

DRIVEN BY
Design

LEADING RESIDENTIAL DESIGN
INDUSTRY PROFESSIONALS LEND
THEIR EXPERTISE TO THE AUTO
DESIGN CONVERSATION

BY JENNIFER K. DANSICKER

Today, car design is just as intricate and telling as the architectural style of a home. We have spoken to six top professionals in the design and architecture world about their car choices as they relate to their personal design philosophies. Some drive cars that define their principles, while others point to dream cars that aptly reflect their design philosophies.

GREG WIEDEMANN, AIA
PRINCIPAL, WIEDEMANN ARCHITECTS, LLC
BETHESDA, MARYLAND

**WHAT TYPE OF CAR TO DO YOU DRIVE TODAY?
TELL US WHY YOU CHOSE THIS CAR.**

I drive a 3 Series BMW Coupe and have an older Porsche 911 Targa t-top convertible. I believe that the BMW Coupe is a great balance of performance and economy. The Porsche design is timeless.

WHAT FEATURES PARTICULARLY INTEREST YOU AND HOW DO YOU INCORPORATE YOUR OWN DESIGN PRINCIPLES INTO THE SELECTION OF YOUR OWN AUTOMOBILE?

The BMW Coupe is very well designed; ergonomically, everything seems to be in the right place. It incorporates technological advances in a well-considered design. It creates a good fit for the driver, which is precisely what we try to do with our designs for our clients.

The fact that I haven't been able to part with my Porsche I suppose is emblematic of my love of older homes. Our work strives to find a timelessness solution, one that is rooted in basic principles, not the most recent fad. The BMW 3 Series has a design that is fun to drive, embodies technological innovation, and strikes a perfect balance between performance and economy...it is those principles of comfort, good fit, and economy of means that guides our design work.

WHAT IS YOUR DREAM CAR? WHAT ABOUT THE DESIGN OF THIS CAR INSPIRES YOU?

I guess the Porsche Carrera and the Aston Martin DBS remain my dream cars from a current exterior design point of view, but I am excited by the potential of cars like the Tesla and the Fisker Karma vehicles that are coming on line with new technological innovation.

TESLA ROADSTER