

Mercedes-Benz Marks The Launch Of The New GLK With A European Design Competition

To celebrate the European launch of the new GLK this fall, Mercedes has announced today they'll be holding a special design competition centered around the SUV's groundbreaking styling. Titled 'The design:project', the rules are simple. Six universities located in six European design capitals have been asked to put together an interdisciplinary team, who then have until the end of July to create various objects in different design areas, such as furniture, everyday objects and technical equipment. The designs must all be in line with an overarching theme, and they can be submitted in any form, including sketches, graphics, animations and models. The condition is that all objects and creations must be presentable in a surface area measuring 10 x 15 meters.

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