

BRAND NEW DASH PANEL FOR ATX



CLIENT: ATX SURF BOATS

INDUSTRY: MARINE

PROCESS: TEXTURED PATTERN & BACKLIGHTING

SOLUTION: DASH PANEL

OBJECTIVE

Create a dash panel with a unique look that would blend in with the boat's design.

CHALLENGE

Integrate different lighting effects, while making the part modern and unique.

SOLUTION

Working with Tigé's design and engineering team, we first started by exploring different design concepts. Once a concept was pre-approved, we had to find a way to achieve the desired lighting effect. After a few trials, we were finally able to design a custom bracket system that could light up in two different directions. That way not only was the logo illuminated, but the labels as well. In the end, BCH team developed an innovative dash panel that stands out by its graphic design and its lighting effect.