



# Introduction

Mercedes-Benz is a staple of global automotive history. The brand has continually set the bar for innovation and luxury. From the self-propelled “Motorwagen” to the first four-wheel independent suspension to the invention of anti-lock breaks, the company has taken the lead in automotive perfection, embodying their mission to be “The Best or Nothing.” Today the brand is leading the luxury automotive category with the most diverse portfolio on the market. By building on their legacy and striving for perfection, Mercedes-Benz continues to define the future of the car industry across the world.

Savannah College of Art and Design Collaborative Learning Center is proud to have the honor of welcoming Mercedes-Benz to their new home in Atlanta. We hope to create a southwest headquarters that will highlight the hard-working members of the team who are the foundation of the iconic company.



# The Parameters

Savannah College of Art and Design Atlanta students were given the task to create an instillation that would be placed at the new site of Mercedes-Benz USA in Smyrna, Georgia. The project was to honor distinguished employees who are recognized by the company each quarter. The work of art was commissioned to display the names of past, present, and future employees. MBUSA also requested a gift be designed to accompany the artwork that could be awarded to the honorees.

## 5 Key Parameters

- The sculpture must be made of materials that will last a minimum of 50 years and fit the \$250,000 budget.
- The sculpture recognizes outstanding employees so there must be a way to add names to the project.
- A gift reflective of the sculpture will be designed and given to the employees who are recognized.
- The area allotted to the project will also function as a space for company events.
- The design should incorporate the Mercedes-Benz aesthetic and compliment the Gensler architecture.



# The Brand Center

Students began the process of developing ideas through their research about Mercedes-Benz and the architectural design firm Gensler, the designers of the new facility. It was important to keep the Mercedes-Benz style and Gensler aesthetic at the forefront of all designs. Students then met members of both companies, heard presentations, and inquired about the project. After the presentations and further development, the students visited the Mercedes-Benz Brand Center in Vance, Alabama. There, they were able to view historic automobiles, get a better understanding of design aesthetic, and continue to learn about Mercedes-Benz culture. The trip was an eye opening experience that inspired students to use a variety of elements and materials in their own projects. After more extensive research, class critiques, individual development, and collaborative work, ten initial proposals were chosen.

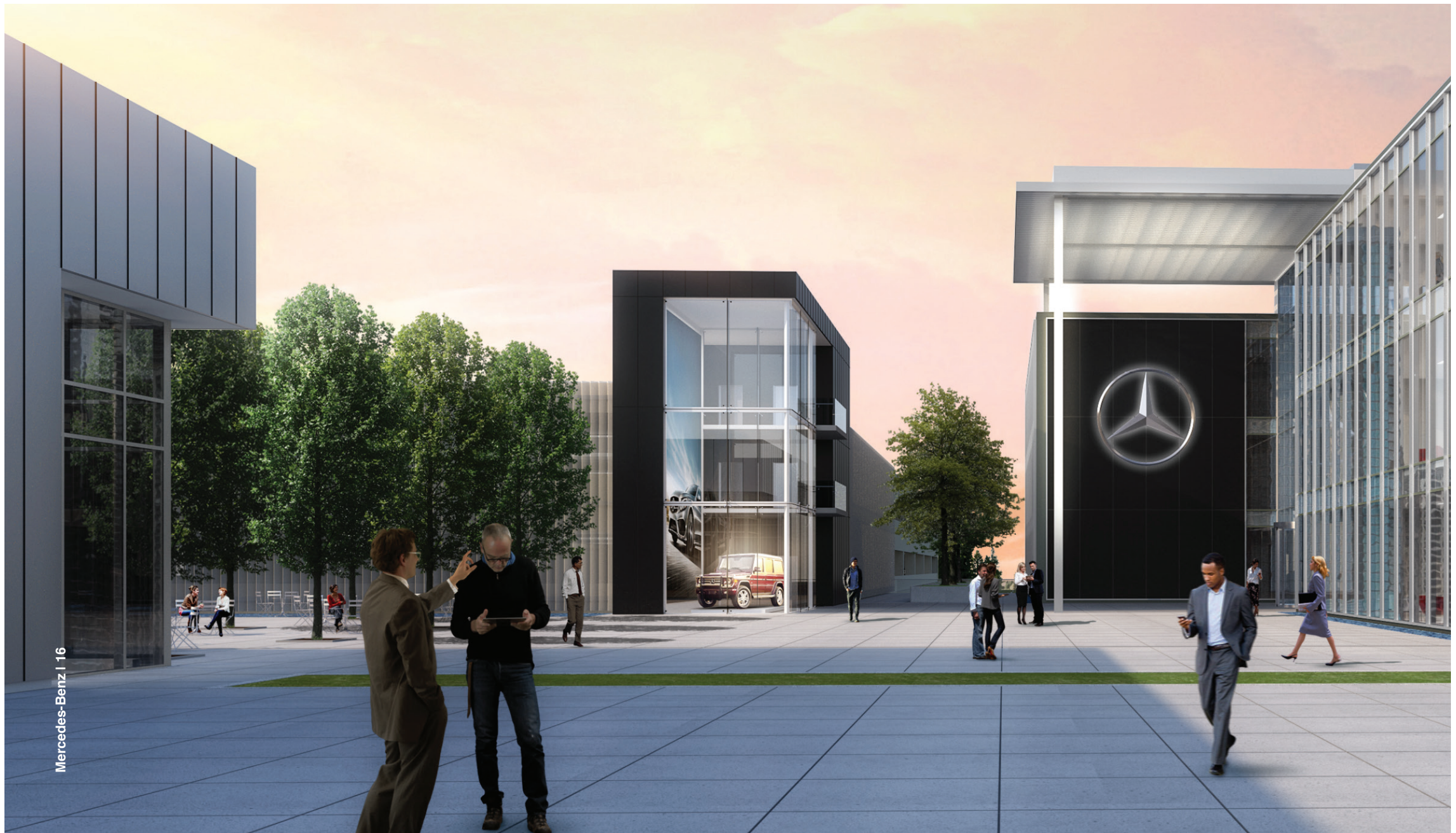


# Mercedes-Benz

For over a century, Mercedes-Benz has merged functionality with art in the design of every automobile. They have focused on pushing innovations in style while remaining distinctly brand centric. Every new car is a different interpretation of the traditional aesthetic values.

Innovation, safety, performance, design, and environment are the leading design themes carried throughout the brand. Each car is carefully crafted with the defining style characteristics of modern, sculptural, refined, clear, and sublime.

*“Sensual Purity: The Mercedes-Benz expression of modern luxury. This guiding design principle is based on six elements: Natural Attraction, Free-form & Geometry, Unexpected Moments, Stunning proportions, Significant Graphics, Stimulating Contrast”*



