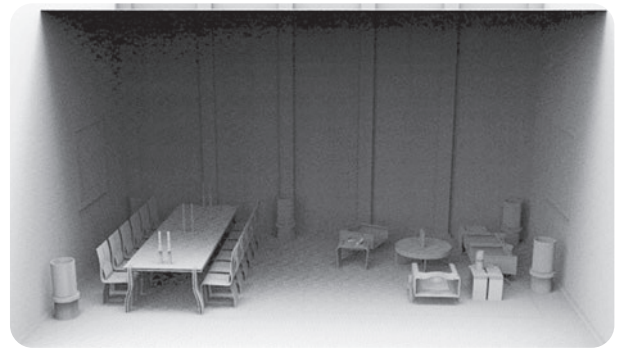
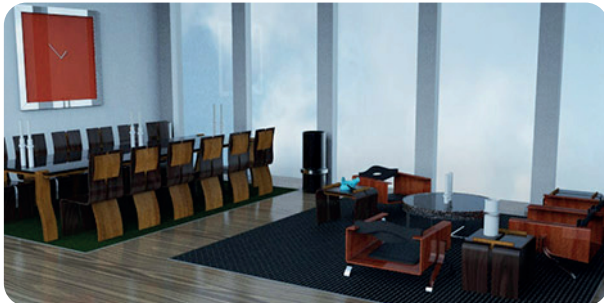
View full automotive design process at ../aquila-racing-cars-uk.html



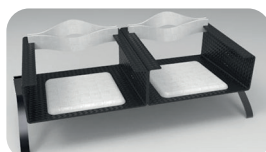
Design competition | Interior product design | Ilva design competition | 2014

Collaborated with Torben Poulsen to create a comprehensive living room furniture series for ILVA's design competition.

The collection emphasized modular functionality and production efficiency while maintaining aesthetic cohesion. Each piece was designed to work both independently and as part of a complete contemporary living space, demonstrating our ability to create commercially viable furniture solutions.



Full project showcase: [../ilva-interior.html](http://ilva-interior.html)

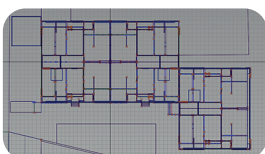
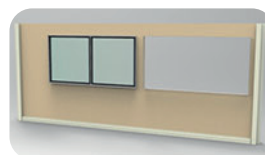
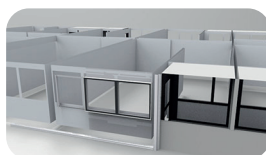


Board-Driven initiative | Architecture | A housing association | 3D Stylist

As a board member of Østerpark housing association, facilitated the DKK 21 million facade renovation project for an 11-story, 132-unit residential building.

Collaborated with TEYTAUD Rådgivende Ingeniører A/S to create comprehensive 3D visualizations of two facade pattern proposals.

The models proved instrumental in securing approval from Copenhagen's Technical and Environmental Administration, leading to successful project implementation in 2013.



Personal project | Design collaborations | Torben Nyegaard Poulsen

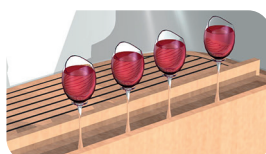
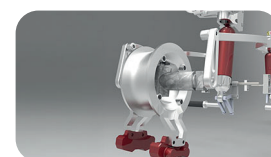
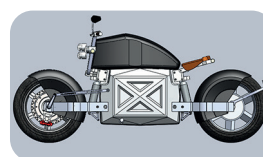
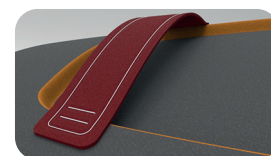
A long-standing creative partnership with fellow Coventry University transport design graduate **Torben Nyegaard Poulsen** has yielded multiple innovative projects across various design disciplines.

Our collaboration began with 3D visualization support for his Citroën sports car concept and has evolved into comprehensive design partnerships.

Key Collaborative Projects:

- Electric Motorcycle Development (In production phase) - From concept to commercial product with Poulsen Motors
- Aquila Racing Cars Competition - Advanced motorsport **design concept**
- Maritime Design - Ongoing yacht project integrated with electric mobility
- Furniture & Product Design - **ILVA competition** entry and expanded collection
- Salvador Dali-inspired wine glass (Including prototype)
- Sculptural flat-screen TV concept

This ongoing collaboration demonstrates our ability to transform conceptual designs into viable products across multiple sectors.



Personal project | Auto styling | Bugatti Sophus | Car design concept

Developed during the 2020 lockdown, this practical luxury concept reimagines Bugatti for everyday use.

Created in AliasDesign, the design methodology focused on sculpting large surfaces with precise cuts, featuring multiple headlight iterations and intricate details like the signature grille mesh.

Named after a family pet and evolved from earlier sketches, the concept balances Bugatti's prestigious heritage with family-friendly functionality, featuring rear seating and luggage space. Visualized in KeyShot, the design demonstrates how luxury hypercar aesthetics can adapt to practical requirements.



View full automotive design process at [../bugatti-sophus-uk.html](http://bugatti-sophus-uk.html)

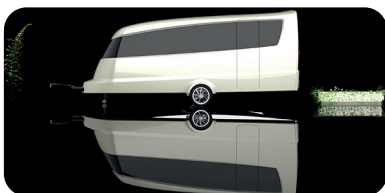
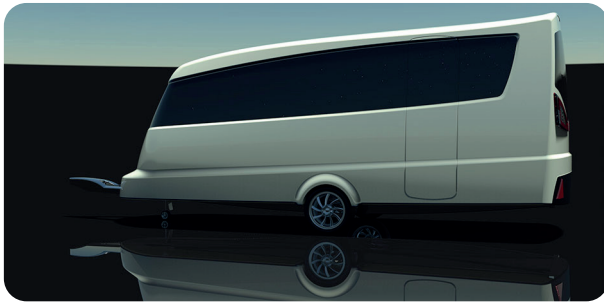


Personal project | Caravan design | Camper with aerodynamic principles

Reimagined the traditional camper trailer through aviation-inspired design principles, focusing on aerodynamic efficiency and modern aesthetics.

Features include an aircraft-style retractable jockey wheel and integrated rear spoiler, demonstrating how transportation design can enhance both form and functionality in leisure vehicles.

The concept merges sleek styling with practical innovation to create a more efficient and visually striking camping solution.



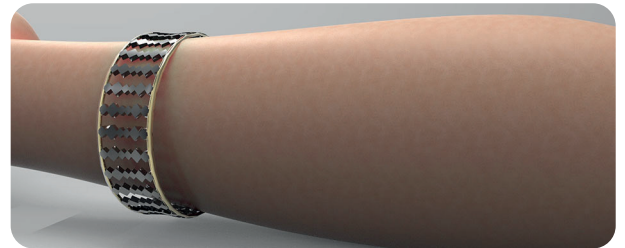
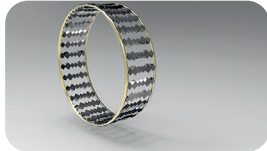
Additional project details: [../aerodynamic-camper.html](http://aerodynamic-camper.html)



Personal project | Fashion apparel design | Jewelry concepts

Explored luxury jewelry design through advanced 3D modeling, focusing on creating sophisticated and sensual forms for rings and bracelets.

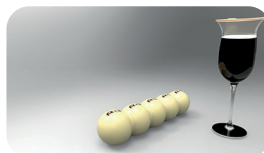
The project demonstrates the application of automotive design principles to fine jewelry, resulting in unique sculptural pieces.



Personal project | Product design | Chocolate design concepts

Merged digital design technology with confectionery aesthetics to create innovative chocolate forms.

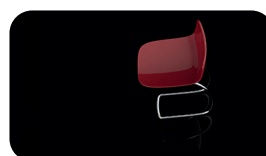
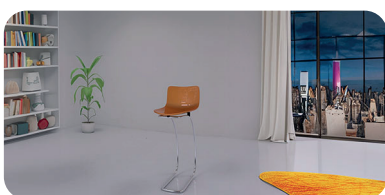
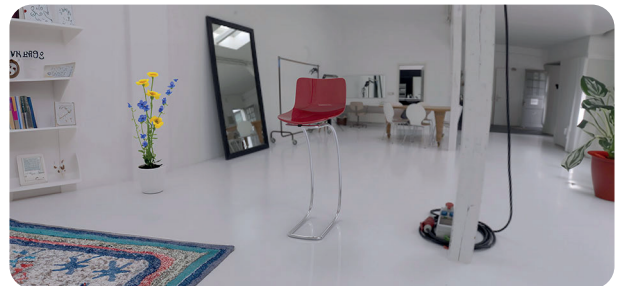
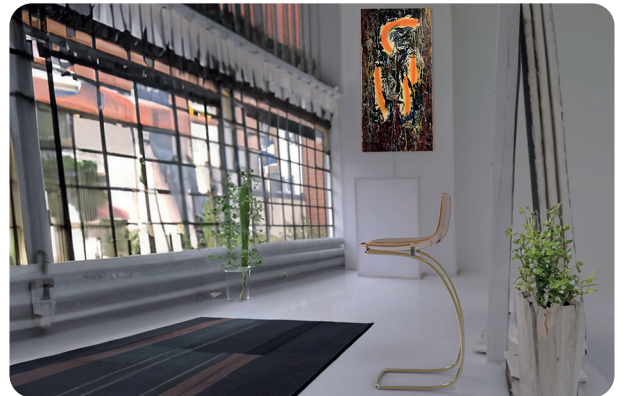
Using Alias StudioTools and KeyShot, developed sophisticated shapes with realistic material visualization, demonstrating how Danish design principles can revolutionize traditional chocolate manufacturing. Each concept balances visual elegance with practical production considerations.



Personal project | Product interior design concept | Bar stool

Merged classic furniture design with automotive aesthetics to create a dynamic bar stool concept.

The bold form, visualized in KeyShot with Ferrari-red finish, demonstrates how transportation design principles can elevate everyday furniture pieces while maintaining functional simplicity.

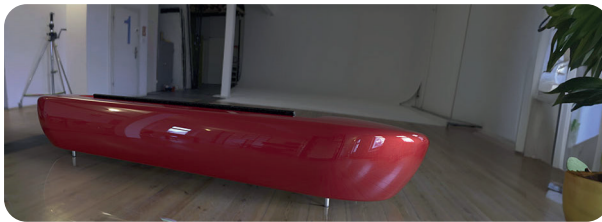


Personal project | Product interior design | Dynamic sofa for large space

Merged automotive design aesthetics with furniture functionality to create a bold seating concept for large-scale environments.

The design features organic forms enhanced by strategic surface reflections, developed using Alias StudioTools and visualized in KeyShot.

This concept demonstrates how transportation design principles can innovatively influence furniture design.



