



# Spatial

国际年度最佳  
商业空间 & 建筑设计  
*Space Design &  
Architectural Design*

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## Audi 100 years

Mutabor Design GmbH \_ Germany

As a continuation of the Audi brand's 100th birthday celebrations, the idea is to stage the number 100 as an oversized "supersign" above the entire fair stand at the Automobilsalon in Geneva. The intention is to make the brand's beating pulse vivid and tangible in combination with the history of Audi.

### SOLUTION

The three vehicle highlights at the Geneva Motor Show — namely the Audi TTRS, Audi A4 Allroad quattro and Audi S5 Cabrio — are illuminated by the striking supersign and eyecatcher: the number 100. Audi's 100-year brand history will be staged with the help of media-based milestones: they show the most

popular Audi models from the past and communicate moments from Audi's history using short, emotional films. The starting point of the fair's guided tour is the Audi Typ C Stromlinie, a historical icon and reminder of the brand's pioneering spirit. Visitors stroll along pulsating columns featuring further highlights of the Audi brand history right up to this year's latest model. The dominant exclamation mark for Audi's 'Vorsprung durch Technik' is the technology exhibition which has efficiency as its slogan, the impact of Audi's technology is presented in gleaming white exhibits -- aerodynamics, lightweight construction, direct-shift gearbox and advanced driver assistance systems. All of Audi's innovations in the area of

efficient driving are displayed in an innovative interactive exhibit called the Efficiency Table. Visitors control the application by means of Infrared tracking without having to touch the surface.

### RESULT

The heart, the hotbed of Audi technology, provides the rhythm for the stand's entire show. The light and film sequences harmonize in synchronization with the music. The fair's visitors experience the Audi brand's perfection in an emotional way.



















