



Goodwood Festival of Speed

Client: Daimler Benz Year of Completion: 2001

Architect/Designer: Gerry Judah

Central feature for the 2001 Goodwood Festival celebrating 100 years of Mercedes Benz in Motor Sport. The tensioned cone provided both the visual impact and structural stability for the iconic sculpture.

Gerry Judah, the award-winning designer at the centre of the series of stunning central features installed for the Goodwood Festival of Speed, approached Architen Landrell in 2001 to translate his concept for the celebration of 100 years of Mercedes Benz in motor sport. Like all great concepts the design was simplicity its self. Perch an original silver Mercedes 300SL on top of an asymmetric silver fabric ellipse of perfect form arcing some 25 meters above the ground.

Translating the designers concept into an architectural fabric form that provided structural stability to the column supporting the car while providing a stressed fabric skin in the form of a perfect ellipse won Architen Landrell another Outstanding Achievement award from the Industrial Fabric Association International.

Location:

Goodwood Racecourse, UK

Category:

Exterior
Lighting
Rock and Pop

Market Sector:

Exhibition
Events

Scope Of Works:

Design
Engineering
Research and Development
Manufacture
Project Management
Install
Lighting

Fabric Type:

PVC - Mesh

Design Style:

Conic

Function:

Sculptural/Decorative
Promotional
Exhibition
Feature Lighting