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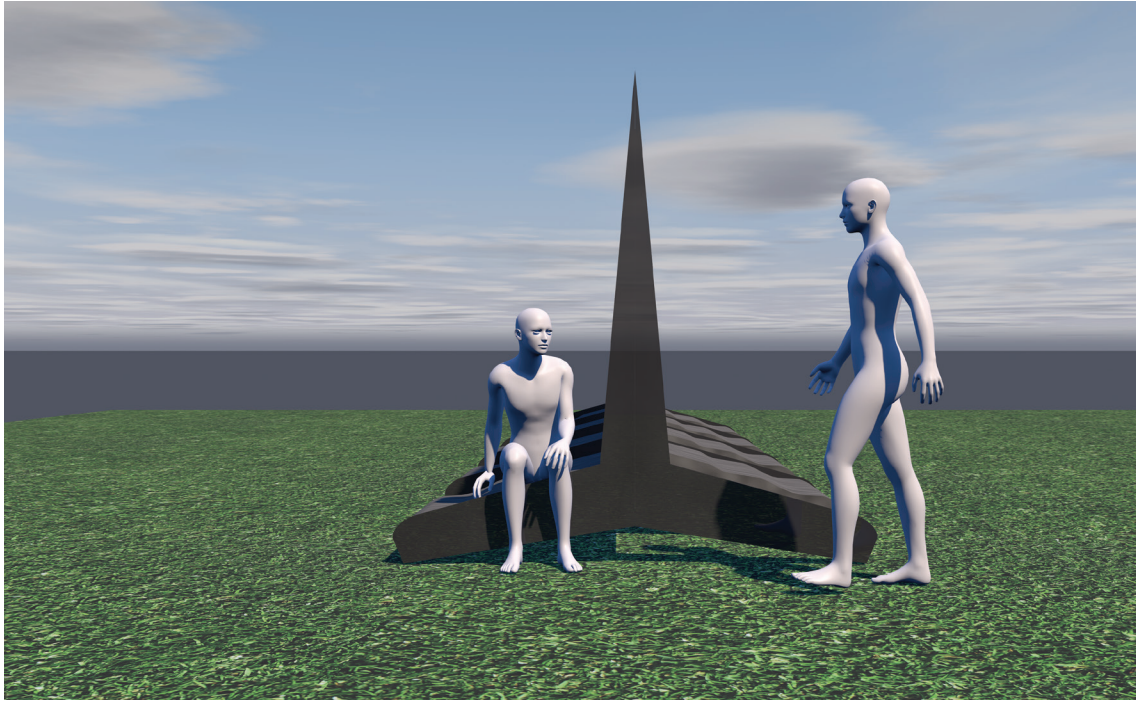


# Gensler

Gensler design firm is the largest international powerhouse of architectural design. The company has worked on hundreds of projects from Abdali Mall in Jordan to Zhong’Ou building in Shanghai. Gensler uses striking modern designs to create experiential environments. Their designs balance beauty and function to meet clients’ needs. They have a unique motto; “Design from the Inside Out,” allowing the interior and exterior spaces to work together to create a complete, harmonious experience. Solving customer problems and making communities happy are at the heart of every design.

*“Size and scope do not inhibit creativity. It’s the size, scope, and diversity of our firm that encourages creativity and design innovation. Today, Gensler is the leading global design firm. Tomorrow, we will set out to accomplish things no other design firm has ever attempted. We are committed to positively affecting human performance on a global scale. We are a company in motion, a company that is well positioned to seize the moment and to lead as we always have.”*

Andy Cohen- Co-CEO of Gensler



## Catalog of Ideas

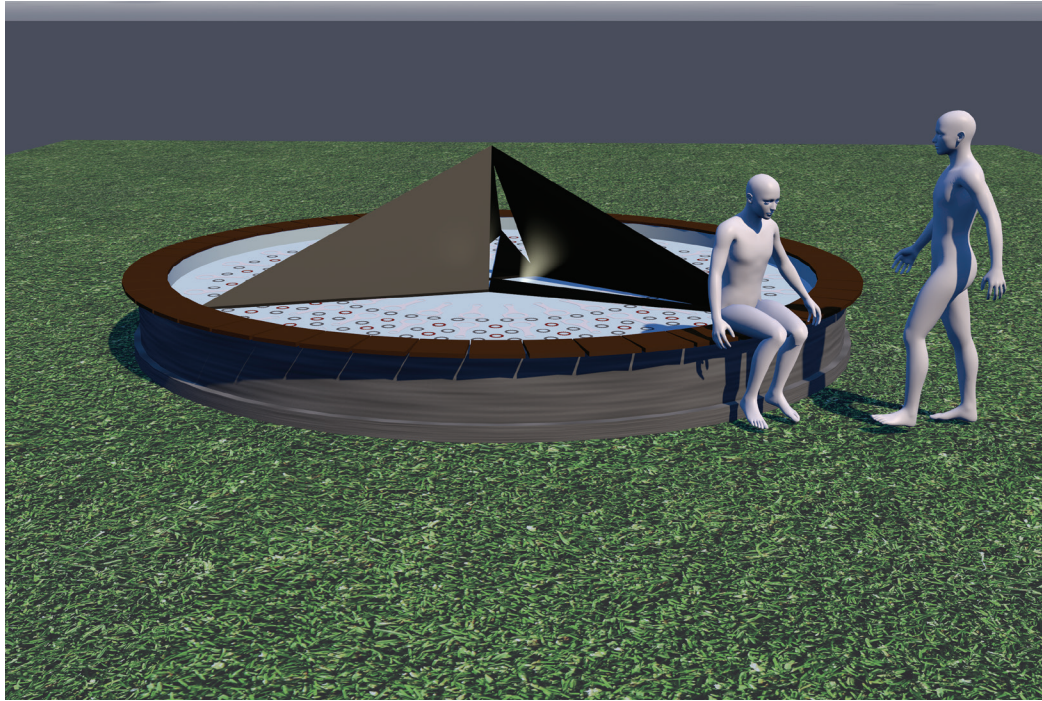
“Catalog of Ideas” is designed as a multi-layered sculpture that visually represents the collaborative process and the layers of ingenuity that are perfectly aligned in every completed product. The structure also offers a place for employees to sit, relax, and cultivate creativity.



## Above and Beyond

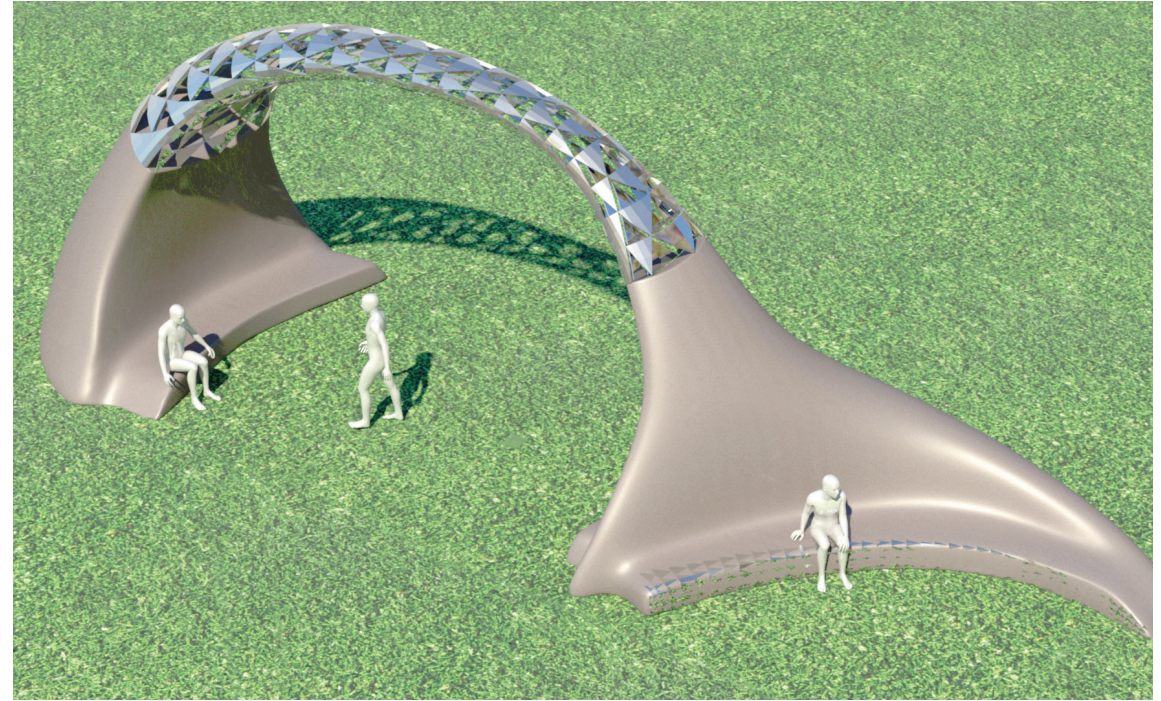
“Above and Beyond” illustrates the idea that employees are the foundation of MBUSA. Three figures are versions of the company’s star emblem lifting a laurel wreath, symbolizing the achievements of the Mercedes-Benz brand.





