



Press Information
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Surprising and unconventional: Mercedes-AMG launches extravagant art pieces with U.S. artist collective MSCHF

- **Highly exclusive and strictly limited collection integrating original AMG vehicle components**
- **Limited merchandise collection including clothing and accessories**
- **Intensive cooperation between the two unconventional partners in design and production**

As part of NYCxDesign Festival from May 15 to 17, 2025, Mercedes-AMG and the U.S. artist collective MSCHF will be presenting their collaboration. The artist collective is known for its extraordinary and attention-grabbing creations in a wide variety of fields – including fashion, culture, live performance, electronics and apps. Most recently, their Big Red Boots went viral and quickly sold out.

This new collaboration with Mercedes-AMG marks a milestone, transforming original AMG components into exclusive furniture. Blending Mercedes-AMG's precision engineering with MSCHF's signature ready-made appropriation, these pieces continue the radical design tradition by turning everyday objects into art.

The pieces in the concept collection “Not for Automotive Use” pay homage to Italy's Radical Design counterculture movement of the 1960s. In the tradition of this movement, MSCHF experiments with form and materials to reimagine a high-performance machine — a Mercedes-AMG performance model — transformed into an everyday object like a standing light, or an ergonomic chair. The design process of the artist collective tips its hat to Achille Castiglioni (1918-2002), the Milanese designer who took proletarian repurposing to new heights by integrating tractor and bicycle seating into his seat designs.

The very exclusive furniture pieces with AMG vehicle components are intended as conceptual explorations. They are available on an exclusively made-to-order basis in very limited quantities. The original AMG components are integrated creatively into the product. For example, a seatbelt buckle becomes the switch for a floor lamp. The designers also worked with iconic and characteristic AMG design elements such as the radiator grille, the silhouette of an AMG GT, the AMG Performance seat and the AMG forged cross-spoke wheel.

An exclusive capsule collection with graphical prints of AMG car parts complete the offering. MSCHF worked closely with the AMG design team in Affalterbach, Germany, to conceive and design all elements.

Concept Collection Items:

- SEATBELT SHELF – Made from milled aluminum shelves and framing, the SEATBELT SHELF is a canonical shelf form stabilized by 5 double-ended sets of seatbelts in AMG red and yellow. Each can be independently clipped and unclipped and maintain even tension throughout the shelf.
- SEATBELT RACK – Made from milled aluminum shelves and framing, the Seatbelt Rack is stabilized by five double-ended sets of seatbelts in AMG red and yellow. Each can be independently clipped and unclipped and maintain even tension throughout the shelf. The top panel of the rack has four slots that accommodate a range of hangers, while also doubling as a top shelf.
- SEAT BACK HANGER – Finished in microfiber, this hanger uses the same detail insert used on the back face of AMG Performance seats. Wide shouldered for heavy garment support.
- HEADREST CHAIR – Three AMG headrests slot into a tubular steel frame, its geometry inspired by a race car roll cage. Selectively supporting the thighs and lower back, this task chair enforces a surprisingly comfortable upright posture. The central headrest, featuring the AMG crest, adjusts vertically.
- SEATBELT LIGHT – The SEATBELT LIGHT places two parallel LED tube lights in-line with a functional seatbelt in AMG red, stretched on an anodized aluminum frame. Clipping the belt buckle turns the light on, while unclipping it – allowing it to spool back to neutral on its spring-loaded roll – turns the light off. The light produced is warm and mild, for ambient space illumination.
- SEATBELT CHAIR – Nylon seatbelt webbing wraps around a steel tube frame in AMG red and yellow. Clipped at the base of the chair, the construction is entirely anchored around the seatbelt attachment point, and frame stretchers can't asymmetrically in line with the tension of the belt.
- SEATBELT TABLE – A solid milled aluminum tabletop set on a tubular steel base and detailed with a double-ended AMG seatbelt. The seatbelt table has a standard dining table surface height with a minimal top, and technical legs.
- WHEEL FAN – A floor fan framed within an Interlagos wheel, the WHEEL FAN has a fully graded knob for speed adjustment and sits on a base of milled anodized aluminum.
- GRILLE GRILL – This long charcoal grill takes its shape from the profile of an AMG radiator grille, on a geometric base made from solid anodized aluminum planks. The grill has a removable steel coo surface, coal grate, and adjustable bottom and lid vents.
- HEADLIGHT COUCH – Extra deep, with a 70s-throwback lounge back and finished in microfiber, the HEADLIGHT COUCH incorporates functional AMG headlights as well as working turn signals. The geometric planes of the couch create a frontal vehicle silhouette with automotive lines throughout.

The accompanying limited-edition merch capsule collection includes selected t-shirts, sweatshirts, baseball caps and work trousers with spectacular prints. The high-res scans also depict original AMG vehicle components and thus create a close link to the AMG brand and its models. In addition, there are accessories like a fragrance tree in the shape of an apple tree – referencing the place name “Affalterbach”, which roughly means “apple tree on the brook” in Old High German language.

For the world premiere, MSCHF is opening its studio in Greenpoint, Brooklyn to select visitors for the first time. Until now, the collective had not revealed the location of the studio or published any pictures. Now the studio, previously shrouded in mystery, will become an exclusive hot spot for a special kind of vernissage. Much of the studio equipment will serve as installation design for the premiere. The collection was born from this workshop and is displayed in its natural environment.

For further information about the collaboration please visit www.mschf.com.

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