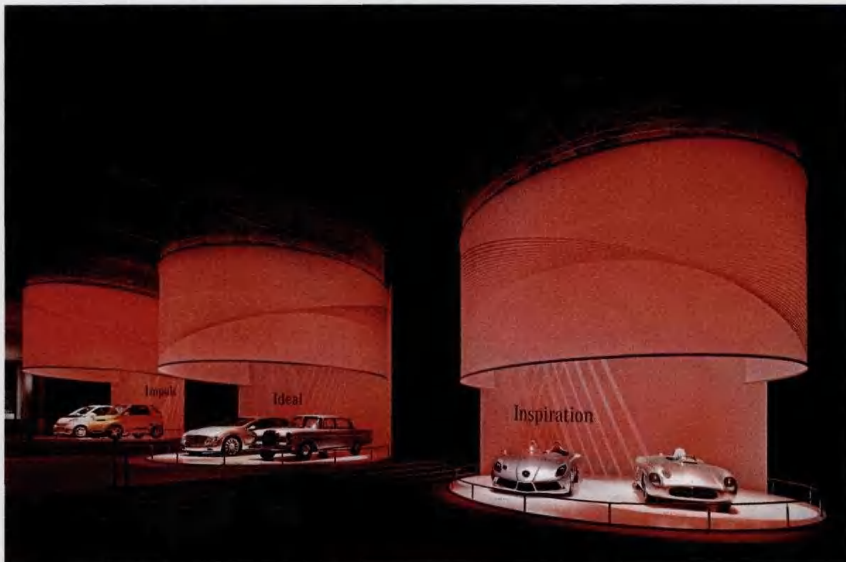


2009 年德国法兰克福汽车展梅赛德斯奔驰展厅 Turning Point : Mercedes-Benz at IAA 2009



项目开发：斯图加特戴姆勒公司
 建筑设计：Kauffmann Theilig & Partner Freie Architekten BDA, Ostfildern
 空间、展示和多媒体、通讯设计：Atelier Markgraph GmbH, Frankfurt am Main
 照明设计：TLD Planungsgruppe GmbH, Wendlingen
 展厅施工：Ernst F. Ambrosius & Sohn GmbH, Frankfurt am Main
 Client: Daimler AG, Stuttgart
 Architecture: Kauffmann Theilig & Partner Freie Architekten BDA, Ostfildern
 Communication, Exhibition & Media Design: Atelier Markgraph GmbH, Frankfurt am Main
 Lighting design: TLD Planungsgruppe GmbH, Wendlingen
 Booth construction: Ernst F. Ambrosius & Sohn GmbH, Frankfurt am Main

设计方法：未来汽车的界面

2009 年德国法兰克福汽车展上，梅赛德斯奔驰传达的理念主要是实际的成就及已经可以被客户使用的技术。Festhalle 展厅 2009 年已经是第十次为梅赛德斯奔驰服务，它曾经是欧洲最大的无柱展厅。2009 年，它那充满奇幻色彩的钢结构被附上了一层纤维膜，面积约 5,000 平方米，有效地将室内空间包围起来。当多媒体投射到这些膜结构上，就会产生更加迷人的效果。同时这些临时性的建筑也表达了对材料使用及预算控制的责任感。

绝妙的材料使用：轻质、物美价廉

这种纤维重量为 800g/qm，非常轻，并物美价廉。它们定义了整个展览的空间，同时也作为媒体投射的幕布及各种媒介的反射体，更重要的是整个展厅通过地热系统，减少了精力的投入及空调所需要的能源消耗。同时，该结构象征着天空、空气及气候，与整个需要传递的信息相符。

