

# Application of the AMG GT Car and Logo Shape in Interior Design for Community Showroom & Lobby (A Study Case: Mercedes Benz Club House)

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## ABSTRACT

Along with the development of today's social life, new communities with various backgrounds and goals of establishment such as Mercedes Benz Club Indonesia have started to emerge. Club House facility is one of the facilities that can fulfill the needs of the Mercedes Benz Club Indonesia community. The method used in this journal is descriptive-analytic with qualitative approach. To design a Club House that is comfortable and attracts the attention of visitors, it is necessary to have an interior that has an aesthetic and distinctive features that match the image of Mercedes Benz itself in order to continue to characterize the Mercedes Benz Club Indonesia community. The distinctive feature of the interior can be obtained from the elements adapted from either the logo or the product of Mercedes Benz itself. In this design, the characteristic shape is adapted from the AMG GT logo and car from Mercedes Benz. The shape adapted from the logo is geometric and rigid shapes, while from the AMG GT car, the shape is adapted from the grille, side grille, head lamp, exhaust, wheels and car tires. The resulting shapes and patterns are dynamic and not rigid.

**Keywords:** *Club House, Mercedes Benz, AMG GT*

## 1. INTRODUCTION

Along with the development of today's social life, new communities with various backgrounds and goals of establishment such as Mercedes Benz Club Indonesia have started to emerge. Club House Facility is one of the facilities that can fulfil the needs of the Mercedes Benz Club Indonesia Community.

Club House is a place to accommodate various activities between individuals who have the same interest and meet for fun and there is good social interaction between activity actors. It can also be used as a place to relax, eat and drink with friends which is usually used as recreational place [8] Club House must have several facilities that allow visitors to do activities such as sports, recreation or leisure. [2] Club House is a public facility, of which it is a space dominantly used for social activity [4].

Mercedes Benz is one of the oldest automotive companies from Germany. The company focuses on the development, production and sales of passenger cars, vans and service cars. The origin Mercedes Benz stems from the discovery of Karl Benz in the invention of the world's first gasoline fueled car which was patented in January 1886. [7]

Mercedes Benz Club Indonesia or MBCLUBINA is a club that was founded on September 2, 2004 by Bambang Hariyadi, Tubagus Syamsul Hidayat, Ridwan Pohan and Dharma Adsasmura. The location of the Club is in Pondok Aren, South Tangerang. This community is one of the

biggest communities of Mercedes-Benz that accommodate many small communities in Indonesia.

There are several basic elements in interior designing [6]:

1. Lines  
Lines are the basic elements of art that connect two points on different planes. Lines have length, direction and position. Lines have length but no width and height.
2. Forms  
Shapes are three dimensional geometric figures such as spheres, cubes, cylinders, cones and others. Form allows the user of space to discover the existence of an object and understand it with perception.
3. Shapes  
Shapes is a closed area with boundaries determined by other art elements such as lines, colors, values, textures and others.
4. Space  
Space is a three-dimensional form without limits because objects and events have relative positions and directions. Space has an impact on human behavior and culture.
5. Light  
Light can determine the atmosphere of the room, influence the mood of the user and support the space function.
6. Color  
Each color can create a different impression of the existence of space. There are several types of color

relations such as analogue, complementary, split complementary, double complementary, monochrome and triad.

- 7. Pattern  
Patterns are decorative designs that are used repeatedly. Pattern is also an arrangement of shapes that is often appear from object.
- 8. Texture  
Texture is the feel and appearance of a surface or substance. Texture relates to the used material.

There are also some basic principles in design, such as [3]:

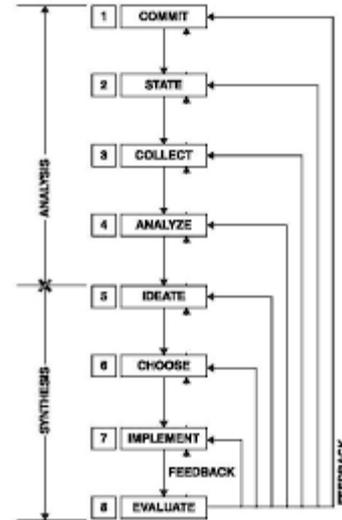
- 1. Balance  
Balance means weightless of one side of the right, left, top and bottom.
- 2. Rhythm  
Rhythm is a pattern of repeating visual forms such as lines, shapes, colors in harmony.
- 3. Emphasis  
The use of accent elements to create dominant and secondary relationships.
- 4. Proportion  
Proportion is designed as the harmony between one and another part.
- 5. Scale  
Scale is a relationship or comparison between one object and another object with all parts. In architecture and interior design, scale is the ratio of an object and a person.
- 6. Unity & Harmony  
Several object that are in the same environment complement each other and are continuous so as to create a harmonious composition.
- 7. Variety  
The use of objects that is unique or different from the surrounding design to create an attraction.

