

63

SIXTY THREE

DRIVEN BY INSPIRATION 

Virgil Abloh.

Haute Couture
meets art.

TRANSFORMING PERFORMANCE.

The silent revolution.

DANIELA SOTO-INNES.

Female chef rocks.

CRAZY ABOUT CARS.

Cars, cars, cars.
Is it always a boys' thing?



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SIXTY-THREE MAGAZINE

EDITORIAL

WELCOME TO THE WORLD'S FASTEST FAMILY.

Dear Reader,

As the new CEO of Mercedes-AMG, I would like to welcome you to the latest issue of **63Magazine**, which features lots of extraordinary stories. Together with our strong team, I am happily looking forward to the further development of the company. The ongoing transformation of the automotive sector is bringing many challenges, such as digitization, connectivity, and electrification of vehicles. We will drive that transformation process forward with all our strength. It creates space for new developments, inspiration, ideas, and innovation – and Mercedes-AMG will make the most of those opportunities.

Transformation is also the central topic of this fourth issue of **63Magazine**. This year in particular, it has become clear to all of us that the world is changing and that values such as solidarity and a sense of responsibility are becoming increasingly important. We have picked up that thread in this issue and illuminated it from various angles.

In the article “Transforming Performance,” we investigate some of the questions the automotive industry is currently asking itself: How does a sports car manufacturer view the driving performance of the future if electrification is seen as a core element of future mobility? How do autonomous driving and connectivity change the driving experience? What influence does the transformation in mobility have on the point of view of a creative? In an interview, the British photographer and artist Rankin, new Chief Technical Officer Jochen Hermann, and I, as the new CEO of Mercedes-AMG, provide answers to those questions.

Like the automotive sector, the world of gastronomy is always developing. Among other things, the current boom in nonalcoholic high-quality spirits is making that clear. Our article tells you more about that tempting trend for gourmets. The award-winning star chef from New York, Daniela Soto-Innes, also stands for progress: we take you away to the unique world of her internationally influenced Mexican cuisine. In addition, we present a unique travel destination that can still be enjoyed to the full, even under the unusual current conditions.

Happy reading!

Warm regards,

Philipp Schiemer
CEO of Mercedes-AMG

NEVER STAND STILL

Santoni
for
AMG

Photography: Anatol Kotte, Fiamma Piacentini, Bogdan Plakov, Steve Etherington, Stephen Reuss, PR.

Virgil Abloh HAUTE COUTURE MEETS ART.

The principle of an overarching artwork:
Louis Vuitton's Artistic Director on his roots,
inspiration, and timeless art.



Daniela Soto-Innes FEMALE CHEF ROCKS.

The head chef of Cosme in New York
is reinventing Mexican cuisine.



One for the road NONALCOHOLIC SPIRITS.



Design² PROJECT GELÄNDEWAGEN.

Virgil Abloh and Gorden Wagener pimp
the cult ride from Mercedes-AMG and turn it
into an objet d'art.



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Transforming Performance THE SILENT REVOLUTION.

Philipp Schiemer, Jochen Hermann, Rankin – three experts
in their fields on the performance of tomorrow.

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VIRGIL ABLOH

Haute Couture meets art.

ARTIST
ARCHITECT
ARTISTIC DIRECTOR
DJ
FURNITURE DESIGNER

From an architecture degree to Louis Vuitton via Kanye West: Virgil Abloh breaks down barriers and transforms streetwear into haute couture. He turns design into art and vintage into the future. In his influential collaborations, Abloh forms furniture, luggage, or vehicles into works of art – taking a clear stand in the process. A portrait of the American creative star.

Fashion designer, artist, DJ, architect, furniture designer – everything Virgil Abloh does comes together to form one universal work of art. The American is one of the most hyped creatives of our time. With his fashion label Off-White and as Artistic Director of the men’s fashion line at Louis Vuitton, he has worked his way to the peak of the design fraternity. He has also attracted attention with genre-defying art exhibitions.

That was far from a predefined path. Abloh was born in 1980, in Rockford, near Chicago, as the son of Ghanaian immigrants. His mother was a seamstress, his father manager of a paint manufacturer. “I had varied interests as a child,” he recalls in his interview with **63Magazine**. He loved skateboarding, DJing, and the basketball superstar Michael Jordan. He is able to pinpoint the roots of his creativity: “Curiosity, passion, and growing up near Chicago and the culture that surrounded me there.”

“IN MY OPINION, THE MOST
IMPORTANT THING IS THE CONCEPT
OF DUALITY.”

As early as his teenage years, he began to train his artistic eye. “I began to question things that I had previously accepted as fact – whether it was high fashion, high culture, or brands.” He soaked up a wide variety of influences to add to that knowledge, he explains. “When I then began to create things myself, it became clear to me that everything I loved had humble beginnings. All manufactured items originally come from people like me; brands come from people like me. Once I discovered the ability to question everything, I became active myself.”

After graduating from high school, he studied civil engineering at the University of Wisconsin-Madison and earned a master’s degree in architecture from the Illinois Institute of Technology. There, Abloh came across the ideas of Mies van der Rohe and Bauhaus – the inspiration for him to combine the fields of art, crafts, and design. Together with influences from urban culture, these theories still shape Abloh’s interdisciplinary work in practice to this day.

He draws inspiration for his works “really from everything,” he says. “My ideas can come about anywhere, anytime. But Marcel Duchamp’s ideals determine the way I convey them. In my opinion, that is the most important thing: the concept of duality.”

In 2002, he got to know Kanye West and began working for the rapper’s creative team. In 2009, they interned together at the Italian fashion house Fendi, in Rome. That is where Michael Burke, now CEO of Louis Vuitton, became aware of him, as the *New York Times* reported: “I was really impressed with how Virgil brought a whole new vibe to the studio and was disruptive in the best way.” In the same newspaper, Kanye West had the following to say about Abloh: “Virgil is one of the smartest, fastest, most innovative people I’ve created with.”

“MY IDEAS CAN COME ABOUT
ANYWHERE, ANYTIME.”

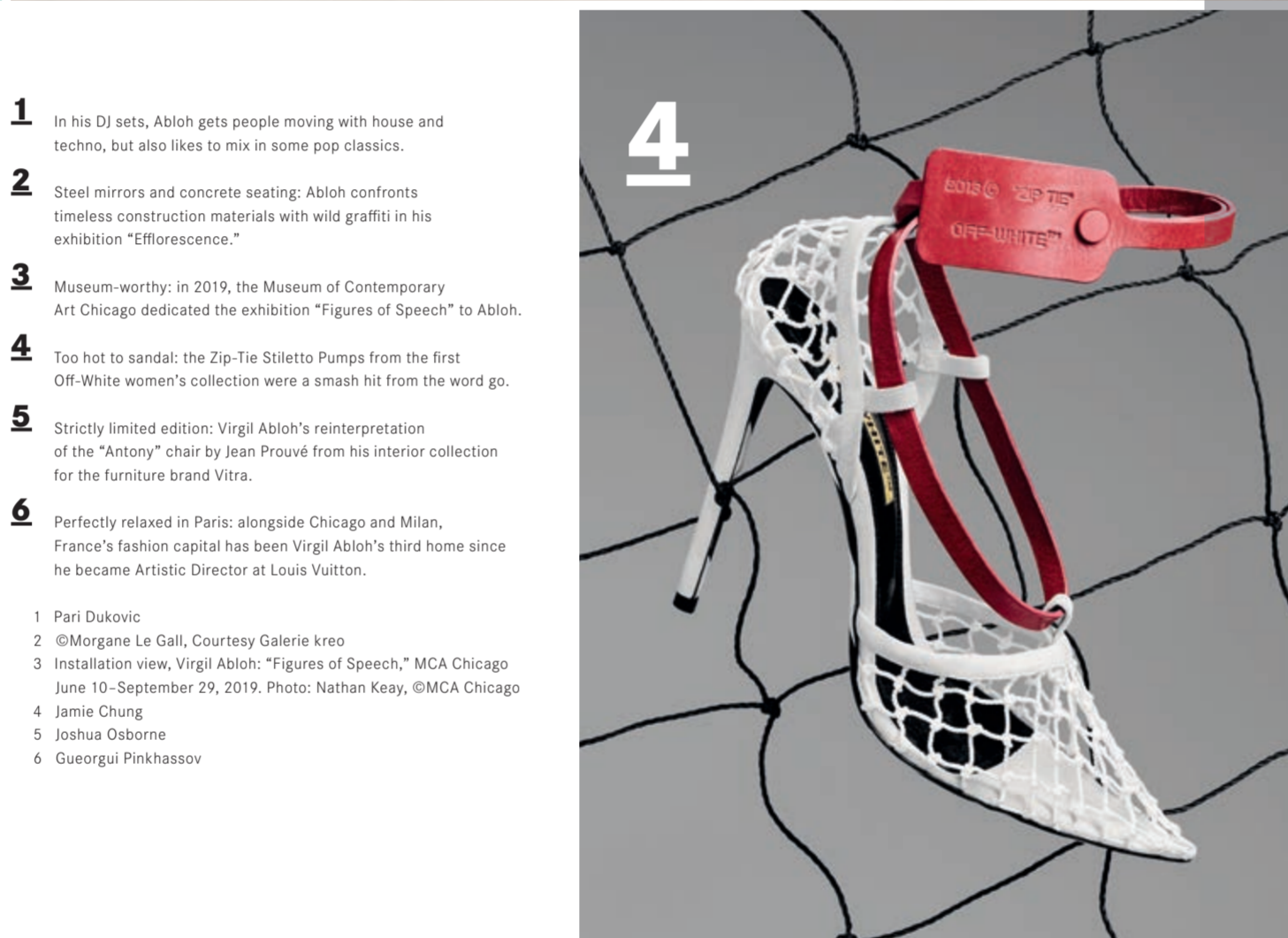
In 2012, Abloh attracted attention with his short-lived brand “Pyrex Vision,” which he viewed as an art project: he bought warehouse stock from Ralph Lauren for 40 dollars apiece and printed it with the word Pyrex and the number 23 in honor of Michael Jordan. Retail price: 550 dollars!