现代的产品：优雅意识

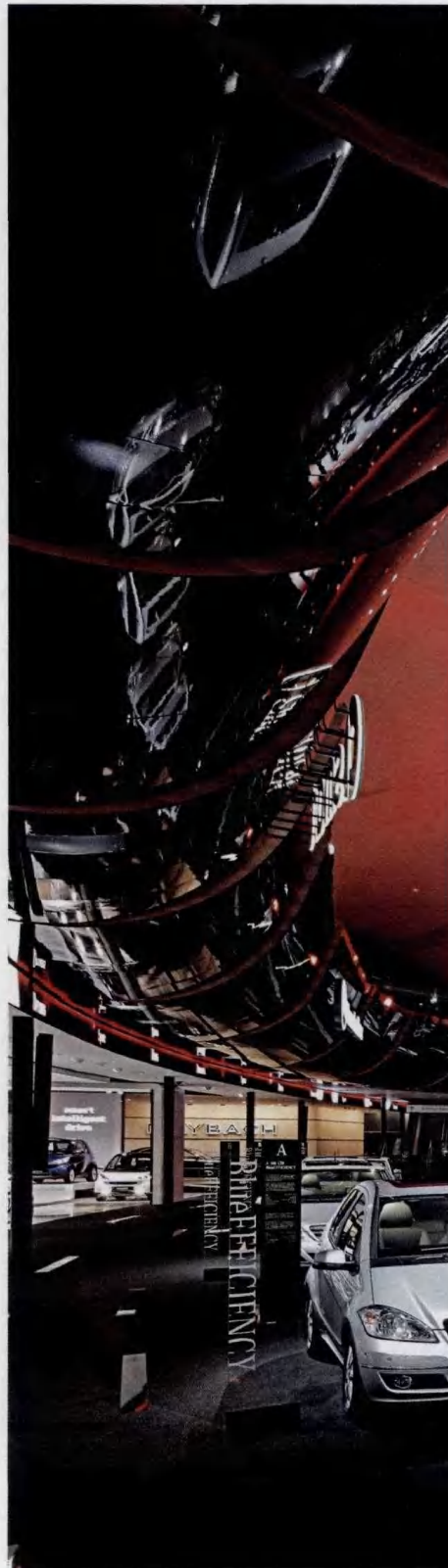
BlueEFFICIENCY 和 BlueZERO 两项创新技术目的就是让汽车更环保，更加对气候有益，以便让我们的天空更加蓝。灯光

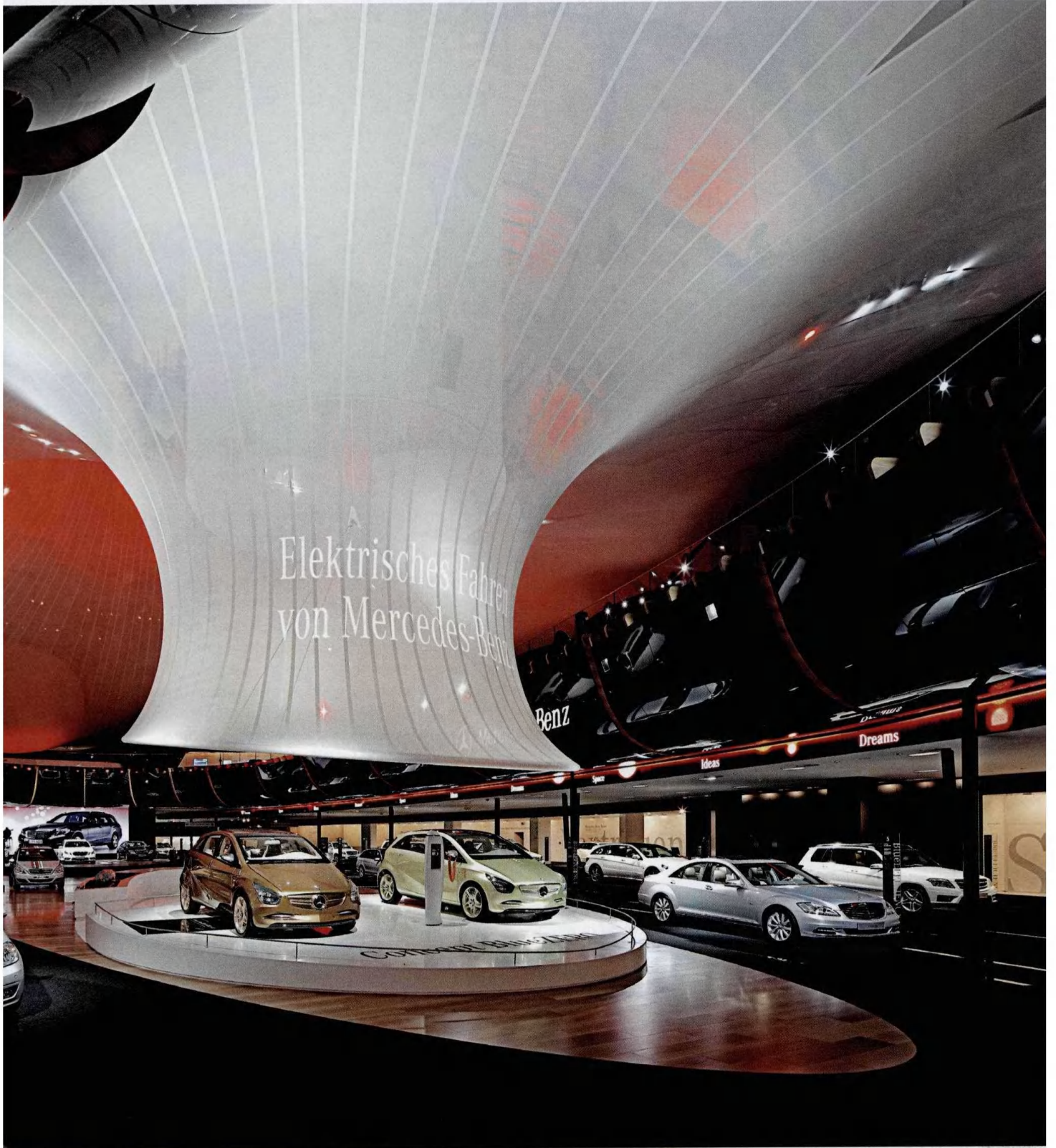
及多媒体投射到了整个膜结构上，完美地传递了“focus topic”的信息。最后，整个展厅成为了新时代汽车单体美学的象征。