## Extracted Logo

“Extracted Logo” incorporates the Mercedes-Benz three-pointed star displayed in the middle of a reflecting pool. The logo was expanded into a three-dimensional object to give more visual interest on the ground while retaining the classic star from an aerial view. The bench- like seating around the structure allows visitors to rest and rejuvenate.



## Fender Bench

“Fender Bench” reflects the simple aesthetics of the Mercedes-Benz brand while also engaging employees in comfortable outdoor environment. The experiential form promotes community and appreciation for members of the Mercedes-Benz team.







# Möbius Inspiration

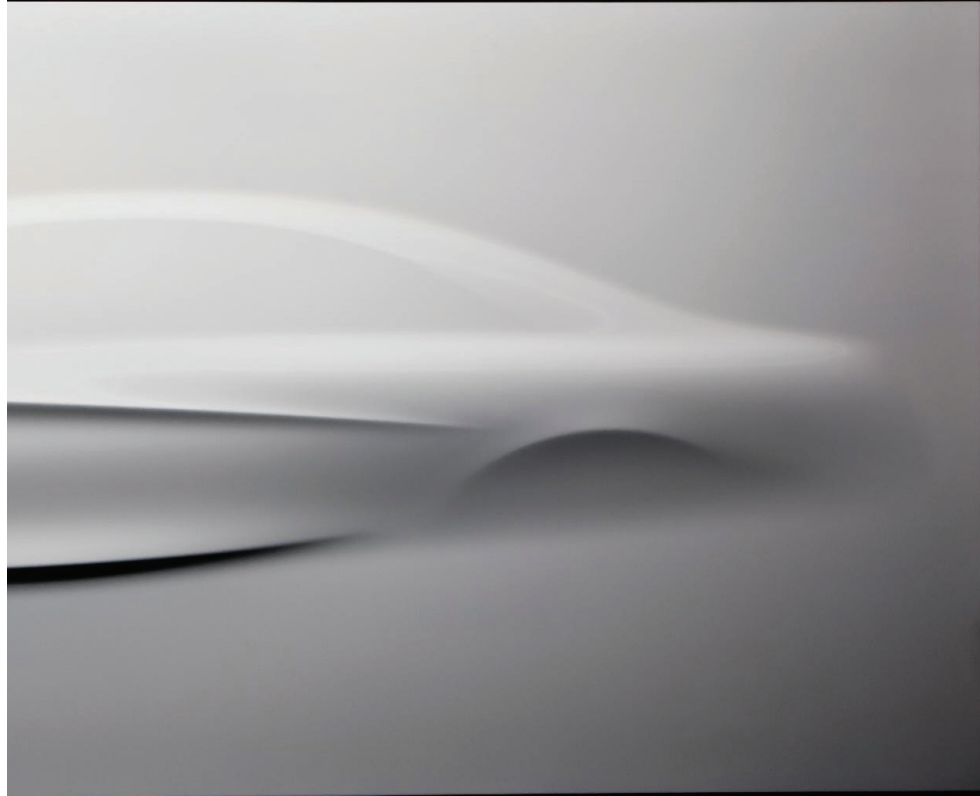
One of the most unique elements of design is line. The Furka pass in Switzerland is just a road; we are drawn to it not only because of its beautiful location, but the distinct contours etched into the mountain. It's a subtle merge of utility with beauty. This functional line is so alluring it transcends being seen as just a road. Mercedes-Benz has mastered the technique in their designs, giving drivers an esthetically engaging automobile that is not just a car, it's a sculptural design that crosses into the world of fine art.

The S-Class Aesthetics project is a celebration that highlights Mercedes-Benz automobiles as functional art. The sensual purity in the contours formed by these cars point toward the future of luxury design while being easily identified as an iconic Mercedes-Benz.

When approaching this project, we wanted to pay tribute to the artistic qualities of the company. We wanted to mimic the timeless line of the Mercedes-Benz cars and their position at the intersection of tradition and future.

*"The characteristic lines of the S-Class have always represented the expression of automotive culture as we understand it. The new S-Class will continue this tradition and, with its striking lines, will put a face to our design philosophy over the coming years."*

