

CZARNOWSKI.

CZARNOWSKI®

STORIES THAT MOVE

50 YEARS AMG

AMG

MERCEDES-BENZ AT PEBBLE BEACH CONCOURS D'ELEGANCE

Mercedes-Benz at Pebble Beach Concours d'Elegance

COMPETITION OF ELEGANCE

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Setting the stage

Pebble Beach Concours d'Elegance is one of the world's premier luxury automotive events. Concours d'Elegance—literally meaning “competition of elegance”—is a showcase of the world's finest classic vehicles for consumers and a hotbed of luxury car-buying targets for brands.

At this year's Concours, Mercedes wanted to make an impression. Rather than merely being present at the event, Mercedes chose to use it as a platform to engage with their target customers face-to-face, providing them with a meaningful experience they could associate with the brand well beyond the event.

A new approach

While most brands at Concours default to the classics—caviar, sparkling water and an elegant showroom—Mercedes sought an edgier, more energetic approach that would allow them to stand out from the polished crowd.

To accomplish this feat, they had a unique idea—what if they built their entire Concours experience around the 50th anniversary of AMG, their high-performance vehicle brand?

By focusing on this unique division of their company, Mercedes could create an intriguing opportunity for attendees to engage with an exclusive line of vehicles. And by leveraging a thematic approach rooted in AMG's distinguished legacy, yield an unprecedented experience for consumers.



Creating the solution

To produce an immersive and memorable experience, Mercedes needed a multi-faceted solution in which compelling storytelling and dynamic design interacted within a seamlessly executed environment.

With our diverse family of brands, we were uniquely positioned to deliver just that.

Our team pooled its collective resources and deep expertise to create something that truly moved the needle for Mercedes at Concours.

Czarnowski Display Services



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EXPERIENCE DESIGN

- Experience journey strategy
- Environmental design
- Engineering, production and installation



PUBLIC SCHOOL

BRAND STORY

- Consumer activation
- Campaign strategy
- Content development



INFUSION

VISUALIZATION

- Environmental renderings
- Animation and video
- Interactive content



ASSEMBLY

STRUCTURAL

- Tent structure
- Supporting properties



Making it happen

A finished product emanates from an initial concept born out of creative brainstorming, thorough research and strategic thinking. Our Public School and Czarnowski teams collaborated on this process, focusing on several principles to help formulate the Mercedes at Concoors concept.

First, the space needed to balance the typical comforts and amenities the Concoors audience expects with a design that reflected Mercedes' forward-thinking, modern and high-level approach to their brand.

Second, the experience, unlike previous years, put the spotlight directly on Mercedes' AMG division and its 50-year anniversary—a monumental milestone that required an equally impressive story.

Lastly, we wanted to showcase a comprehensive and varied lineup of AMG vehicles for attendees to observe and engage with—a true "suite" of vehicles representing AMG's past, present and future in the form of its racing, street and future line of vehicles.

These principles culminated in a concept that served as our guide while designing the Mercedes Concoors experience: **Apex**.

The Apex theme embodies ultimate perfection—the zenith of impeccable design, efficiency and speed—while telling a story of progressive innovation, culminating in the apex of automotive design and performance.



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Using the Apex theme as a foundation, our Czarnowski team designed a dynamic canvas to tell the AMG story.

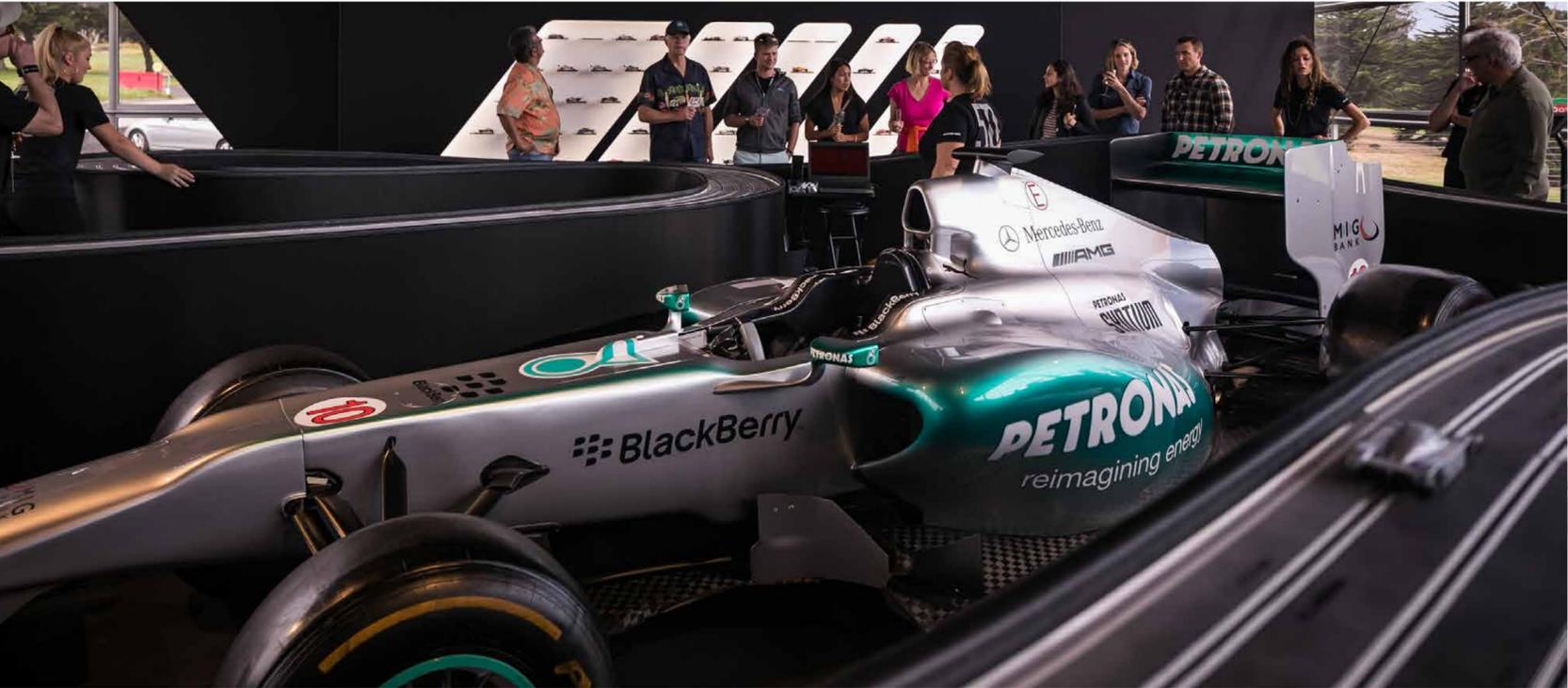
As attendees moved through the space, the floorplan evolved from past to present to future, starting with AMG racing and moving along to passenger vehicles and finally a concept car that epitomizes the future of AMG.