Full project showcase: [../dynamic-sofa.html](http://dynamic-sofa.html)

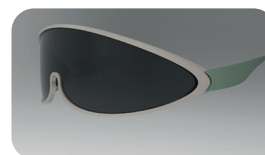
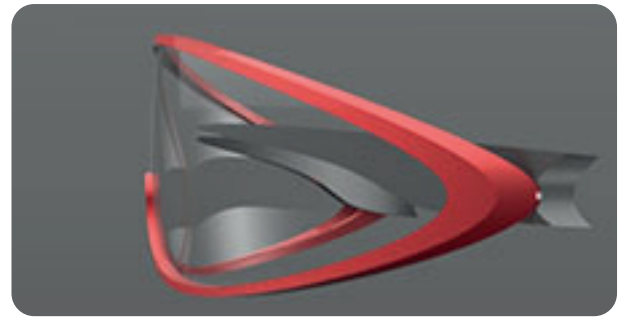
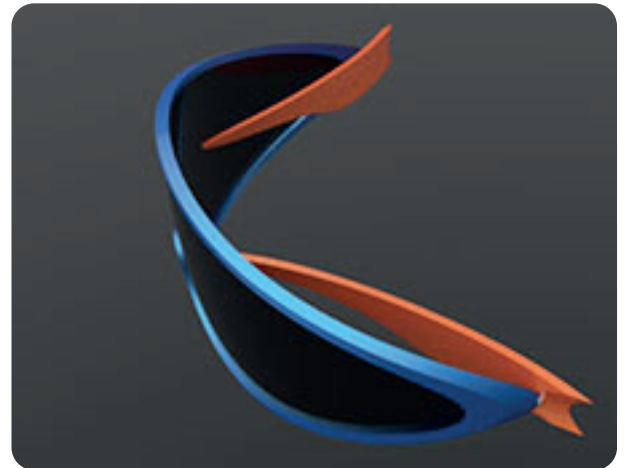
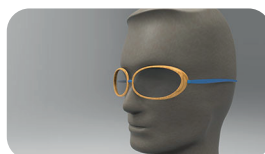
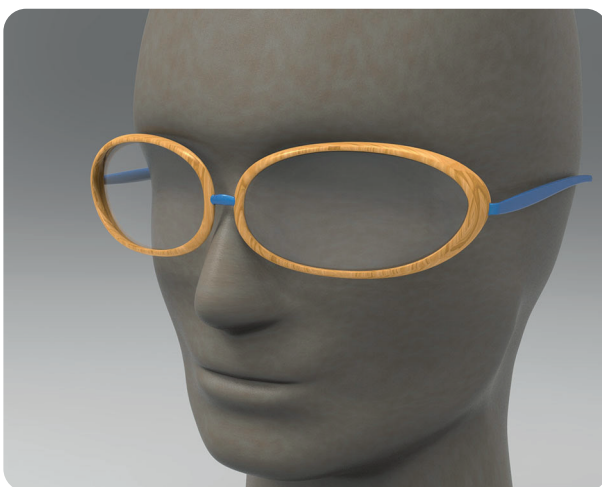
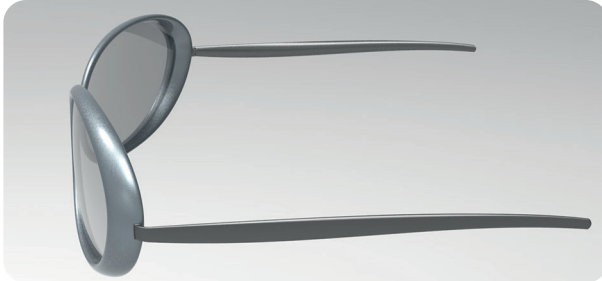
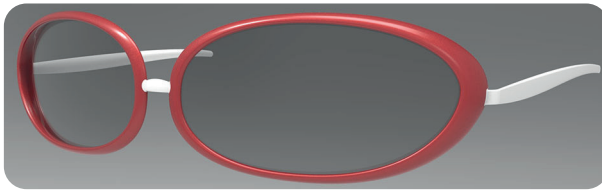
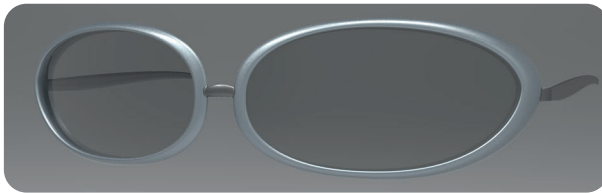


Personal project | Fashion apparel design | Eyewear design

Drawing from personal experience as a lifelong glasses wearer and transportation design principles, created two distinct eyewear concepts.

Merged aerodynamic aesthetics with ergonomic functionality to develop sports and everyday wear designs.

Each piece demonstrates how automotive-inspired streamlining can enhance both performance and style in eyewear design.

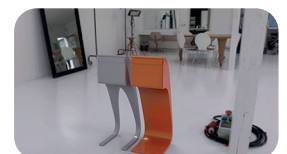
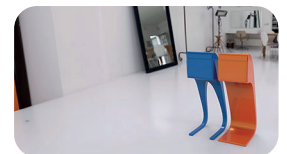
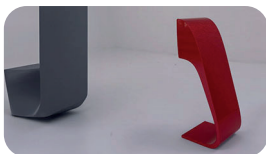


Personal project | Product design | Letter box concept

Reimagined the traditional letterbox through minimalist design principles inspired by Apple's aesthetic language.

The concept integrates stand and box into one seamless unit, eliminating conventional installation constraints while maintaining visual sophistication.

This solution challenges traditional letterbox design by combining elegant simplicity with practical functionality.



Personal project | Transport interior design | Car seat concept | 2018 - 2024

Developed a detailed car seat design focusing on material visualization and realistic rendering techniques.

The project evolved from a technical exercise in leather texture rendering to a comprehensive interior design study.



Personal project | Auto design | 3D design | Wheel rim concepts

Specialized in creating distinctive wheel rim designs using Alias StudioTools, balancing aesthetic innovation with technical functionality.

Each concept begins with a comprehensive base model including tire, suspension, and brake components, ensuring both visual appeal and practical feasibility.

Drawing inspiration from previous designs while incorporating contemporary trends, these concepts demonstrate the ability to create sophisticated automotive components that enhance overall vehicle design.

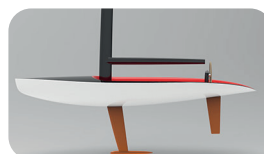
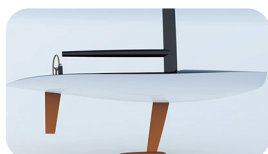
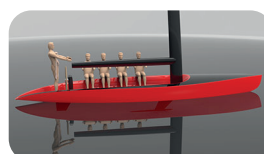
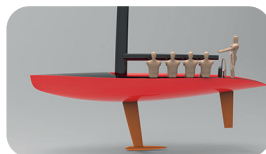
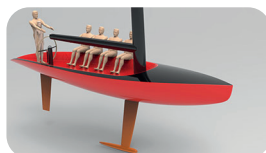
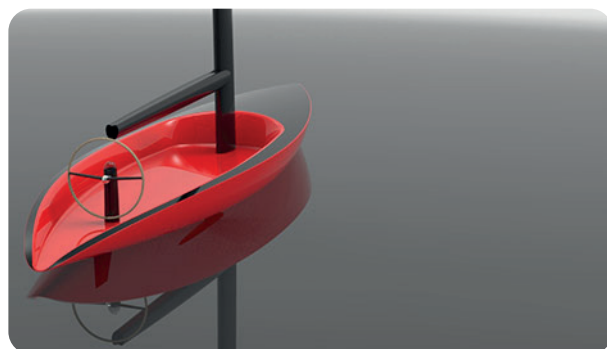
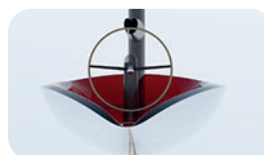
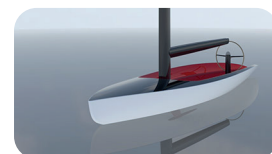
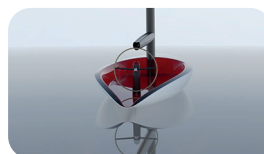
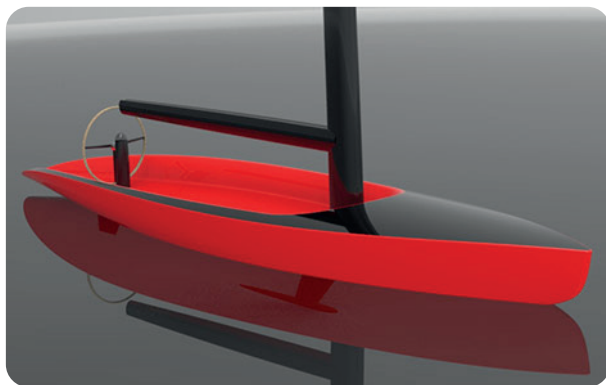
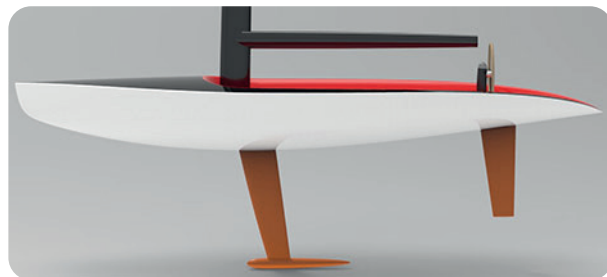


Personal project | Yacht design | Redefining Danish match racing concept

Originally conceived at Coventry University and continuously refined to embrace modern racing technologies.

The 29-foot hull design emphasizes simplicity through minimal surface construction, accommodating a five-person crew.

The concept explores contemporary racing innovations, including potential dual rudder or foil configurations, while addressing the Danish Sailing Association's need for modern match racing vessels. The design balances competitive performance with elegant simplicity.

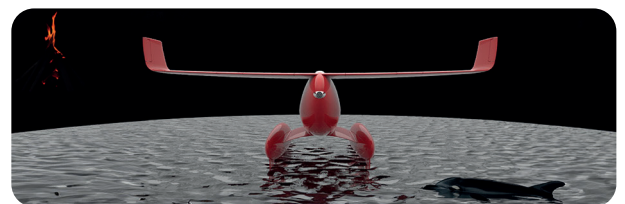


Personal project | Maritime and aviation | Single-seater jet seaplane

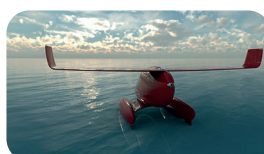
Conceived during an intensive design course with car designer David Hilton in Cologne, this adrenalin-fueled concept merges aviation and maritime design.

Developed from rapid sketches to detailed 3D models, the single-person jet seaplane concept embraces the spirit of jet skis - creating an exciting, high-performance vessel that combines aircraft aesthetics with nautical functionality.

The 2014 refinement enhanced aerodynamics and technical details while maintaining its bold character.



Explore the complete project development at [../seaplane-aviation-design.html](http://seaplane-aviation-design.html)



Personal project | Auto styling | Chevrolet Hvalborg Design Concept | 2014

Explored sculptural automotive design through a unique surface-cutting methodology. Originally sketched in Corel Draw and named after the Danish song 'Hvalen Hvalborg', the concept evolved through multiple 3D iterations from 2009 to 2014.

