



## PROJECT OVERVIEW

# Honda FCX Clarity

### CLIENT

George P. Johnson

### DATE

November 2007

### LOCATION

Honda Booth, 2008  
North [American Auto Shows](#)

To introduce the world's first production hydrogen automobile, three interactive installations were integrated into the displays featured in auto shows throughout North America. The clean lines, colors, and forms of Honda's FCX Clarity inspired the visual language and hands-on interactivity of these installations. A 3-D model of the car became a controller for accessing facts about the technology behind the hydrogen [fuel cell](#) and gave visitors a sense of what it's like in the driver's seat of the FCX Clarity. An interactive map, visually integrated with a graphic wall panel, invited visitors to explore the future of hydrogen fueling stations in Southern California from 2008 to 2013.

### PROJECT GROUP:

[Project Overview](#)

[FCX Clarity Fuel Cell Technology](#)

[FCX Clarity Virtual Test Drive](#)

[H2 Refueling Station Map](#)

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