



## Goodwood Festival of Speed

Client: Daimler Benz Year of Completion: 2001

Architect/Designer: Gerry Judah

Simplicity was the key for Gerry Judah's sculpture designed to celebrate 100 years of Mercedes Benz in motorsport. As the central feature at the 2001 Goodwood Festival of Speed, the artists wanted to create visual impact and awe-inspiring beauty and what better way to achieve this than combining fabric with tailor-made lighting!

Essentially, the sculpture consisted of an original silver Mercedes 300SL perched on top of a mast 25 metres above the ground! In order to hide the mast and to draw the eye up to the car itself, Architen Landrell manufactured and installed a tensioned cone. The stressed fabric skin formed a perfectly smooth surface, perfect for lighting, and spanned a 25m diameter.

The juxtaposition of the modern structure and vibrant lighting, regency setting and classic car forms a unique image which effectively encompasses all the qualities of the Mercedes Brand: stylish, high quality, glamorous and most importantly eye-catching!

**Location:**

Goodwood, UK

**Market Sector:**

Events

**Scope Of Works:**

Design  
Engineering  
Manufacture  
Project Management  
Install

**Function:**

Colour Changing