The final design, developed in Alias StudioTools, demonstrates how large sculptural surfaces can be carved and refined to create distinctive automotive forms, ultimately aligning with Chevrolet's design language.



View full automotive design process at [../chevrolet-hvalborg.html](http://chevrolet-hvalborg.html)

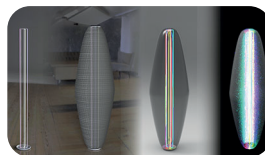
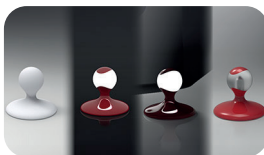
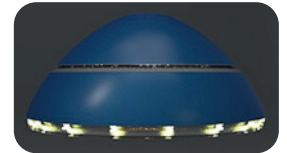
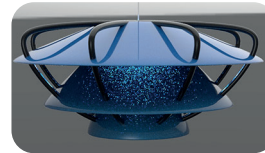


Personal project | Interior product design | Lighting design concepts

Explored the intersection of form and illumination through experimental lamp designs, focusing on how light interacts with different geometries and materials.

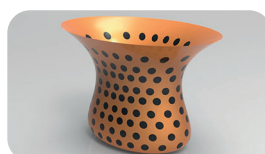
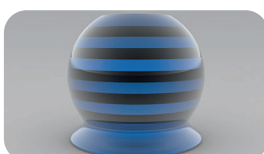
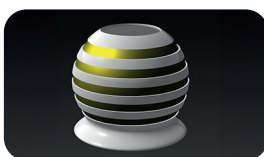
Using Alias StudioTools, these concepts range from minimalist to avant-garde, demonstrating both technical 3D visualization capabilities and understanding of practical lighting aesthetics.

Each design balances artistic expression with functional illumination principles.



Personal project | Interior product design | Vases and knick-knacks

Explored form and materiality through rapid 3D concept development, creating a series of vases that balance functionality with visual impact. Utilizing Alias StudioTools and KeyShot, the project demonstrates innovative surface treatments and material exploration while showcasing quick ideation capabilities in product design.

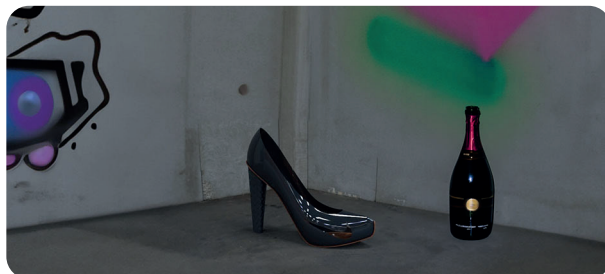


Personal project | Fashion apparel design | Stilettos meet the sports world

Merged high fashion with sports aesthetics through an innovative 3D concept exploring how athletic brands could enter the luxury footwear market. Starting with a basic size 35 stiletto form, I integrated sports logos and brand elements to create a unique design language that bridges athletic and formal wear.

The concept gained unexpected global attention, with numerous purchase inquiries from potential customers worldwide.

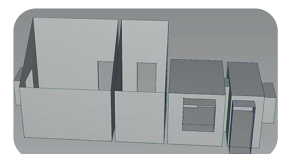
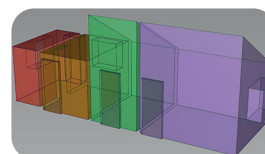
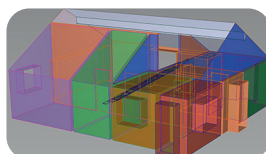
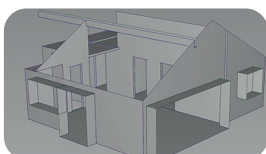
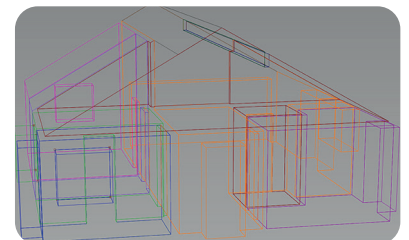
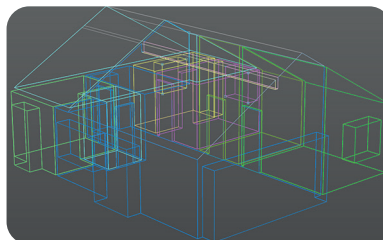
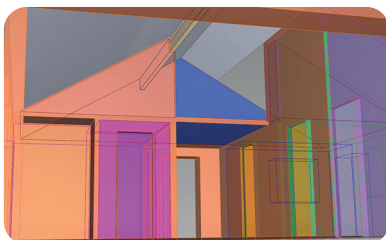
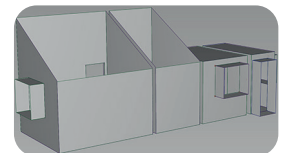
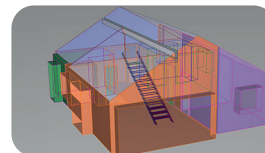
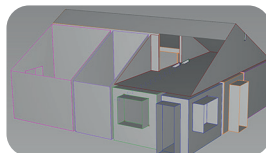
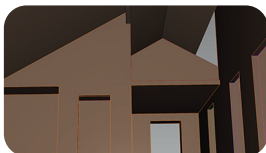
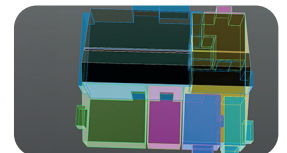
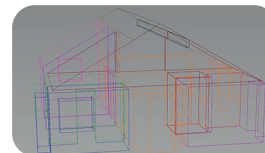
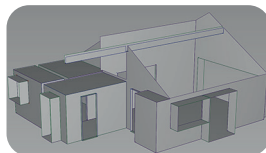
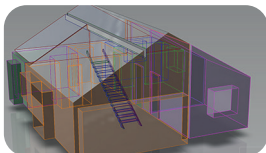
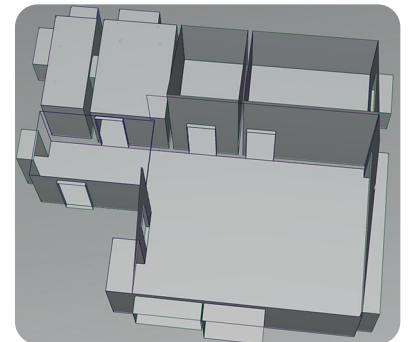
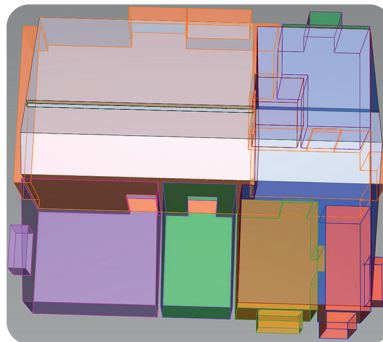
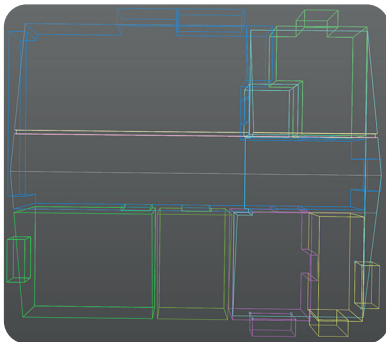
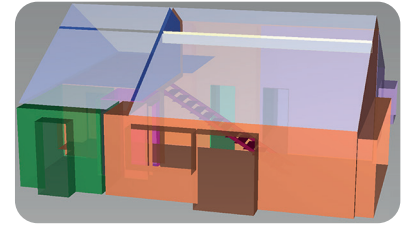
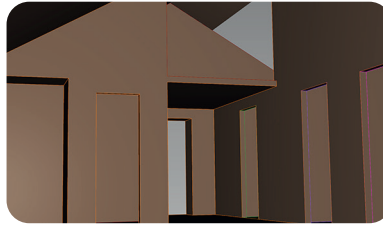
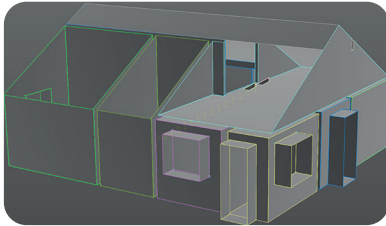
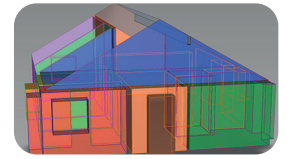
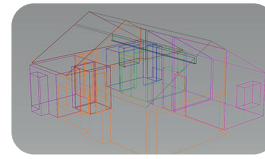
Its viral success even led to unauthorized commercial attempts, demonstrating the design's market appeal and validating its innovative approach to luxury footwear design.



Personal/Client project | Interior architecture | Holiday cottage visualization

Originally commissioned for facade redesign, the project evolved into a comprehensive interior re-configuration study.

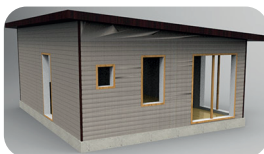
Created color-coded 3D visualizations to improve spatial understanding and communication when the project architect required additional visualization support.



Personal project | Architecture design | Allotment house visualization

Created comprehensive 3D visualizations for a 60m² garden house project, helping my neighbor evaluate design options before construction.

The project focused on integrating the proposed structure into the existing site through photorealistic renderings.



Personal project | Architecture visualization | Langebjerghallen expansion

Created detailed 3D visualizations of a local sports facility expansion to assess its environmental impact and explore alternative solutions.

