



Mercedes-Benz at the 64<sup>th</sup> International Motor Show (IAA) in Frankfurt

## **Trendsetting presentation for Mercedes Benz:**

### **Andree Verleger and Oliver Schrott stage the future of the automobile**

**IAA sets the stage for Daimler's extraordinary press events, multi-media performances produced and created by Oliver Schrott Kommunikation together with ABC Event Production**

It's about imagination, it's about technology, it's about design and beauty, and it's about performance. Artist Andree Verleger took everything that goes into making an extraordinary car and put it into two mega-media shows created for the Daimler AG at the 64<sup>th</sup> International Motor Show (IAA) in Frankfurt/Main. Virtuality and reality, kinetics and live performance of dancers and orchestra all were melted to an electrifying choreography for two shows, the Mercedes-Benz Brand Evening on the eve of the Frankfurt Show and the Press Conference on the first press day. The shows were both breathtaking and exhilarating – a perfect fit for the new cars and technology presented by the inventor of the automobile at the end of its 125<sup>th</sup> anniversary.

Together with the team of Oliver Schrott Andree Verleger (CEO of ABC Event Production) created and produced the two highly complex shows within a timeframe of just three months. The performance involved some 250 people, both on and off stage. An extra large show hall had to be rented before the event to allow

for four weeks of rehearsals. The creators took advantage of the large IAA stage, using its full 60m width and several layers of moveable LED screens, which were central elements for both shows. The show on the Brand Evening, set in a hydrogen environment, had somewhat of an outer space feel. Creating an unbelievably impressive waterfall background for the world premier of the new concept car F125!. The Press Conference on the next day was colorful, fast moving and youthful. The artists and musicians on stage melted with the virtual settings on the screens. Both shows perfectly aligned with Daimler's core ideas and concepts, highlighting the shown cars and establishing a perfect stage for the speakers.

"From idea to production and music, we wanted to compose a fascinating, visually impressive experience for the journalists to gain as much media response as possible for Mercedes-Benz and smart. In the end, we created something truly unique – a perfect fit for our client Daimler," says Oliver Schrott.

"It was a challenge to produce these two artworks within three months. But Mercedes is such an inspiring brand, and they gave us all the freedom we needed in the artistic process," says Andree Verleger.

**ABC Event Production GmbH & Co. KG**

ABC Event Production was founded in 2010 by Andree Verleger, Andreas Sollik and Lars Barth. Andree Verleger, now a prominent name worldwide, made his mark as the Art Director of Multimedial Design for the opening ceremony of the 2008 Olympic Games in Beijing. Andreas Sollik is a long-time designer and producer of trade fair presentations and events for reputable companies, and Lars Barth is known for his nationally and internationally acclaimed visual media company Congaz. Together Verleger, Sollik and Barth bring brands to life through branding events, visual brand worlds and interactive branding applications. Their Cologne-based company is located in a loft on Vogelsangerstraße, and is conveniently located near a high-end projection lab for the development of its visionary images and virtual worlds.

A large, semi-transparent red bullseye graphic is positioned in the lower-left quadrant of the page. It consists of three concentric circles with a white center, and its right side fades into the background.

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