That principle is a staple of his work to this day. Abloh loves to transform vintage clothing into high fashion through recycling and remixing. That can also be seen in his luxury fashion label Off-White, founded in Milan in 2013, with which he blurs the boundaries between streetwear and luxury.

In 2018, Louis Vuitton hired him as Artistic Director for its men’s line. Abloh is the first African-American to make it to the top of one of the classic French fashion companies. One of the oldest haute couture houses in the world – and a progressive designer. Could the combination work? You bet! The first show at Paris Fashion Week was a success. In the front row: Kim Kardashian, Kylie Jenner, Bella Hadid, Rita Ora, and Rihanna.

But Abloh wanted more. Alongside his career as a fashion designer, he also progressed as an artist. That began with joint exhibitions together with Takashi Murakami from Japan, in which the two creatives built cultural bridges. In 2019, the Museum of Contemporary Art Chicago dedicated its first exhibition to Virgil Abloh: “Figures of Speech” presents him as a pioneer of a cross-media technique that combines visual arts, music, graphics, fashion design, and architecture.

In early 2020, his show at the Paris gallery kreo, entitled “Efflorescence,” attracted attention: Abloh exhibited furniture prototypes made of steel and concrete. He contrasted their plain appearance with raw neon graffiti-style painting. The aim is to create



FAC TS

Virgil Abloh

Disruption and remixing are the principles of Virgil Abloh's work. Here are the most important moments in the top designer's career!

Beginnings

Cover design, stage design, merchandise for Kanye West

Own Brands

Pyrex Vision (2011), Off-White (2013)

Artistic Director

Louis Vuitton Menswear (since 2018)

Awards

Urban Luxe Award 2017

Shoe of the Year 2017

GQ International Designer of the Year 2017

Time 100 Most Influential People in the World 2018

Further Information

canary---yellow.com

Virgil Abloh has his own personal definition of what makes a work of art timeless. He uses the terms “purist” and “tourist.”

paradoxes and reflect the serendipity seen in urban spaces when wild plants begin to grow on masonry and asphalt.

The Web hub Canary Yellow serves as an online archive of his oeuvre. It is a collection of his most important works in the areas of art, fashion, architecture, and DJing since 2012. It not only features interviews and notes on his fashion shows, but also lectures at Harvard and the Royal College of Art in London.

In that context, Abloh has his own personal definition of what makes a work of art timeless. He uses the terms “purist” and “tourist.” According to Abloh, a “purist” is an educated person who knows all about the history of art and supports the idea of high culture. “On the other hand, there are the ‘tourists,’ who go through the world bright-eyed and are always curious and willing to learn.” Abloh looks to encourage dialog between the two groups. “I try to create works that force these groups to interact. That is the premise that makes a work of art timeless.”

His fashion shows are also conceived as overarching works of art – from the fashion to the decor and the social media output. Sometimes Abloh acts as the DJ himself, or demonstrates his exquisite taste in music, such as at the Louis Vuitton Men’s Spring-Summer 2021 Show in Tokyo: while the models strutted down the runway in Japan, the hippest musicians in the British jazz scene provided the soundtrack in London. Shabaka Hutchings, Nubya Garcia, and Kamaal Williams were filmed during the recording and the images were shown at the fashion show – all of which is now permanently available to enjoy on YouTube.

Abloh’s staging of a fashion show with vintage automobiles was equally spectacular: “The theme for the collection was ‘Slightly Off.’

So I had the idea of taking an everyday object like cars, cutting them in half, and turning them upside down.”

The father of two children has long been an automotive enthusiast: “My first conscious memory of their effect on me and my culture is music videos from my youth.” Today, he drives Mercedes-AMG and recently expressed his love for cars in “Project Geländewagen” (see page 26), a collaboration with the Chief Design Officer Mercedes-Benz, Gorden Wagener.

“I WANT TO CREATE OPPORTUNITIES FOR THE NEXT GENERATION.”

Collaborations outside the world of fashion like this are an important element of how Abloh sees creativity. He transfers his ideas to a wide variety of products, from furniture to suitcases, in his work together with brands such as IKEA, RIMOWA, and Vitra. And he gets involved. In 2017, for example, he created a clothing line with conceptual artist Jenny Holzer that highlighted the positive aspects of immigration, cultural integration, and globalization. In the summer of 2020, he founded a scholarship fund for black fashion students: “I want to create opportunities for the next generation and provide a foundation for their success. I want to inspire young artists, engineers, and designers to challenge the status quo.”

2020 has also been a transformative year for him. Abloh is not yet sure how he will process those changes: “This year has definitely influenced the way we think about clothing, its necessity, and its functionality. We have to wait and see how everything develops.”

2

1 In his DJ sets, Abloh gets people moving with house and techno, but also likes to mix in some pop classics.

2 Steel mirrors and concrete seating: Abloh confronts timeless construction materials with wild graffiti in his exhibition “Efflorescence.”

3 Museum-worthy: in 2019, the Museum of Contemporary Art Chicago dedicated the exhibition “Figures of Speech” to Abloh.

4 Too hot to sandal: the Zip-Tie Stiletto Pumps from the first Off-White women’s collection were a smash hit from the word go.

5 Strictly limited edition: Virgil Abloh’s reinterpretation of the “Antony” chair by Jean Prouvé from his interior collection for the furniture brand Vitra.

6 Perfectly relaxed in Paris: alongside Chicago and Milan, France’s fashion capital has been Virgil Abloh’s third home since he became Artistic Director at Louis Vuitton.

1 Pari Dukovic

2 ©Morgane Le Gall, Courtesy Galerie kreò

3 Installation view, Virgil Abloh: “Figures of Speech,” MCA Chicago June 10–September 29, 2019. Photo: Nathan Keay, ©MCA Chicago

4 Jamie Chung

5 Joshua Osborne

6 Gueorgui Pinkhassov

6

63MAGAZINE

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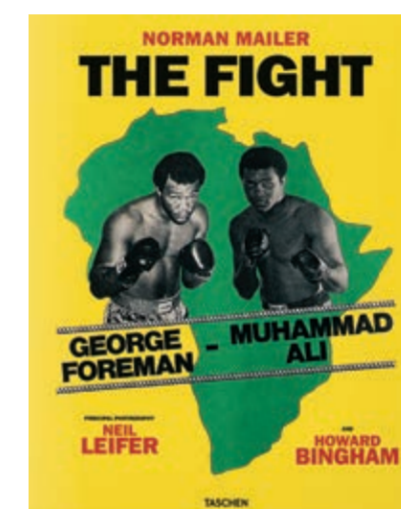
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TRANSFORMING PERFORMANCE

THE SILENT REVOLUTION.

Photography | Anatol Kotte

The whole world, and the automotive industry in particular, is in an age of transformation. What will the performance of the future look like? What role do electrification, digitization, and connectivity have to play? 63Magazine takes a closer look at “Transforming Performance” in conversation with three experts from different backgrounds: a CEO, an engineer, and a creative.

PHILIPP SCHIEMER – “TRANSFORMING PERFORMANCE” FROM THE PERSPECTIVE OF A CEO

Philipp Schiemer has been CEO of Mercedes-AMG since August 1, 2020. He has held various management positions in the Daimler Group since 1987, most recently as CEO of Mercedes-Benz do Brasil Ltda.

Interview

What does “Transforming Performance” mean with regard to the future direction of Mercedes-AMG?

It is clear that Mercedes-AMG must prepare for the future. AMG stands for performance, and that will continue. Our brand is “Born on the Racetrack.” But we will carry sustainability and electrification into the future and prove that performance still works when considering those aspects. Our aim in that area is to offer “High-Performance Electrification” that genuinely impresses our customers. With Project ONE, for example, we are bringing Formula 1 technology to the road for the first time – in the form of an engine that has an extremely high thermal efficiency of over 50 percent.

What opportunities does this transformative phase open up for the automotive industry?

We can use this transformation to address new target groups. You often hear that young people are no longer so interested in cars. But I am sure that the fantastic new technologies, with their previously completely unimaginable possibilities, will meet the different demands of these younger people and, increasingly, women. We are not only talking about the acceleration and performance of the vehicle in this context, but also about the interior, the feel, and the design. I think there are great opportunities in those areas. AMG has always been a pioneer and will also have a special role to play in this regard.

Will this transformation adjust the values of Mercedes-AMG?

Our values will remain the same, because the standards we set for ourselves and our products haven’t changed: never settling for the status quo, always striving for the optimum, and inspiring our customers with fascinating products and exclusive offers. But, of course, we are constantly adapting the specific applications of our values to the current challenges. It is important that we take the entire team with us on this journey – both our employees and our customers.

So is the AMG brand undergoing a transformation?

AMG is a brand for performance-loving aesthetes, as well as people with a love of detail who want to experience their car in an intense way. But we will redefine Performance 2.0. We know that sustainability and electrification are important. Performance used to be about an eight-cylinder, six-liter engine. In the future, it will be something else. But it has to provide the same sense of fun and fit with our times.

What can the customer expect from the sports car of the future?

Without doubt, a genuine AMG that delivers performance and is highly emotive.

“AMG HAS ALWAYS BEEN A PIONEER AND WILL ALSO HAVE A SPECIAL ROLE TO PLAY IN ELECTRIFICATION.”

What is Mercedes-AMG doing to create that emotion?

Emotion, of course, does not only come from driving. It’s about experiencing the vehicle in every dimension. That’s why we attach special importance to the interior: the exclusive workmanship, the very highest quality, but focused on performance in every detail. At AMG, we also see ourselves as “The World’s Fastest Family,” and consciously include our customers in that. The customer experience is our top priority, whether it is via our products or the exclusive experiences that we make reality in direct contact with people, awakening emotions in the process.

How have the changes of the last few months affected you personally?

