



architecture & interior design



Feldman Imports - Mercedes Benz

Our client made the prudent decision to partner with a killer, classic, incomparable brand: Mercedes-Benz. We partnered with them to evaluate their current operations and develop a strategy to streamline the functions of the building. The Mercedes-Benz autohaus is as important as the automobiles they house. And after more than 120 years of constant innovation, Mercedes-Benz knows a thing or two about style. Feldmann Imports is an icon — in its own right — serving the Twin Cities in the same location for 30 years.

CATEGORY

Retail

LOCATION

4901 American Blvd W.,
Bloomington, MN

Less a dealership and more a conservatory of automobiles, a translucent roof allows light to pour in during the day

Uplighting has been added to enhance the new autohaus.

Space was reorganized to improve functionality, the show floor has doubled — a necessity in this Minnesota climate. And we were able to create a design that suited the client (Feldmann Imports) and the brand (Mercedes-Benz). Danke.