

TV-Service – Seeing is believing

BASF in motion

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Concept-Campervan “VisionVenture”

Footage material

The Concept-Campervan “VisionVenture” is a joint project of BASF and Hymer and the first showcase project of the Creation Center in Ludwigshafen.

With the help of more than 20 innovative BASF materials and the development expertise of the BASF Creation Center, a new vehicle class has been created that sets standards in terms of lightweight construction, self-sufficiency, travel experience and design.

(01) The campervan of the future

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The VisionVenture, co-created by BASF and HYMER, is a near-production glimpse into the future of van life.

Using the development expertise of the BASF Creation Center, a new class of van has been created that blazes a trail in lightweight construction, independence, travel experience and design.

For further information:

BASF SE, Multimedia and Publications, Photo, TV and Film
Silke Buschulte-Ding
Tel. 0049 621 60 48 387
E-Mail: silke.buschulte-ding@basf.com



Anne Lena

The thing that really thrills me about the Vision Venture is its contrasts. If I take a look at the exterior with its masculine design – strong and clearly off-road ready – and then take a peek into the interior with its straight design, interesting light concept and high-quality materials. It feels like a small loft.

Katharina

It's super cosy, and you feel comfortable right away thanks to these surfaces. I also find it very modern in contrast to many other vehicles. I think that it addresses a younger audience. It simply looks incredibly good, and considering new things were tried out, they really did a great job.

Dominik Hepe

We offer adventure, we offer independence, we offer the customer the possibility to get to places that they otherwise wouldn't be able to reach with normal vehicles. Then they can simply enjoy nature, freedom, adventure – an all-inclusive holiday in a hotel can't offer that.

Christian Bauer

We got the teams together, and the great thing was also to discover how much enthusiasm there was, and this ultimately gave this project the drive. The combination, mobile travel, the idea and then also the possibilities of including great materials from BASF were also decisive for thinking in completely new ways and providing new inspirations.

Guiscard Glück

Without a doubt, the biggest surprise that you experience is when you enter the concept camper and check out the bathroom, because the bath is clad with slate. Normally, nobody would use stone in a vehicle. There is simply no way – it's much too heavy, and when you enter the bathroom of the HYMER camper, you see a bath made of slate. That's a total surprise.

Dominik Hepe

The way we lined it using real slate as a material is a completely different league. We are now at the level of a 5-star hotel and come from a world with plastic all over – just saying. And BASF made an unbelievable contribution to converting such materials, this material authenticity, the feel of the material, into the product.

Andreas Mägerlein

Everyone is suddenly fascinated by the topic of material, because material simply lives from me being able to touch and feel it, and you can definitely experience this here. And that is one of the key tasks of the Creation Center, to also provide inspiration.

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Christian Bauer

A highlight is this pop-top roof, which can be inflated with air and sets up in just under one minute – a material from BASF is used here that is impermeable to the wind on the one hand, and on the other hand provides good thermal insulation due to the double walls. The Chromacool paintwork that was developed by BASF is also super. It also keeps heat from the outside at bay and with it, I don't have to cool the inside down as much with the air-conditioning, for example. Another topic is that we use the roof with its solar panel to gain more self-sufficiency, which is created by using regenerative energy.

Guiscard Glück

It was unbelievably exciting for BASF to be involved in working on an RV project, because if you take a closer look at an RV, you will discover that there are very, very many aspects to show everything our products can do and where they can do it.

I would totally love to drive to the sea with the Vision Venture, open up the back hatch and simply enjoy the freedom in the Vision Venture.

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