Gorden Wagener Head of Design Daimler AG



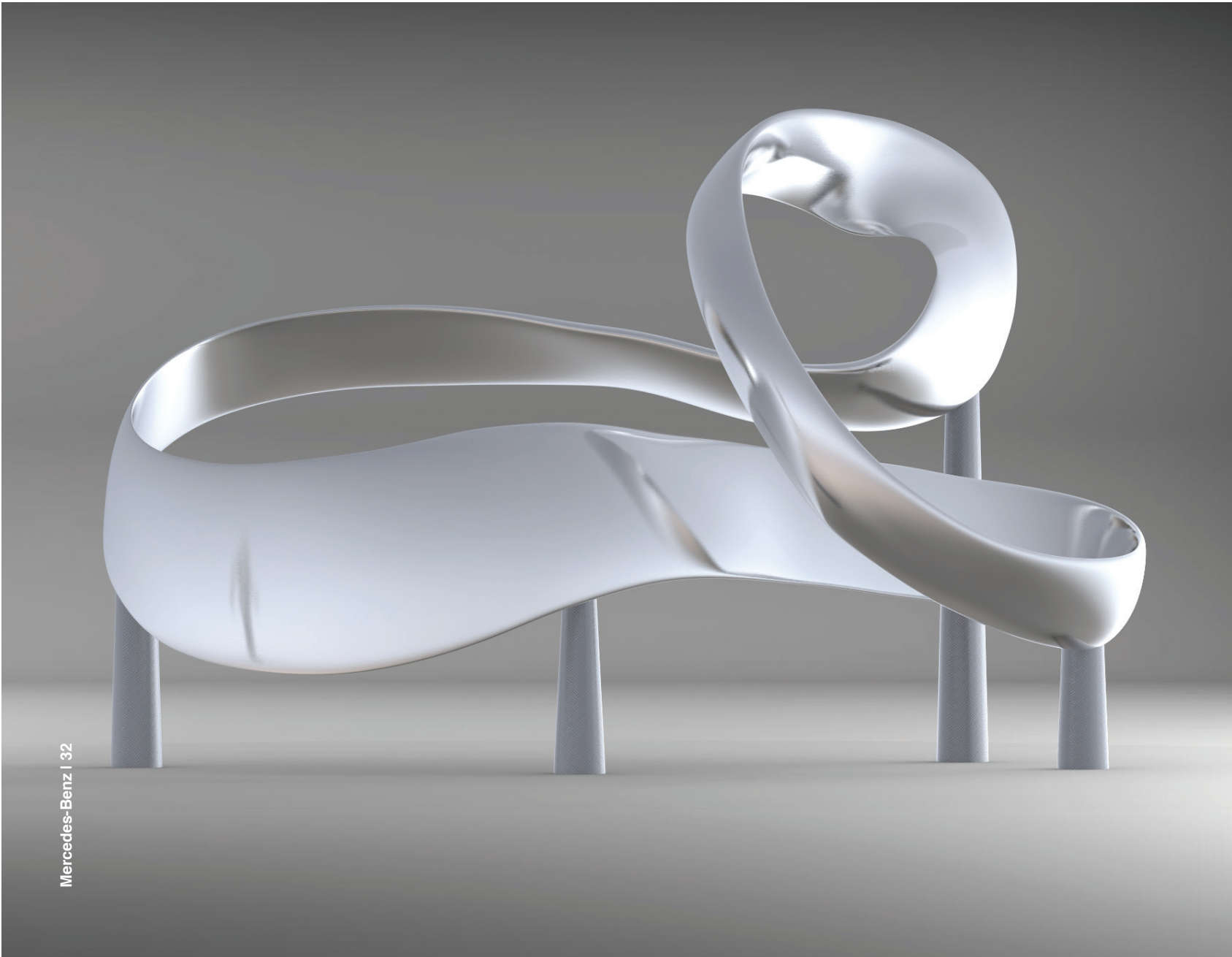
# The Möbius Begins

Discovered by German mathematician August Ferdinand Möbius in the early 1800s, The Möbius Strip is a mathematical paradox with one side and one edge. It creates an endless loop with no beginning, middle, or end. It symbolizes a continual strive for perfection, an infinite path, and the ultimate structure of the sublime. It is a simple form created by twisting a ribbon and connecting the ends creating a loop. It is also a shape of practicality, using every inch of its surface area to illustrate an endless perfect path.

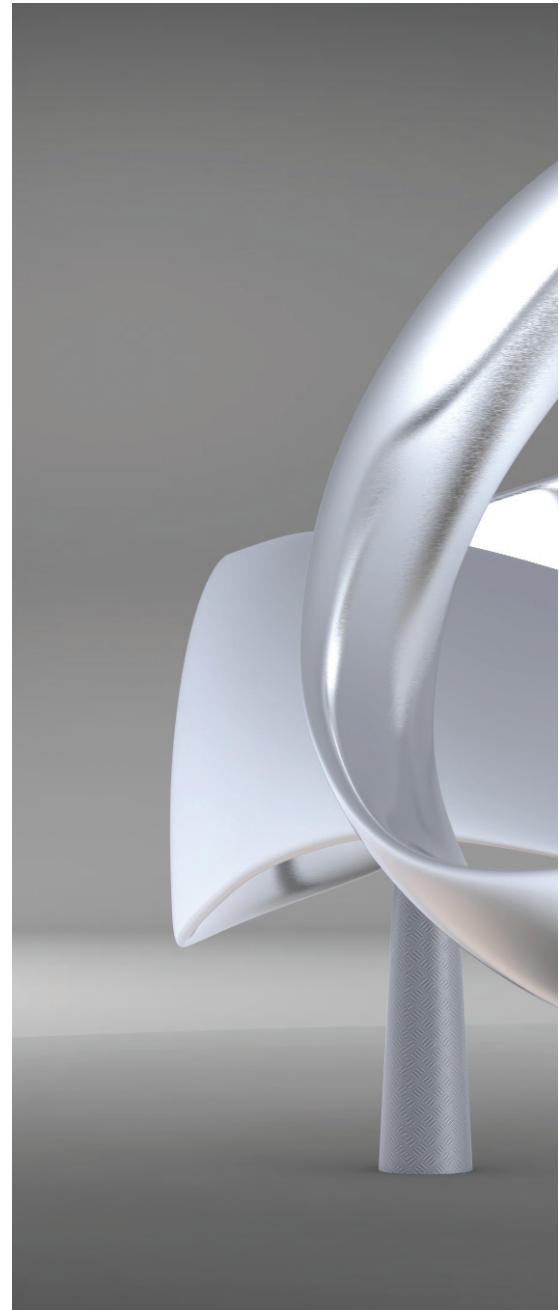
The Möbius Strip is an artistic illustration of the Mercedes-Benz design philosophy: Sensual Purity.

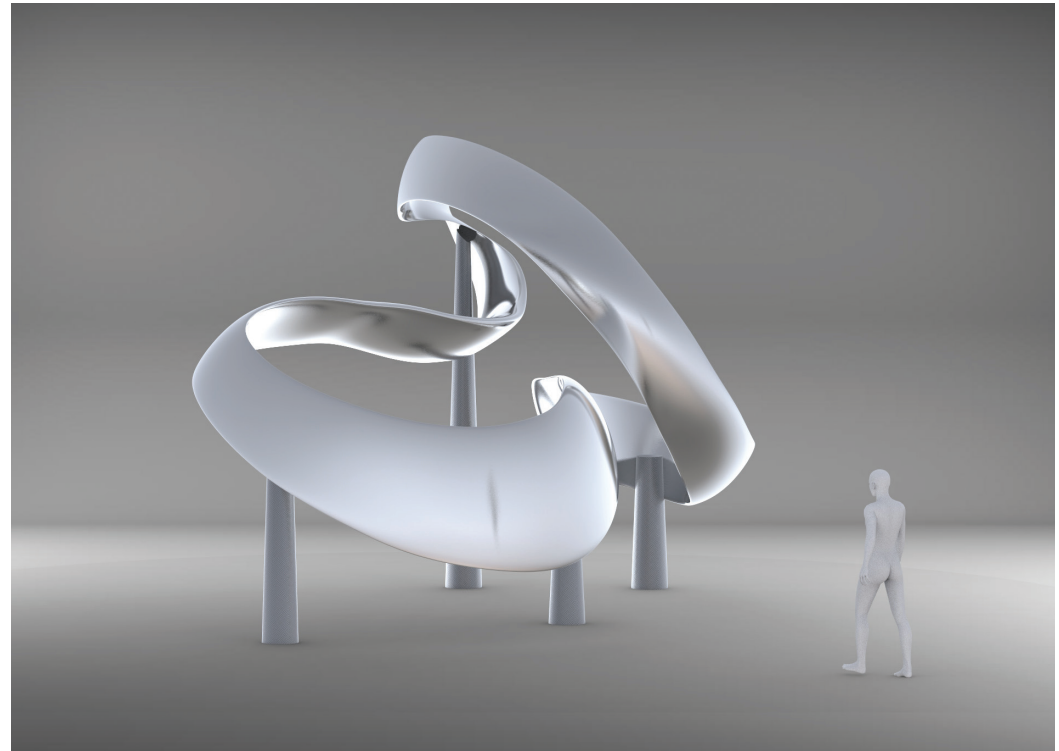
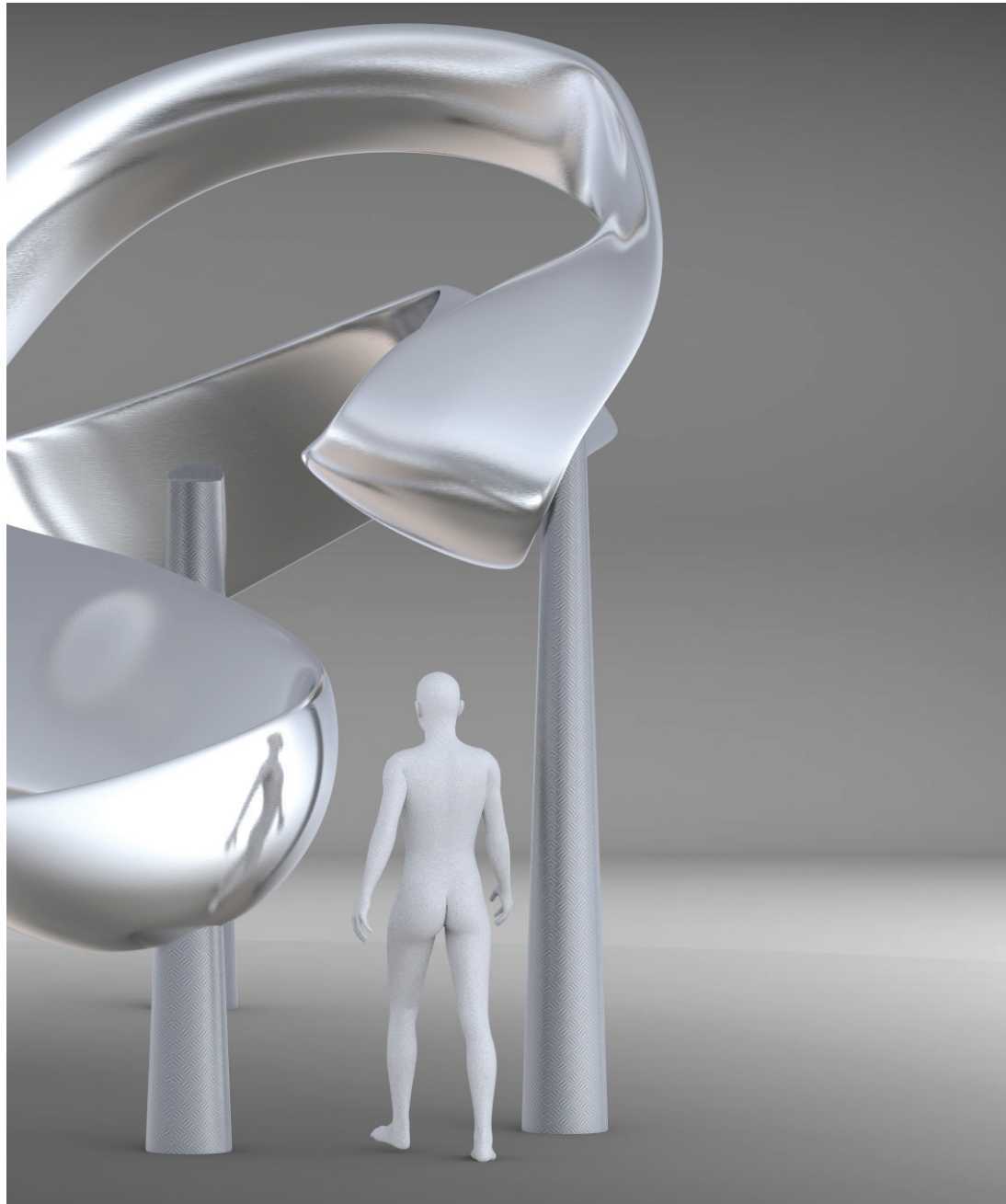
- *It is a large scale installation that mimics the sensuous lines of a car that will compliment the crispness of the Gensler architecture.*
- *It is the never ending road to perfection that Mercedes-Benz traverses.*
- *It is a unified form with one edge and one side working together toward greatness.*
- *It is a continuous movement striving for the “Best or Nothing”.*
- *It is a luxurious stroke that creates a sleek illusion of aerodynamics.*
- *It is a loop of infinity that blurs any sense of hierarchy and time.*
- *It is a simple form engaging both the visual and intellectual senses.*





