

Art and Design

The golden ratio in design

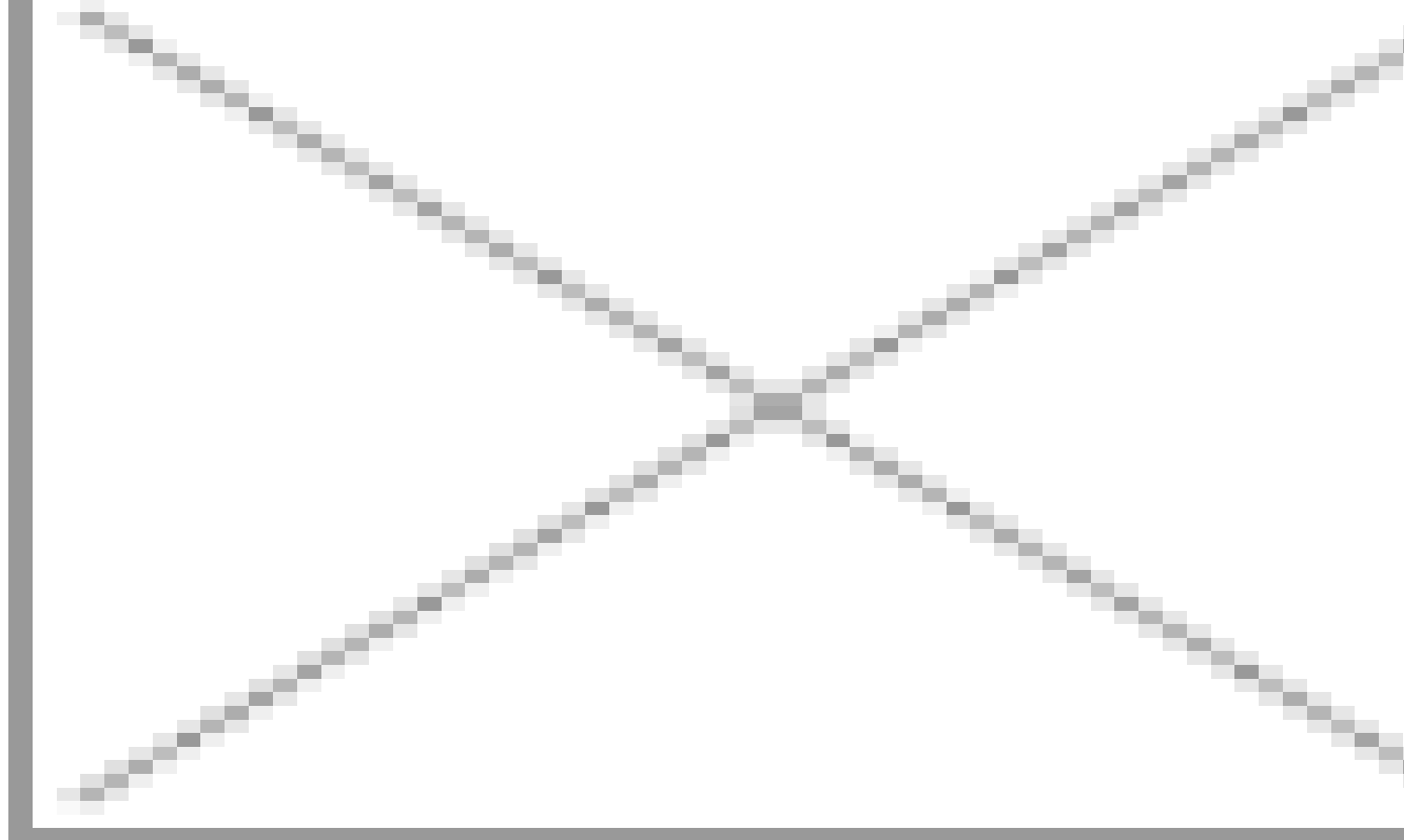
The company Aston Martin makes cars at St Athan near Cardiff. Aston Martin say that their cars are perfectly proportioned using the golden ratio. Maybe that's why James Bond drives one! The company has prepared this picture of the Aston Martin DB9 to show how parts of the bodywork fit the ratio. For example, the top of the rear wheel arch falls on the golden section from the ground to the top of the door. The front wheel is centred on the golden section of the bonnet.

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Aston Martin DB9 © Aston Martin

The use of the golden ratio in design goes back thousands of years. It has been detected in the Pyramids in Egypt and in the Parthenon at Athens.

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Pyramids, Egypt

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