

【Program #8】

Reflection on the major transformations of 100 years ago and a message for the future

13:55 - 15:00
Thursday, 31st October

Facilitator

Agnes Mineno
Hino Motors, Ltd.

Speaker 1

Stephen Laing
British Motor Museum

Speaker 2

Matt Anderson
The Henry Ford

The Automobile Great Transformation of 100 Years Ago and a Message for the Future

Speaker : Stephen Laing (British Motor Museum)

At the turn of the 20th century the first automobilists and car manufacturers battled to assert the car into public life, seen by many as an affront to the human senses and to the planet itself. New technologies were in competition: petrol, steam and electricity, furiously defended and rebuffed. Sounds familiar? We could be talking about 2024! One hundred years ago the car was accepted – and clamoured for by more of the population. Mass produced, affordable cars, such as the Austin Seven in the UK, sparked the interminable rise of car ownership. More so, from the '20s the car shaped our landscapes and our city streets. Our mobility and our communities have been shaped by the car. Today the car still represents freedom for many but a challenge to society by others. How does the modern motor museum look forward and keep relevant for the 21st century, with its focus arguably increasingly in the rear view mirror?

The Great Transformation of 100 Years Ago and a Message for the Future

Speaker : Matt Anderson (The Henry Ford)

Americans did not invent the automobile, but they embraced it and quickly made it their own. Within a short time, the car transformed from a plaything for the wealthy into an essential tool for everyday life. Ford Motor Company led the way with the Model T, an affordable car built using innovative materials and methods. The automobile reshaped America's culture and landscape like no other invention.