You become more thoughtful and live more consciously. In times like these, you have to prioritize and focus on the essentials – both privately and professionally. The current change that surrounds us has shown me that cohesion and commonality are becoming increasingly important. And that can also be applied to the AMG family – we will only achieve our goals if we stick together as a team and pull in the same direction. We also need to realize that in part we have to break away from the tried and tested and rethink things. But every transformation also offers an opportunity, and that will help AMG progress: to look even more closely at the details and to listen very carefully to what our customers expect from us. If we transfer that to our vehicles and, at the same time, bring our customers along for the ride as part of the AMG family, we have a great future ahead of us.

TRANSFORMING PERFORMANCE



“I LIKE THE SOUND OF OUR ENGINES – BUT ELECTRIFICATION ADDS AN EXTRA KICK!”

JOCHEN HERMANN – “TRANSFORMING PERFORMANCE” FROM THE PERSPECTIVE OF AN ENGINEER

Jochen Hermann has been Chief Technical Officer at Mercedes-AMG since August 2020. He previously worked as Head of eDrive Development at Daimler AG and from 2014 to 2016 as Head of Overall Vehicle Development at AMG.

Interview

What does “Transforming Performance” mean with regard to the future direction of Mercedes-AMG?

We want to improve the performance of our vehicles. New technical possibilities allow us to offer customers a more complete driving experience, including through electrification. The future “High-Performance Electrification” will bring an even broader smile to the faces of our customers.

What does the mobility of the future look like from the perspective of an engineer?

As an engineer it is always exciting to work on the future – especially now, when we are experiencing transformation in all dimensions. This is an incredibly exciting time for us as developers and also offers a lot of opportunities! Electrification, for example, will take us a long way forward in terms of performance, too. That is something our customers can really look forward to!

What role will connectivity play in future vehicle development?

Modern life without connectivity has become unimaginable. Of course, it will also become ever more significant in mobility, too. We will offer things that make the transition from smartphones to vehicles easier. We will integrate mobile apps even more effectively into the automotive world. We will develop additional AMG-specific subject areas, which can also be integrated into smartphones. There are many possibilities.

Does that also include making life more relaxed?

For many people, the two things that keep them busy for many hours every day are, on the one hand, their smartphone and, on the other hand, driving. We want to connect the two even more effectively, create added value, and, in the process, make life easier for the customer. That leaves more time to enjoy driving – because after all, that’s what our cars are made for.

Alongside the performance aspect, how important is emotion?

An AMG is always about performance and emotion, in every dimension – be it driving, steering, accelerating, braking, sound, the look, or the feel – that is AMG.

That means you’re also responsible for the emotions as an engineer?

Yes – we engineers are always accused of being emotionless. Not us at AMG!



RANKIN – “TRANSFORMING PERFORMANCE” FROM THE PERSPECTIVE OF A CREATIVE MIND

Rankin is a British photographer, film director, and publisher. He founded the magazine *Dazed & Confused* in 1991 and fashion and lifestyle biannual *Hunger* in 2010 and is known for his pictures of celebrities such as Kate Moss, David Bowie, and Queen Elizabeth II.

Interview

How would you describe AMG from the perspective of a creative?

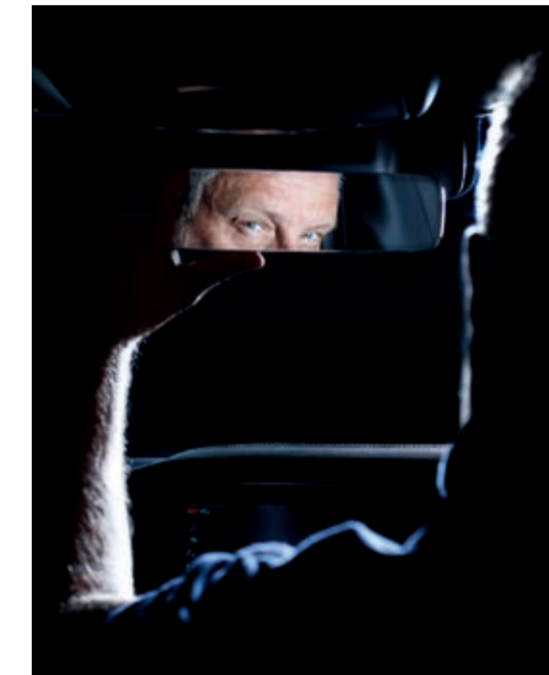
As a creative, most of the intent of my work is about the experience of the audience. So, when I look at a car, and the way it’s designed, my focus is always on how it makes me feel. What I love about the AMG brand is that it really feels like an experience when you drive the car, very unlike any other experience. The car feels like it’s in tune with the driver. Driving AMG is a visceral experience. You feel like the car wants to go fast. You feel like the car is an extension of you.

Will the paradigm shift of “Transforming Performance” also be reflected in art?

People who have artistic desires often limit themselves by focusing on the final product rather than the process. I like to think of creativity as lots of actions, such as picking up my camera every day, even when I’m not shooting professionally. I did a lot of that during lockdown, as well as having conversations with creative people or absorbing the art of others. So I urge creative minds to stop thinking of the big product – that film you’ve always wanted to make, but could never find the funding, or that book you’ve always wanted to write. Let’s focus on the small things – the things we can accomplish every single day. That’s how we really transform.

Photography | Rankin

“WE PERFORM TO TRANSFORM AND TRANSFORM TO PERFORM.”



As a photographer, what demands do you have on the car of the future, especially in terms of design?

Selfishly, I want cars to look good. I don’t just want them to feel good when you drive them, but aesthetically, I want something that looks incredible.

What does life in the future mean to you?

Life is scary right now, and so is the future. But we have to hold on to our ability to transform. That’s what humans have always done, for better or for worse. It’s our mission. Look at the developments in car design over the past 100 years, or the development of cinema, or LGBTQIA+ rights: we’re always building on the best of what came before us. You can see this in the reaction to this year. We are still trying to figure out what this year means to us. So photographers pick up their cameras, singers continue to sing – we perform to transform and transform to perform.

Will the transformation in different areas of life also affect you as an artist?

The transformation in our lives has already begun to affect me. I’m photographing flowers, and I’m reconsidering what I am going to be doing for the next five years. I’m taking much more time for myself, reading more books. What’s happened in the last year has made us all consider who we are, what we are, and how we deal with the world, creatively, but also personally. And I think that going forward, I want to have more empathy. More empathy for my fellow humans, but also more empathy for the planet. I really think that is going to be the big transformation. We’re all taking the planet’s welfare much more seriously.



ONE FOR THE ROAD.
Stay sober at the wheel
with non-alcoholic spirits.

Photography | Jakob N. Layman



Pure inspiration:
Ben Branson loves nature more than anything.



Clear elegance:
Seedlip spirits are refreshingly natural.

Sensible enjoyment without a sense of guilt – drinking culture is changing: distilled non-alcoholic spirits are trending. And they are very much a match for their alcoholic counterparts when it comes to flavor and quality. So what is the secret of the astronomical success of alcohol-free spirits? 63Magazine met up with one of the pioneers and discussed his passion.

Stylish, hangover-free enjoyment, and fit to drive at any time: there is a noticeable market trend toward sophisticated spirits that conjure up complex aromatic compositions in the glass without any alcohol. More and more people want to go without alcohol, but not without genuine indulgence. And yet, while the trend toward healthier and more body-conscious enjoyment has long since become firmly established in the food sector and the range on offer has grown accordingly, the transformation in the drinks industry is moving at a more leisurely pace. Even today, anyone looking for an elegant non-alcoholic drink as an alternative to apple juice, lemonade, or cola often finds themselves faced with sickly sweet, candy-colored mocktails.

That was what happened to Ben Branson one Monday evening in an upscale London restaurant. “What I was served that evening neither made sense with the meal, nor the ambience,” says the founder of Seedlip, recalling the initial spark for his innovation. “It was a deflating experience, and at that moment, I knew there was a need for an adult, non-alcoholic option.” The idea was to produce the world’s first non-alcoholic spirits as an alternative to alcohol and to serve as the base for elevated non-alcoholic cocktails. However, as revolutionary as it may seem, it is not exactly new. *The Art of Distillation* by John French was first published in 1651. In that work, the English doctor documents his distillation process for the production of non-alcoholic plant-based remedies – it functioned as a kind of “Distillation 101” for Branson’s first experiments. Armed with a small copper still and herbs from his own garden, he spent almost two years tinkering. He sought advice from distillers, growers, and historians, until he was ready to launch his first non-alcoholic spirit in 2015: Seedlip Spice 94. And it made a huge impact: the first thousand

hand-prepared bottles sold within three weeks, the second thousand in three days, and the third in less than half an hour. Nowadays, the best bars and luxury hotels around the globe also serve the exquisite non-alcoholic spirits from Seedlip. What was the secret of that success? Perfect timing was certainly part of it: the market was more than ready for sophisticated spirits without the tipsiness. In addition, as well as his experience as a product designer for drinks brands, Ben Branson had the agricultural tradition of his family on his side. “For more than 300 years, my family has owned a farm where peas are cultivated. The key ingredients for the success of Seedlip are my desire to continue that tradition and my passion for nature, which is my greatest source of inspiration.”

“WE WANT TO CHANGE THE WAY THE WORLD DRINKS WITH COMPLEX, ADULT, NON-ALCOHOLIC DRINKS.”

With that background, it is no surprise that peas are of great importance to Branson. His second spirit, Seedlip Garden 108, for example, uses the green legume as its base, complements it with herbal notes, and thus captures the essence of rural England. And the brand name “Seedlip” is not only a reference to the baskets that were used when harvesting peas in days gone by, but also describes the process the ingredients go through, “from seed to lip.” Branson’s passion, the authenticity of the ingredients, and the result of the unique production process are valued by gourmets and the pioneers of the global gastronomy scene.



Exquisite ingredients at 0.0%:
Ben Branson's spirits are totally non-alcoholic.

