

PRESS RELEASE

TWO WORLDS, ONE VISION: ATELIER MARKGRAPH SHOWCASES MERCEDES-BENZ AND RIESE & MÜLLER AT THE IAA MOBILITY 2025

Frankfurt, 22 September 2025. From 9 to 14 September, the world of mobility gathered in Munich for the IAA MOBILITY 2025. E-bikes, electric mobility and technical innovations provided a glimpse into the future of mobility. The creative studio Atelier Markgraph from Frankfurt am Main covered the entire spectrum of topics: with the design of the presentations for Mercedes-Benz and for the e-bike manufacturer Riese & Müller, as well as an exclusive AR round table.

During the IAA MOBILITY, the city of Munich was transformed into a central meeting place for mobility, sustainability and technological innovations under the theme 'It's All About Mobility'. Today, mobility means more than just getting from A to B. It is a topic of utmost social relevance, linked to the question of how to achieve a liveable coexistence and how cities can be made accessible and liveable for everyone.

Mercedes-Benz: the inventor of the automobile greets visitors with a 'WELCOME HOME'.

With the theme 'WELCOME HOME', the inventor of the automobile invited visitors to the Apothekehof courtyard of the Munich Residenz to experience the themes that the brand stands for: history, iconic design and technical innovations for sustainable mobility.

The centrepiece of the presentation, realised in collaboration with jangled nerves and team x real, was the new all-electric GLC, which **was developed from the ground up for electric drive** and stands out for its performance, range, versatility, efficiency and charging capability. Inspired by the design language of the iconic Mercedes-Benz radiator grille, **a striking walk-in sculpture** served as an immersive focal point in the Apothekehof courtyard. A central path led visitors directly into the sculpture, past current and upcoming Mercedes-Benz models. Inside, a **360-degree experience** room invited visitors to discover more information about the vehicles and highlights of the exterior and interior. Interactive stations provided insights into technology and design philosophy.

Stefan Weil, CCO of Atelier Markgraph: 'Mercedes-Benz is constantly reinventing itself. We have been accompanying the dynamic development of the brand for over 20 years. It is always a pleasure to see the openness and innovative strength with which future topics are shaped and how much creative freedom we are given in communicating content – for example, with immersive 360-degree rooms or mixed reality experiences'.

Riese & Müller: post-fossil fuel individual mobility in urban areas

E-bikes offer a key response to the mobility challenges of tomorrow. They are energy-efficient, low-emission and space-saving, making them a sensible alternative to cars, especially in urban areas. They help to reduce traffic volume and environmental pollution in city centres, improve quality of life and open up new avenues for sustainable mobility. Premium e-bike manufacturer **Riese & Müller**, based in Mühlthal, Hesse, **is considered a pioneer in post-fossil fuel individual mobility**. Following its last two appearances at the EUROBIKE trade fair in Frankfurt, Atelier Markgraph has also designed the IAA brand presentation for 2025 for the e-bike pioneer.

Prof. Lars Uwe Bleher, CCO of Atelier Markgraph: 'With the brand spaces we are designing for Riese & Müller, we are opening up spaces for dialogue and reflection on mobility – especially in relation to our own mobility behaviour. We want to invite people to become part of the change themselves and at the same time show how much joy and riding pleasure high-quality e-bikes can bring.'

Innovative knowledge transfer with the Apple Vision Pro

The presentation of technical innovation played a decisive role at the **summit** for trade visitors. As part of a mixed reality experience developed by Atelier Markgraph with the **Apple Vision Pro**, visitors to the Mercedes-Benz stand were able to interactively experience new vehicle functions, interior design and exciting insights.

The Frankfurt-based agency has already developed numerous experiences with the Apple Vision Pro. Business partners were invited by Atelier Markgraph to the IAA MOBILITY to exchange ideas on current trends at an AR roundtable and experience knowledge transfer via Apple Vision Pro live.

Credits

Concept and implementation of the Mercedes-Benz presentation: Atelier Markgraph, Frankfurt am Main; jangled nerves, Stuttgart; team x, Berlin

Concept and implementation of the Riese & Müller presentation: Atelier Markgraph, Frankfurt am Main

Documentation photos: Andreas Keller, Altdorf; Kristof Lemp, Darmstadt

About Atelier Markgraph

Atelier Markgraph GmbH is an internationally operating agency for planning, design and design services based in Frankfurt am Main. The company was founded in 1986 as an 'agency for communication in space' at the Markgrafenstraße in Frankfurt am Main. Atelier Markgraph supports its clients from the worlds of culture, business and science in creating immersive experiences. An interdisciplinary team of around 75 people translates central themes and brand messages into experiential scenographies and spatial narratives that encourage discussion and dialogue.

Since the generational change in 2017, Lars Uwe Bleher, Tom Schubert and Stefan Weil have formed the management trio, which was expanded in 2023 to include a management level consisting of Sebastian Bausch, Christoph Diederichs, Antonia Eisert, Sarah Roßbach and Jennifer Ussner.

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