

Extension of special Areas in the new Building MBVD

Site: Berlin, Mühlenstraße
Client: Daimler Real Estate GmbH
Services: LPH 1-7
Duration: 2011-2013
Cost: 4,2 Mio. €
Joint Venture with C + C Interiors



Show and Room

When the Berlin headquarters of Mercedes Benz Sales Germany moved locations, BFA was commissioned with the task of designing the communal areas. The core of the concept was to incorporate the positive market image of Mercedes: objectivity, strength and quality, into the architectural design. In addition, C + C Interiors collaborated in developing three restaurants, an expansive kitchen and workout area. Characteristically durable materials were integrated to create a powerful, irrefutable image. Finally, the showroom facing the street has been designed to represent and resemble a jewelry showcase; presenting the automobiles as significant, valuable treasures.