In order to make best use of the natural ingredients, Branson macerates, distills, and filters each ingredient individually, and only brings the flavor components together at the end. "We are continually overwhelmed by the reactions from retailers, restaurateurs, and our loyal end customers. It really is all very exciting."

Would you like to enjoy non-alcoholic spirits within your own four walls? With the following recipes, you can create exquisite cocktails however you like – it could be traditional or extravagant, but is guaranteed to be hangover-free!

"WHAT TO DRINK WHEN YOU'RE NOT DRINKING"



Light & Breezy



Espresso Martino



Garden & Elderflower Tonic

RECIPES

Ingredients
Seedlip Grove 42: 2 oz
Ginger beer: 2 oz
—
Glass & Garnish
Copper mug
Garnish with lime wheel
—
Method
Pour Seedlip Grove 42 over ice
& top with ginger beer

Ingredients
Seedlip Spice 94: 2 oz / Simple Syrup: 1/2 oz
Cold Brew Concentrate: 2 oz
—
Glass & Garnish
Champagne glass
Garnish with coffee beans
—
Method
Pour Seedlip Spice 94, Cold Brew Concentrate,
Simple Syrup & ice in a shaker
Shake and double-strain into a Champagne glass

Ingredients
Seedlip Garden: 2 oz
Elderflower Tonic: 4 oz
—
Glass & Garnish
Highball glass
Garnish with a cucumber ribbon
—
Method
Build over ice

MERCEDES-AMG PETRONAS FORMULA ONE TEAM & SEEDLIP



Cocktails that keep you on track – that kind of conscientious indulgence is also very popular among the Mercedes-AMG Petronas Formula One Team. Thanks to a global partnership with Seedlip, Hamilton, Bottas, and their team stay refreshed with alcohol-free drinks mixed with the non-alcoholic spirits from the British entrepreneur. A winning combination!

Photography: PR.

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ART

Virtual museum

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louvre.fr/en/visites-en-ligne

A virtual tour of the history of the automobile: the Mercedes-Benz Museum can also be experienced on-screen!

mercedes-benz.com/en/classic/museum/exhibition/



Other virtual museum experiences

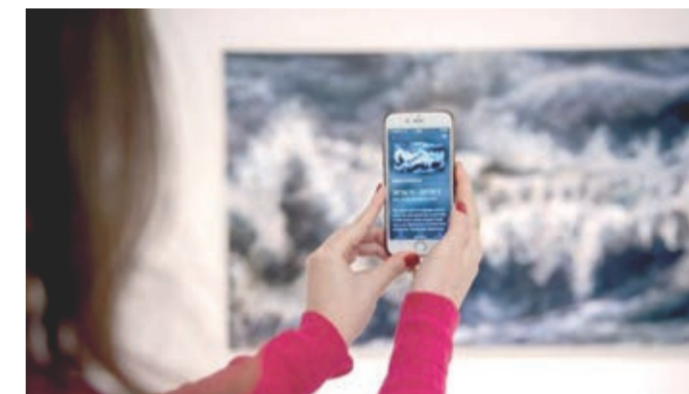
THE J. PAUL GETTY MUSEUM,
LOS ANGELES
getty.edu/art

MUSEU DE ARTE
DE SÃO PAULO
masp.org.br/en/collections

THE BRITISH MUSEUM,
LONDON
britishmuseum.withgoogle.com

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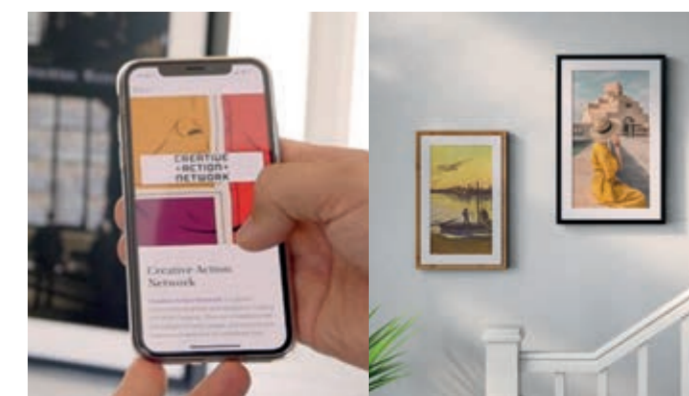
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MOVIES

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MUSIC

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PODCAST

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rewatchables.com



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MOMA NEW YORK
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INTERNATIONAL ART
The Art Newspaper

Women are living life in the fast lane and have long been on a par with the best male chefs in the world of fine cuisine. 63Magazine profiles a rising star already establishing herself. Aged just 28, Daniela Soto-Innes became the youngest ever top chef to be awarded the title of “Best Female Chef” in 2019. Born in Mexico, she is transforming the cuisine of her forefathers and adding her uniquely charismatic, contemporary touch to the menu of Cosme in New York in her position as head chef.

Female, Latina, young ... And rocking the scene for Mexican cuisine in New York. Top chef Daniela Soto-Innes doesn't cook up just any modern US variation of Mexican specialties. She dares to deliver an innovative interpretation of her Mexican forefathers' cuisine with its unique spices and traditions – as well as with local and seasonal produce from the Hudson Valley and surrounding area. She calls it “Another state of Mexico.” This form of cooking would probably not even be possible without border crossings and the mixture of world cultures in the city that never sleeps. What is for sure is that under the leadership of Soto-Innes, the Cosme team in the Flatiron District, who are primarily immigrants from Latin America and all over the globe, conjure up Mexican-inspired dishes that are among the best in the world. “It is that mix of people, ideas, and recipes that brings the restaurant its success,” says the top chef. Of course, it has also been named in the *Michelin Guide NYC 2020*.

Daniela Soto-Innes was twelve years old when she moved with her parents from Mexico City to Texas. And even though up until the age of 20 she demonstrated her strength and ambition as a competitive swimmer, the subject of the culinary arts and delicacies was ubiquitous in their home: “I grew up with many strong women who love to cook,” explains Soto-Innes. “When I was born, my mother was a lawyer with my father. But she wanted to be a chef, because my grandma had a bakery and my great-grandma went to cooking school.

At our place it was all about who baked the best cake, served the best ceviche, or prepared the best mole. I just knew: this is what makes me happiest.” Daniela Soto-Innes is convinced that emotion, spice, and an irrepressible lust for life go hand in hand in Mexican culinary culture. Her expert tip: “If you want to prepare mole or tamales, you need to be happy – otherwise it will never turn out right.” And this feisty female has no intention of resting on her laurels and awards – as well as the Best Female Chef, these include the renowned Rising Star Award from the James Beard Foundation. In addition to Cosme, she also opened ATLA in New York together with Enrique Olvera.

“MY GREATEST PASSION IS NOT JUST COOKING, BUT RATHER WORKING IN A TEAM AND THE CHANCE TO GIVE EVERYONE AN OPPORTUNITY TO FIND THEIR OWN PATH AND EXPRESS THEMSELVES.”

As a next step, the pair want to bring their culinary expertise to Los Angeles with the new location “Damian.” There, the aim is for Mexican tradition to fuse with Japanese inspiration. And even during lockdown, Soto-Innes has by no means been taking it easy. Naturally, the fundraising project from the 50 best chefs in the world, which brings together everyday, quarantine-suitable top recipes in the e-cookbook *Home Comforts*, would not be complete without her legendary mole.

Find out more about Cosme on: cosmenyc.com and guide.michelin.com/en/new-york-state/new-york/restaurant/cosme

DANIELA SOTO-INNES

Female chef rocks.



A truly exceptional dessert: the corn husk meringue is the specialty of her New York restaurant Cosme.

The New Yorker was named “Best Female Chef 2019” and is transforming Mexican cuisine with her innovative, fresh approach.

Crazy, but it works – Caesar salad with a twist! Raw Boston mackerel with radicchio salad and aioli dressing. This new take on a classic is topped off with Castellosso cheese.

ROBERT BAKER

The perfect swing.

Robert Baker is one of the world's most successful golf coaches. The South African has led star players such as Ernie Els to the top of the world rankings. He has also been a consultant to legendary players Seve Ballesteros, Greg Norman, Nick Price, and Nick Faldo. Celebrities from around the globe trust in his tips for the perfect swing – from Barack Obama to Michael Bloomberg and, over two decades, movie stars and sport stars like Sylvester Stallone, Wladimir Klitschko, and Michael Jordan. With his company Logical Golf, Baker, who himself was successful on the South African Tour as a player, is now also helping ambitious amateurs achieve personal success. In an interview, the 57-year-old, who has been a Mercedes-AMG brand ambassador since 2008, speaks about the transformation in the sport of golf and the most emotional moments in his career.



Photography | Marc Schäfer



Interview

When did you discover your passion for golf?

I played various sports as a child in South Africa. Aged 13, I tried out golf. When you hit a tennis or cricket ball, it flies pretty well. But when you strike a golf ball, it flies five times further than any other ball. At a young age, that was a total shock for me and from that day on, I was addicted.

What does a typical day look like for you now?

I barely watch any TV. I prefer to exercise, whether it is yoga or swimming; I like to go to the gym, take time to enjoy food, and sleep a lot. I am constantly traveling the world, so I need to stay fit and find time to rest.

Our age is one of transformation. Do you also notice that in golf?

Golf has changed a lot over the years. The high-performance clubs and balls mean shots travel further and at higher speed. The best players spend a lot of time in the gym and lift weights. It has become a power sport. You need to be able to hit the ball a long way to challenge the best in the world.

What makes a good golfer?

Firstly, you need good technique to make the ball fly and keep it under control. But you also need intellect and self-confidence. It's about a tiny ball and tiny club head that you swing in a huge arc. So you have to think positively and always tell yourself that you can do it; that you can hit a good shot.

What do you prefer: being a pro player or a coach?

There is a big difference between playing golf and teaching it. Golf lessons can be difficult because the customers are expecting results for their money. But that is nothing compared to being a professional golfer. As a one-man show, every error counts. The pressure in professional golf is huge. I much prefer being a coach!

Which people have been particularly important in your career?

