

Mercedes Benz Exhibition Installation New York City

Size

Total Gross Area Approximately
15,000 square feet

Major Programmatic Elements

Design a traveling trade show exhibit

Cost

3,000,000

Nature of Firm's Responsibilities

Architectural /Engineering Design
Model
Interiors
Security
Handicap Accessible Design

Owner

Mercedes-Benz

Date of Completion

Spring 2000



Information Desk

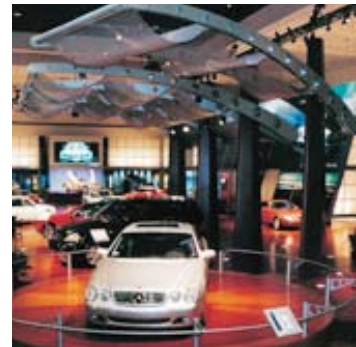
Juxtaposing the integration of different informational and graphic systems with the layering of a carefully selected material palette helped to create a new look for Mercedes-Benz trade-shows. The orchestration of translucent panels, woven metal fabrics, and lightweight cabled structures, combined with animated lighting systems, help to create an exciting environment for the world's most luxurious automobiles.



Show floor



View of the trade show floor
and info. tower



View of the trade show floor