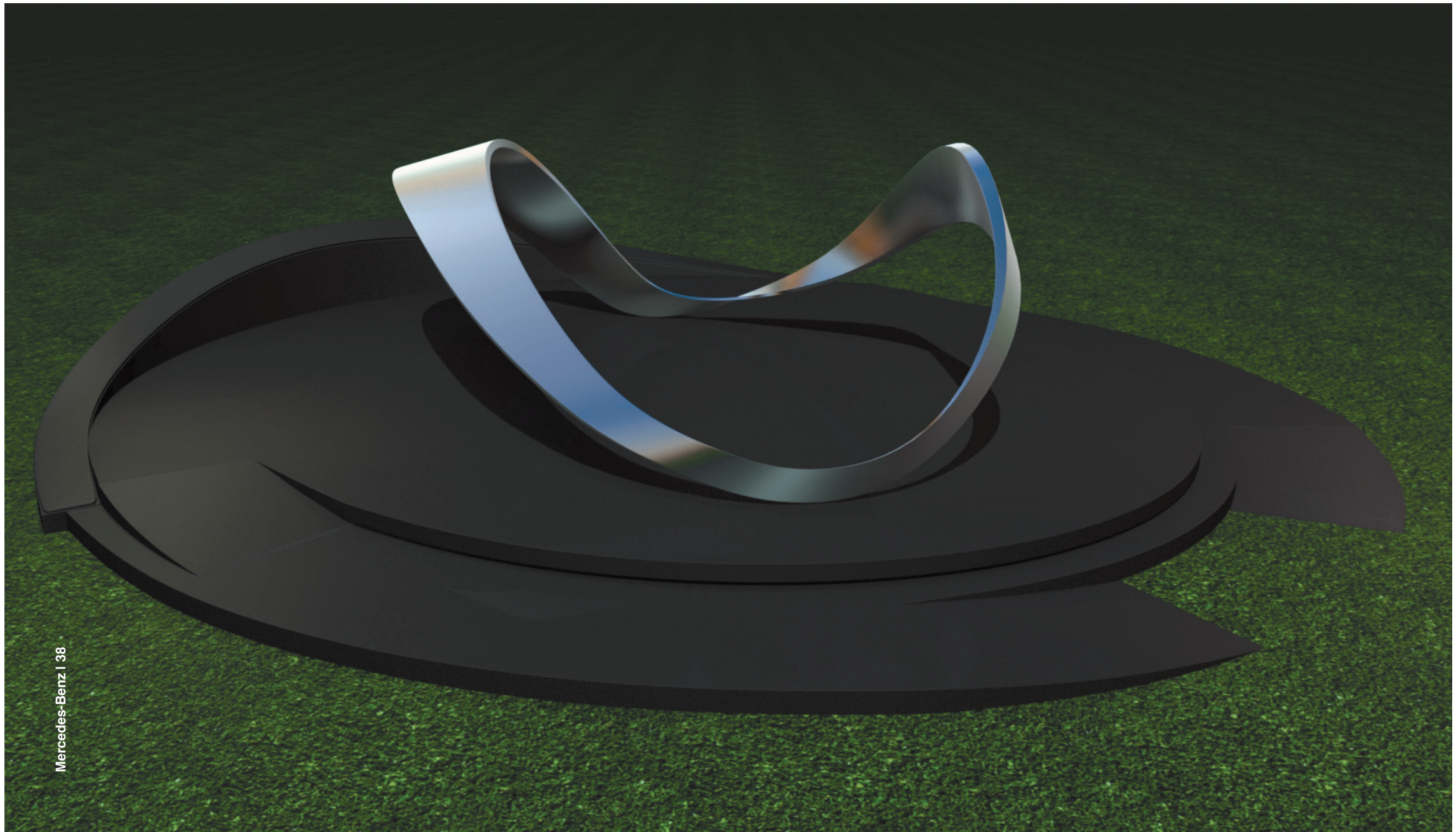
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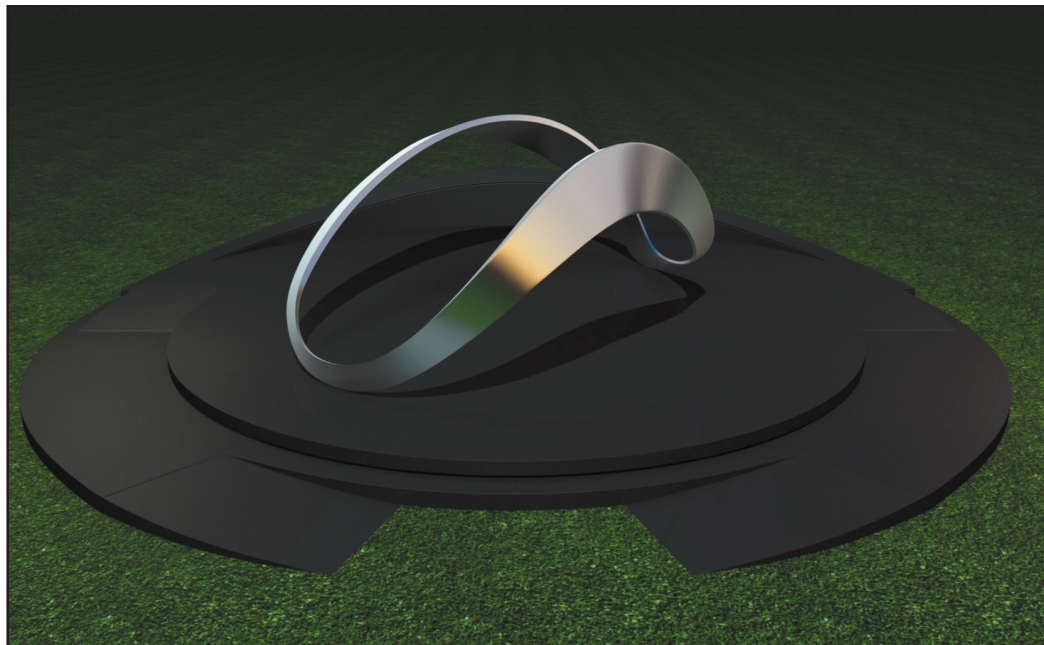
## Iterations