I'm more of a shy and humble person. That is not ideal when you are giving golf lessons. And in America, most people are more extroverted than in Europe. Sylvester Stallone helped me a lot in presenting myself better. He was a great inspiration to me and gave me tremendous confidence to convey my message better.

Why do so many professionals and VIPs trust your methods?

Golf is very hard to learn. You have to handle a lot of information. With that in mind, I have tried to present the geometry and physics of golf in a simple and systematic way. They say “a picture paints more than a thousand words,” so all my training and teaching aids are moving visual images. This makes it easier for people to understand and retrieve the information when they hit a ball.

You have been working with Mercedes-AMG for many years. What does the brand mean to you?

A Mercedes-AMG has everything I want from a car: elegance, comfort, and performance. You can travel comfortably, and you can bring out the power when you need it. And all AMGs look really great. Honestly, if I wasn't an AMG brand ambassador, it's exactly the kind of car I would buy.

You have been an ambassador of the Laureus Sport for Good Foundation for years. Why is that commitment so important to you?

Being an ambassador for Laureus Sport for Good is something very special for me. Like everyone else in the Laureus network – made up of the world's greatest athletes – I believe in the vision formulated by Nelson Mandela in 2000: “Sport has the power to change the world.” In this context, Laureus teaches children the values of fairness, consideration, togetherness, and responsibility via sport. You can particularly see how well sport works in this regard when you train outside with the children yourself and motivate them through the sports programs. In this way, important information is combined with fun in sport – fun that all ambassadors worldwide share with the children. I am so proud to have been working with Laureus for 20 years, to be part of that family, and to be making the world a little bit better in my role as an ambassador and role model for the kids.

Change the Game for Kids

Since the foundation was set up in the year 2000, Mercedes-AMG has been involved with and supported the aims and values of Laureus Sport for Good's global nonprofit program, facing up to social challenges around the world. The international aid organization uses the power of sport to combat violence, discrimination, and racism. Laureus supports more than 200 programs in more than 40 countries worldwide to provide lasting improvement to the lives of children and adolescents. The commitment of Mercedes-AMG is a fundamental part of the company's acceptance of its social responsibility.

CRAZY ABOUT CARS

Photography | Anatol Kotte

Cars, cars, cars. Is it only a boys' thing?



The traditional preconception that driving is a man's thing stubbornly persists in some quarters. Where do these clichés come from? And what differences between genders in their relationships with cars might actually exist?

We asked Prof. Dr. Joachim Scheiner from TU Dortmund University.

Despite considerable progress, gender roles and equality are still contentious topics of discussion to this day. Even the experts dealing with these research areas are not always in agreement. Nevertheless, it is possible to identify some differences between men and women in their relationship with their vehicles. However, among other things, these are down to their different life situations, such as the unfortunately still-prevalent gender pay gap, or other conditions reflecting the fact that equality is not yet fully a reality. What don't help in this discussion are sweeping judgments – and people's connection to their cars is always a very individual one. In the following article, we get to the bottom of the question “Cars, cars, cars – is it only a boys' thing?” using selected statements from experts and independent studies.

People and their cars – it is clearly a special relationship. Emotions play a much bigger role here compared to with other objects. “The car provides safety and comfort from the impositions of the outside world,” explains Prof. Dr. Scheiner, Head of Traffic Behavior and Mobility research in the Spatial Planning faculty of TU Dortmund University, in an interview with **63Magazine**. “Secondly, it represents autonomy and self-determination, which is highly important to many people in an individualized society.” Thirdly, it conveys social status, the “little differences” to the outside world, the professor explains. Finally, some find being able to exert power and control over a fast, powerful vehicle a thrilling experience, he says. “Of course, all of that has little to do with mobility in the narrower sense of reaching a destination,” says Prof. Dr. Scheiner.

“FOR WOMEN, ENGINE POWER AND THE EXHILARATION OF SPEED ARE LESS IMPORTANT THAN THE PROTECTIVE FUNCTION OF THE CAR AND THE SELF-DETERMINED MOBILITY IT OFFERS.”

He feels gender differences in this emotional relationship between people and their cars are clearly recognizable: “For women, engine power and the exhilaration of speed are less important than the protective function of the car and the self-determined mobility it offers.” The sociologist Christa Bös from Freie Universität Berlin confirms the latter in the newspaper *Welt*: “The relationship with the car is more strongly associated with feelings of individual autonomy in women than in men.” Many women told Bös how happy they were to finally get their own car, having previously only been “tolerated co-users” of the family automobile. For women, therefore, their own car represents a step towards equality, Bös explains. For men, on the other hand, it is above all an instrument to document social status, she adds.

Prof. Dr. Scheiner sees additional differences in driving styles: “In particular among men – and especially young men – driving can trigger a rush of power and control over the machine. They drive faster and less in line with the rules and regulations, overestimate their abilities more, and, in extreme cases, consider themselves to be above God. Take the illegal, extremely dangerous car races on public roads, for example.” According to the expert from Dortmund, women can also feel the same rush. “But they don't seem to give in to it nearly as much. They drive more rationally, perhaps partly due to their sense of responsibility. We know that they take far-above-average responsibility for interpersonal matters – such as upbringing, family, care, and private contacts.”



Prof. Dr. Joachim
Scheiner

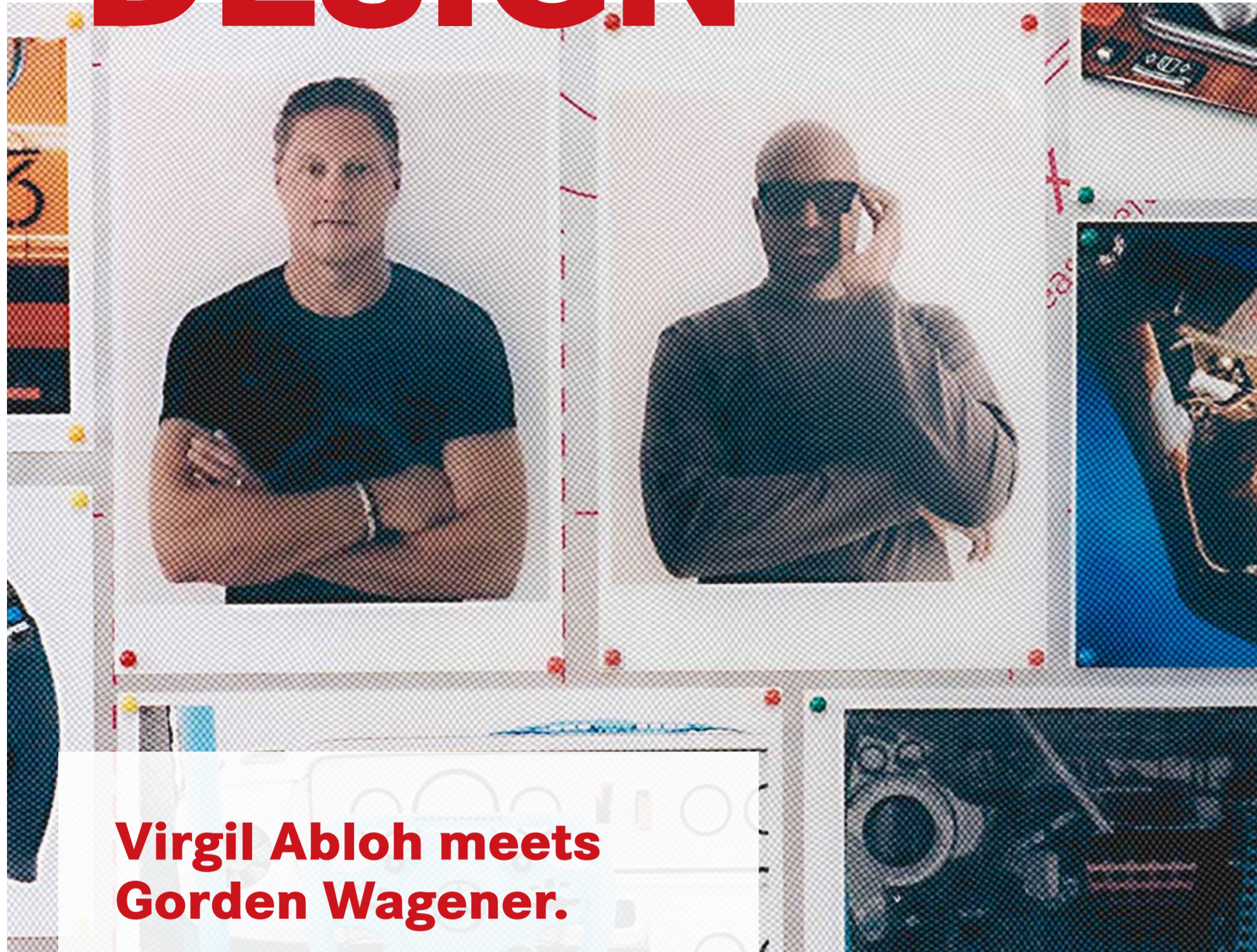
Among other areas, Prof. Dr. Joachim Scheiner researches the topics “Traffic behavior, everyday mobility, spheres of activity,” and “Social change and traffic.” In the “Gender and mobility” research project, he investigated “Everyday life in the transformation of the gender relationship” with regard to “Activities, routes, transport, and use of time.”

Gender differences can also be seen when it comes to car purchases. However, they cannot be explained by sweeping generalizations. For example, a study by TÜV Nord established: “Men drive luxury class, women compact cars,” as the graduate psychologist Cornelia Nagel succinctly summarizes the results. But she adds: “However, that is not necessarily of their own accord. The trend toward a smaller (second) car for a woman could be down to the distribution of roles in couples – or simply due to different financial possibilities.”