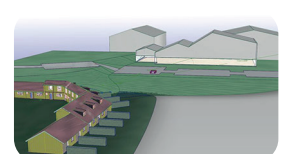
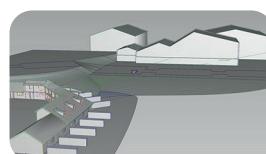
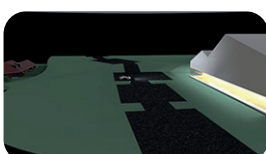
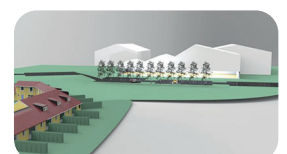
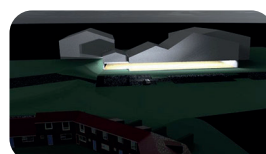
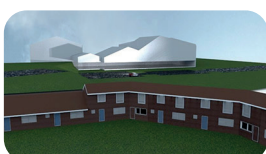
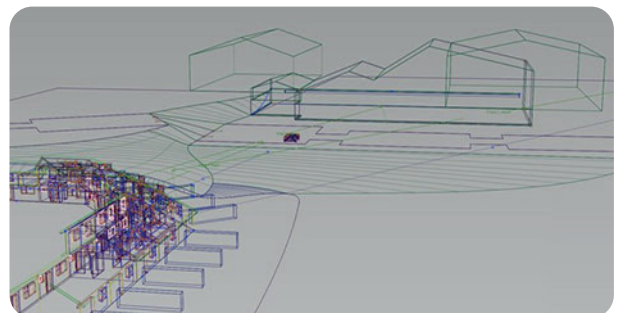
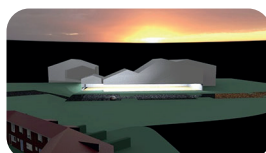
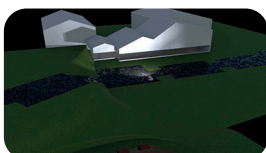
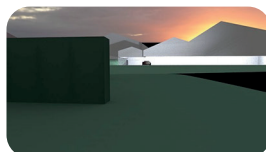
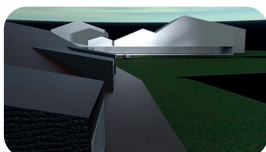
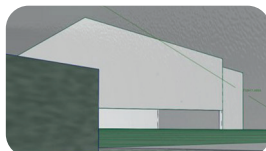
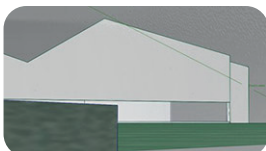
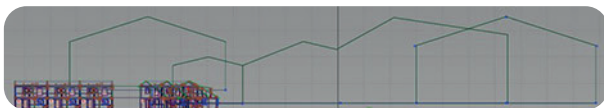
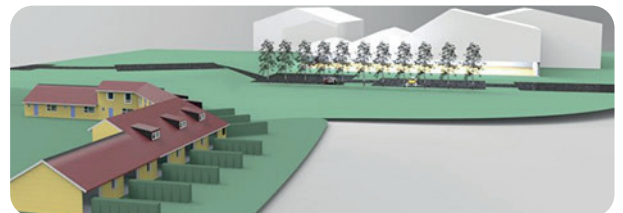
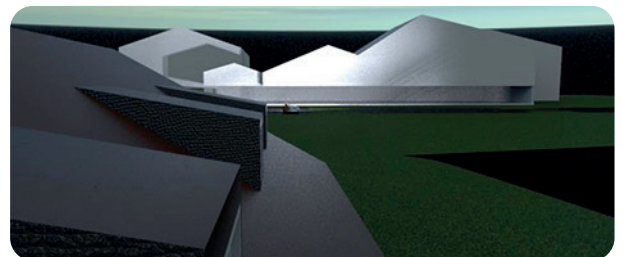
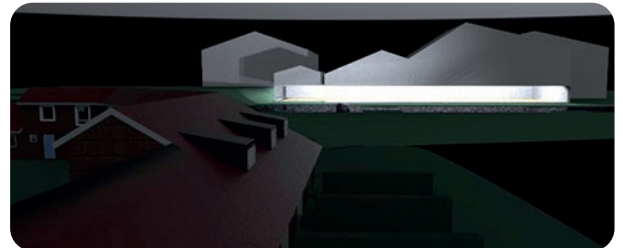
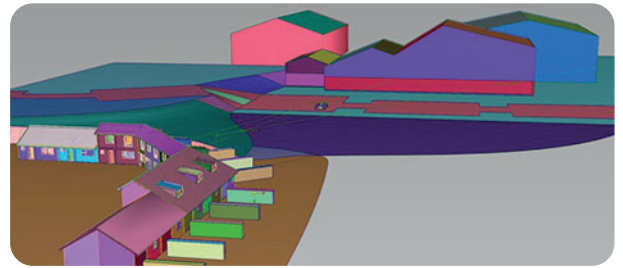
The project demonstrated the value of 3D modeling in understanding architectural proposals and facilitating community dialogue.

Key Elements:

- Architectural plan interpretation
- Impact assessment visualization
- Alternative layout proposals
- Community engagement support
- Environmental integration solutions

Outcome:

The visualization project contributed to constructive neighborhood discussions, resulting in implemented modifications including strategic landscaping solutions for visual impact mitigation.



Personal project | 3D interior design | Residential space planning

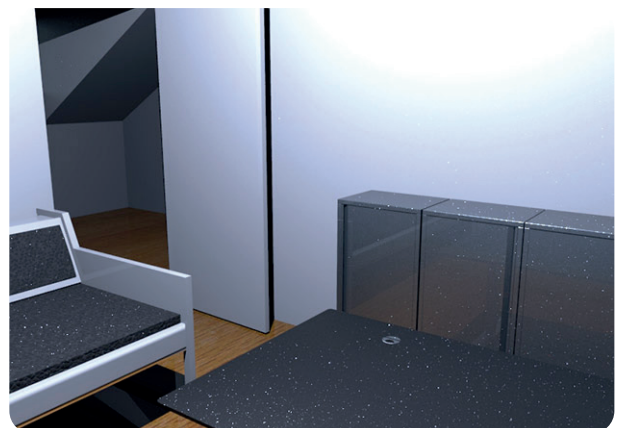
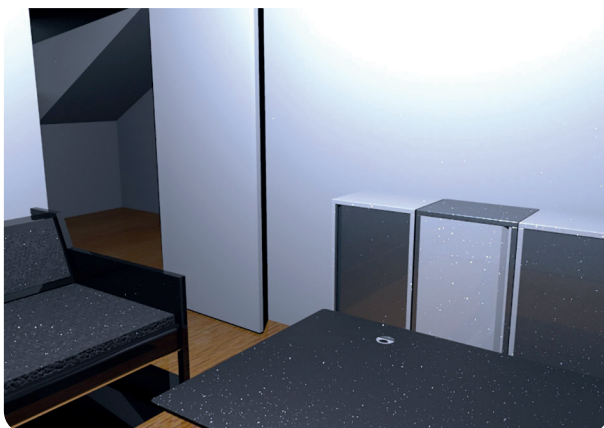
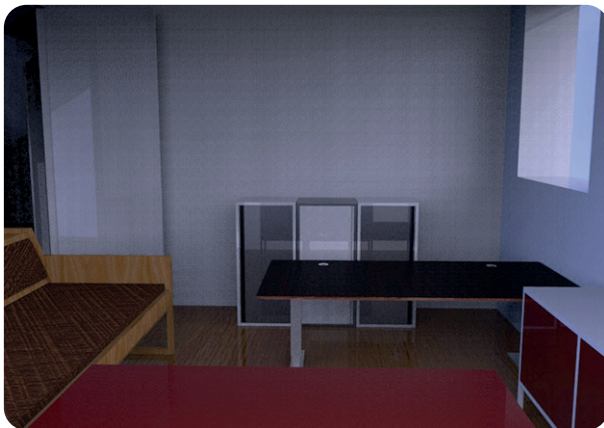
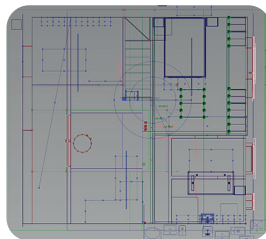
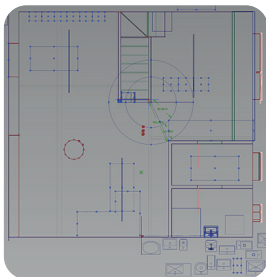
Developed comprehensive 3D visualizations for personal residence, creating a versatile planning tool that evolved from furniture layout to neighborhood development assessment.

The project demonstrated practical application of 3D modeling in residential planning and community development visualization.

Key Elements:

- Complete house interior modeling
- Furniture placement optimization
- Color scheme visualization in KeyShot
- Office space redesign studies
- Townhouse complex modeling
- Sports hall impact assessment

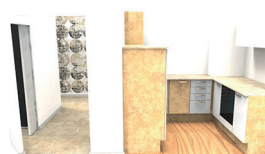
The project showcases how 3D visualization can serve multiple purposes, from interior design decisions to understanding broader architectural impacts on residential areas.



Personal project | Architecture | 3D modelling of my former flat

Created detailed 3D visualization of my Østerbro apartment, experimenting with interior design elements including sliding door colors and wall treatments.

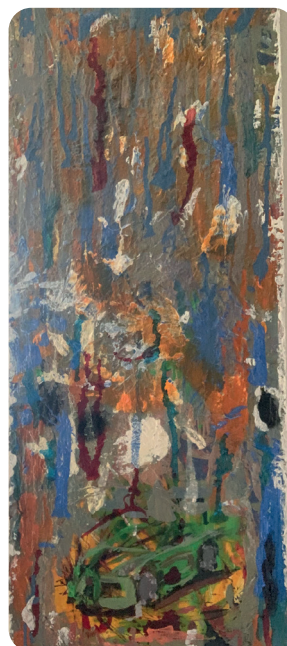
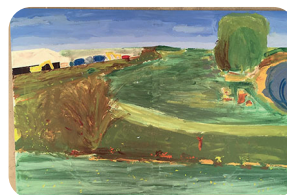
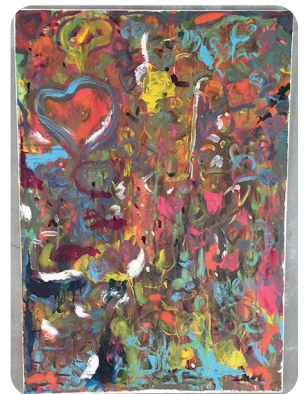
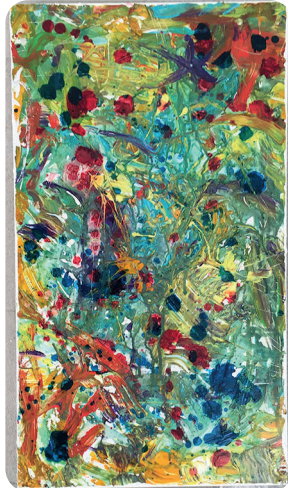
The project evolved beyond personal use when it became instrumental in securing approval for the building's facade renovation from Copenhagen City Council. Working with Teytaud, the 3D models helped visualize multiple facade proposals, directly contributing to the project's successful implementation in 2013.



Personal project | Interior product design | Paintings and art work

My artwork merges creativity with sustainability, primarily utilizing recycled materials like discarded IKEA furniture panels as canvases. Working with salvaged materials and leftover paints, each piece tells a unique story of transformation.

The creative process is intuitive, allowing organic expression while demonstrating how sustainable practices can enhance artistic authenticity.