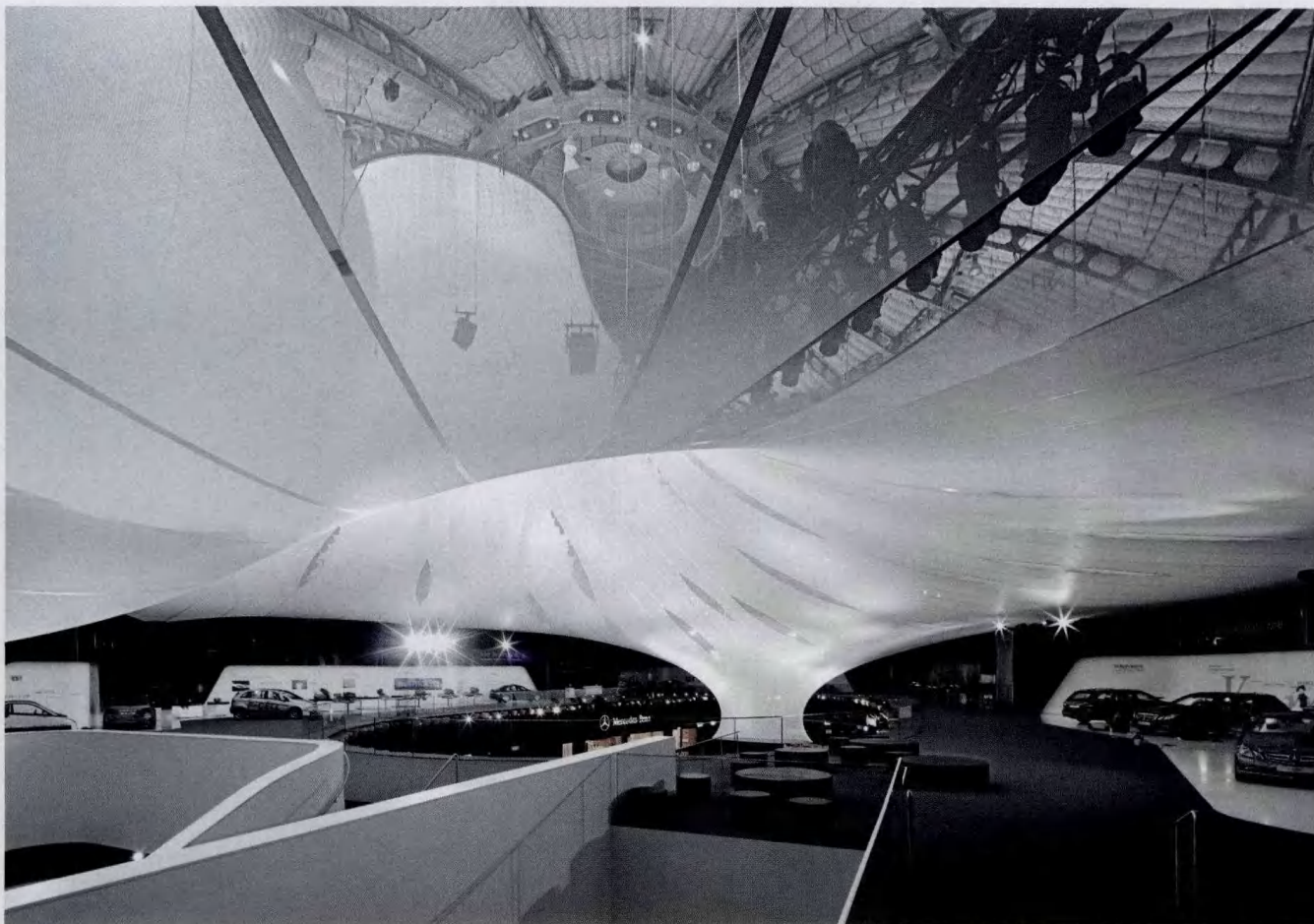
位于上层的圆形界面从建筑的角度为一层的、动态形式排列的汽车展示台提供了互补。该界面采用了高亮度的黑色表面，并且嵌入了木质的连接条，代表了梅赛德斯奔驰特有的品质。膜结构与环形界面定义了空间及展厅之间的对话。它们所要表达的是梅赛德斯奔驰在可持续性、奢侈、轻便及能量、新鲜及永恒之间是没有矛盾的。