Even today, preconceptions persist in the mutual judgment by men and women on the driving skills of the opposite sex. Prof. Dr. Scheiner explains how this comes about: “You have to understand how these preconceptions come into being. The cliché that women cannot park comes from a time when women with driving licenses had little opportunity to acquire driving practice. So it was a kind of self-fulfilling prophecy.” How inaccurate that stereotype is today was revealed by two studies: firstly, British researchers found that the car ends up more in the middle of the parking space when women park – meaning they park more precisely than men. And according to a study that they conducted for a car park operator, students at the Baden-Württemberg Cooperative State University Mannheim found that women park faster than men. They need an average of 17 seconds for a parking maneuver – men need three seconds longer.

This much is clear: women love cars just as much as men do, but – for various reasons relating to life circumstances – in a different way. And which gender drives better? The real answer to that question is far from the established clichés. But one thing is for sure: cars are not only a boys' thing – they are just as much a girls' thing!

DESIGN²



Virgil Abloh meets Gorden Wagener.

An explosive meeting of top-class ideas: in “Project Geländewagen,” the celebrated universal artist, architect, fashion designer and Artistic Director Virgil Abloh as well as the Chief Design Officer Mercedes-Benz, Gorden Wagener, embark on a unique co-creation experiment.

*Mercedes-AMG G 63:

Kraftstoffverbrauch innerorts/außerorts/kombiniert: 17,1/12,9/14,4 l/100 km
CO₂-Emissionen kombiniert: 330 g/km.

For further information on the official fuel consumption and official specific CO₂ emissions of new cars, please refer to the “Guide to the fuel consumption, CO₂ emissions, and electricity consumption of new cars,” which is available free of charge at all points of sale and from Deutsche Automobil Treuhand GmbH on www.dat.de.

All in gray with special 3-D paint and fitted with powerfully presented wheel housings, together with sporty tires with “Mercedes-Benz Geländewagen” lettering: this unique piece designed by Virgil Abloh and Gorden Wagener doesn’t do half measures!

What happens when you give two giants of the design scene a completely free hand? That was the initial question posed by “Project Geländewagen,” which caused a furor in September 2020. The result: a new vision of luxury!

The protagonists: the American founder of luxury fashion label Off-White and Artistic Director of the menswear collection at Louis Vuitton, Virgil Abloh. And Gorden Wagener, from Germany, Chief Design Officer at Mercedes-Benz and its subbrands.

The two met at Virgil Abloh’s studio in Paris at the start of 2020. Soon, the idea was born: we will create a work of art with the Mercedes-AMG G 63*! “It was an obvious choice,” Abloh explains.

“THIS ART PROJECT IS A CREATIVE JOURNEY THROUGH TIME FOR US.”

Gorden Wagener

“It is a style icon, a symbol of design, and one of the most incredible works of the art of engineering.” Gordon Wagener adds: “The G is the most iconic car we have; a cult vehicle for 40 years. And it is a very trendy car in the music and fashion scene. Virgil loves it, too – he has always driven a G.”

Abloh and Wagener’s idea for “Project Geländewagen”: the total transformation of the Mercedes-AMG G 63. As a first step, they pared the vehicle down to the bone. “This is how we always approach design: If you like it, you take a line away. And if you still like it, you take another line away,” says Wagener. “Then we asked ourselves: what do we need? Seats, steering wheel, roll cage, that’s it. Design means: reduce it to the ultimate!”

Through this process, the pure, monolithic concept “Stronger Than Time,” was developed, Wagener emphasizes. “The car now looks like we’ve moved on a hundred years. This art project is a creative journey through time for us.”

He sees setting the tempo as a task for every designer: “We shape the zeitgeist. It is our privilege to help design the future at the same time. The past has been written. It is what it is. The future is what we make of it.” But there is one thing that cannot happen on the path to good design: mistakes. “We try to embody perfectionism. That is the standard we set at Mercedes-Benz and that I set myself.” In that context, Wagener points to the maxim “Fail fast, move on” – the Silicon Valley mentality: “If you don’t fail, you haven’t gone far enough, tried enough out.” Wagener calls design an “art failure process.” “When we design a car, there are a hundred suggestions to begin with. In the end, one remains.” But he doesn’t see the other 99 as failures: “There are many reasons why different choices were made along the way.”

That is why Wagener defines the design process as something like “skilled wastefulness,” although he emphasizes that design is not a random process: “A bit of randomness is alright sometimes. But for the most part it is a very professional process in which you can say why things are correct and good.”

“EVERYTHING I DO IN MY CAREER SERVES THE NEXT GENERATION.”

Virgil Abloh



Photography | Stephen Reuss





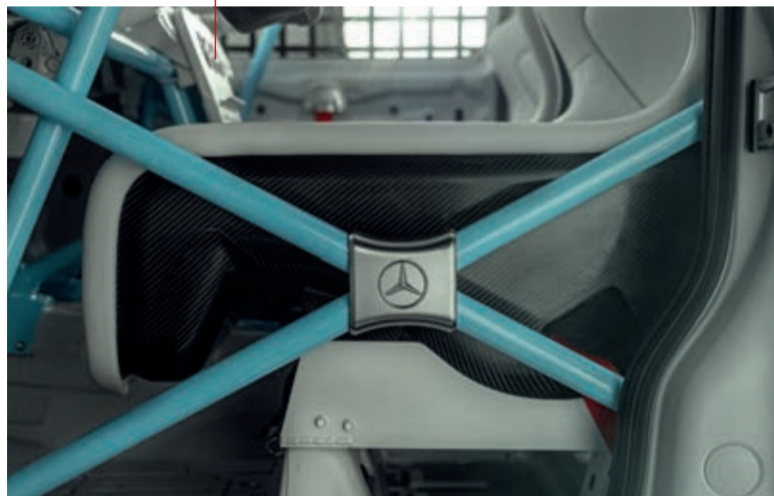
“DESIGNERS SHAPE THE ZEITGEIST. IT IS OUR PRIVILEGE TO HELP DESIGN THE FUTURE AT THE SAME TIME.”

Gorden Wagener

MERCEDES-AMG
PROJECT GELÄDEWAGEN

An analog feel: racing car steering wheel, round instruments with chrome frames, and toggle switches.

A roll cage in baby blue and a red X above the air vents: the entire car is trimmed for racing.



“THE MERCEDES-AMG G 63 IS A SYMBOL OF CULT DESIGN; ONE OF THE MOST INCREDIBLE WORKS OF THE ART OF ENGINEERING.”

Virgil Abloh

*Mercedes-AMG G 63:
Kraftstoffverbrauch innerorts/außerorts/kombiniert: 17,1/12,9/14,4 l/100 km
CO₂-Emissionen kombiniert: 330 g/km.
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A metal-grilled back window and a petrol canister in the trunk compartment: the design is simple, yet detailed.

Wagener describes the collaboration with Abloh, which, due to the pandemic, continued via Skype conferences after the meeting in Paris, like this: “We have always been on the same page and respect each other’s creativity.” Wagener particularly appreciates Abloh’s versatility: “He comes from the world of construction, not design. Like me, he cares about all disciplines. I always say: luxury and design are holistic. Design is art and, for me, ubiquitous.” After all, Mercedes-Benz does not only make cars, but everything from the home to the city and the automotive product to the handbag: “But design, art, or luxury does not start here and stop there. That’s why it’s cool to look beyond the horizon into other industries: from an engineering-driven company to a creative company – that’s the change we want to make.”

Virgil Abloh also describes himself as having varied influences: “I studied civil engineering and architecture. Before that, I grew up with skate culture, practiced DJing in my basement, and Michael Jordan was an icon for me.” He can look back on a rich oeuvre of interdisciplinary work. But Abloh does not have a personal favorite piece among it: “I see my work as evolution. It is constantly changing, but every piece has its own personal value for me.”

After the presentation of “Project Geländewagen” in September, a true-to-scale replica of the artwork was auctioned. The proceeds went to an organization for promotion of the arts. “Everything I do in my career serves the next generation,” says Virgil Abloh, who became the first African-American to take on the role of artistic director at a French luxury fashion house. “I want to pave the way for others.”

Looking back, Abloh is just as happy with the collaboration as Gorden Wagener. “For me, collaboration is when two people, groups, or brands with two different languages come together to create a new language,” says the US designer, happily. Wagener adds: “This was about an artistic approach. That had never been applied to cars in that form before.” With that in mind, he wants to continue the collaboration with Abloh: “But as for what that involves – you’ll have to wait and see!”