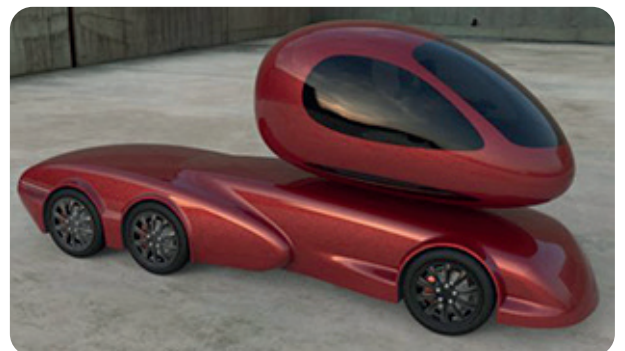
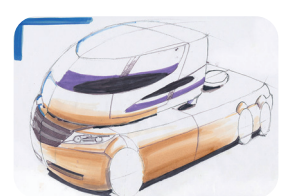
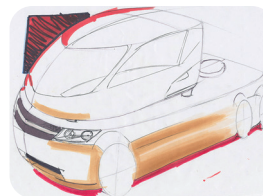
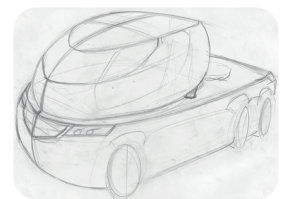
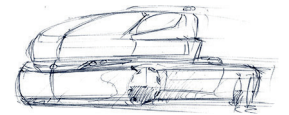
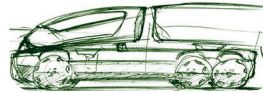
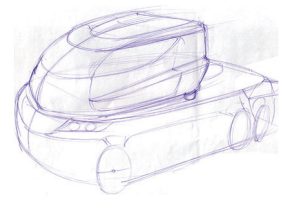
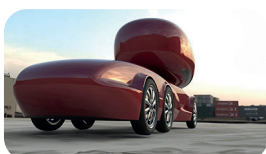


Personal project | Auto styling | Truck design concept | No blind spots idea

Revolutionized truck cabin design by drawing inspiration from helicopter cockpits to eliminate dangerous blind spots.

The concept challenges traditional truck architecture through wraparound glass panels and insect-inspired forms, demonstrating how fundamental redesign, rather than technological add-ons, can solve critical safety issues.

Developed from initial 2006 sketches to refined 3D models in Alias StudioTools, the design prioritizes urban safety while maintaining aerodynamic efficiency.



View full automotive design process at ../truck-concept.html



Personal project | Auto styling | Stretched limousine | Restyle school project

A whimsical luxury vehicle concept that evolved from initial sketches in Corel Draw to sophisticated 3D visualization, spanning multiple decades and technical approaches.

The design, inspired by classic cartoon aesthetics, features a distinctive split between chauffeur and passenger compartments.

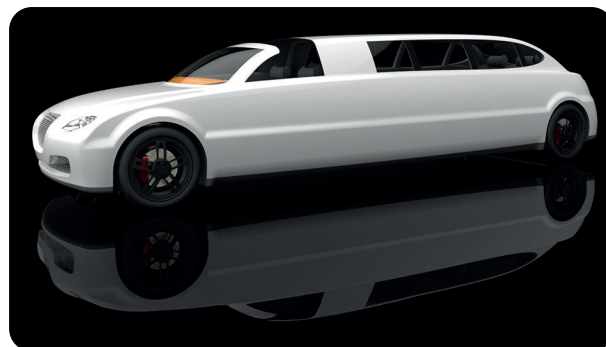
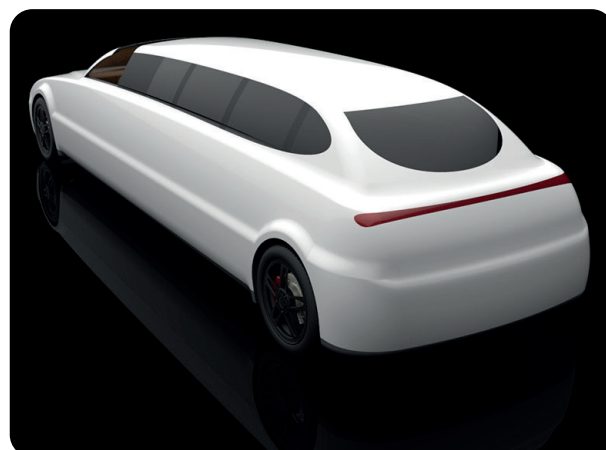
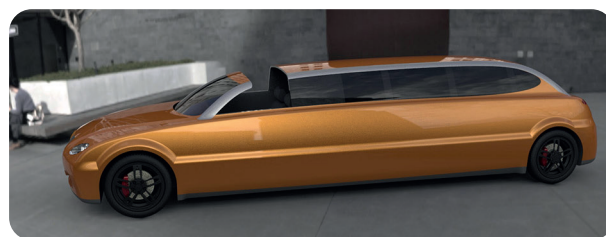
Project Evolution:

- 1990s: Initial concept development in Corel Draw
- 2003: 3D development in Alias StudioTools at Coventry University
- 2012: Complete redesign and modernization while maintaining core concept

Key Elements:

- Classic luxury vehicle reinterpretation
- Distinctive exterior-interior division
- Technical skill demonstration
- Design language evolution
- Historical concept preservation

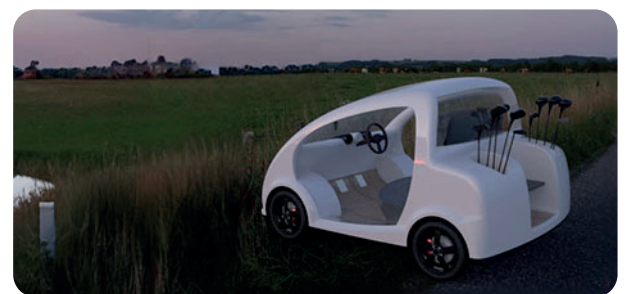
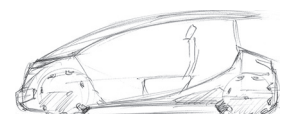
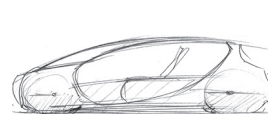
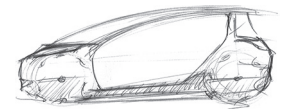
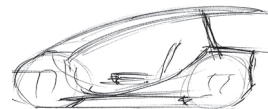
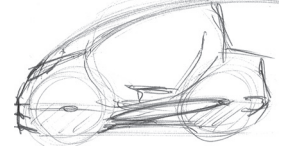
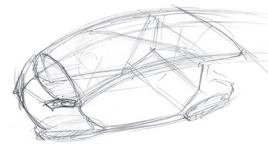
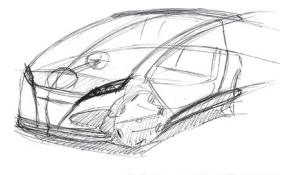
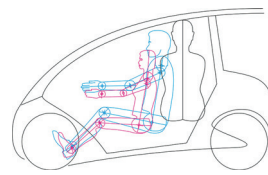
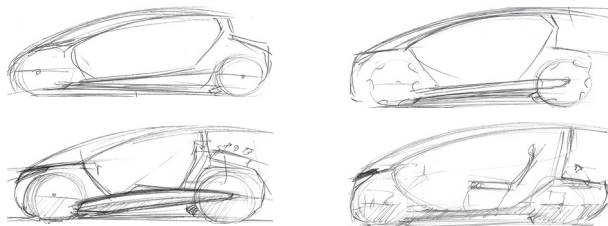
The project showcases long-term design development and the ability to maintain design intent across different visualization technologies and eras.



Personal project | Auto styling | Compact 4-person golf cart | February 2012

Reimagined the traditional golf cart with integrated club storage and enhanced ergonomics. The design features built-in golf bag holders, eliminating conventional attachment issues, while a curved bench seat comfortably accommodates three adults.

A folding fourth seat maximizes capacity without compromising the cart's compact footprint. This concept challenges Danish golf cart conventions by merging automotive design principles with practical functionality.



View full automotive design process at ../golf-cart-concept-design.html



Personal project | Auto styling | Redesign of a classic | Jaguar E-type | 2012

Originally conceived as a Coventry University project in 2003, this modern interpretation of the iconic Jaguar E-type evolved through multiple iterations. Revisited and refined in 2012 using advanced 3D visualization tools, the concept demonstrates the delicate balance between honoring classic design heritage and introducing contemporary aesthetics.

The 2024 presentation update incorporates subtle pink elements inspired by Jaguar's recent brand evolution, while maintaining the vehicle's masculine elegance.

This project notably preceded similar design directions later explored by Jaguar's official F-type concept.



View full automotive design process at [../jaguar-etype.html](http://jaguar-etype.html)



Personal project | Auto styling | Skoda Concept Sketches | June 2008

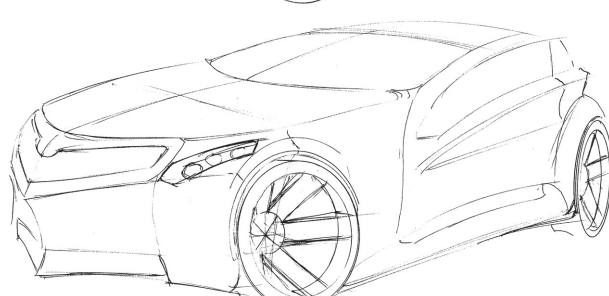
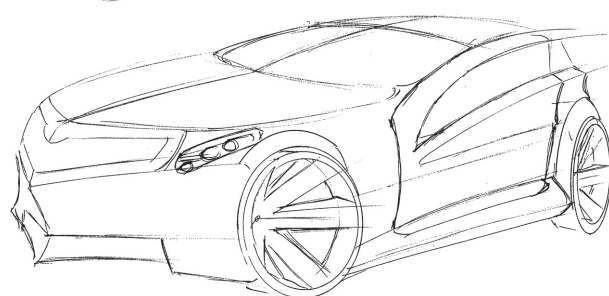
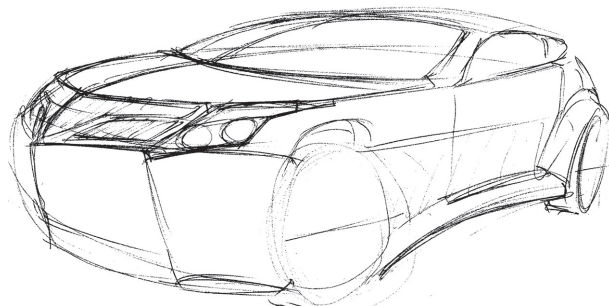
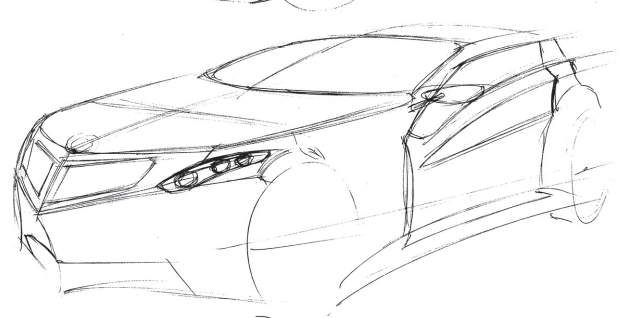
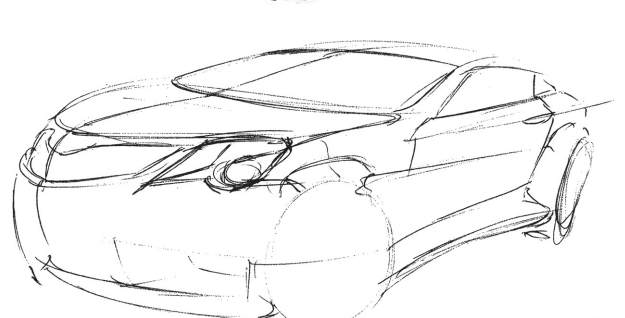
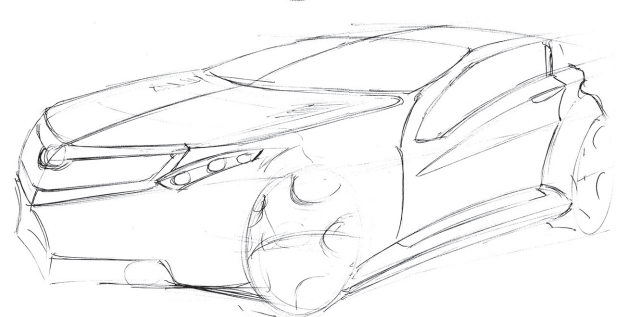
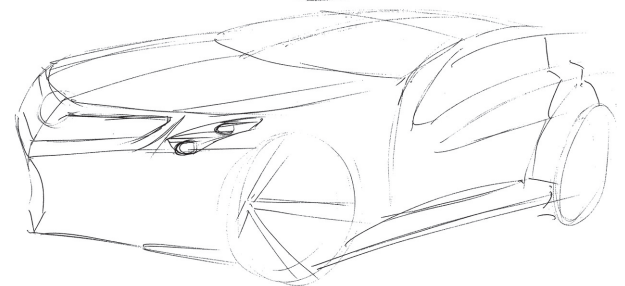
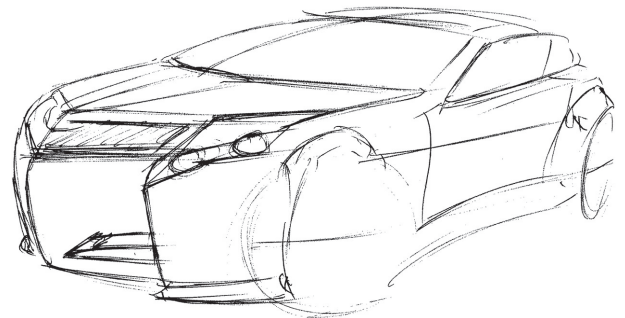
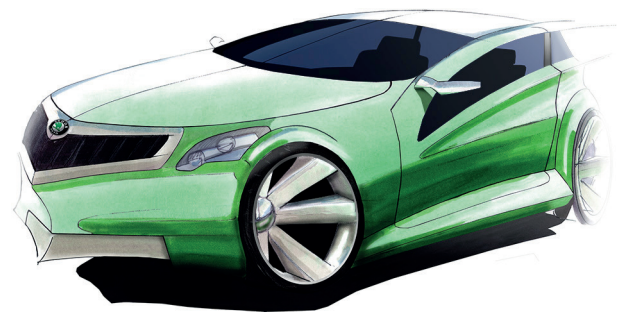
Developed a series of freehand concept sketches exploring compact two-door vehicle design.

