

AUTOMOTIVE

Mercedes-Benz transforms Montreal car wash into living art exhibit

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Mercedes-Benz partners with Joshua Vides on art installation. Image credit: Culture Cartel/Mercedes-Benz

By STAFF REPORTS

German automaker Mercedes-Benz is turning a car wash into a permanent art installation, showcasing the idea that art does imitate life.

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As part of the Mural Festival in Montreal, Canada, an annual street art festival in June, Mercedes is working with artist Joshua Vides on an installation. The project transforms a car wash on Laurier Avenue West into what looks like a 2D black-and-white drawing.

Driving artwork

During the transformation process, the car wash will remain open. While Mr. Vides will be in Montreal from June 6 to 16, the installation will remain as a permanent fixture in the neighborhood.

The project, "Le Lave-Auto," is in partnership with Mercedes-Benz Canada, which will allow Mercedes drivers to receive complimentary car washes throughout the beginning of the festival. Hours of operation for free washes are June 8, 8 a.m. to 7 p.m. and June 9, 10 a.m. to 6 p.m.

Mercedes and Mr. Vibes explain that the art installation is an exhibit of the union between old and new.

"Le Lave-Auto" is a part of a bigger project from Mr. Vibes, an interactive show named Reality to Ideas. Similarly to the Mercedes piece, his artwork for the show includes transforming 3D objects into 2D sketches in black and white.

Mercedes-Benz is often tapping into art, as luxury brands look to align themselves with an artistic image. The brand recently continued its mission to ally with fashion, even after ending its New York Fashion Week sponsorship, with a collective that taps a range of talented names for the sake of art.

The #mbcollective fashion story for 2017, titled "Generation Now, Generation Next," focused on the differing generations as characters, instead of just themes. Mercedes' first chapter featured music artists M.I.A. and Tommy Genesis alongside its Concept EQ vehicle in a film shot by Luke Gilford, modeling fashion from emerging talent in the industry ([see story](#)).

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