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SIXTY-THREE MAGAZINE
STYLE



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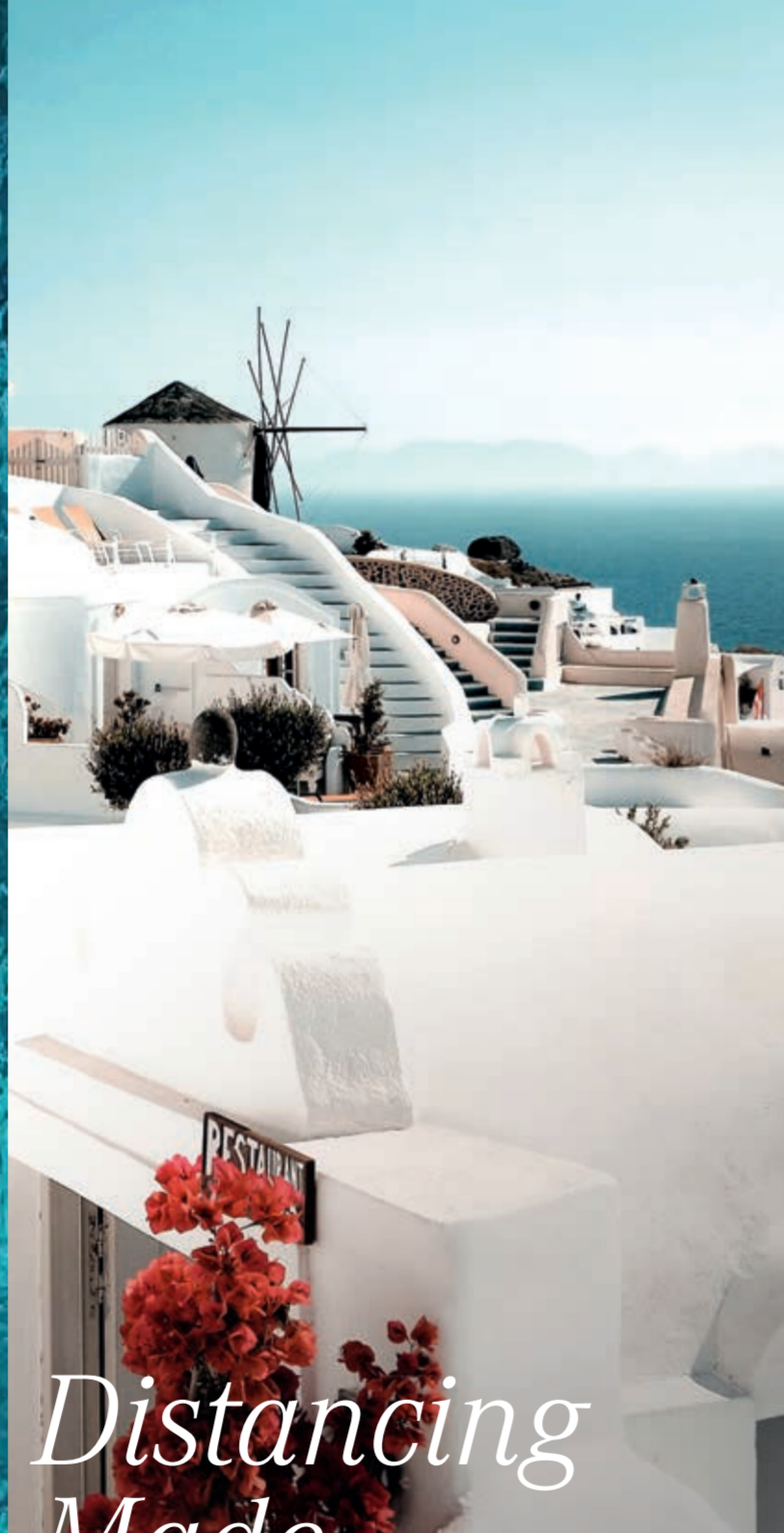
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MYKONOS

Mykonos is recognized as a glamorous meeting place for celebrities. The Cycladic island in the Aegean Sea is most famous for its wonderful beaches, and, thanks to luxurious accommodation, it is perfect for safe travel under the conditions of social distancing. Our travel experts experienced the classiest form of self-isolation there in private accommodation!



*Distancing
Made
Easy.*

Mykonos – Myth and Modernity.

Perfect white beaches, iconic Greek architecture, and top-class hotels and restaurants: Mykonos is one of the most popular Aegean travel destinations. From the mid-1950s, stars such as Maria Callas, Liz Taylor, Brigitte Bardot, and Sophia Loren enjoyed the charms of the sun-drenched Cycladic island. The hippies who have shaped the island's lifestyle since the late 1960s have also contributed to its myth: they gave it artistic flair and lived according to the philosophy that even with few possessions, you can feel great happiness. The writer Albert Camus saw Mykonos as the "heart of the universe," and the influential architect Le Corbusier raved about the island's buildings: "Whatever architecture has to say, it is said here."

While in Chora, the old town of Mykonos, whitewashed houses with flat roofs, colorful wooden doors, and straight-lined constructions are particularly common, the "Little Venice" district, as the name suggests, shows the influence of Venetian architecture. Those buildings are characterized by colorful wooden verandas and ornate balconies in the style of the Italian city. There are historical reasons for this: the Venetians ruled Mykonos from the 13th century, before the island fell into the hands of the Ottomans in 1537. It has been part of Greece since 1830. According to legend, Mykonos was created through a heroic act by Hercules. He defeated the legendary Giants and threw them into the sea. There they petrified – and thus formed the underground for the world-famous island landscape, which delights travelers with its unique beaches. To this day, those visitors include many celebrities: Sharon Stone, Madonna, and Leonardo DiCaprio have partied here, while Lindsay Lohan runs her own VIP club.

Villa Arion: an exclusive property with a view of the Aegean Sea.

To explore Mykonos, we start out in the secluded and therefore particularly safe location of Villa Arion, which we rented via Our A Game from the property manager iWish Mykonos. The tasteful holiday home in Aleomandra, in the southwest of the island, was newly built two years ago in the typical Cycladic style. Overlooking the Aegean Sea, it is surrounded by 4,000 square meters (43,000 square feet) of land, covered with olive trees and other Mediterranean plants. We feel very much at home in the spacious, boho-deluxe-style living areas and bedrooms. Sunbathing on the spacious terrace, swimming in the 25-meter (82-foot) pool, or taking in the sunset sitting at the pool bar – we enjoy all this alone and completely undisturbed. We only leave this little piece of paradise for a few trips to the beach or to go shopping.

A CHEF AND YOGA INSTRUCTOR COME TO THE VILLA

A private villa like the Arion offers a particularly individual retreat on holiday. Another plus for us is a driving service, including a constantly available chauffeur and a water taxi, which takes us to the most beautiful spots on the island on request. Nevertheless, a private villa also has disadvantages: usually, you have to cook for yourself or go out to eat. You are also responsible for keeping the place clean and tidy. So we avail of some additional services to make our stay even more relaxing: some days we order a chef, who comes to the villa to prepare breakfast, lunch, and dinner – the best Greek cuisine, without having to leave the property! However, our highlight is the time spent with the yoga instructor who comes to the villa. After the relaxing exercises on the terrace overlooking the sea, you feel like a new person!



Inviting and relaxing: the terrace with jacuzzi, lounge, and pool, as well as the generously proportioned living room of Villa Arion. A personal chef provides the perfect finishing touch to the sense of well-being.



Our trip to Mykonos was exclusively planned by the local premium travel agency "Our A Game" and presented by Design Reisen. Our A Game ensures on behalf of Design Reisen that all changes caused by COVID-19 can be reacted to quickly and that the safety of guests is always guaranteed. Alexis Galanopoulos and Andrea Grall are Design Reisen's representatives on-site and will be happy to put together an offer individually tailored to you.

For personalized special offers, please contact them via contact@ouragame.com (reference code: AMG63).
ouragame.com | designreisen.de

OUR A GAME
Lifestyle Hospitality



For the sunset lovers.

Sunset is a magical moment on Mykonos after a hot day on the beach or on the water. Here are the top three sundown spots on the island!

TIP 1: SCORPIOS

Scorpios, on the southern tip of Mykonos, is a popular meeting place with artistic and spiritual influences. Especially in the evening, the beach club is one of the top spots on the island. The restaurant is often booked out months in advance, so be sure to make an early reservation. On the beach, we loosen up our muscles with Balinese and Swedish relaxation massages. Sitting in the natural sand at Sunset Beach, we then experience the red fireball plunging into the sea with a soundtrack from live DJs – unforgettable! The boutique shop, which stocks clothing from the premium Mexican brand Caravana, is also impressive: Mayan cosmology meets Greek mythology!



Scorpios Bazaar stocks individual fashion brands from all over the world.

Stylish and tasteful: the Scorpios beach.

TIP 2: BEEFBAR

Cool drinks and the best beef right by the sea: the Beefbar at Bill & Co Coast Suites does away with the rigid codes of other steakhouses. The concept of this offshoot of the Beefbar founded by Riccardo Giraudi in Monte Carlo is based on contrasts. The food is unpretentious, but the chefs only use extremely high-quality products. They prepare them in the outdoor kitchen in a brick oven or on the open grill. The menu features Black Angus from Australia, American Wagyu from Snake River Farms in the northwest of the USA, and, of course, Japanese Kobe beef. A must-visit for discerning meat lovers, and especially enjoyable at sunset!



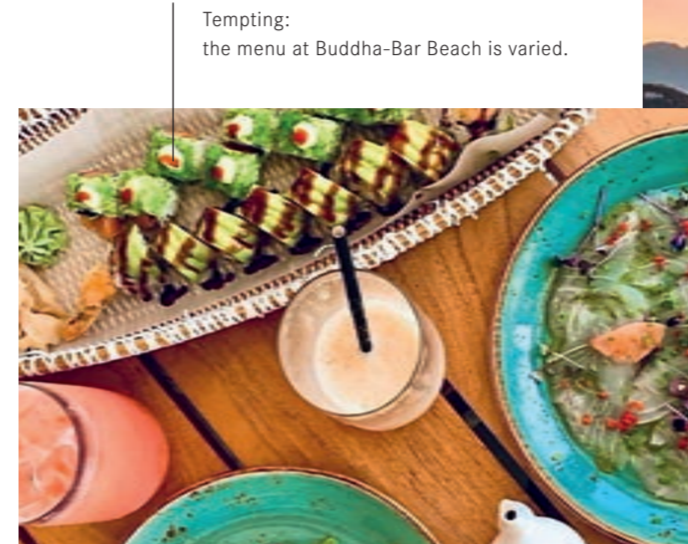
Beefbar on Agios Ioannis Beach – a relaxed atmosphere and a sea view!

TIP 3: HIPPIE FISH

Legendary: the sushi at Hippie Fish Restaurant, which was established in the 1960s.



The idea for the Hippie Fish Restaurant on Agios Ioannis Beach arose from the need to create something extraordinary – a kind of “hippie” approach with a mix of authentic Greek and international dishes. In the casual beach club, we not only enjoy the fantastic sunset, but also the exquisite cuisine. Among the delicious dishes are sole, and a dessert of profiteroles – with a Greek twist on the classic French sweet.



Tempting: the menu at Buddha-Bar Beach is varied.



Buddha-Bar Beach is part of Santa Marina – with its own private beach!