An immense chandelier served as the design's glittering focal point. Its long, curvilinear design covered almost the entirety of the environment, radiating from the racing section of vehicles and sweeping across the ceiling.

The design was inspired by the tick lines of the AMG logo. A series of red tube lights wound across the room, with 50 total lines marking the 50 years of AMG. The sculpture crescendoed into a circular shape, framing a 180-degree theater showcasing AMG's not-quite-yet-released Project One concept car. Here, a drivetrain for the Project One Hypercar sat on a pedestal in front of a massive curved video screen, serving as the final chapter of the AMG story at Pebble Beach.

With the design concept finalized, our Czarnowski team took on the heavy task of engineering, installing and executing the experience—expertly recreating the design concept in the flesh to bring Mercedes' ambitious vision to life at Concours.





Public School

While the Czarnowski team designed the environment, our Public School team set out to further define the Apex concept and how it would manifest in the storytelling and engagement aspects of the space.

How could we bring the AMG brand to life in a live, face-to-face environment? What would allow attendees to feel as though they were experiencing these high-performance vehicles right there in the exhibit space? Easy.

Build a racetrack.

The Official AMG 50 Course was designed as a miniature replica of Laguna Seca, the home course of the Mercedes-AMG Driving Academy. Four people at a time could race against each other using slot-car replicas of AMG models. Attendees could register for race times throughout the day—or sign up to race against members of the Mercedes-AMG F1 racing team—and races occurred four times every hour.

While the racetrack served as the premier engagement, there were other opportunities for one-on-one exploration and interactivity throughout the environment. A series of “tech-towers” provided touchscreen interfaces for attendees to explore a variety of engaging content and even design their own AMG poster to celebrate the 50th year anniversary.

InFusion

It can be challenging to accurately portray high-level environmental and thematic ideas to clients. For clients to have a full understanding of the creative solution, they need to see it with their own eyes. That's where our InFusion team comes in.

The InFusion team took the environmental designs from Czarnowski along with the engagement concepts from Public School and created lifelike renders of the space—allowing Mercedes to fully grasp our concept and how it would manifest in reality.

The renderings were an instrumental step in selling the concept and getting buy-in from the client.

Once the creative direction was green-lit, the InFusion team brought other aspects of the environment to life. Using a combination of animation, motion graphics and sound, InFusion created an introduction to the Project One Hypercar presentation that ignited the theater presentation.

Additionally, the InFusion team worked with Czarnowski designers to turn the ceiling light sculpture into a dynamic art piece. The tube lights on the sculpture were designed to interact with motion graphics on a separate wall, and as various AMG-inspired sounds played in the background—engines revving, cars driving by, etc.—the lights changed as the sounds passed by.





Assembly

While the strategic, creative and engagement components were being put together, one final piece was missing from the puzzle—the outdoor superstructure. Enter our Assembly team.

Assembly was incorporated into the initial conceptualizing and ideation process with the Czarnowski and Public School teams, allowing them to comprehend the full scope of the solution at the project's onset.

From there, Assembly set out to provide an outdoor structure that worked from both an experience and logistical standpoint.

With a footprint of 50x100 feet to work with, the Assembly team channeled not only what was happening inside the structure, but what was happening outside of the structure into their solution.

The delta vista structure's design, featuring 20-foot-high legs and ceilings, was implemented so attendees could experience the beauty of what is considered by many as the best "finishing hole" in golf—the 18th hole at Pebble Beach, overlooking the Pacific Ocean.

The horizontal glass structure yielded a wider view as opposed to a more vertical alignment, allowing for more space and better visibility both inside and out. Additionally, a unique floating floor system created greater stability inside the structure, adding to the authentic, "permanent" feeling of the environment.

This attention to nuance and detail is what makes our Assembly team great. It also allows us to produce unrivaled outdoor tent structures, enhancing the possibility of what we can achieve for clients.

The result

The Mercedes experience at Pebble Beach Concours d'Elegance 2017 was a best-in-class example of the potential, power and unlimited possibility of the Czarnowski family of brands.

The new approach for Mercedes was a huge buzz-generator before, during and after the event. And the experience itself was a resounding success, delighting attendees and driving engagement for the brand. Over 500 attendees participated in the slot car races, while the AMG microsite generated over 10,000 hits in the month of August alone.

Our cross-industry capabilities and ability to collaborate at a deeper level allow us to create truly integrated solutions for clients and prospects.

And while the results, designs and images from the Mercedes experience at Concours may leave a lasting impression, we're only just beginning to scratch the surface of possibility.

Welcome to our solutions family.

