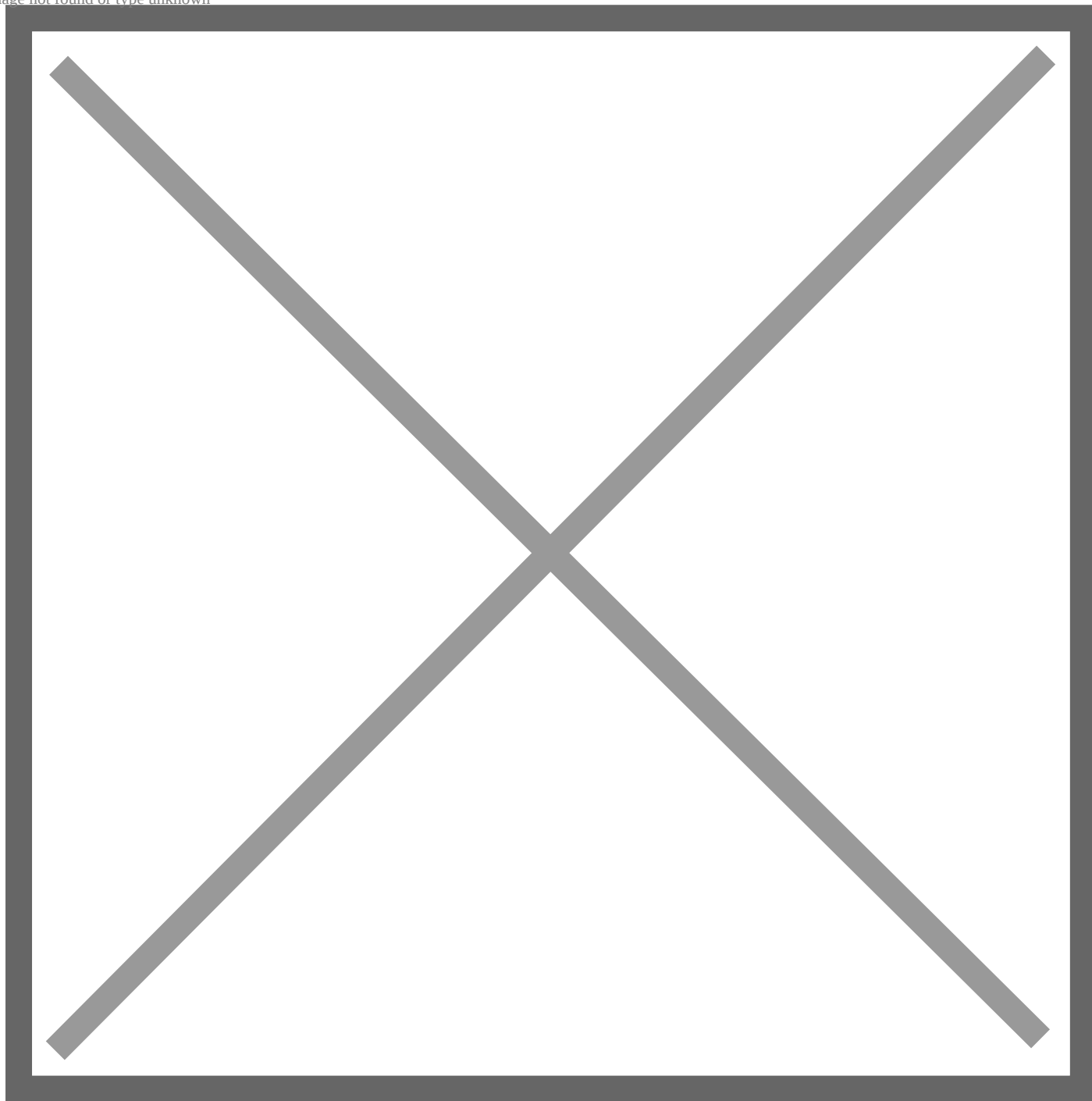


One Vehicle, Three Distinct Worlds: Design Students Reimagine the Future of the Toyota Sienna