Although each individual concept was well-received and gave a unique perspective of the assignment, The Möbius Strip was the sculpture that captured the mission of Mercedes-Benz. Once that story was chosen, the class began reinterpreting the significance of the piece and reiterating the structural design. The group dove into the aspects of the original proposal that worked or should be modified. The never-ending road narrative was at the forefront of every rendering.



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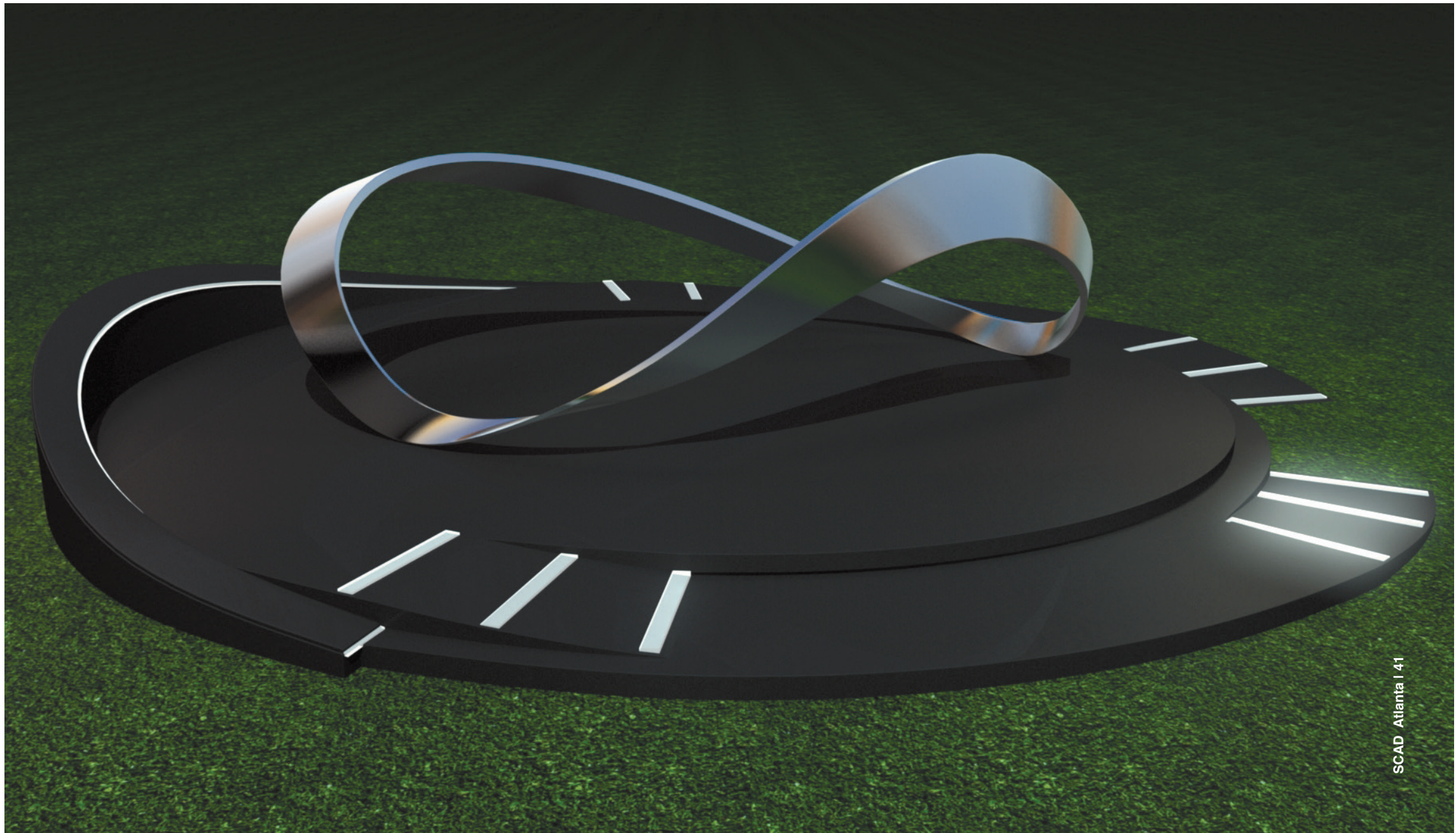