以对话引导式的信息传达：可信的、直接的

解说员提供可信的、对话引导式的信息传递方式，让所有参观者可以直接体验梅赛德斯奔驰的品牌。一层设有四个主题区域，它们分别为舒适、安全、设计及可持续，展现了品牌的整体方式。通过样车、展品、互动及对话的辅助，参观者可以在这里发现梅赛德斯奔驰在每个领域的成就。为了增加可信度，所有的信息传达都由来自梅赛德斯奔驰专家及工程师的完成。







Design approach: a new skin for tomorrow's mobility

At this year's IAA, the brand communication concept focuses on actual achievements, and on technologies that are already available to customers. The Festhalle (which celebrates its centenary this year), provides the backdrop for the Mercedes-Benz presentation for the tenth time running. Ever since 1991, the brand has used architectural and production concepts to communicate its messages here. The Festhalle was Europe's largest free-standing hall when it was built. In 2009, its visionary steel construction is juxtaposed with a fabric membrane that measures over 5,000 square metres and effectively wraps up the space inside. The sheer size of the membrane creates a fascinating effect, as do the media feeds projected onto it. At the same time, this temporary construction also expresses a desire to handle materials and budgets responsibly.

Intelligent use of materials: lightweight and cost-effective

At just 800g/qm, the fabric is

extremely light and cost effective. It structures the exhibition space, acts as a projection "sail" for lighting and media feeds, and significantly reduces the amount of effort and energy needed to air-condition the hall by optimizing its thermodynamics. As a symbol for sky, atmosphere and climate, the membrane is closely linked to the communication message.

Contemporary production: gentle awareness

BlueEFFICIENCY and BlueZERO are two technical innovations that aim to make mobility as environment and climate-friendly as possible, by preserving and protecting our blue sky. Light and media projections on the skin round off the communicative dramaturgy of the "focus topic" videos on the E-Class and electric driving, BlueEFFICIENCY, and BlueZERO. As a result, the hall itself becomes an icon for the aesthetics of a new era of individual mobility.

A ring-shaped border around the upper storey provides an architectural accompaniment for the dynamically arranged vehicle fleet on the ground

floor. With its high-gloss black surface and wood-lined joints, the ring expresses the elegance and premium quality that typify Mercedes-Benz. Together, the membrane and the ring define the space and stand in dialogue with each other. They show that for Mercedes-Benz, there is no contradiction between sustainability and luxury, lightness and power, or fresh starts and permanence.

Dialogue-oriented communication: authentic and direct

Explainers provide authentic, dialogue-oriented communication to enable visitors to experience the Mercedes-Benz brand directly. On Level 1, four theme areas – Comfort, Safety, Design and Sustainability – reflect the brand's holistic approach. With the aid of vehicles, exhibits, interaction and dialogue, this is where visitors can discover how much Mercedes-Benz currently has to offer in each field. For maximum authenticity, the communication involves real-life experts and engineers from the company's development departments.