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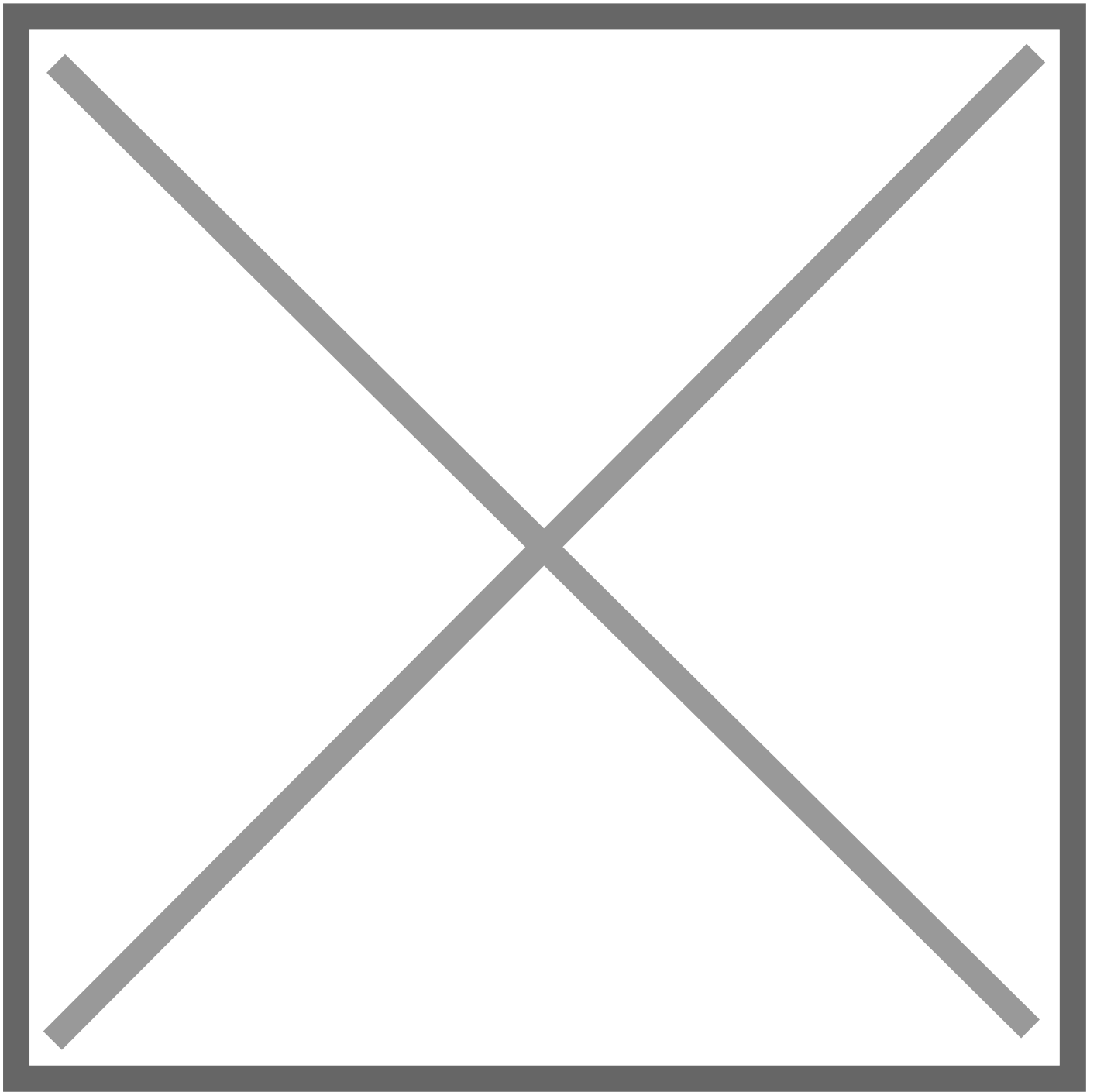
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What if one vehicle could truly do it all? It's a question that has challenged some automotive designers, but Toyota is looking to the next generation of talent to help find the answer.

Kevin Hunter, executive design director at Toyota North America, recently issued a bold challenge to aspiring College for Creative Studies (CCS) design students in Detroit, Michigan: reimagine the iconic Toyota Sienna.

The mission was to build on the strong, traditional foundation and transform the minivan into a versatile, multi-dimensional vehicle capable of thriving across three distinct worlds: everyday city life, rugged outdoor recreation and commercial use.



“Investing in the next generation of design talent is something we take seriously at CALTY,” says Hunter. “Working with CCS this year was an exciting experience, and the students’ final projects were a great reminder of how much talent is coming up behind us.”

“Toyota and CALTY are committed to giving young designers hands-on mentorship and real-world challenges, because that’s how you build the next generation of great design,” he added.

To tackle this ambitious exercise, students worked in pairs — combining the talents of one exterior designer and one interior designer per proposal.

The student teams were instructed to look five years into the future. This direction helped them to anchor their visionary concepts in real-world production design.

The concepts offer a glimpse into the future of mobility, proving that the minivan has the potential to become the ultimate automotive chameleon.

For the **everyday city dweller**, student teams envisioned the Sienna as a mobile sanctuary and high-tech hub. Interior concepts focused on maximizing cabin space with modular, folding furniture and seamlessly integrated workspaces, allowing the vehicle to transition from a family van to a multi-functional pod for work or relaxing.

For **outdoor recreation**, the concepts took a rugged turn. Student designers reimagined the Sienna as the ultimate adventure companion. Think durable, interior materials, automated gear-storage systems and even transparent roofs. Externally, the designs boasted a robust body, convertible outside seating and innovative roof rack systems, transforming the minivan into a hub for weekend adventurers.

Finally, the **commercial** concepts proved that utility doesn't have to be boring. Students reimagined the Sienna as an unexpected force for Gazoo Racing. With ample exterior space, it proved to be the perfect fit for commercial branding surfaces.

By bridging the gap between imagination and manufacturing reality, these student designers redefined the minivan staple. The future of the Toyota Sienna with the right vision, may be a vehicle that can do it all.

Watch the art design students at work in the video below.