To design a Club House that is comfortable and attracts visitors' attention, its necessary to have an interior with an aesthetic and distinctive feature that match the image of Mercedes Benz itself in order to characterize the Mercedes Benz Club Indonesia community.

The distinctive features of the interior could be obtained from the elements adapted from either the logo or the products of Mercedes Benz itself.

**2. METHODS**

The design method used was quoted from *Designing Interiors* book by Rosemary Kilmer and Otie Kilmer. The method used is to commit, state, collect, data, analyze, ideate, choose and refine, implement and construct, evaluate.[3]



**Figure 1.** Design Method  
(Source: Killmer, 1992)

The method used in this journal is descriptive-analytic with qualitative approach, this method serves to describe or provide an overview of the object under study through data or samples that have been collected as is without analyzing and making general conclusions. [5]

The process of collecting data is by making observations based on personal sources, because the design is a document from the author. And this data will be used as a reference in this study.

The data processing technique is carried out by showing the shape transformation of the AMG GT car and Mercedes Benz logo which is going to be applied to the interior elements of this design. The transformation is done by adapting the shape of the car part in terms of lines, curves, shapes or differenced in surface depths.

These forms of transformation will be applied to the interior elements such as walls, floors, ceilings and furniture. The forms could also be implemented by using shapes, colors, curves or depths.

**3. RESULTS & DISCUSSION**

**3.1. Object & Design Location**



**Figure 2.** Mercedes Benz Club Indonesia Logo  
(Source: Mercedes Benz Club Indonesia Secretariat)

Mercedes Benz Club Indonesia is located on RE. Martadinata Rd. Kilometer 7, Cipayung, Ciputat, South Tangerang City, Banten. The design is focused on the Lobby and Community Showroom spaces. Lobby is a space to receive and serve guests. Community Showroom is a space to showcase cars owned by club members.

**3.2. Design Concept**

The design of the Mercedes Benz Club Indonesia uses a futuristic interior concept that is supported by a geometric monochrome interior theme. By combining various geometric shapes and creating repetitions that will rhymes the design, become a reference for this design theme. Meanwhile, monochrome refers to the uses of black, white and gray as the dominant color in the design.

**3.3. Shape Concept**

The application of the interior concept is supported by the application of shape that is adapted from the logo and concept of AMG GT car from Mercedes Benz.



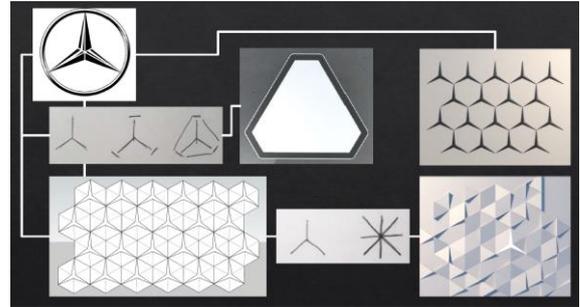
**Figure 3. Mercedes Benz Logo**  
(Source : <https://www.google.com/imghp?hl=en>)



**Figure 4. AMG GT Mercedes Benz**  
(Source : <https://www.mbusa.com/en/vehicles/class/amg-gt-4-door/mercedes-amg-gt-4-door-coupe>)

The AMG GT car is one of the car produced by Mercedes Benz sedan type which was recently launched to the market

in 2020. From the shape of the logo and the AMG GT car, shape adaptation is done by transforming existing forms.



**Figure 5. Mercedes Benz Logo Shape Transformation**  
(Source : <https://www.google.com/imghp?hl=en>)

From the logo, we get a geometric shape, in accordance with the shape of the logo itself.