The project focused on personal interpretation of Skoda's design language while experimenting with dynamic proportions and sporty aesthetics.

Key Elements:

- Freehand perspective development
- Compact vehicle architecture
- Sport-oriented design language
- Form exploration studies
- Design process documentation

The project demonstrates proficiency in automotive sketching techniques while showcasing the ability to blend brand identity with personal design vision.



Personal project | Transportation design | Future trailer concepts | 2008

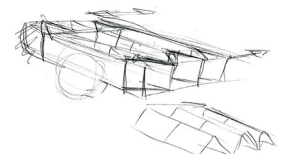
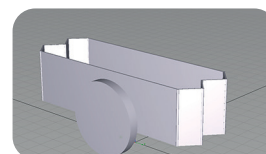
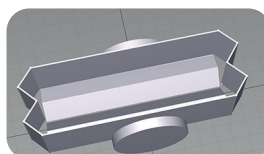
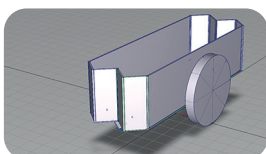
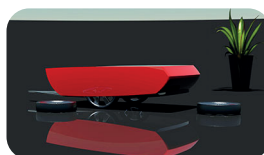
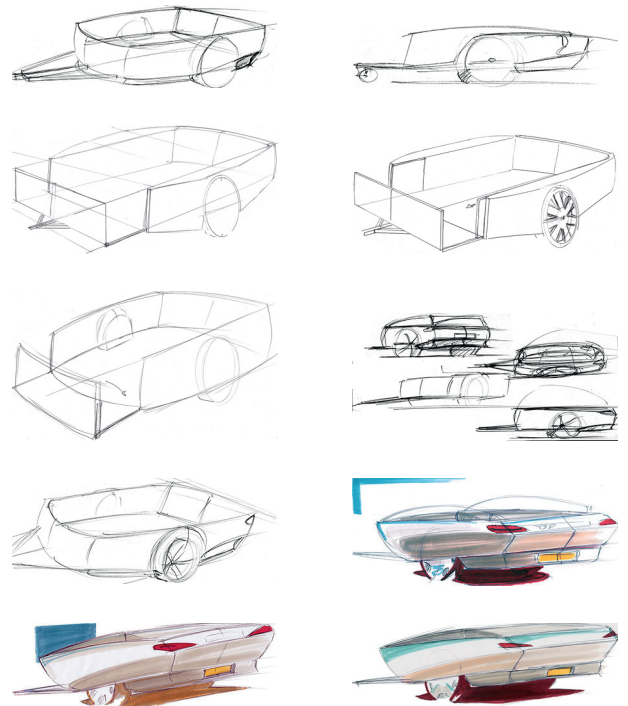
Developed a series of innovative trailer design concepts focusing on enhanced functionality and contemporary aesthetics.

The project explored multiple solutions to common trailer challenges through advanced design thinking and technical innovation.

Key Innovations:

- Aerodynamic Integration - Rounded design with under-floor storage for improved stability
- Space-Saving Solution - Collapsible design concept predating similar market solutions
- Ergonomic Enhancement - Citroën-inspired adjustable wheel system for easier loading

The project demonstrates foresight in transportation design, combining practical solutions with innovative styling while anticipating future market developments.



Personal project | Auto styling | Volvo 340 redesign | January 2008

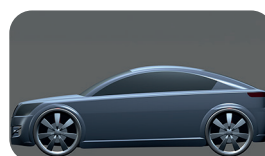
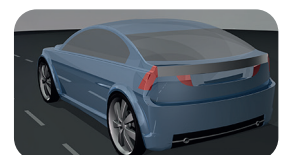
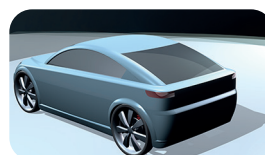
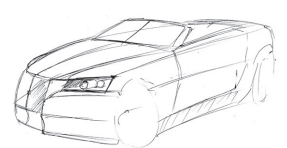
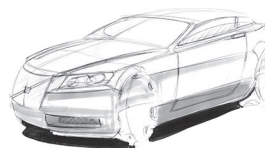
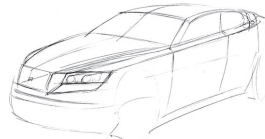
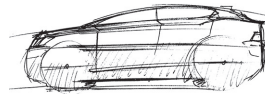
Developed a contemporary reinterpretation of the 1980s Volvo 340, exploring how classic design elements could evolve through modern aesthetics.

The project progressed from initial sketches to detailed 3D visualization, maintaining Volvo's design DNA while introducing contemporary elements.

Key Elements:

- Heritage design reinterpretation
- Contemporary Volvo design language integration
- Aerodynamic form development
- Freehand concept exploration
- Alias 3D modeling refinement

The project demonstrates ability to evolve historical designs while respecting brand identity and incorporating modern design principles.



Personal project | Brand identity evolution | 1993 present

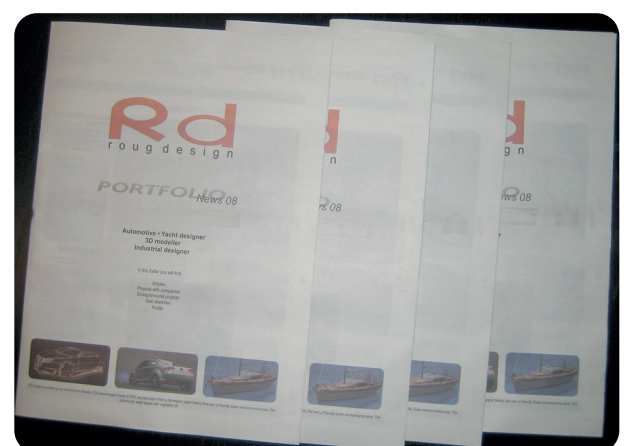
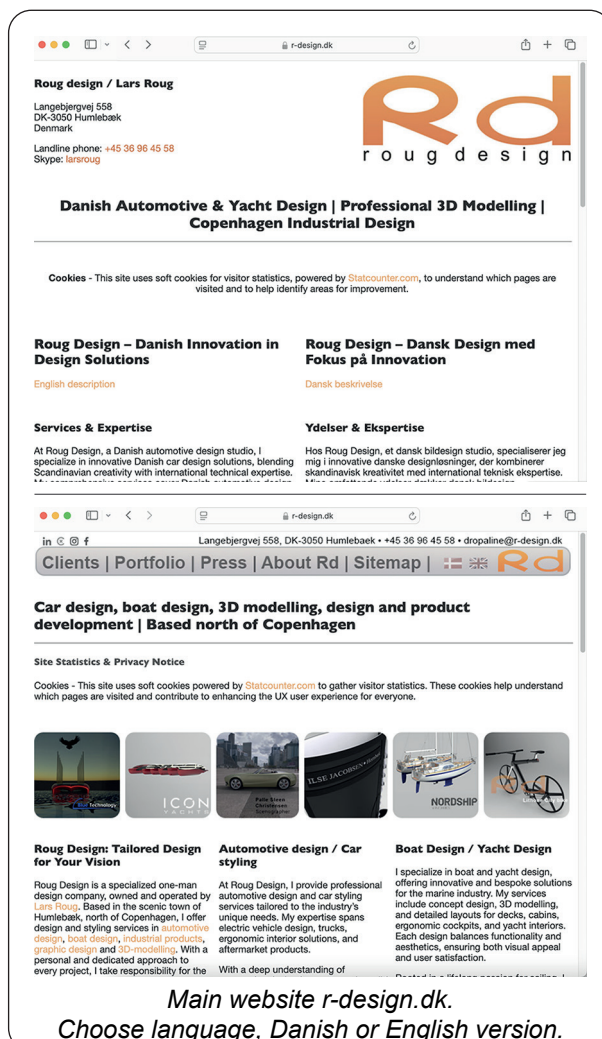
With over 25 years of experience in visual communication, my brand identity work spans across digital and print media, evolving alongside technology *while maintaining core design principles*. Starting with website design in 1997, I've developed a minimalist approach focused on functionality and user experience, ensuring cross-platform compatibility and optimal performance.

