



Mercedes-Benz



Czarnowski Collective



# Mercedes-Benz

## *2023 Pebble Beach Concours d'Elegance*

Having built such a strong relationship with Mercedes-Benz, Czarnowski Collective has a distinctive vantage on the variety of elements that make the luxury automotive brand truly special. So when we were asked to bring three different aspects of the Mercedes-Benz brand together into one space at

Pebble Beach Concours d-Elegance, we were uniquely qualified to rise to the challenge.









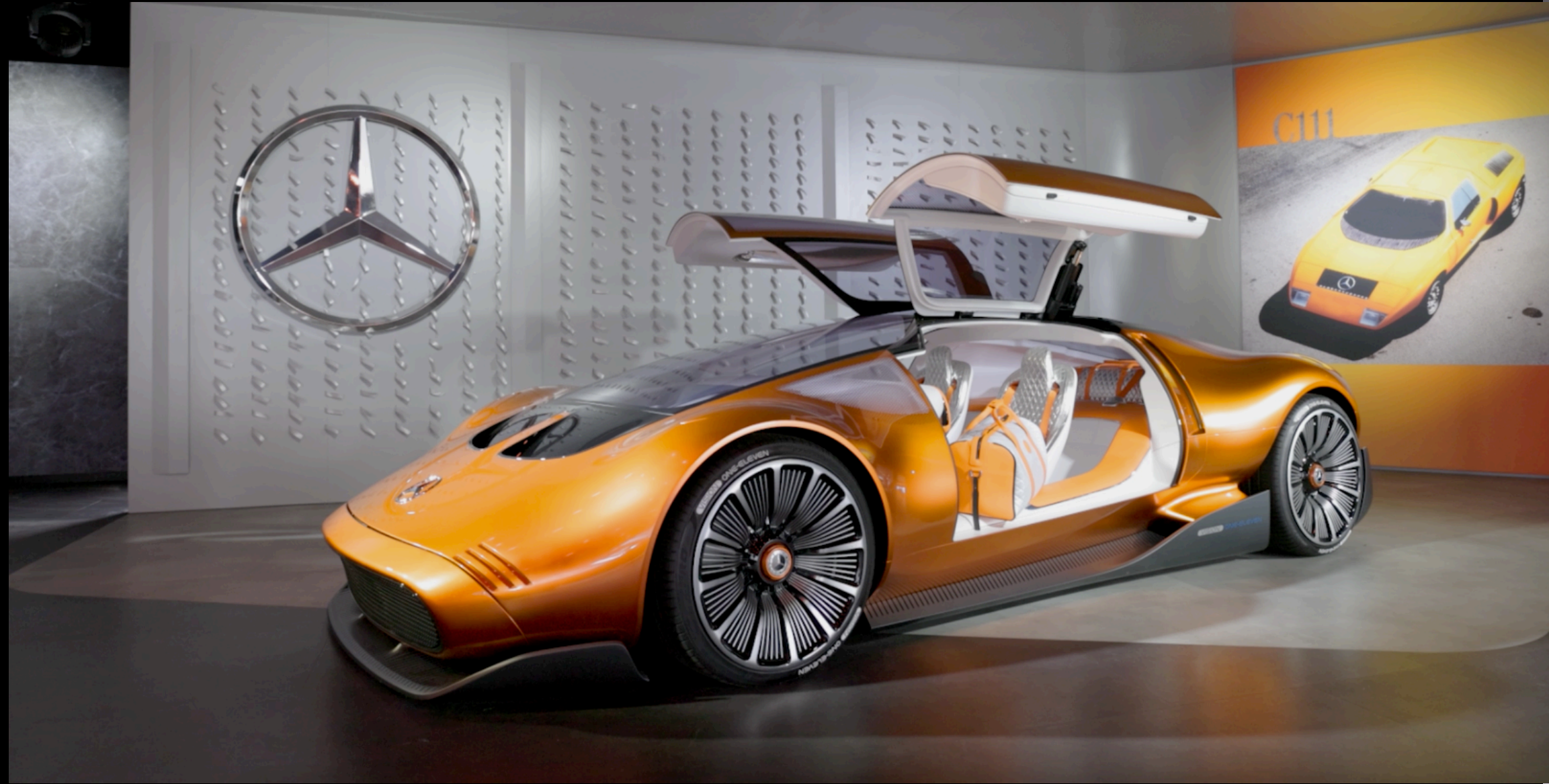
We created a custom, immersive event space that captured all three major pillars of the Mercedes-Benz brand: the world-premiere of the new AMG, the rise of Maybach and the automaker's progressive electric vehicle story.

Giving every distinct pillar its moment meant we needed to increase the entire footprint, which we accomplished by combining multiple structures. Assembly combined an Anova tent with a Delta tent, which required custom fabricated panels, to create a showstopping, one-of-a-kind space.



The final result seamlessly blended the three key stories into a single experience that thoroughly impressed key stakeholders, other OEMS, the public and our MBUSA clients.







Czarnowski  
Collective

Our Studios

CZARNOWSKI

Public School

INFUSION

assembly