Parts	Parts Picture	Idea
Grille		
Head Lamp		
Side Grille		
Exhaust		
Tire		

**Table 1. AMG GT Mercedes Benz Part Transformation**  
(Source : <https://www.mbusa.com/en/vehicles/class/amg-gt-4-door/mercedes-amg-gt-4-door-coupe>)

From the AMG GT car, the forms are adapted from various parts. From the grille, vertical lines are adapted. In the Head Lamp section, the adapted form is a dynamic line on the shape of the lamp cover. On the side grille, a dynamic shape is taken and the pattern is repeated. From the exhaust section, the curved outer shape is adapted to the concept of form. Then on the tires, the shape is adapted from the car wheel pattern, which is formed from a triangular pattern with obtuse corners.

**3.4. Shape Implementation**

The shapes that have been obtained from the logo and the AMG GT Mercedes Benz car are applied to interior elements in the interior design of the Mercedes Benz Club House. The following are examples of implementing forms into designs:



**Figure 6.** Logo Shape Implementation to Wall Fixtures & Floor  
(Source: Documents of Clinton Ligafata Lisjanto)

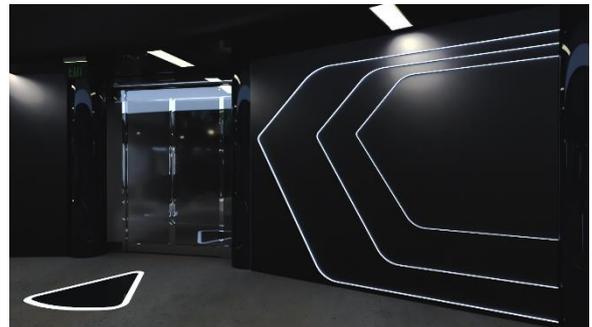
The logo shape that is implemented on the wall is giving a geometric and futuristic look. The shape adapted from the logo is a triangle and the three-pointed stars. A hidden lamp is used to add a futuristic impression in the design. A black acrylic used on the back is to add a depth and also to give impression of a wide space in the interior.

The logo shape implemented on floor is by using acrylic covered lamp with three point star shaped and surrounded by a thin circle shape.



**Figure 7.** Grille Shape Implementation to Wall Fixtures  
(Source: Documents of Clinton Ligafata Lisjanto)

The grille shape implemented by using a pole with white paint and black acrylic. In the middle, is given a slight curve to give a clean and futuristic impression in the interior. And by the back of the pole, hidden lamp is used to add light needs.



**Figure 8.** Side Grille Shape Implementation to Wall Fixtures  
(Source: Documents of Clinton Ligafata Lisjanto)

The side grille shape is implemented on the wall by applying a different layer of wall treatment. The shape is applied on each layer with various size and by the distance between layers, hidden lamp is used to give futuristic impression.



**Figure 9.** Tire Shape Implementation to Floor & Columns  
(Source: Documents of Clinton Ligafata Lisjanto)

The tire shape implemented on floor is used for a circulation way pointer for guests. This is done to avoid a cross-circulation in the interior. The tire shaped pointer is applied with an acrylic covered lamp surrounding the shape.



**Figure 10.** Logo Shape Implementation to Furnitures  
(Source: Documents of Clinton Ligafata Lisjanto)

The logo shape implemented on furniture is adapted from the idea before. The shape applied to the table is hexagonal.



**Figure 11.** Exhaust Shape Implementation to Furnitures  
(Source: Documents of Clinton Ligafata Lisjanto)

The receptionist table main shape is adapted from the exhaust part from the AMG GT car. The dynamic curve on the table is to give a futuristic and clean impression in the interior.

#### 4. CONCLUSION

In designing the interior of the Mercedes Benz Club House, the characteristics of the interior are obtained from the adaptation of the logo shape and also the AMG GT Mercedes Benz car. The shape is then transformed to be implemented in interior elements. The shape that was transformed from the logo was geometric and leg shapes, while the shape of the AMG GT car that was transformed was from the grille, sidegrille, head lamp, exhaust, wheels and car tires. The shapes that are applied have dynamic shapes and patterns and are not rigid.

In this study, writing was limited due to the ongoing Covid-19 pandemic conditions and resulted in limited communication between the author and resource person in the data collection stage. However, this research can be a reference for future studies related to Mercedes Benz, Club House, Mercedes Benz Club Indonesia and designs related to the Covid-19 health protocol in the future.

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