My journey in logo design began in 1993, progressing from automotive-inspired elements to refined, purposeful designs. The evolution of my own brand identity—from early blue-toned designs to the current bold orange logo—reflects my design philosophy of continuous improvement and adaptability.



Throughout my career, I've created comprehensive brand identity systems, from business cards to portfolio presentations. Each project demonstrates my commitment to lasting quality, whether through durable materials for physical media or optimized digital solutions. My approach combines aesthetic appeal with practical functionality, helping businesses establish strong visual presence across all platforms.

Notable implementations include custom-designed portfolio newspapers with 2,000-copy circulation, adaptable A3 presentation systems, and websites optimized for both user experience and search engine visibility.



In 2008 I published a portfolio newspaper.

Personal project | SoMe platform | Danish car designers network site | 07 - 14

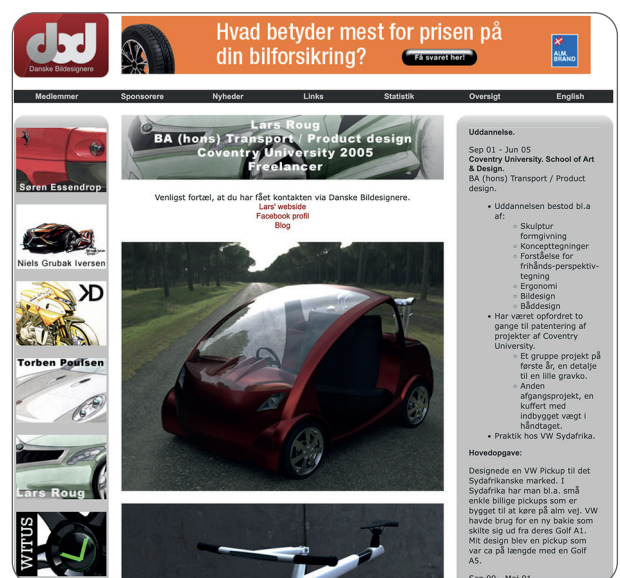
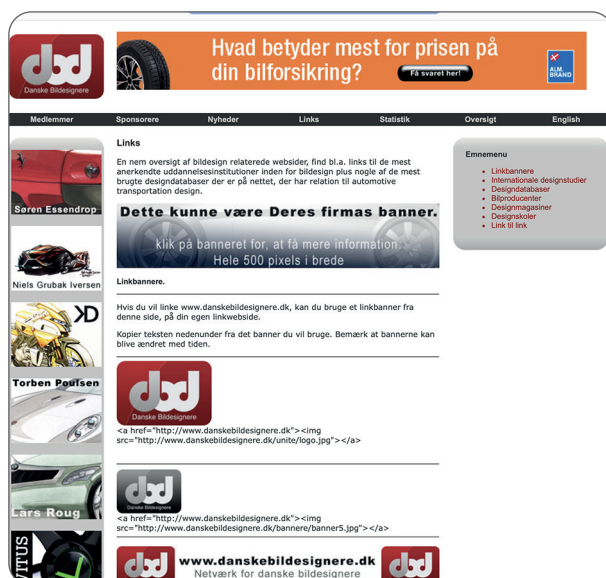
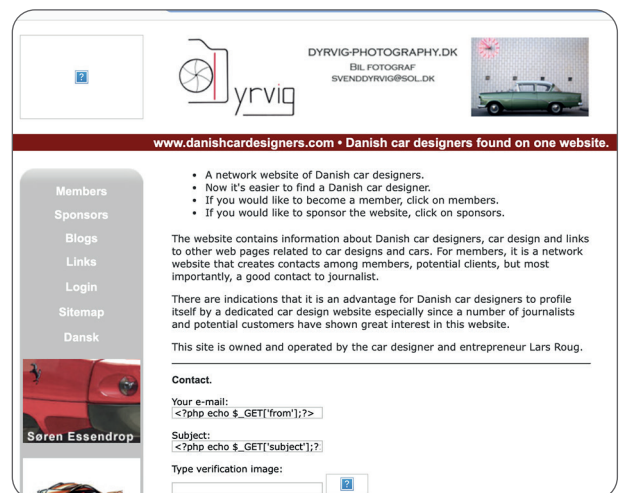
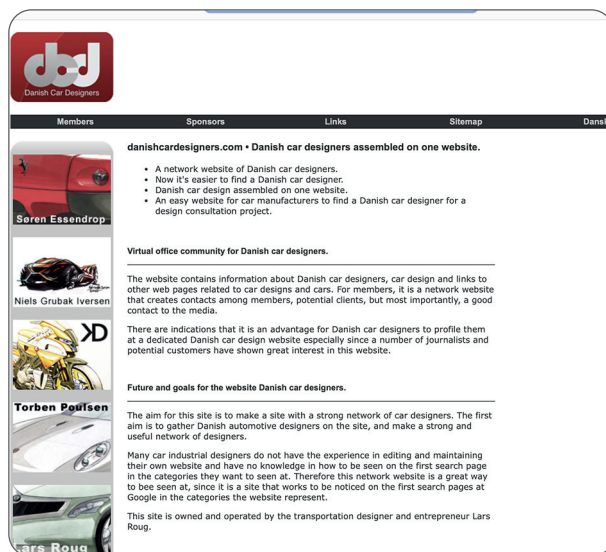
Conceptualized and developed a pioneering digital platform connecting Danish automotive designers with industry stakeholders.

The bilingual project (danskebildesignere.dk/danish-cardesigners.com) demonstrated early adoption of professional networking concepts.

Key Achievements:

- Platform Development - Created dual-language networking solution
- Digital Marketing - Achieved top Google rankings in category
- Community Building - Connected designers with media and clients
- Content Strategy - Managed bilingual professional content

The project showcased entrepreneurial initiative in digital platform development while providing valuable insights into professional network building and digital marketing strategies.



Personal project | Auto styling | Freehand concept sketches | 2005-2007

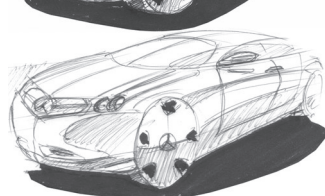
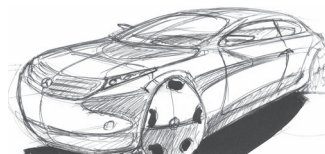
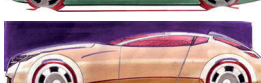
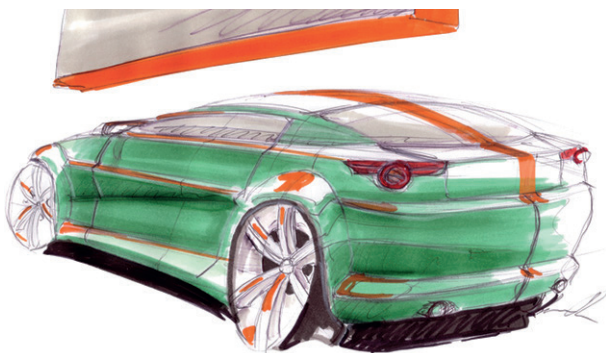
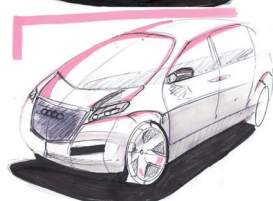
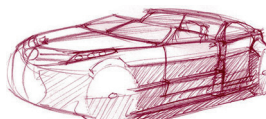
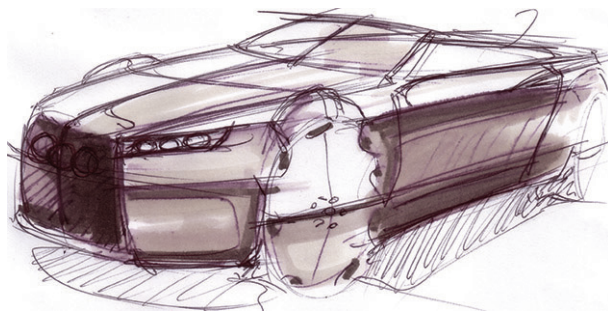
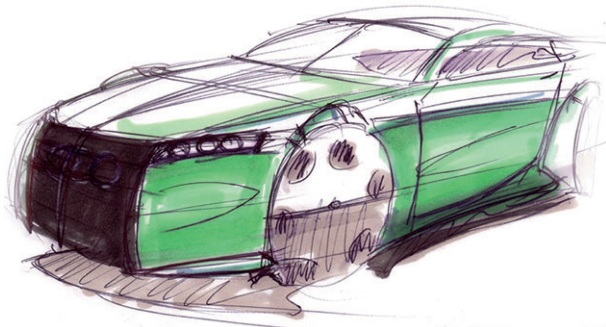
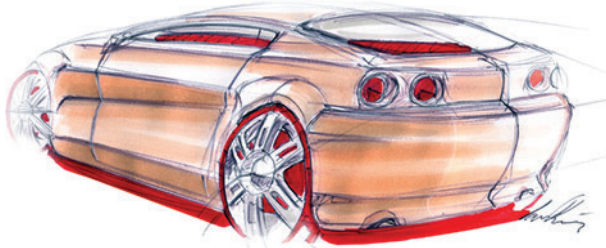
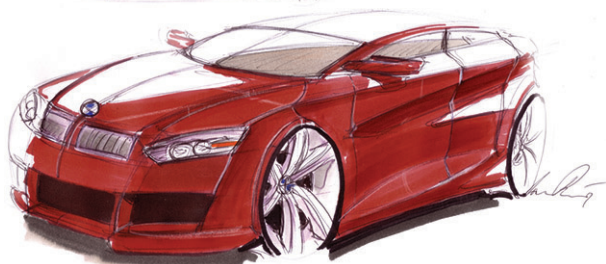
Developed a series of automotive design concepts exploring various premium and volume brand aesthetics through traditional sketching techniques.

The work demonstrates the progression from initial ideation to refined visualization.

Key Elements:

- Premium brand interpretations (Audi, BMW)
- Volume brand concepts (Skoda)
- Mixed media exploration
 - Marker renderings
 - Pen techniques
 - Colored pencil development
- Digital integration
 - Scan-based refinement
 - 3D model development

The collection showcases fundamental automotive design skills and the ability to translate freehand concepts into digital formats.