# Möbius: Option 1

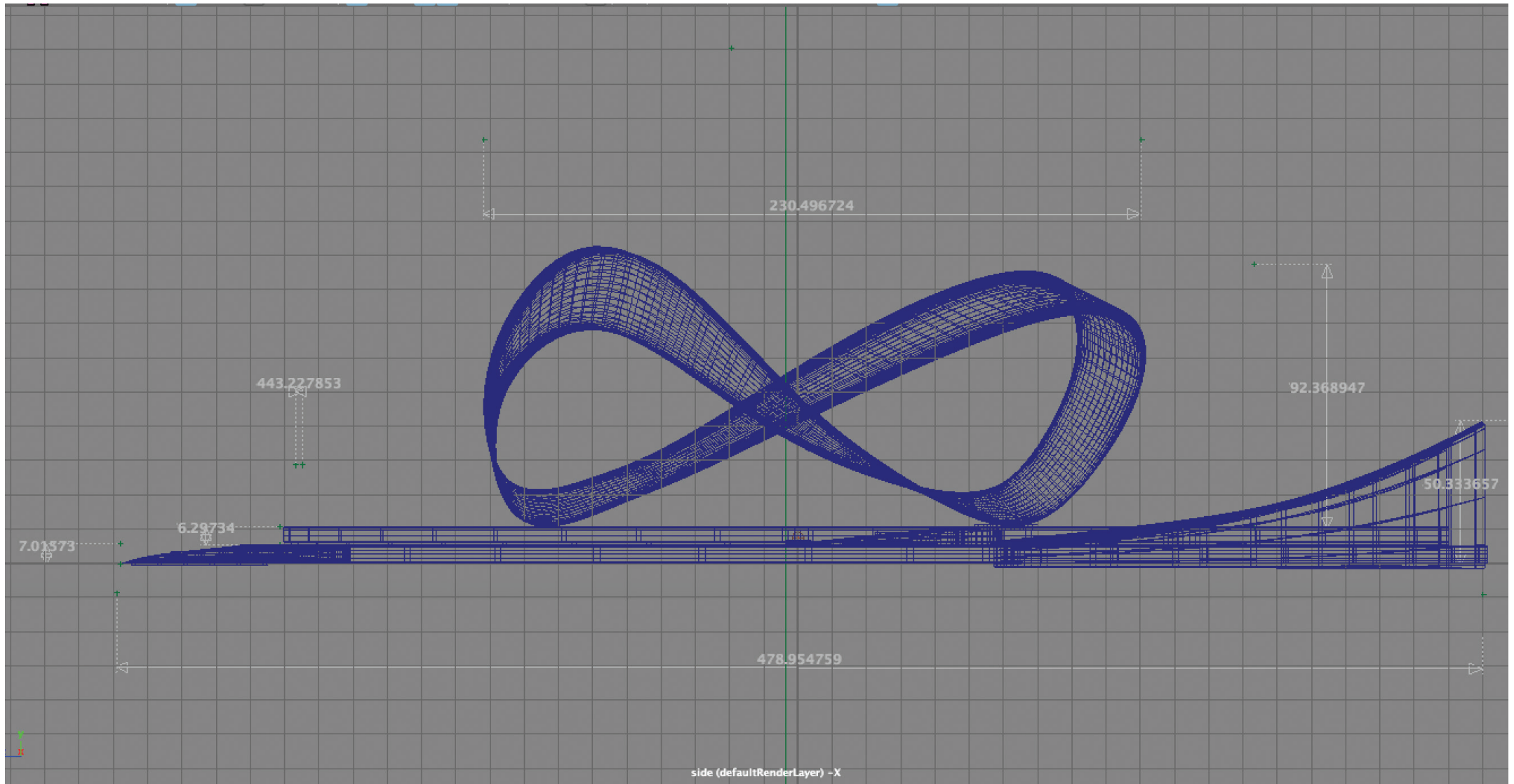
We decided to break the Möbius strip form into a simple declarative line. By returning to the purist symbol of a Möbius, the viewer can become absorbed by the simplicity of the paradox. Placing the sculpture directly on the ground with minimal attachment points creates the illusion of weightless flotation. A circular polished concrete stage was added to define the space. A slight embankment was created to the platforms edge so that names can be applied without disrupting the surface of the Möbius sculpture. The names will be water cut into stainless steel plates and attached to the top of the wall and lights will be installed underneath to illuminate the cutouts. The area is an inviting space that can be used as a daily respite from the office or transformed into an event area for special occasions.

This option is 19 ft wide by 7 ft tall Möbius is a sculpted centerpiece to the stage. It is a display that becomes an elegant focal point for employees and future events.

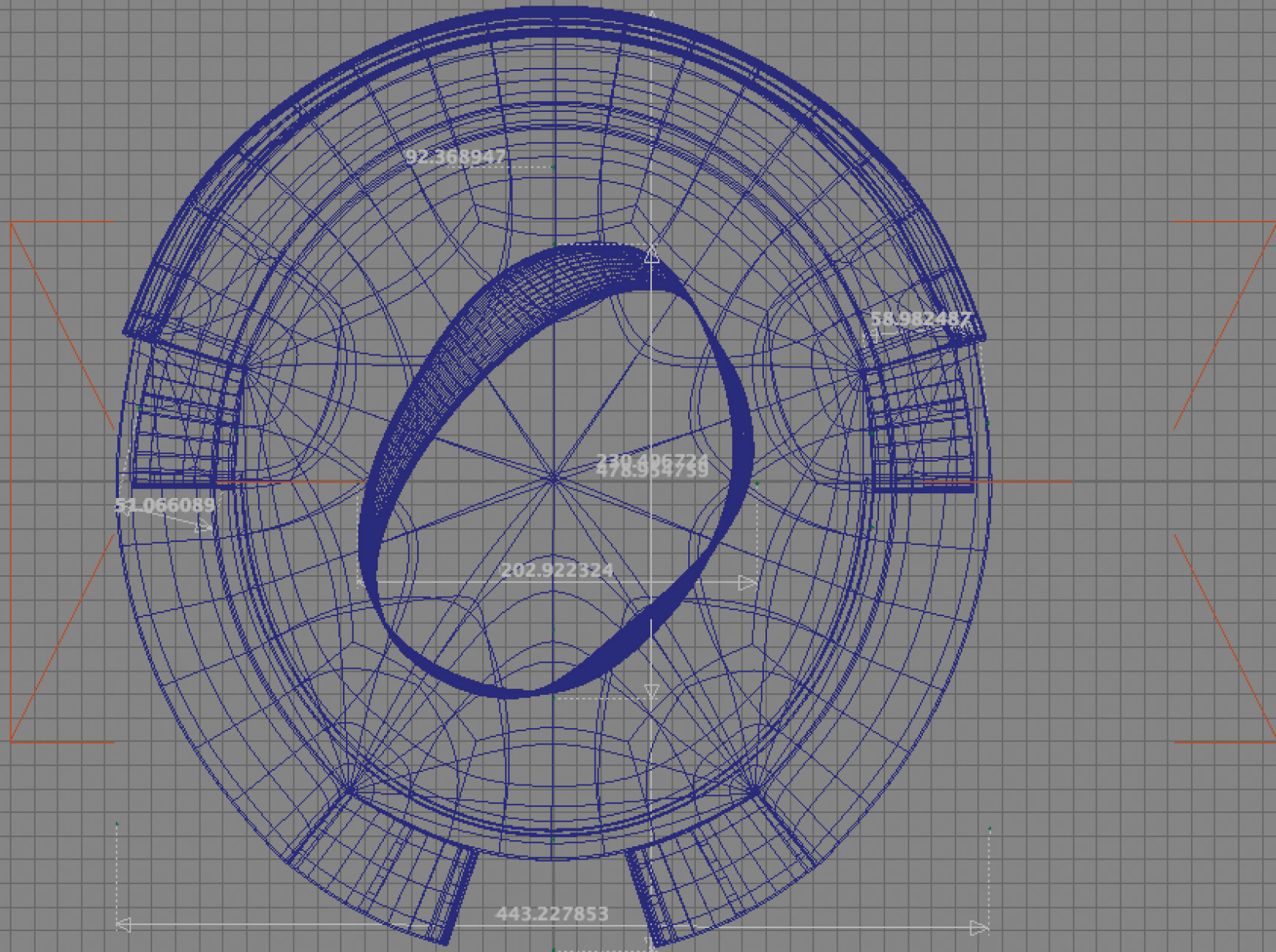


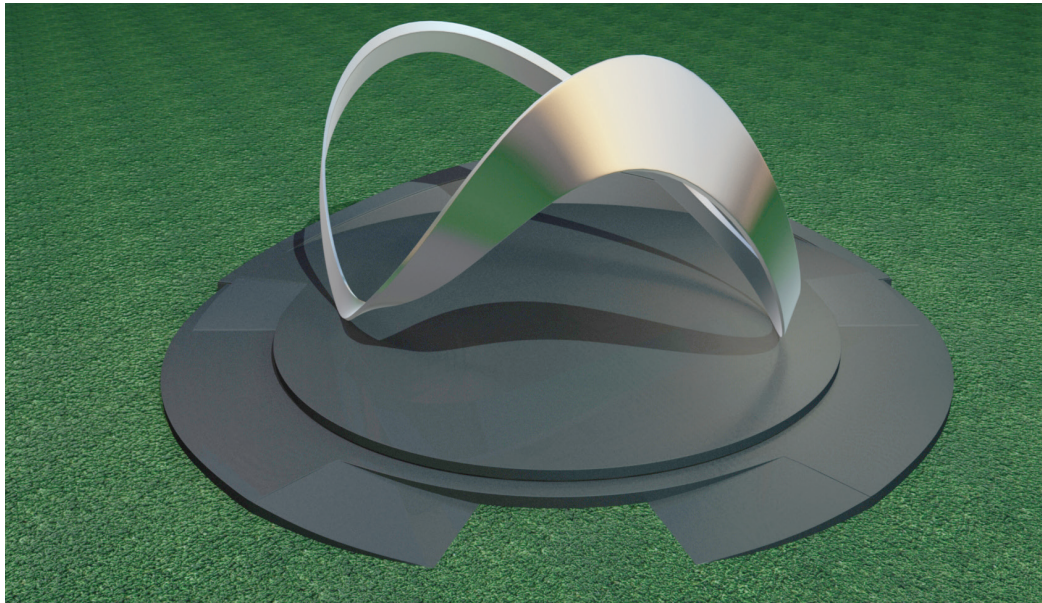
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## Möbius: Option 2

This specific 25 ft wide by 12 ft tall Möbius is an interactive installation that allows viewers to walk through its arches. It is an encompassing space in which employees can experience the art.

