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LIGHTS, CAMERA, FASHION... BlueTEC DIESEL PLAYS LEADING ROLE IN TINSELTOWN

Eco-friendly Diesel technology takes a star turn at Mercedes-Benz LA Fashion Week.

It's LA. It's Hollywood. It's high fashion. In other words, it's a world into which Mercedes-Benz fits like a rhinestone-studded glove. Mercedes-Benz had been title sponsor of LA Fashion Week since its inception. This time they had news to announce that fit nicely with the show's theme: Green.

Three new vehicles featured eco-friendly Blue-Tec diesel technology. So we took the theme quite literally, building live ivy and topiary backdrops and platforms for the vehicle displays. With limited space and I&D times, we crafted an exhibit that communicated the Mercedes-Benz advantage instantly... and with characteristic elegance and style.

Client: Mercedes-Benz
 Project: Mercedes-Benz Fashion Week LA
 Location: Los Angeles, CA
 Design: Dimensional Communications Inc.

Photo attachment on page 2

Dimensional Communications Inc. creates visitor experiences - trade shows, retail displays, museum exhibits, corporate interiors - that help our clients connect more productively with their customers.

These are high-impact moments that can only happen in immersive environments. With our full-service process, we make memorable customer experiences while making the client experience unexpectedly satisfying and cost-effective.



Client:
Mercedes-Benz

Project:
Mercedes-Benz
Fashion Week LA

Location:
Los Angeles, CA

Designer:
Dimensional
Communications Inc.

Total Floor Space:
N/A

