

/// CARS /// TECHNOLOGY /// LIFESTYLE /// NEWS /// TRENDS ///



>FARE FACT:
The medallion required to operate a NYC yellow cab costs \$345,000.

YELLOW FEVER

Sick of the look and feel of NYC's taxi brigade, the Design Trust for Public Space has an antidote for improvement.

You put more thought into color-coordinating ya hat to ya kicks on the daily, than NYC ever put into the beloved yellow chariot. Aside from the once-cool checkered paint jobs, a NYC taxi is usually a hacked Crown Vic with a divider wedged between the front and rear. But the Design Trust for Public Space is spinning the remix.

When the DTPS embarked on "Designing the Taxi: Rethinking New York City's Moveable Public Space" they used an all-city perspective to address taxi headaches. Drivers, fleet owners, architects, designers, city officials and taxi regulators all met at Parsons the New School for Design last summer to brainstorm. Seventeen top design firms dreamed up solutions, ranging from cabbie rest stations to mini one-passenger taxis.

"When you think about the taxi systemically, they really are a public space issue," Design Trust's director Deborah Marten says. "It's an integral link to the transportation system. In the end, form has to follow function." >>>



HYBRID PRODUCT DESIGN + DEVELOPMENT

Compact and utilitarian, the MiniModal resembles a smaller-is-better European design. Fully wheelchair accessible with low curbside ramp and interior floor locks.



REDLINE

Muscle mania continues. Old muscle cars at auctions get increasingly expensive, while new Camaro and Challenger head for showrooms in 2008-2009. /// Shelby Mustang GT500 is The One. Supercharged V8, on sale this summer equals 475hp...Low \$40,000 and it's yours. /// Four-door supercars hot trend: Aston Martin Rapide, Porsche Panamera, Bugatti

DESIGNS: HYBRID PRODUCT DESIGN+DEVELOPMENT COURTESY OF THE NEW SCHOOL UNIVERSITY/PARSONS SCHOOL OF DESIGN

HOOD

METER MATH

2

Number of rappers who had to resort to drivin' cabs in the "off season" (J-Live, Cappadonna)

2.8

Number of miles in an average NYC trip

3

Number of years a taxi is allowed to be on the road if driven 24/7

4.77

Average number of minutes waiting to hail a cab

12

Number of consecutive hours a driver is allowed to operate one or more taxicabs

19

The age requirement to get a taxi license ▶

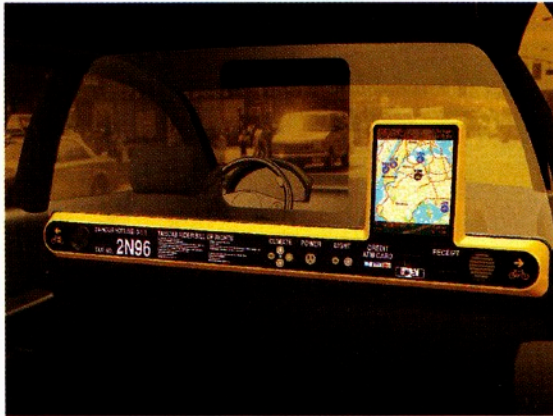
“The first problem people have with a cab is finding the cab,” adds Antenna Design co-founder Sigi Moeslinger. Her firm proposed an LED light on top, automatic door sensors, cell-phone plug-ins and touch-screen displays with GPS and credit card capabilities. “We think the more realistic approach is a smaller system of elements that can be adopted to existing car models.”

Some designers focused on improving the driver's ride, starting with overhauling the partition. Now they just need to redesign the drivers so they will travel to Queens and Brooklyn late night, saving your fresh kicks from making the hike... **TAMARA WARREN**



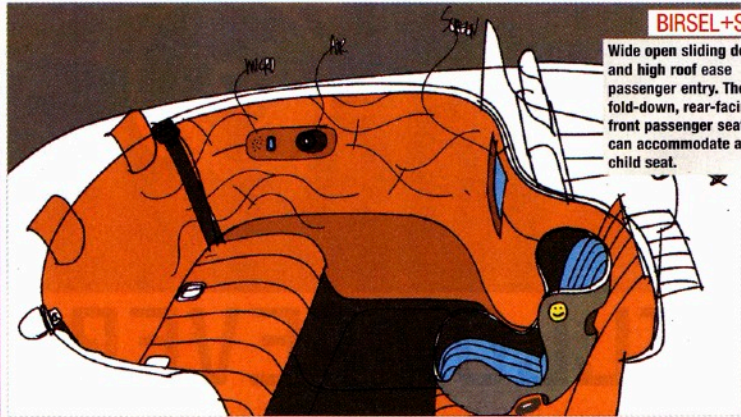
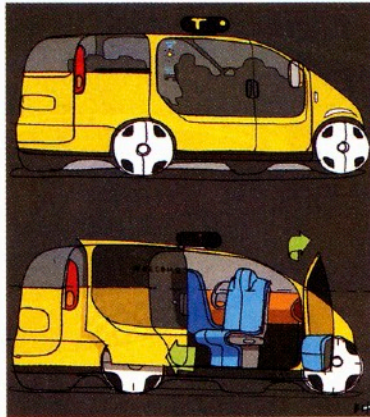
CITYSTREETS

Drivers' hats recognize the diversity of New York's hacks, while standardizing their look.



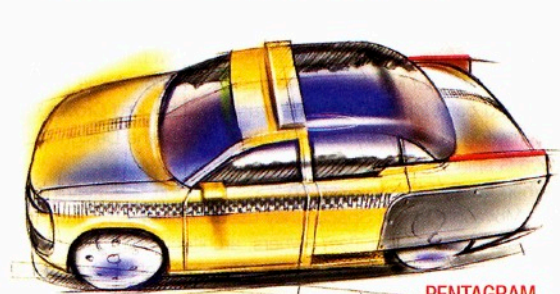
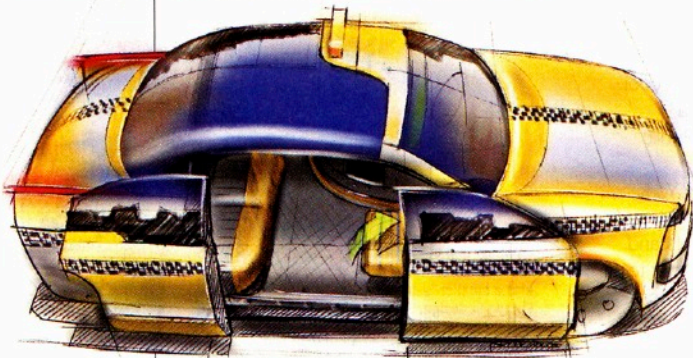
ANTENNA DESIGN NEW YORK

Glass partition with credit card machine, a GPS map and a microphone. Larger roof light that actually states taxi status in highly visible LEDs. Rear safety display alerts drivers of exiting passengers. Motorized door activated by a touch panel.



BIRSEL+SECK

Wide open sliding door and high roof ease passenger entry. The fold-down, rear-facing front passenger seat can accommodate a child seat.



PENTAGRAM

The "New Checker" with dual sliding doors, glass roof, and classic lines.

▼ **R** Veyron. BMW M5 less exclusive, but still The Daddy. /// BMW 1-Series headed stateside to fight Audi's A3 in the "premium compact" segment. Snob value is high, but not much bang-for-the-buck. /// \$75,000 base for the new, lighter, faster Jaguar XK. \$6,000 premium for the convertible, worth every penny come resale. /// New Benz S-Class hi-tech luxobarge scores a direct hit, but wait until they sort out all