### Sculpture Specifics

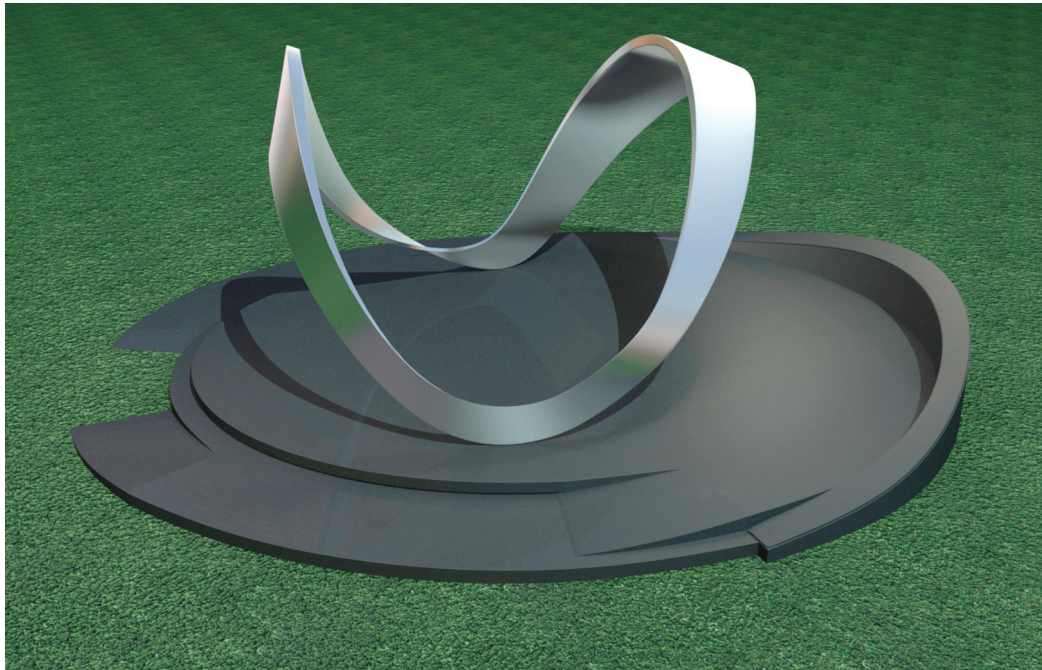
- Brushed stainless steel
- Two stainless steel square stock pipes will be fastened together with steel lattice work (similar to the fabrication of a roller coaster track). The track will then be sheathed in stainless steel sheets.

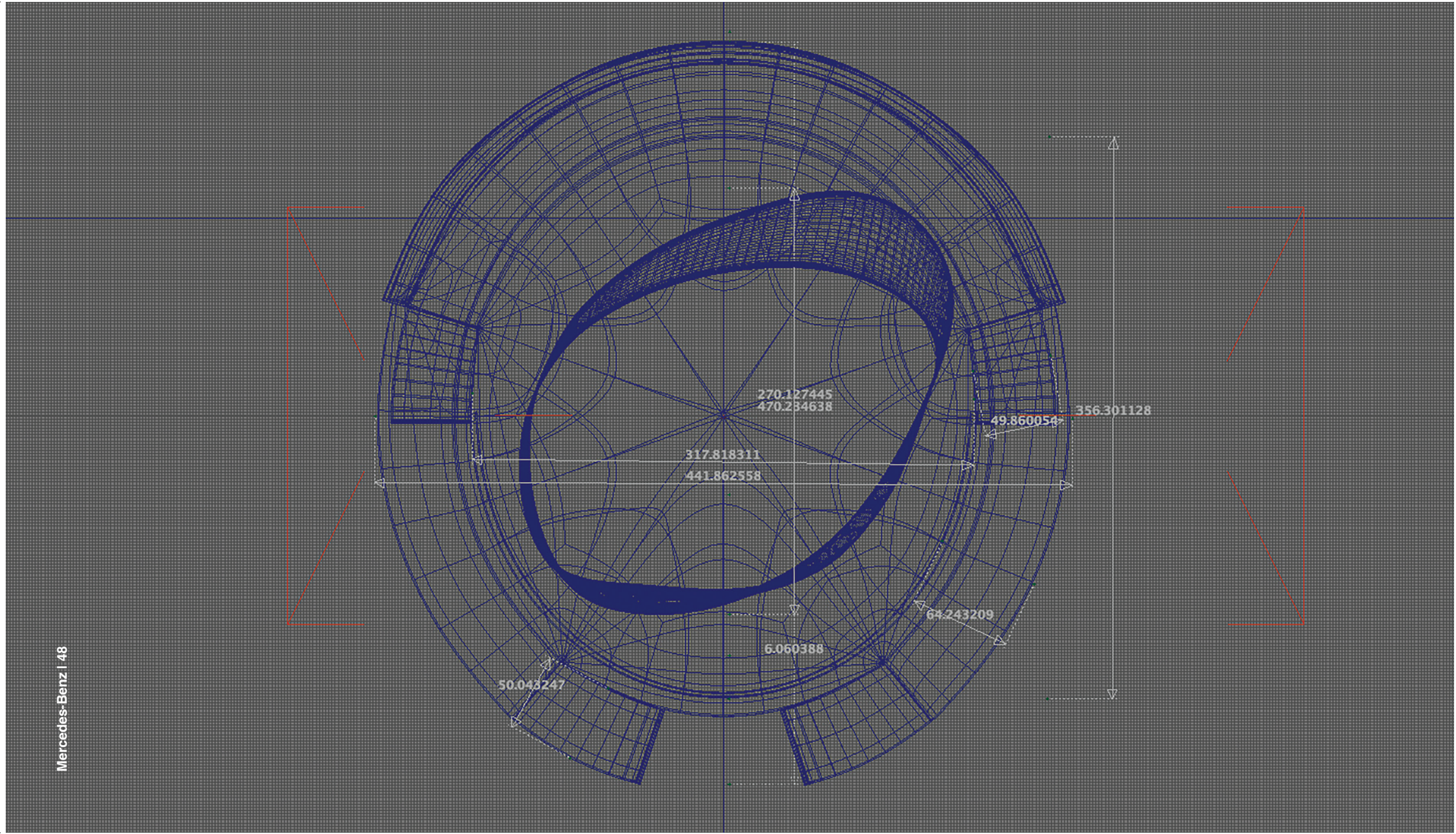
### Base Specifics

- Polished concrete

### Wall Specifics

- Polished concrete
- Stainless steel plates with water cut names
- Lights to illuminate the name panels
- Glass to cover the lights
- Brushed stainless steel hardware





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