Personal project | Car design | Leisure Sketches | South Africa 2004

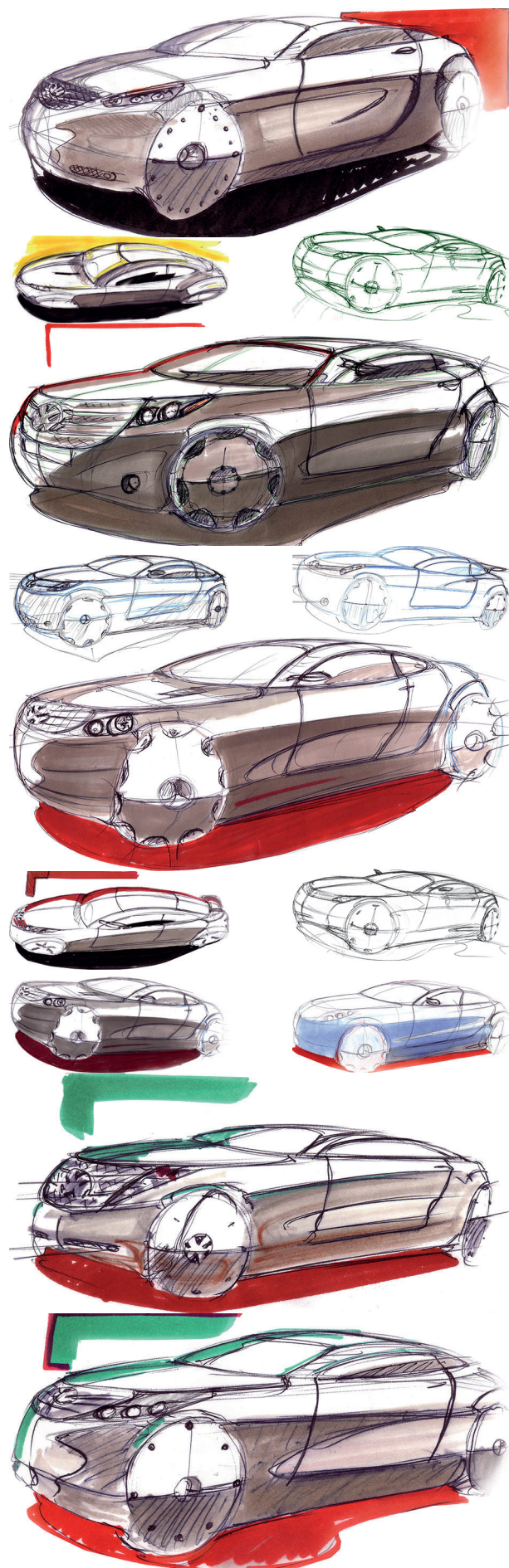
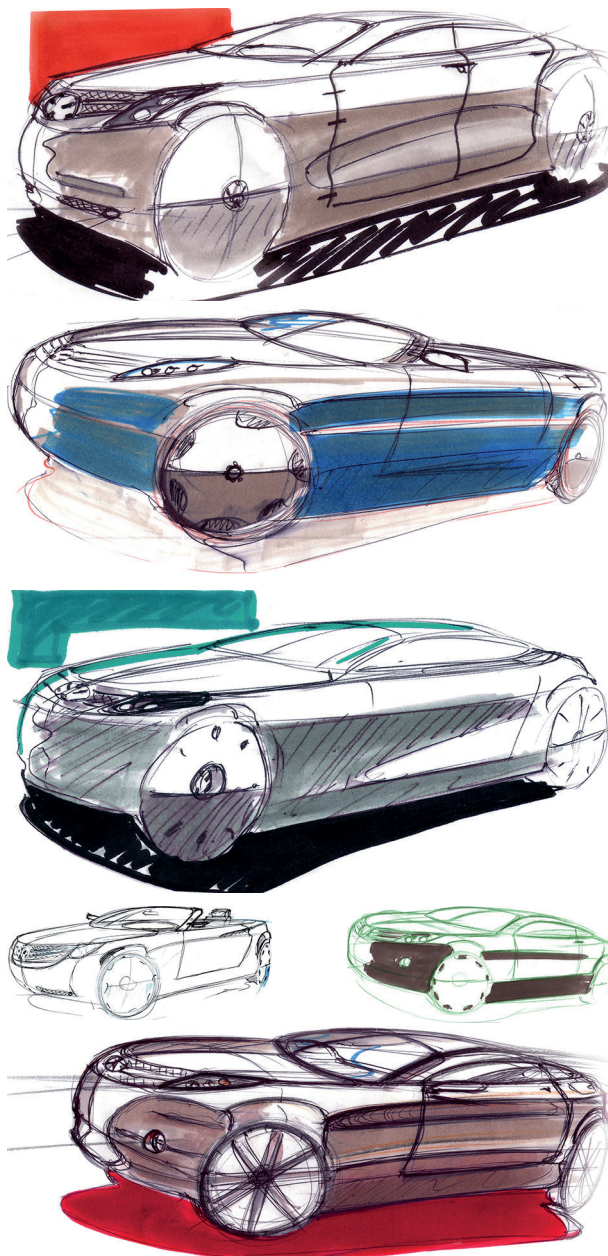
Created during internship period at Volkswagen South Africa's BET department, these personal sketches represent creative exploration beyond official assignments.

The work reflects both local market influences and VW's design language.

Key Elements:

- Volkswagen design language exploration
- South African market inspiration
- Rapid visualization techniques
- Personal design development
- Cultural design influence

The sketches demonstrate continuous creative development during professional placement, showcasing ability to merge corporate design language with local market understanding.

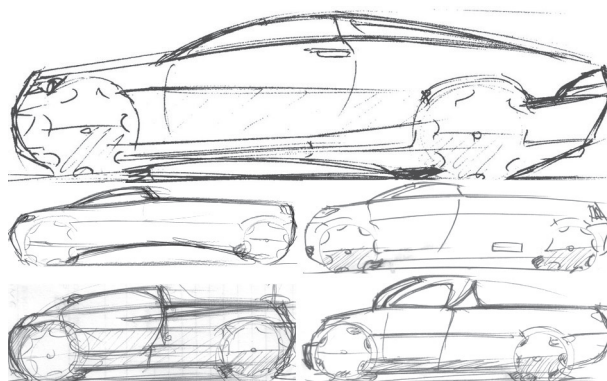
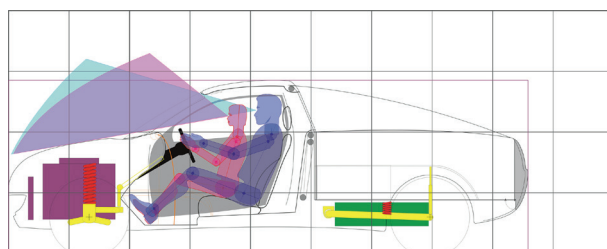
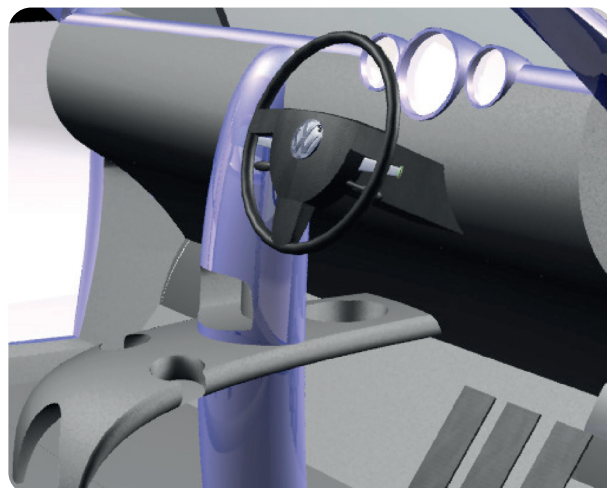
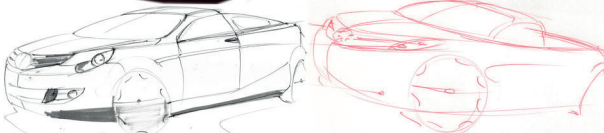
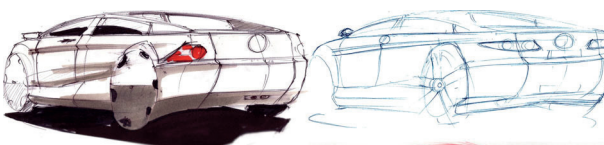
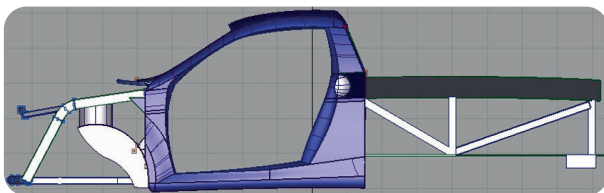
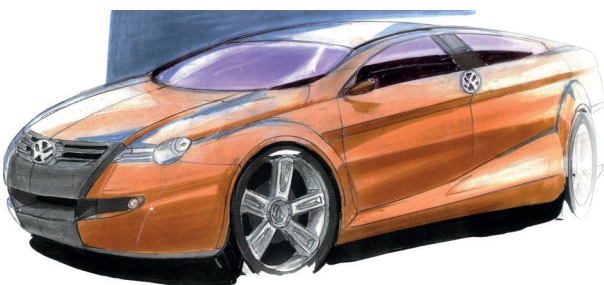
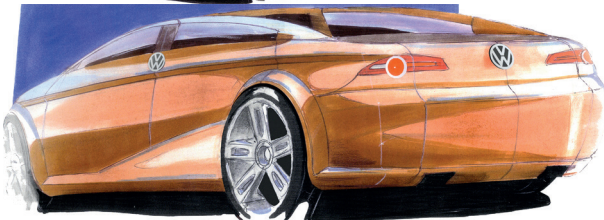
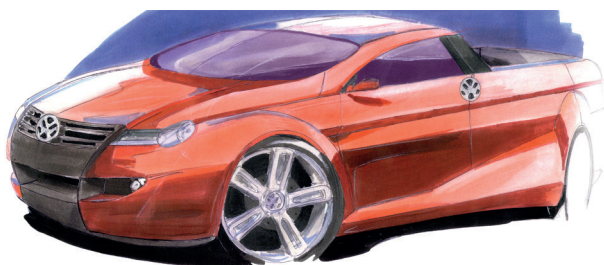


School project | Coventry University | Final year project | VW pickup | 2005

Developed an innovative pickup concept for Volkswagen South Africa's market, reimagining the iconic 'bakkie' for modern consumers.

The project addressed the challenge of replacing a beloved vehicle while maintaining VW's design DNA and meeting local market demands. Through extensive market research and cultural understanding gained during my VWSA internship, I created a design that honored the original's utility while incorporating contemporary styling and functionality.

The concept successfully balanced VW's global design language with South African market requirements, demonstrating my ability to handle culturally sensitive design projects.



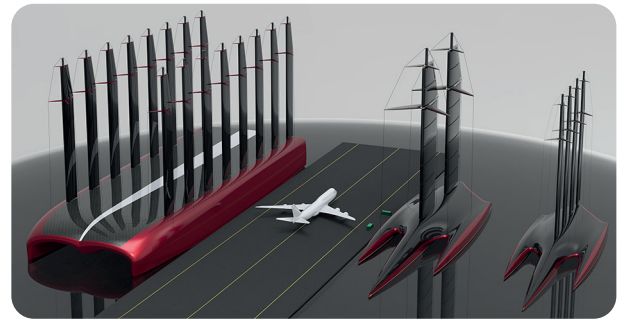
Roug design / Lars Roug | Discover more design innovation

This portfolio represents a selection of projects showcasing my diverse expertise in transportation, product, and industrial design.

From reimagined classics to innovative concepts, each project demonstrates my commitment to merging functionality with aesthetic excellence.

For an expanded view of my design journey and additional projects, visit r-design.dk

Let's discuss how my design approach can benefit your next project.



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