BUDDHA-BAR BEACH

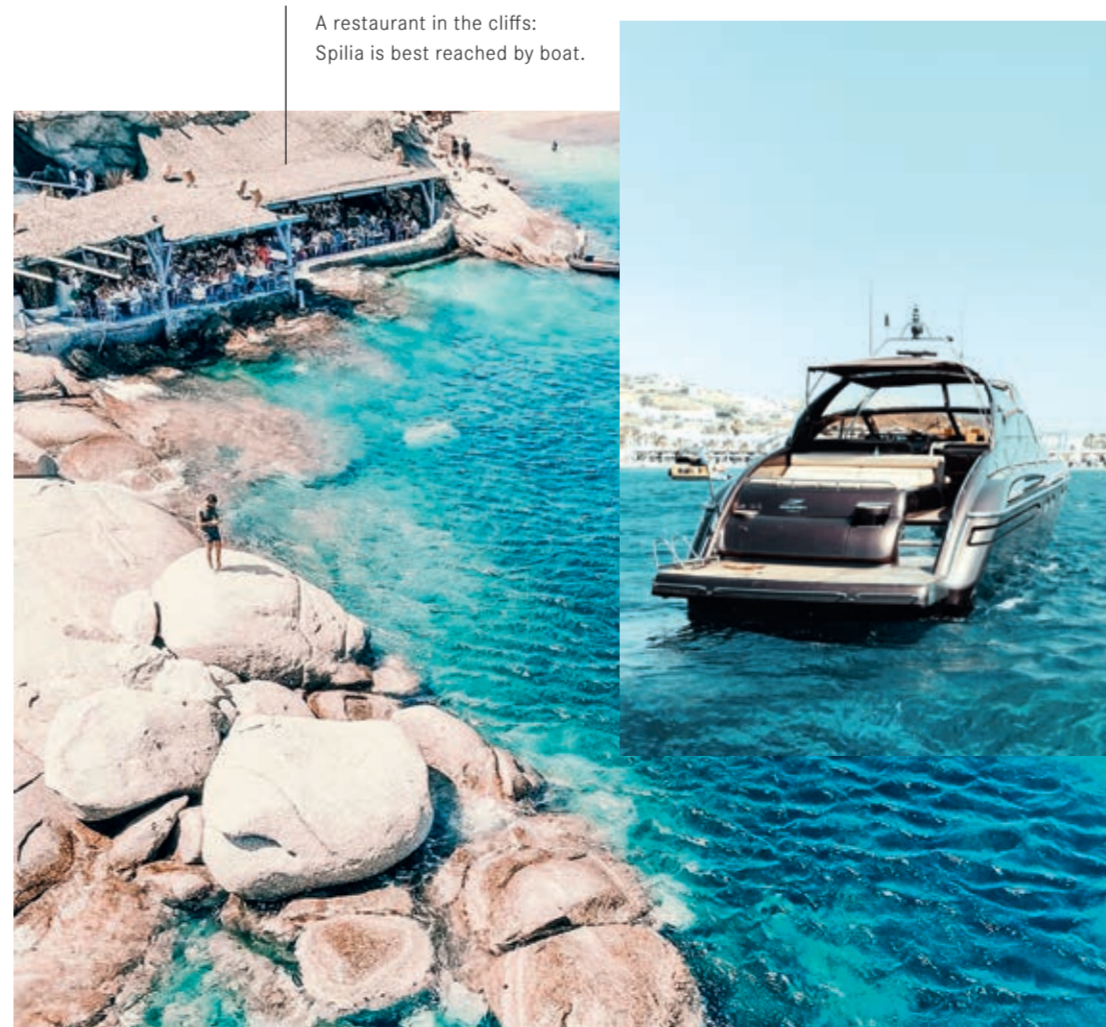
The Buddha-Bar Beach Restaurant is part of the opulent Santa Marina, A Luxury Collection Resort, Mykonos. It is the only hotel on the island to have an exclusive private beach reserved for hotel guests – but that is not the only reason you can keep the required distance here, or even be completely alone. This family-friendly hotel with 101 guest rooms and suites and 13 villas is located on a secluded peninsula. In each area of the huge site, there is a maximum number of guests, which is strictly monitored. The highlight of the complex is the Ginkgo Spa with its state-of-the-art fitness center, Oasis infinity pool, and lounge – a glamorous hideaway! The Buddha-Bar Beach Restaurant is also accessible to non-hotel guests who have made a reservation.

When it opened in 2015, it was the first Buddha-Bar Beach Restaurant in the world. Head chef Eric Roussellieres serves us a refreshing menu that combines tradition and modernity, as well as Mediterranean and Asian influences. The Buddha-Bar Beach Rolls with salmon, tuna, crab, and shrimp, as well as the red Thai curry with shrimp and lemongrass rice, make a lasting impression on us. The finishing touch to dinner is provided by the cocktail creations of head mixer Matthias Giroud. In the background, the legendary sounds of the Buddha-Bar compilations can be heard; later in the evening, DJs set the mood. An unforgettable culinary experience!

Day-Trip

BY BOAT TO A CAVE RESTAURANT: DELUXE FISH AND SEA URCHINS!

For a very special day trip, we rent a Hermes 55 boat from Mykonos Boat Trips, which we use to explore the coast of the island from the water. For lunch we head to the Spilia Seaside Restaurant in the Agia Anna cave. It is located right in the cliff face near Kalafatis Beach. This exceptional location also offers exceptional food: the signature dish is the sea urchin pasta. The oysters, mussels, crabs, lobster, and fish served here are fresh from the Aegean Sea – they await our order in a small natural sea basin and are prepared in front of our very eyes.



A restaurant in the cliffs: Spilia is best reached by boat.



An unmistakable taste of the sea: pasta with sea urchins.

*Recharge your batteries
with Greek hospitality.*

**KENSHŌ PSAROU:
A BEACHFRONT HOTEL WITH SPA ON A SANDY BEACH**

We spend the second week of our trip in the cool five-star boutique hotel Kenshō Psarou. This location on the southwest coast of Mykonos welcomes us with first-class service, Hellenic joie de vivre, and exquisite urban luxury. The typical Greek architecture with a sophisticated mix of natural stone and reclaimed wood is combined with comfortable, individually furnished suites and rooms. We feel at home right away, because the hotel management ensures the safety of guests with meticulous hygiene measures. Social distancing is strictly adhered to, all staff wear mouth and nose protection, and we check in contactlessly with tablets at reception. Strict hygiene and cleaning protocols are followed in the spa.

In its own way, Kenshō Psarou is a natural phenomenon. The building has an impressive mountainous backdrop, and right in front of it, the hotel's beach club on Psarou Beach, with its white sand, crystal-clear water, and beach spa, awaits. This beachfront wellness area is like

a well-being charging station, where we can find peace and relaxation during treatments with LED masks, oxygen therapy, or warm quartz stone healing – the ideal way to forget the hectic nature of everyday life.

Culinary delights are provided by the young chef Ippokratis Anagnostelis, who combines Greek flavors with Japanese influences. This Greek-Asian fusion produces excellent sushi at the Kenshō Psarou Restaurant – a unique flavor experience! The delicate creations from head pastry chef Dimitris Chronopoulos round off the dining experience. In the beach bar overlooking the Aegean islands, we can then choose from a selection of expertly mixed cocktails, fine wines, and premium beers.

Like everywhere on the island, the colors blue and white dominate the entire hotel complex, soothing and relaxing the eyes. A trip to Chora, four kilometers (2.5 miles) away, or boat trips to the picturesque beaches of the island, provide variety. A perfect place to recharge!

In addition to this exclusive villa, Kenshō Psarou offers 29 luxury rooms and suites.

The tree, sun salutation, and cobra: yoga on Psarou Beach.

SHOPPING TIP

LASTAY WEAR

Lastay Wear kimonos are designed on the basis of ancient Japanese prototypes. They are handmade from silk produced sustainably in Greece. Available at Hotel Kenshō Psarou (price: €700 to €850). lastaywear.com

All accommodations come with either outdoor hot tubs or private plunge pools.

Must-visits MYKONOS.

Mykonos is a varied destination with numerous top-quality restaurants, bars, shops, and other attractions. The Cycladic island is packed with wonderful experiences – here are some of the best of them!

CULTURE

The houses in this small quarter of the old town of Mykonos are so close to the sea that the surf hits their outer walls.

LITTLE VENICE

The charming quarter is framed on both sides of the bay by two of the island's major sights: to the north, the Church of Panagia Paraportiani, with its five chapels and asymmetrical facades, and to the south loom the six-century-old windmills, the Kato Mili.

TASTE

LA MAISON DE KATRIN

Located in Mykonos Town, La Maison de Katrin offers the best French cuisine in all of Greece. The family-run restaurant has been operating since 1971 and was recently taken over by the son, Pericle. Specialties include mussel and lobster dishes.

The restaurant can be found in an old part of the city center, in the narrow street Nikiou. A reservation is recommended due to the high demand.

ART

This contemporary-art gallery was founded in the center of Mykonos in 1994 by Vassilis Matsaidonis and Christos Nikolaou.

RARITY GALLERY

The aim of the Rarity Gallery is to contribute to the art and culture scene on Mykonos. The range of works of art on display is diverse. Many of the artists can be seen in Greece for the first time there, including Julian Opie and Mel Ramos.

EXPERIENCE

MYKONOS HORSELAND

Horseland riding center offers the opportunity to discover the unique landscapes of Mykonos on horseback. On the ride from the ranch in Ano Mera to Fokos Beach, you are accompanied by a professional guide who ensures that the tour is relaxed and safe.

The specific needs of each rider are taken into account, and there is also something on offer for novices. A ride along a sandy beach is particularly enchanting!

LONGITUDE. LATITUDE. ATTITUDE.



——— **Portugieser Chronograph. Ref. 3716:**

The Portugieser's functional design took its inspiration from the nautical deck watches once used on ships to assist marine navigation. The Portugieser Chronograph, with its clean, eminently legible dial, is a direct reminder of this heritage. At the same time, the two recessed subdials and the flange with its printed quarter-second

scale imbue this timelessly elegant watch with a distinctive, sporty flair. This design classic is now powered by the IWC-manufactured 69355 calibre, which is visible through a transparent back cover. And with a precision instrument like this on your wrist, you can be sure of navigating your way through life with stylish understatement.

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